Day 1) A New Business Reality {First\_Name}.

Hi there {First\_Name}!

It is becoming increasingly clear that businesses around the world have drastically changed after the pandemic.

More people are being instructed to spend less time in public places and more time at home.

Millions of people around the world are finding themselves in a new business reality; not knowing what to do next!

We want to shed some light; by giving you access to these resources and helping you Take Your Business Online.

With These Business Tools; you'll not only learn new skills, which will set you up for success, but you'll be creating the life you've been dreaming of for years!

We will guide you step by step through the process and address any questions you might have or strategy you wish to implement; using our [Professional Marketing Platform.](https://go.e1ulife.com/home?fpr=jose77)

* **In Tomorrow's E-Mail** **We'll Discuss:** Start Selling Online!

Here**'**s To Your Success!  
***The GWC Team***

Day 2) Start Selling Online {First\_Name}!

Hi {First\_Name}!

Learning To Sell Digital Products Is A Great Way To Secure Extra Cash Inflow. Webmasters, Bloggers, Writers... Anyone With A Website Can Become A Digital Product Seller.

Even though Digital Selling presents a much more relaxed selling environment; we should still remind ourselves that things like Presentation and Support Management Count!

[Selling Online Brings About A Lot Of Learning Opportunities;](https://www.rapiventas.net/globalonlinesales/asoln/) which can be further used to [Begin Building Business Plans and Ideas,](https://rapiventas.net/globalonlinesales/imbm/) that could be extended fully towards the physical world.

**\*Stay Tuned For Tomorrow’s E-Mail:**Take Your Business Online!

Here's To Your Success!  
**The GWC Team**

Day 3) Take Your Business Online {First\_Name}!

Hello {First\_Name}!

Starting An Online Busines Has Never Been Easier...

In fact, it’s not so much about starting the business; as it is about knowing what exactly you wish to sell and the way you wish to sell it.

Services like Writing, Marketing, Design & Development Work Are The Most Popular Among Freelancers.

[There Are Things Such As E-Books, Digital Goods, Software, Online Courses, Music, Guides and what not; Which Can Be Sold and Re-Purposed Online Through A Specific Sales Page.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)

Learning To Sell Digital Products Is A Great Way To Secure Extra Cash Inflow. Webmasters, Bloggers, Writers... Anyone With A Website Can Become A Digital Product Seller; even though Digital Selling presents a much more relaxed selling environment; we should still remind ourselves that things like Presentation and Support Management Count!

[Selling Online Brings About A Lot Of Learning Opportunities;](https://www.rapiventas.net/globalonlinesales/asoln/) which can be further used to [Begin Building Business Plans and Ideas,](https://rapiventas.net/globalonlinesales/imbm/) that could be extended fully towards the physical world.

**\*Stay Tuned For Tomorrow’s E-Mail:**Market Your Business Online!

Here's To Your Success!  
**The GWC Team**

Day 5) Market Your Business Online {First\_Name}!

Hi {First\_Name}!

Every Business Owner Wants To Reach More Customers, Sell More Products, Take A Larger Market Share, Outpace Its Competitors and Grow. Yet Markets are ultra-competitive and it's more challenging than ever to gain visibility.

**Marketing Your Business Online**

These days, you don't just want to ensure that Customers know who you are and understand the service you provide; you also need to make sure that they:

* Are Inspired By Your Company And Its Values.
* Trust Your Employees And Your Brand.
* Find Positive Stories About You Online.
* Can use all this information to create their own personal relationship with you.

[The Best Way To Achieve This Is With Digital Marketing.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) Digital Marketing Lets You Use Web-Based and Mobile Tools And Technologies To Make Your Presence Felt.

While people have marketed their businesses with offline technologies for centuries, Digital Marketing has a Major Advantage over Traditional Marketing.

That's Because It Allows You To Fine-Tune Your Focus, So You Deliver The Right Message To The Right People At The Right Time. [The More Relevant Your Business Is To Potential Customers, The More Successful Your Digital Marketing Campaigns Are Likely To Be.](https://rapiventas.net/globalonlinesales/malapro/)

We'll Cover Six Key Aspects of Digital Marketing You Need, to Master and Engineer Success With in Your Business; giving customers the information they need, to consider buying products and services from you.

Those Aspects Are:

* Market Research
* [Social Media Marketing](https://rapiventas.net/globalonlinesales/smss/)
* [Search Engine Optimization](https://www.globalwebsitescorporation.com/contactus/index5.html)
* Search Engine Marketing
* [Content Marketing](https://globalwebcorp.wordpress.com/)
* [E-Mail Marketing](https://go.e1ulife.com/home?fpr=jose77)

**Research Your Market**

Before You Start With Digital Marketing, it's Important to Understand Your Industry, Your Competitors, and Your Customers. [The Knowledge You Gain Will Help You Market Your Business More Effectively.](https://rapiventas.net/globalonlinesales/malapro/)

**Here's How You Get Started:**

**1. Analyze Your Industry**

Don't Waste Your Time Doing Any Marketing Until You Understand Your Industry. You don't just need to find out if your business idea has potential; you also need to discover whether there's really a Market for it!

Most Importantly; [You Need To Ensure That Your Business Idea Will Be Profitable.](https://rapiventas.net/globalonlinesales/imbm/) If not, then move on.

Industry Analysis Usually Include:

* An Industry Overview.
* Overviews of Different Sub-Sectors.
* Information about Typical Customers.
* An Assessment of Technology if it’s Relevant to The Market.
* Past and Future Trends.

It’s a good idea to hire someone to collect all this information for you. Once you get it; go through the data like your business depends on it; because it does! [The Information You Gain; Will Tell You Which Businesses Usually Generate Income in Your Niche;](https://www.rapiventas.net/globalonlinesales/nebp/) so that you can estimate how much profit you can make.

It will also help you understand the context your business operates in; so [You Can Run An Effective Digital Marketing Campaign.](https://rapiventas.net/globalonlinesales/malapro/)

**2. Get To Know Your Competitors**

Another Key Part of Market Research is Knowing Your Competitors. That's because your Digital Marketing Campaigns, will need to make it clear; in what ways are you different from them, and what your Unique Selling Proposition (U.S.P.) is.

The Industry Research you carried out in the previous step, is a good starting point, but you'll also have to find out:

* Which Specific Market Segments They Are Targeting.
* What Products And Services They Offer.
* What Their Strengths And Weaknesses Are.
* Where there might be an opportunity for you to win business.

You'll Want To Get Intimate Knowledge Of:

* Their Target Audience And Customer Profiles.
* Their Pricing Strategy.
* Their Revenue And Profitability.

[And To Help You Target Your Own Marketing Strategy,](https://www.rapiventas.net/globalonlinesales/malapro) You'll Need To Understand Who Their Customers Are, How Your Competitors Reach Them; and What Keeps Their Customers Loyal To That Brand.

While some of this information is publicly available, it can be worth hiring Experienced Researchers to dig deeper. You'd be surprised what they can find out!

**3. Find Your Buyer Personas**

The Final Part of Your Market Research is Understanding Your Customers. To do this, You'll Need To Create Buyer Personas. Also known as Customer Avatars; [Buyer Personas Are An Essential Part of Any Digital Marketing and Sales Growth Strategy.](https://rapiventas.net/globalonlinesales/malapro/)

They go way beyond simple demographic information about age, location, gender, and age. The Best Customer Personas Read Like Descriptions of Actual People; including:

* Marital Status
* Employment
* Education
* Values
* Interests

Buyer Personas Will Help You Find Out:

* What Matters To Your Customers.
* How Customers Think.
* Where They Spend Their Time.
* Which of Your Products & Services do They Need and Why.
* What Values Are Important To Them.
* What Is It That They Expect From Your Company.

They'll Also Help You Understand What Will Persuade Them To Buy Products And Services From You; Which Is Essential To [Create Your Marketing Strategy.](https://rapiventas.net/globalonlinesales/malapro/)

**\*Stay Tuned For Our Next E-Mail:** Design Your Business Logo!

Here's To Your Success!  
***The GWC Team***

Day 8) Design Your Business Logo {First\_Name}!

Hi {First\_Name}!

If You Think About The World's Most Recognizable Brands; You Can Probably Picture Their Logos Immediately.

See Those Logos and you conjure up memories of your association with that Brand. [Since Your Logo Is One Of The First Things People See; It’s A Great Place To Get Started With Your Branding Strategy.](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)

In a nutshell, A Good Logo Makes Your Business Memorable. The Aim Is For Customers Who Have Seen Your Logo A Couple Of Times; Begin To Recognize It.

That Starts To Build Their Relationship With You And Helps Them Trust You. Over Time, Just Seeing The Logo, Will Remind Them Of Their Interaction With Your Business.

If that interaction is positive, they'll be more likely to buy from you again. That's Why It's So Important To Get Your Business Logo Done Right!

For Example, Your Logo Design Choices Could Include:

* A Signature Logo; Which Looks Llike a Signature.
* A Watercolor Logo;Which Looks Like It's Bbeen Painted.
* A Flat Logo; Like The Popular Flat Design Style For Mobile Devices.
* A Vintage Logo; Which Has An Old-World Charm.
* A Free-Flowing Hand-Drawn Logo.
* A 3D Logo.

These Are Just A Few Examples Of The Wide Range Of Business Logo Designs Available.

Based on Your Earlier Research, About Your Market and Customers; As Well As What You Know About Your Mission, Vision And Values; you'll be able to choose a Logo Style, which Correctly Represents The Services Your Business Provides and The Values It Represents.

Your Next Step:

* [Get A Custom-Made Logo](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)

Insider Tips for Taking Logo Services:

* You'll Need to Use Your Logo in Multiple Locations, like on your Website, In Ads, On Stationery, On Printed Materials, [Social Media Profiles](https://rapiventas.net/globalonlinesales/smss/) and More.
* [For Website Use, Check With Your Web Designer To Get The](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) E[xact](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) S[ize You Need,](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) to fit your existing design.
* You can then get your Logo Designer to give you a Logo that's a perfect fit.
* Repeat this exercise for anywhere else you need to use The Logo.
* If you're planning to use it in Printed Materials, remember that You'll Need A Hi-Res Version; With A Resolution Of At Least 300 dpi (Dots Per Inch); so it looks crisp and sharp on the printed page.
* Choose Your Logo Colors Carefully.
* Colors Increase Brand Recognition By Up To 80%; And They Also Affect How People Perceive Your Brand.
* You'll Need to Understand Color Psychology; to Choose Colors That Create The Right Perception of Your Business.

**\*Stay Tuned For Our Next E-Mail:** Learn About The Types Of Logos And When To Use Them.

Here’s To Your Success!  
***The GWC Team***

Day 9) Learn About The Types Of Logos And When To Use Them {First\_Name}.

Hi {First\_Name}!

It’s me again giving you pearls... So, you created a winning business idea, scribbled out exhaustive blueprints, and are beginning to build the house, so you can finally open doors and invite in patrons.

And [Every Savvy Business Owner Knows That A Sleek Logo Is One of The Largest and Most Delicate Parts of Your Business;](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) which is exactly why you’re here.

A Business Logo is like meeting someone for the first time. You feel their handshake, get a good look at their appearance, and maybe notice a few quick characteristics about them.

[You Want Your Logo To Be a Skillful Portrayal of Your Brand;](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) since it’ll be plastered everywhere your business travels.

Knowing Just How Important A Logo Is; let’s take a look at Seven Different Logo Styles, so you can Choose The Best One To Represent Your Business.

**Pictorial Marks (Logo Symbols)**

In its basic essence, Every Logo is a Symbol. But Pictorial Marks use simple imagery to emblemize a brand in a sleek, effective way.

When done the right way, they can illustrate The Brand’s Purpose; while providing an opportunity to become a Highly-Recognizable Figure.

Think of Big Brands like Twitter’s Tweeting Bird, Snapchat’s Open-Armed Ghost, or perhaps One of The Most Significant Logos In The World-Apple’s Apple.

**Lettermarks or Monogram Logos**

Lettermarks are Staples of The Logo Industry and Turn Complicated Business Names into Digestible 2-4 Letter Acronyms.

Brands like HBO, IBM, NASA, and others; wisely opted for this type of logo for a simplistic, but compelling way to showcase their identity.

After all, many people have referenced the name IBM; but how often do mouths utter the name "International Business Machines"?

If You Have a Long, Complicated Business Name, Consider a Lettermark. Even in this simplistic approach; font and design opportunities are endless.

**Abstract Logo Marks**

Abstract Logos Are A Visionary Step Up from Pictorial Marks. While they still use imagery to convey attributes of your brand, they’re a Conceptual Design that’s forged from the mind and isn’t based on an everyday object.

Think Nike’s Swoosh; some may see a check to put in a box, but others that look deeper may see speed and movement.

**Emblem**

Emblems Are The Most Traditional Types of Logos, and have stood the test of time-because they work! Starbucks, BMW, and a slew of sports teams choose to show off these logos; which can be thought of as a Brand’s Family Crest.

Emblem Logos offer a lot; in The Creative Scope and you can usually squeeze in a lot of details when creating them.

**Mascots**

Mascot Logos Seal The Deal for many sporting and fast food companies; but can also be used across the industry spectrum.

Wendy’s and KFC are two popular Fast-Food Mascot Logos, but MGM’s Lion, certainly shakes (and roars) up The Mascot Logo Arena.

When you pick a Mascot Logo, "The Mascot" can double as your Brand Ambassador; as seen in SunBum sunscreen’s friendly monkey.

**Combination**

These are some of The Most Versatile Logos and are a Smart Choice for New Companies; if you want to Combine Graphics and Text, a Combination Provides A World of Possibilities.

You can separate elements when your brand becomes more recognizable. With A Combination Logo, your identifier can bounce between only text, only graphics or both.

**Wordmarks (logotypes)**

Like a Lettermark, a Wordmark pulls The Name of The Brand into The Logo. But instead of condensing it, Wordmarks spell out all or most of The Brand´s Name.

An obvious example here is Google or Facebook. If You’re in possession of a Catchy Business Name That Isn’t Excessive, and may be pleasing to say; a Wordmark Can Do Wonders As Your Logo.

**\*Stay Tuned For Our Next E-Mail:**Choose A Slogan And Tagline.

Here's To Your Success!  
**The GWC Team**

Day 11) Choose A Slogan And Tagline {First\_Name}.

Hello {First\_Name}!

After Your Logo, The Next Most Important Part of Your Branding Is Your Slogan.

Also known as a "Tagline"; this is a short phrase or sentence that summarises the most important message you want to deliver to your customers; about your business, products or services.

[They're Particularly Important For Marketing,](https://rapiventas.net/globalonlinesales/malapro/) where people can't see your Logo; like when listening to a Podcast or Radio Ad.

You'll use the research we mentioned at the begining of this training, to help you Narrow Down Possible Slogans.

The Best Slogans Are Easy To Remember; Differentiate Your Brand And Make People Feel Positive About Your Company.

In Most Cases, They're Used In Two Main Ways:

* To Point Out Your Product's Biggest Advantage.
* If You're The First, Best or Fastest at doing something, this will likely feature in your Slogan.
* To Highlight Your Business Values.

You'll need to decide which of these is more important. If you have an obvious major advantage over your competitors, then it's a no-brainer to highlight this in your Tagline.

If The Differences Between Your Brand And Your Competitor's Are More Subtle; Then A Value-Based Slogan Might Be A Better Approach.

Once you've made the decision, you'll be able to [Use That Slogan In All Your Marketing And Advertising Campaigns;](https://go.e1ulife.com/home?fpr=jose77) both with your Logo on Business Cards, Brochures, Banner Ads and More.

Insider Tips for Using Slogan & Tagline Services:

* The Only Good Slogan Is A Slogan People Remember, So Make It Catchy; So That It Sticks In People's Minds.
* Keep Your Slogan As Short As Possible.
* The Shorter It Is, The Easier It Will Be To Remember.
* The Shorter It Is, The More Easily You'll Be Able To Incorporate It Into Banner Ads, Website Logos And Any Other Promotional Materials.
* Ensure That Your Slogan Delivers Either A Clear Message Or A Clear Feeling To Your Readers And Potential Customers.

For Example: A Slogan like "great vehicle, great price" is focusing on the quality and cost of the vehicle.

In contrast, a Slogan like "anything you are looking for in a vehicle" focuses more on wish fulfilment and creating excitement about the vehicle. Bottom line?

It matters how you say it {First\_Name}!

**\*Stay Tuned For Our Next E-Mail:** Get A Business Card.

Here’s To Your Success!  
***The GWC Team***

Day 14) Get A Business Card {First\_Name}!

Hello {First\_Name}!

Even in The Era of Digital Marketing, A Business Card is still one of the best and fastest ways to give a customer or possible partner your contact details.

Business Cards provide you with a professional way to share your key business information; [Especially At Face-To-Face Networking Events.](https://www.rapiventas.net/globalonlinesales/bnmrem)

Since you never know when you're gonna meet a Prospective Customer; It Pays to have Business Cards with you At All Times!

Your Business Card Is An Excellent Direct Marketing Tool And Your First Chance To Make A Good Impression.

[As Well As Your Logo And Tagline,](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) A Business Card can Showcase Your Values, Beliefs And Expertise.

While many Business Cards follow a standard format; there's no reason why your Business Card should be boring.

Insider Tips for Using Business Card Services:

* Consider Getting A Unique Gimmick For Your Business Card.
* If You're A Programmer, include a little code riddle on your card. If You're A Writer, try a short phrase or word game.
* Do something that makes your client look at your Business Card and say, "I want to work with this person"!

\*Avoid Cluttering Your Business Card With Too Many Details. Those only interrupt the reader; so keep it clean with a limited number of elements.

**\*Stay Tuned For Our Next E-Mail:** Prepare A Business Brochure!

Here’s To Your Success!  
***The GWC Team***

Day 17) Prepare A Business Brochure {First\_Name}!

Hi {First\_Name}!

Brochures are another Tried and True Promotional Tool, and An Essential Part of Executing Your Business Branding Strategy.

They're a great way to tell your personal story and the story of your business; to showcase your values and to present your products.

Most importantly, Brochures can help you Engage With Your Customers. One Way Businesses Use Brochures is to Highlight Offers, Discounts and Sales.

These Provide An Incentive For Prospective Customers To Read It. Brochures can also help to present your business; when attending a conference or exhibition.

When you're deciding where to use your Brochure; Start by Distributing it To Your Current Customers, as they're already interested in what you have to offer.

Then go back to the research you did at the start of your Business Branding Process on Who your Typical Customer is.

Dig deeper to figure out where they live and work, how they spend their free time and where the best places to reach them are.

That's where you can Place Your Brochure With A Targeted Offer; Designed To Attract Their Attention.

Insider Tips for Using Business Brochure Services:

* [Like Your Logo, Tagline and other parts of your branding;](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) A Brochure Should Reflect Your Brand.
* [As With Rhe Video;](https://www.globalwebsitescorporation.com/contactus/index5.html) it's Important To Get The Language Right, To Attract Your Target Audience. [This Means Paying Attention To The Copy,](https://rapiventas.net/globalonlinesales/becw) The Images, The Structure and Even The Shape.
* Every Aspect of your Brochure can Add Value for the reader.
* Imagery is important. Invest in high-quality and professional images; as these will reflect the quality of your business.
  + For example, if you own a restaurant business and you have high-quality images of your food; then people will think about your business in the same way. This can apply to virtually any business.

\*Avoid The Temptation Of Cramming Your Brochure With Information. Use white space and formatting to Make Your Brochure Readable. Too much clutter will make it hard to understand.

As you can see, there are several components that go into creating your Branding Plan and executing it with the right design and promotional elements.

Once you have these, then not only can you articulate your value and competitive difference to customers; but you can showcase it through your branding.

This is also An Excellent Preparation for Creating A Digital Marketing Strategy; so your next step is to see how the elements you have created for branding purposes, can help you [Market Your Business Effectively!](https://go.e1ulife.com/home?fpr=jose77)

**\*Stay Tuned For Our Next E-Mail:** Set Your Brand Positioning.

Here’s To Your Success!  
***The GWC Team***

Day 18) Set Your Brand Positioning {First\_Name}.

Hi {First\_Name}!

Again... Entering a New Market is never without risk. There may be Other Players in The Market.

And even if your product or service is completely original, there may be competitors you’re not immediately aware of.

Let’s see what we can do about this ok?

**Setting Brand Positioning**

If you want to succeed, You Need To Position Your Brand in The Mind of Your Customers. [Your Objective Is To Own A Marketing Niche, to Build Brand Loyalty.](https://www.rapiventas.net/globalonlinesales/nebp/)

Essentially, you’re in a battle for your Customers’ Minds. You Should First Determine Your Current Brand Position.

What does your audience already know about your brand, if anything? What must you change about their perception to be successful?

You should also work to understand, how your direct competitors are positioning their brands. Compare Your Own Brand Position to theirs, then identify your strengths and weaknesses.

Once you have all this information documented, you’ll be ready to write a Brand Positioning Statement.

This is like a Value Proposition, but It Defines How You Differ From Other Players In The Market.

As an example of a Brand Positioning Statement in a Go To Market Plan, Amazon used this statement in 2001 when they still primarily sold books:

*“For World Wide Web Users who enjoy books, Amazon is a Retail Bookseller that provides instant access to over 1.1 million books. Unlike Traditional Book Retailers, Amazon provides a combination of extraordinary convenience, low prices, and comprehensive selection.”*

Key Takeaways:

* Your Brand Position Represents How Your Audience Perceives Your Brand; In Comparison To Your Direct Competitors.
* You’ll Need To Do Competitor Research To Understand What Makes Your Brand Unique.
* You Should Create A Documented Brand Positioning Statement.

**Developing Logos and Branding**

Businesses sometimes go straight to branding; when they try to break into a New Market. But by doing all the preliminary planning listed above, you’ll be in a much better position to [Create A Brand Logo](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) and other branding elements that speak to your audience.

Your Brand Is Your Audience’s Perceived Understanding of Your Company As A Whole. It encompasses your Company's Culture, your Value Proposition, your Position In Your Market, and The Personal and Emotional Attachments Your Customers Have To Your Brand (if any).

Established Brands like Apple and Coca-Cola are more than the sum of their parts — they are incorporated into their customers lifestyle and their culture in general. This makes them formidable in their markets.

[Your Logo Should Identify Your Brand In The Simplest Terms To Your Audience.](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) As a New Player in The Market, you’ll need to earn Brand Recognition.

But eventually, You’ll Want Your Audience To Recognise Your Brand By Your Logo Alone, without context and without any other identifiers.

You Should Work With Skilled Designers To Develop Branding Elements. Provide Them With Any and All Documentation Related To Your Audience, Your Value Proposition, and Your Competitors. This will help them create logos and other designs that help you stand out.

Key Takeaways:

* Your Brand Is Your Audience’s Perceived Understanding of Your Company As A Whole.
* Your Logo Should Identify Your Brand In The Simplest Terms.
* Skilled Designers, Should Rely On Your Go To Market Strategy To Develop Your Brand Image.

**\*Stay Tuned For Our Next E-Mail:**Research Audiences And Value Propositions.

Here's To Your Success!  
***The GWC Team***

Day 19) Research Audiences And Value Propositions {First\_Name}.

Hello {First\_Name}!

Your First Step Should Be To Research Your Audience (the people you want to sell to) and Come Up With Your Value Proposition.

Let’s begin...

**Researching Audiences & Value Propositions**

A Value Proposition is a Promise of What Value Your Product or Service Will Deliver. When doing Audience Research, you should Develop Buyer Personas.

These Are Living, Breathing, Semi-Fictional Representations of Your Ideal Customers. They include demographic information, but They Also Inform Your Team of Your Audience’s Values, Habits, Lifestyles, and Pain Points.

**Learn How To Define Your Target Audience**

Once you have Buyer Personas, you can craft your Value Proposition, to address their specific needs.

For example, If You Intend To Sell A Tme-Saving App To Busy Young Professionals; you can craft your Value Proposition to inform them of how your product will make their lives easier and more productive.

You’ll use your Buyer Personas and your Value Proposition, throughout your Go To Market Strategy and even after you’ve established yourself in The Market.

Key Takeaways:

* To Reach Your Market, You Must First Research Your Audience and Develop A Value Proposition.
* Buyer Personas Can Help You Speak Directly To Your Audience.
* You Should Use Your Buyer Personas and Your Value Proposition; for All Your Marketing Efforts.

**\*Stay Tuned For Our Next E-Mail:** Introduce Your Product And Service To The World.

Here's To Your Success!  
***The GWC Team***

Day 20) Introduce Your Product Or Service To The World {First\_Name}!

Hello {First\_Name}!

Once You’ve Officially Entered The Market, You Need To Generate More Interest And Demand For Your Offering And Build A Sales Pipeline. This is where your Marketing Strategy comes in.

Let’s begin shall we?

**Introducing Your Product or Service To The World**

A poor first impression can have a lasting effect on Market Penetration. Even if you have a product or service that’s guaranteed to generate interest; the way you introduce it into your Target Market will set the stage for your future success.

Identify The Best Channels For Your Introduction.

For example, if you’re targeting consumers, on Social Media Sites like [Facebook,](https://www.facebook.com/globalwebsitescorp) [Twitter,](https://rapiventas.net/globalonlinesales/tc) [Pinterest](https://www.pinterest.com/jalemusl/) or [Instagram,](https://www.instagram.com/globalwebcorp/) this may be the best venue for your introduction. If you sell to businesses and professionals; LinkedIn Marketing may be a better option.

Second, you need to identify which format your introduction will take. Depending on what you know about your Audience; you may want to use a video to gain Organic Reach or even [Run A P.P.C. Campaign.](https://www.rapiventas.net/globalonlinesales/ppcar/) Many Companies also use Press Releases or Make Deals with Third-Party Publications; to write articles about their offerings.

Before [Launching Your Product Or Service,](https://www.rapiventas.net/globalonlinesales/mlabp) Consider Testing It. You can use Focus Groups to Test Your Marketing Message; Obtain Feedback and Fine-Tune It Before Launch.

Key Takeaways:

* Identify which Channels you should use to Introduce your Product or Service to The Market.
* Identify The Best Format For Introducing Your Product or Service.
* Test Your Marketing Message; Before Formally Launching Your Campaign.

**Developing A Marketing Strategy Once You’re In The Market**

Depending on Your Business; Your Marketing Strategy could vary widely.

For example, if you serve other businesses; Content Marketing, [Search Engine Optimization (S.E.O.),](https://www.globalwebsitescorporation.com/contactus/index5.html) and other Inbound Tactics will be a good investment. If you sell a product to consumers; [Social Media Marketing,](https://rapiventas.net/globalonlinesales/smss/) [Digital Advertising And Influencer Marketing](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) may be more successful.

[You’ll Need A Dedicated Team Of Marketers And Contractors To Implement Your Marketing Strategy.](https://rapiventas.net/globalonlinesales/malapro/) Most Companies Use a Combination of Writers, Designers, Developers and Strategists, to put their plan into action. Smart Companies often fill gaps in their resources; by using Professional Freelancers to Help Create and Implement their Marketing Strategies.

Key Takeaways:

* You Must Initiate a Marketing Strategy, after your Go To Market Strategy.
* Your Marketing Strategy, Should Help You Build a Sales Pipeline in Your Market.
* You’ll Need a Dedicated Team of Employees and/or Freelancers to Sustain Your Marketing Strategy.

**Create A Go To Market Strategy Template To Align Your Team**

Penetrating a New Market isn’t easy; and you’ll need your entire team onboard, if you want to be successful. While much of the deliberation around your strategy may occur at the leadership level; Your Go To Market Strategy Should Be Documented, Accessible and Easy For Your Entire Team To Understand.

Most Companies begin with a Go To Market Strategy Example from another company. They might take what they need from the example; then use it as a Go To Market Plan Template for their own company. Once you’ve defined your High-Level Strategy; you can Create a Go To Market Strategy PowerPoint Presentation, to inform the rest of the team about your Plan of Action.

Ideally, your team will refer to this deck throughout the process; so everyone is aligned toward the same goals. This helps you avoid miscommunications, misunderstandings and missteps; when entering The Market. Remember To Include Your Freelancers as Integral Parts of The Go To Market Team; and Share The Template and All Relevant Information With Them, To Get The Best Results!

Key Takeaways:

* Your Team Must Be Aligned Toward Common Goals To Run A Successful Strategy.
* Start Developing Your Strategy, by looking at your Go To Market Plan Examples from Other Companies.
* Create A Single Source of Truth; like a Go To Market Strategy Slide Deck, to Use as a Reference when Implementing Your Strategy.

**\*Stay Tuned For Our Next E-Mail:** Set Up Your Auto-Responder.

Here's To Your Success!  
***The GWC Team***

Day 21) Set Up Your Auto-Responder {First\_Name}!

Hello {First\_Name}!

In order to make your mailing list work, you need to be able to manage people subscribing and unsubscribing to it; and you need to be able to verify e-mails, store them all, back them up and generally do a lot of management to them.

This is where an "Auto-Responder" comes in handy; which is essentially a tool, designed specifically for this purpose.

Auto-Responders are unfortunately not free; that means you need to pick very carefully, which one you're going to use. As with Affiliate Networks; there are three big choices that people tend to pick from, and these are: [Promo Response,](https://go.e1ulife.com/home?fpr=jose77) MailChimp, AWeber and GetResponse.

There are others; but these are the ones you will hear about the most, and which generally have the most support; in terms of WordPress plugins etc..

Working out which of these options is the most cost effective isn't as simple as comparing a flat rate; as the amount you pay will depend on how many subscribers you shall have.

The following table can help you figure out, which one might work best for you:

**Promo Response:**

   Subscribers                               Monthly Fee

         500                                             $15

    501 - 2,500                                      $25

  2,501 - 10,000                                   $40

 10,001 - 20,000                                  $90

 20,001 - 30,000                                $125

 30,001 - 40,000                                $180

 40,001 - 50,000                                $225

**Mail Chimp:**

Subscribers                                 Monthly Fee

      500                                              $10

    1,000                                             $15

   10,000                                            $75

   20,000                                           $150

   30,000                                           $215

   40,000                                           $240

   50,000                                           $265

**AWeber:**

   Subscription Plan                         Fee

             Monthly                                 $19

            Quarterly                                $49

              Yearly                                 $194

\*This Is On Top Of The Monthly Fee:

Subscribers                                  Monthly Fee

      -500                                              N/A

   501-2,500                                        $10

  2,501-5,000                                      $30

 5,001-10,000                                     $50

10,001-25,000                                  $130

     25,001+                                    Not Listed

**Getresponse:**

Subscribers                                   Monthly Fee

    2,500                                                $25

    5,000                                                $45

  10,000                                                $65

  25,000                                              $145

  50,000                                              $250

 100,000                                             $450

Try to think ahead – just because one option is the cheapest, it doesn't mean it's the best choice for you {First\_Name}!

**E-Mailing**

Again, we're going to get into persuasive writing in a bit, but just note that [When Using E-Mail Marketing To Sell An Affiliate Product, It Pays To Take A More Gradual Approach.](https://go.e1ulife.com/home?fpr=jose77)

In other words, don't make your first message something that's trying to sell a product; instead, use a "Sequence"; where you start by providing value and generating trust (to get them to open future e-mails), then move on to talking about your "Upcoming Amazing Deal" and then eventually provide the link.

The More You Generate Buzz And Excitement Around Your Product, The More Likely You'll Generate Sales!

**\*Stay Tuned For Tomorrow's E-Mail:**Promote Your Business With E-Mail Marketing!

Here's To Your Success!  
**The GWC Team**

Day 22) Promote Your Business With E-Mail Marketing {First\_Name}.

Hello {First\_Name}!

[If you're in business today, you need an e-mail marketing strategy.](https://go.e1ulife.com/home?fpr=jose77) In spite of the rise of messaging apps and social media, e-mail is just as popular as ever.

We send and receive hundreds of billions of e-mails every year, and most adults and three-quarters of teenagers use e-mail as a communication tool.

That means no matter what demographic your business is targeting, e-mail is an excellent way to get their attention.

In fact, if you're not engaging with your customers on e-mail, you're missing an excellent opportunity to make them fall in love with your brand, because most people want to get e-mails from the brands they like. If you're offering discounts and coupons via e-mail, they'll likely love you even more!

An e-mail marketing campaign gives you the chance to improve your relationship with existing, new and potential customers while providing the information they need.

Just as importantly, [E-Mail Has One Of The Highest R.O.I.s Of Any Marketing Strategy.](https://go.e1ulife.com/home?fpr=jose77) For every dollar you spend on e-mail marketing you get back $38 in revenue, or even more.

Whatever your reasons for using e-mail marketing, there's no denying [It's An Excellent Tool For Launching Products And Services](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html), [Driving Traffic To Landing Pages,](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) and highlighting your expertise with excellent content and resources.

**\*Stay Tuned For Our Next E-mail:**Create Your E-Mail Lifecycle!

Here’s To Your Success!  
***The GWC Team***

Day 23) Create Your E-Mail Lifecycle {First\_Name}!

Hello {First\_Name}!

Sending your first e-mail is only the beginning of [Marketing Your Business With E-Mail.](https://go.e1ulife.com/home?fpr=jose77) To be truly effective, You'll Need To Create An E-Mail Lifecycle.

Lifecycle Marketing helps you attract prospects who eventually become customers, nurturing and supporting them along the way. An E-Mail Lifecycle does exactly the same thing, but with E-Mail.

Your E-Mail Lifecycle Will Match The Stages of The Customer's Journey. You can think of these as Awareness, Interest, Desire, Action or, as Onboarding, Nurturing, Promotional and Transactional.

Each Stage Requires Different Types of E-Mails; all of which contribute to Converting Browsers into Leads and, eventually Buyers.

Some Typical Examples Are:

**Onboarding E-Mails:**

* Welcome E-Mails.
* Requests for Subscribers to set or update preferences.
* Getting Started Guides for your Product or Service.
* Nurturing: Newsletters.
* Blog Post Updates.
* Product and Service Announcements.

**Promotional E-Mails:**

* Offers
* Sales and Promotions.

**Transactional E-Mails:**

* Order Confirmations
* Receipts
* Subscription Renewals
* E-Mails for Loyal Customers

\*You'll need all of these Types of E-Mails for A Comprehensive E-Mail Marketing Campaign. That means writing a lot of E-Mail Subject Lines, a lot of [E-Mail Marketing Copy,](https://rapiventas.net/globalonlinesales/becw) and a lot of [Calls To Action.](https://www.rapiventas.net/globalonlinesales/mlabp/#order)

In fact, In Order To Test The Effectiveness of Your Campaigns, You'll Need To Write Multiple Subject Lines and Calls To Action, for Each E-Mail. We'll talk about that more in the next step {First\_Name}.

It's also important to decide if you're going to include any E-Mail Marketing Series (like this one by the way) or Mini-Courses; as you'll be [Developing Your Relationship With Subscribers Across Several E-Mails.](https://www.rapiventas.net/globalonlinesales/bnmrem)

In addition to The Copy, [Consider Creating E-Mail Templates That Are Optimized For Different Types Of E-Mails.](https://go.e1ulife.com/home?fpr=jose77) Down the road, you might want to send e-mails with multiple columns, interactive features and video, so your templates need to allow for that.

Also, Each E-Mail Will Need To Be Branded; so subscribers know who it's coming from. That Brand Recognition Will Help Build A Customer Relationship.

Insider Tips:

* Know what you want to achieve with each E-Mail; so you can brief your Copywriter and help them Target The E-Mails In The Correct Way with The Right Call To Action.
* Let your Designer know what your Brand Colors are and what The Purpose of The E-Mail Is; so they can [Create The Perfect E-Mail Template for Your Marketing Campaign.](https://www.rapiventas.net/globalonlinesales/malapro)

Your Next Steps:

* [Write Copy for Your E-Mail Lifecycle](https://www.rapiventas.net/globalonlinesales/becw)
* [Create An E-Mail Marketing Template](https://go.e1ulife.com/home?fpr=jose77)

**\*Stay Tuned For Our Next E-Mail:**Set Up Your First E-Mail Campaign!

Here’s To Your Success!  
***The GWC Team***

Day 26) Set Up Your First E-Mail Campaign {First\_Name}!

Hi {First\_Name}!

Once you've figured out which E-Mail Service Provider is right for your business, it's time to [Get Started With Setting Up Your E-Mail Marketing Campaign.](https://go.e1ulife.com/home?fpr=jose77)

This means [Setting Up An Account,](https://go.e1ulife.com/home?fpr=jose77) [Creating A List,](https://rapiventas.net/globalonlinesales/lila) [Designing An E-Mail Signup Form](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp) and Creating A New Campaign.

**Open An E-Mail Marketing Account**

[Promo Response Has All The Tools You Need To Run A Successful E-Mail Marketing Campaign](https://go.e1ulife.com/home?fpr=jose77) and grow your business with no experience needed.

Their Features Include The Following:

* Campaigns & E-Mail Analytics Reports
* Unlimited Auto-Responder Campaigns
* Unlimited E-Mail Campaigns
* Custom E-Mail Templates
* E-Mail Tracking System
* Subscriber Management
* Unlimited Contacts
* E-Mail Broadcasts
* A/B Split Testing

[Get Started Today!](https://go.e1ulife.com/home?fpr=jose77)

**Set Up Your First E-Mail List**

[You'll Also Need To Create An E-Mail List;](https://rapiventas.net/globalonlinesales/lila) which will Collect The Subscribers E-Mails, when filling your subscription forms. You'll need to give the list a name and add any details that the e-mail service provider requests.

This May Include:

* Your Name and Last Name
* Your Business Website
* The Name and E-Mail Account you'll be sending e-mails from

**Design An E-Mail Signup Form**

[The Next Step Is To Create An E-Mail Signup Form;](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp) so you can [Add New Subscribers To Your List.](https://rapiventas.net/globalonlinesales/lila)

Create Beautiful E-Mails, Specific To Your Brand; In Just Minutes, with their E-Mail Templates. You can choose from one of their many E-Mail Templates or Request a Special Design; and Their Developers Will Create Exactly What You Need For You!

[You Can Also Customize E-Mail Signup Forms By Adding Additional Fields;](https://go.e1ulife.com/home?fpr=jose77) (such as first name, last name, address, country, state, etc.) instead of sticking with the default setup.

This Allows You To Use An E-Mail Signup Form To Collect The Information That's Most Relevant For Your Business.

When you have finished designing your form, you can add it to your website. Most providers have integrations with popular website platforms like WordPress; to make it easy to put Signup Forms wherever you want. You Can Add Your Signup Forms Using HTML Code.

Some Great Places To Put Your E-Mail Signup Form Include:

* In Your Sidebar, (where it's visible from every page).
* In A Floating Bar, At The Top Or Bottom Of Every Web Page.
* At The End Of Your Blog Posts; (since people who like your content are more likely to sign up).

Most Providers also have Integrations; so you can Embed E-Mail Subscription Forms On Facebook and other Social Media Sites.

The more places you put your Signup Form; the more chances there are, for people to subscribe to your E-mail List, so you can Market Your Business.

**Create Your First E-Mail**

Next, it's time to Create Your First E-Mail Campaign. This is called a "Broadcast". Unless you're Technically Inclined, The Easiest Option Is To Use Your Provider's Campaign Builder.

Give Your Campaign A Name, then write your E-Mail Subject Line. This is what people will see when your e-mail lands in their inbox. It's also what makes people decide whether to open your e-mail or ignore it.

Then it's time to design it. [With Promo Response You Have An E-Mail Newsletter Editor, A Pre-Made Template And A Combination Of Both.](https://go.e1ulife.com/home?fpr=jose77) Select Your Options And Start Writing The Content Of Your First E-Mail.

Take Advantage Of The Preview And Testing Features; to see what your e-mail looks like and Send A Test Message To Yourself.

This lets you see the e-mail the way your subscribers will; and make any last minute changes before [Launching The Campaign.](https://www.rapiventas.net/globalonlinesales/mlabp/)

Once you're happy, Schedule or Send The Campaign.

Insider Tips:

* Think about what kind of E-Mail Form you want. Some Signup Forms can be triggered to popup after a certain time or when people are about to leave your site.
* Collect Photos, Logos and Digital Assets; to give to your Designer; so The Subscriber Forms and Campaigns Match Your Branding.
* Make Sure that you Ask for Editable E-Mail Templates; so you can tweak them later if you change your branding.

Your Next Steps:

* [Hire Someone To Set Up Your E-Mail Subscriber Form](https://rapiventas.net/globalonlinesales/lila)
* [Create Your First E-Mail Marketing Campaign](https://go.e1ulife.com/home?fpr=jose77)

P.S.:[You Can Do ALL This By Using Promoresponse.](https://go.e1ulife.com/home?fpr=jose77) Send E-Mail Blasts To Your Entire List, Set Up Customized Marketing Campaigns, [Create Opt-In Pages To Capture Leads,](https://www.rapiventas.net/globalonlinesales/lga/) [Sales Funnels,](https://rapiventas.net/globalonlinesales/sfbpt/) Landing Pages, [Websites](https://rapiventas.net/globalonlinesales/wp24h/) and So Much More!

**\*Stay Tuned For Our Next E-Mail:**Optimize Your Campaign!

Here’s To Your Success!  
***The GWC Team***

Day 29) Optimize Your Campaign {First\_Name}!

Hi there {First\_Name}!

After you send any E-Mail Marketing Campaign, your E-Mail Service Provider will give you Statistics on How Many E-Mails Were Opened, Clicked On, Forwarded, and how many people Unsubscribed.

You'll also be able to see What Made People Click and, often; when they Took Action On An E-Mail.

You can Track The Performance Of Your E-Mails; against the latest E-Mail Marketing Benchmarks; to see if there's anything you need to Optimize.The truth is, there's almost always something you can do better.

Common Areas To Look At With E-Mail Marketing Include:

* Sending Time
* Subject Lines
* Buttons
* [Calls To Action](https://www.rapiventas.net/globalonlinesales/mlabp/#order)
* Body Text
* Images

**Optimize The Sending Time**

Sending Time makes a big difference; to whether people open your e-mails or not. The E-Mail Benchmarks shared above, show that Most People Open E-Mails on Thursdays around 4pm.

[Of Course, This May Be Different For Your Own E-Mail List.](https://www.rapiventas.net/globalonlinesales/lila) Pay attention to your E-Mail Analytics; to see if you can Get A Better Open Rate by sending your E-Mail at a different time.

**Optimize The Subject Line**

As mentioned earlier, The Subject Line Is A Big Factor; Which Affects Whether People Open your E-Mails or Not. One way to Optimize Your Subject Line is to Conduct An A/B Split Test, On Two Different Subject Lines and see Which One Gets The Best Results.

There are a lot of technicalities with setting up Split Tests; so it may be useful to [Get Help From An E-Mail Campaign Optimization Professional.](https://go.e1ulife.com/home?fpr=jose77)

**Optimize Your Buttons**

Once People Have Opened Your E-Mails, [The Buttons With Your Call To Action Are Essential For Guiding People To Take The Next Step](https://www.rapiventas.net/globalonlinesales/mlabp/#order) in Their Relationship With You. To make these better, you'll need to experiment with changing button colors and copy, and split test to see what works.

**Optimize Your Copy And Images**

[Similarly, You Can Change Your Copy](https://www.rapiventas.net/globalonlinesales/becw) and Images; [According to Whom Your E-Mail List is Targeting,](https://www.rapiventas.net/globalonlinesales/lila) in order to improve performance. You wouldn't send the same e-mail to a repeat customer as to someone who's just made their first purchase.

[A Professional Campaign Optimizer Can Suggest Ways To Adjust Your E-Mail Messaging,](https://go.e1ulife.com/home?fpr=jose77) so you get it right every time.

Insider Tips:

* Provide as much data as possible on The Current Performance of Your E-Mail Marketing Campaign so Your Campaign Optimizer will know exactly what to do next.
* Ask for Help With Additional Campaign Tweaks - that's why you've hired an Expert.

Your Next Step:

* [Optimize Your E-Mail Marketing Campaigns](https://go.e1ulife.com/home?fpr=jose77)

Follow these four simple steps and you'll soon have E-Mail Marketing Campaigns; which Build Your Connection With Your Subscribers and help you [Generate More Leads and Make More Sales.](https://www.rapiventas.net/globalonlinesales/lga)

**\*Stay Tuned For Our Next E-Mail:**Create An E-Mail Marketing Strategy!

Here’s To Your Success!  
***The GWC Team***

Day 32) Create An E-Mail Marketing Strategy {First\_Name}.

Hello {First\_Name}!

E-Mail Marketing is exactly what it sounds like: promoting your business and connecting with your customers via e-mail. With so many other ways to reach people (like social media and messaging apps), people keep predicting the death of e-mail.

But actually, it's alive and well and is still the way most people prefer to communicate with your business. Many people like getting promotional e-mails and will purchase items as a result. So, you can't afford to ignore this marketing strategy

[To get started, pick an e-mail marketing platform and put a signup form on your website.](https://go.e1ulife.com/home?fpr=jose77) This will let you collect e-mail addresses from potential customers so you can communicate with them.

**Run Successful E-Mail Marketing Campaigns**

[Promo Response Has All The Tools You Need To Run A Successful E-Mail Marketing Campaign And Grow Your Business With No Experience Needed!](https://go.e1ulife.com/home?fpr=jose77)

These Features Include The Following:

* Unlimited Auto-Responder Campaigns
* Unlimited E-Mail Campaigns
* Custom E-Mail Templates
* Subscriber Management
* E-Mail Tracking System
* Open/Un-Open Rates
* Unlimited Contacts
* E-Mail Broadcasts
* Keywords Clicked
* Delivery Reports
* A/B Split Testing
* Unsubscribes

The Secret Of E-Mail Marketing Success Is Writing Compelling Headlines And High Converting Copy That Makes People Want To Take The Next Step!

The more relevant your e-mails are to what potential customers need, the better they will work to build your relationship with them; so they think of you when they're ready to buy.

Insider Tips For Using E-Mail Marketing Services:

* When writing headlines for e-mails, avoid e-mail spam trigger words or anything that seems overly promotional. These affect e-mail deliverability. If they end up in the spam box or in the case of Gmail, in the "promotions" tab; people may not see them at the right time - or at all!
* As mentioned earlier, ensure that your E-Mail Marketing is relevant to the users that you are selling it to. It will increase both your open rates and account credibility.

With these six steps, you have everything you need to [Organize Effective Digital Marketing Campaigns For Your Business](https://go.e1ulife.com/home?fpr=jose77) {First\_Name}!

**\*Stay Tuned For Our Next E-Mail:** Build A Landing Page That Converts!

Here’s To Your Success!  
***The GWC Team***

Day 35) Build A Landing Page That Converts!

Hello {First\_Name}!

S.E.M. Is A Great Way To [Drive Potential Customers To Your Website;](https://www.rapiventas.net/globalonlinesales/ptrama/) but once they’re there You Need A Powerful, Compelling Landing Page That Converts Them Into Paying Customers.

The Landing Page is simply the page that someone visits; once they've clicked on your Ad or Organic Search Result — it’s the first page of your website they will see.

[There’s A Great Deal Of Thinking And Psychology That Goes Into A Good Landing Page Design;](https://www.globalwebsitescorporation.com/index5.html) so it makes sense to Hire an Expert who Understands How To Create a Page That Works — you don’t want to miss out on any opportunities.

A Great Landing Page Will Have These 5 Important Features:

1. A Great Headline and Subheadline, to briefly Capture The Value of Your Product or Service.  
2. An Explanation of what you’re offering, together with some context.  
3. The Benefits of Your Offering and How it Can Help Your Customers.  
4. A Description of The Key Features of Your Product or Service.  
5. [A “Call To Action” (C.T.A.) To Encourage People To Purchase Your Product Or Service.](https://rapiventas.net/globalonlinesales/mlabp/#order)

[This Needs To Be Written In A Compelling, Convincing Language;](https://www.rapiventas.net/globalonlinesales/becw) which Speaks To Your Customer’s Specific Needs and Pain Points. You must show them how your offering will solve their problem and make their work easier and more enjoyable.

[Landing Pages Really Matter. Over 60% of Businesses Have Six or Fewer Landing Pages.](https://www.globalwebsitescorporation.com/index5.html) Ideally, You Want A Landing Page For Each Product, Service, or Audience Segment You Are Targeting.

Fewer than half of Businesses Build A New Marketing Page For Each Campaign; which means if you do, you will have a competitive advantage.

Nearly half of Landing Pages have more than one product or service advertised; which isn’t the best practice. Ideally Each Page Should Focus On Just One Business Offering.

Insider Tips for Creating Your Landing Page:

* Restrict Each Landing Page To Just One Product or Service.
* [Create A New Landing Page For Each Search Marketing Campaign You Are Launching.](https://www.globalwebsitescorporation.com/index5.html)
* Provide A List of Key Features and Benefits to your Content Creator.
* [Give Examples of other Landing Pages you like, to your Designer.](https://e1ulife.com/optin/marketing/index.php?jal)
* Share details of the type of customer you are trying to attract and what their needs are.

**P.S.** [You Can Do All This, By Using The E1U Life Marketing Platform!](https://go.e1ulife.com/home?fpr=jose77) [Send E-Mail Blasts To You List,](https://go.e1ulife.com/home?fpr=jose77) Set Up Customized Marketing Campaigns, [Create Sales Funnels](https://rapiventas.net/globalonlinesales/sfbpt) & Opt-In Pages [To Capture Leads,](https://www.rapiventas.net/globalonlinesales/lga/) [Build Websites](https://rapiventas.net/globalonlinesales/wp24h/) and So Much More!

**\*Stay Tuned For Our Next E-Mail:**Create A Sales Funnel!

Here’s To Your Success!  
***The GWC Team***

Day 38) Create A Sales Funnel {First\_Name}!

Hi {First\_Name}!

The Evolution of Internet Marketing has changed; from selling only one product to the model today, which I am going to further explain.

The first reason why [Internet Marketers Need A Sales Funnel](https://rapiventas.net/globalonlinesales/sfbpt) is because; relying on only one product isn't enough anymore. Besides, we all want to go further than that, don't we?

Let's begin with this breef introduction for now, OK {First\_Name}?

**Why The Sales Funnel?**

In the past few years, Internet Marketers used to sell only one product with a higher price and still could make money. However, the competition on [The Internet Business Niche](https://www.rapiventas.net/globalonlinesales/nebp/) is getting tougher and tougher in recent times.

Hence, The Creation of The Latest Marketing Model Today; Which Adds More Products and Structuring. [It's Known As The Sales Funnel.](https://rapiventas.net/globalonlinesales/sfbpt)

Most importantly, This Is A Proven Technique; Which Increases Your Revenue. Without Any Additional Work, Traffic or Effort; You Can Increase Your Revenue Just Like That! [What You Need To Do, Is Focus On Driving Traffic To Your Site;](https://www.rapiventas.net/globalonlinesales/ptrama) getting visitors to buy your Front-End Product, while The Sales Funnel does the rest of the selling for you!

As usual, you still have to do all the normal groundwork; which consists of [Sending Promotional E-Mails To Your Subscribers,](https://go.e1ulife.com/home?fpr=jose77) Recruiting J.V.'s and Affiliates. This time there's just one additional element; The Sales Funnel.

Set Up Your Sales Funnel In The Marketplace and Let It Run Throughout Your Sales Campaign. The best part is that you can make it run on Auto-Pilot!

**The Sales Funnel Formula**

After Knowing Why You Need To Implement The Sales Funnel In Your Business; [It’s Time To Understand The Sales Funnel Concept.](https://rapiventas.net/globalonlinesales/sfbpt)

This Is The Formula By Which The Sales Funnel Should Be Created:

1. Front-End  
2. Up-Sell 1  
3. Down-Sell  
4. Up-Sell 2   
5. Up-Sell 3  
6. Back-End

It's actually a lot more intricate than that, but we'll get to that; as we unfurl each topic one-by-one. You will hear a lot of terms, so let me introduce them; before we get into them one-by-one, further along the way.

First of all, The Front-Line Product is called The Front-End Product. Front-End Products can be said to be of The Utmost Importance; Among The Other Products.

Even Though The Selling Price Is Lower Than The Others; without opening the "Buying Loop" through The Front-End Product, the whole Sales Funnel wouldn't work.

The Next Element Is The Up-Sell. The Up-Sell happens 3 times in The Whole Sales Funnel. If The Front-End Offer serves as The Opening of the "Buying Loop"; Then The Up-Sells Are The Main Sources of Revenue.

An Up-Sell Is An Immediate Offer, After Your Front-End Product; which is a product that solves a forecasted problem for the buyer. The solution for a forecasted problem is usually placed in either Up-Sell 2 or Up-Sell 3; because the price gets higher as we go through each tier.

The price, from Up-Sell 1 to Up-Sell 3, goes from lowest to highest. The price of your Front-End Offer, determines the prices for the other products in The Sales Funnel. The element after Up-Sell 1 is called The Down-Sell.

The Down-Sell Is The Lower Price Version of Up-Sell 1. It happens right after Up-Sell 1. The Down-Sell is basically the same product, but at a lower price. The final product in the chain is The Back-End Offer.

Usually Back-End Offers happen after a few days; through The Follow Up E-Mails. [A Back-End Offer Can Be In The Format of A Webinar, Coaching, Group Coaching](https://www.rapiventas.net/globalonlinesales/mwp/) and many others. Usually The Back-End Product Is The Product With The Highest Price; Among The Other Elements In The Sales Funnel.

As mentioned earlier, A Back-End Offer happens after a few days; through The Follow Up E-Mails sent to your buyers. Why? Because you'll need a few days to build up your credibility; through the other products they have bought from you.

Gain Their Trust, Before You Offer Them The Back-End Product; This Is Key To Closing A Back-End Offer Sale {First\_Name}!

**\*Stay Tuned For Our Next E-Mail:**Use These Criteria For Your Front-End Offer.

Here's To Your Success!  
**The GWC Team**

Day 41) Use These Criteria For Your Front-End Offer.

Hello {First\_Name}!

To Create An Irresistible Front-End Offer; You Must First Make It Into A Product With Mass Appeal, Which Could Generate TONS of Sales!

Before You Decide on What Kind of Topic You Are Going to Use for Your Front-End Offer, Do Some Market Research. First, Understand What Type of Market You Are Going To Cover; and [Then Research The Type Of Customers In That Niche.](https://rapiventas.net/globalonlinesales/nebp)

**Research Is Crucial**, because Every Niche Is Different; and you’ll meet different kinds of customers with different mindsets.

First Of All, You Must Target A Larger Market; Such As:

* [The Internet Marketing Niche](https://rapiventas.net/globalonlinesales/malapro/)
* [The Personal Development Niche](https://rapiventas.net/globalonlinesales/nebp)

Both Of These Markets Could Be Potentially Big; For You To Generate Sales. Identify The Market, and The Front-End Offer You Can Promote In It.

**The Second Criteria** Of A Front-End Offer, Is An Evergreen Topic. The Evergreen Topic Is A Topic Which Will Attract More People To Buy Your Products; Time And Time Again. People will still need the product; regardless of what kind of business they are in.

For Instance: In The Internet Marketing Niche, An Evergreen Topic Woud Be: [*Lead Generation Methods.*](https://rapiventas.net/globalonlinesales/lga/)

A Product Vendor Will Need It, And So Will An Affiliate; as long as it involves E-Mail Marketing, [They Will Need Your Product To Grow Their List.](https://www.rapiventas.net/globalonlinesales/lila)

Regardless of what kind of Internet Businesses they are in, [They Will Definitely Need To Drive Visitors And Subscribers To Their Website.](https://rapiventas.net/globalonlinesales/ptrama/)

This is a topic that will not grow old; [Especially When It Envolves E-Mail Marketing.](https://go.e1ulife.com/home?fpr=jose77) To Decide What Kind Of Topics Are The Evergreen Topics; You’ll Need To Study Your Ideal Customers As Well.

Don’t Hesitate On Investing Your Time To Conduct This Kind of Research On Your Customer’s Preferences; because This Will Definitely Help You Make More Sales; Both Short-Term And Long-Term.

**The Third Criteria** Of A Front-End Offer Is A Topic That Can Solve An Immediate Or Urgent Problem Your Customers Are Experiencing.

Think about it, Why Would People Want To Buy Your Product? It’s all because They Need A Quick Solution, To Solve A Specific Problem They're Encountering.

When You Offer The Solution For Their Specific Problem; You're in fact, Implementing The Use of Emotional Enhancers In Your Products.

The Emotional Enhancers Include:

* Wealth/Money/Happiness
* Security Health
* Power Recognition
* Love

These Are Some Of The Most Effective Emotional Enhancers You Could Use.

Before You Pick The Topic For Your Front-End Offer; You Must Ask Yourself A Few Questions:

* How Can I Enhance This Product And Make It Irresistible?
* How Can I Push The Emotional Buttons That Every Buyer Has?
* How Would The Emotional Enhancers Apply To This Product?

Bear In Mind That You May Mix And Match The Emotional Enhancers. It's not necessary to put only one each time.

Write down every single idea that pops into your head and discard them only after a long and thorough consideration.

**Format Of A Front-End Offer**

[Your Front-End Offer Can Come In Many Formats](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)[; Such As E-Books,](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) Videos With A Compilation Of Transcripts, Graphics And More.

[If You’re Familiar With The Digital Products Niche; These 3 Formats Have Been Used Successfuly For Years!](https://www.rapiventas.net/globalonlinesales/nebp/)

Once again, this is not a “must” rule to follow; [You Can Offer An E-Book As Your Front-End Product As Well.](https://rapiventas.net) Writing An E-Book Brings More Advantages; Than Publishing a Physical Book.

It saves you from the tiring work it takes to publish a physical book; as well as saving you time and money.

[You Can See How Convenient It Is To Write An E-Book;](https://rapiventas.net/) however, here’s a tip for you: After Some Time Of Publishing E-Books; I can tell you, that You Can Repurpose An E-Book; By Turning It Into A Physical Book And Selling It For A Higher Price.

You may have to go through all the hard work that you are spared from by creating an e-book instead; but Consider The E-Book Platform As The Stepping-Stone.

You Can Compile The Related E-Books You’ve Created And Tweak A Bit Of The Content; Then Resell It At A Higher Price. Just print it out and send it to your customer’s doorstep!

Some of the serious buyers may want to have a hard copy of your product; because it's easier and more accessible (in some ways).

You Can Do This Once In A While; To Test The Conversion Rate When Selling A Physical Book. If Selling A Physical Book Does Work; You Can Consider Offering It As One Of Your Up-Sells.

You Can Make It In The Form Of A Video Training Course; With The Compilation Of Transcripts. Remember, while some people can study and learn better through reading; some people learn better while watching and listening.

However, An E-Book Can Be Sold Hand-In-Hand With The Videos And Transcripts. You can offer both at the same time and set the price slightly higher.

If you worry about the price being too high (selling both at the same time), [Re-Purpose The E-Book And Make It A Free Report For Your Subscribers.](https://rapiventas.net/globalonlinesales/emme)

**Note**: A Free Report Is Usually A Shorter Version And A More General Version Of The Actual E-Book.

For Instance: If Your E-Book Is About [Generating Traffic Through Different Methods,](https://rapiventas.net/globalonlinesales/ptrama) You Can Re-Title The Free Report To “*How To Get Instant Traffic Through Buying Solo Ads*”.

You Are Giving The First Method As A Teaser; For Them To [Understand About Traffic Generation.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

Graphics Is Another Large Niche {First\_Name}. Whoever Owns A Website Will Need Graphics; Whoever Needs To Create Presentations, Needs Graphics As Well. [This Is A Potentially Large Niche For You To Market On.](https://www.rapiventas.net/globalonlinesales/nebp/)

These Are A Few Front-End Products You Can Start With:

* PowerPoint or Keynote Templates
* Infographics
* Mascot Creator

**\*Stay Tuned For Our Next E-Mail:**Use These Methods To Get Your Front-End Offer Done!

Here's To Your Success!  
***The GWC Team***

Day 44) Use These Methods To Get Your Front-End Offer Done!

Hi {First\_Name}!

So, Here's How You Can Get Your Front-End Offer Done. The Front-End Offer Can Be Created In 3 Formats. I Will Lead You Step-By-Step; On How To Create An Irresistible Front-End Offer In All 3 Formats.

These Are Two Ways You Can Get Your Front-End Offer Done:

* Create It Yourself
* Repurpose P.L.R. Products

**Method #1:**[Create Your Own E-Book:](https://rapiventas.net/) First Step, Brainstorm On Ideas. If The Front-End Offer couldn't make the first sale and open the "buying loop"; the whole Sales Funnel will be useless!

A Great Front-End Offer gets people in; and gets things rolling. Hence, Brainstorming Ideas For Your Front-End Offer Is Vital!

**For Newbies:** Once you've decided on which Market to Target; Go Connect With The People In That Niche.

[While Doing This; You Are Expanding Your Connection To The Potential Joint Venture Partners You Can Work With In The Future.](https://rapiventas.net/globalonlinesales/bnmrem)

You Are Also [Building Up Your Credibility In That Niche.](https://rapiventas.net/globalonlinesales/nebp) When You Have Built Up Certain Credibility; Internet Marketers Will Gladly Help You Promote Your Products.

[Branding Plays A Big Role In Sales](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) and (in some instances, Branding Does The Selling; Not The Product Quality); that's why building up your credibility is so important.

[Another Purpose For Building Up Connections In Your Niche,](https://rapiventas.net/globalonlinesales/nebp) is to understand more about what kind of topics the other Internet Marketers usually use.

This Will Definitely Help You In Your Brainstorming Sessions. You Must Always Be Innovating! Understand Your Customers Needs And Create A Product Which Fulfills Those Needs And Solves Their Problems.

This is not an easy task; but To Survive In This Ever-Changing Business; You Must Always Be Innovating {First\_Name}!

Now, Back To The Topic...

Once You've Decided On Which Topic To Use For Your Front-End Offer; Ask Yourself Some Questions:

* How are you going to teach them? (This is the next problem to solve)
* Is it going to be from your own experience?
* Is it going to be from what you've learned by doing research?

Collect Only The Necessary Materials For Your Content. Remember To Focus Only On What You Are Going To Teach.

Most people tend to forget about the first intention of creating their product. Either You Write Everything From Scratch; Based On Your Own Experience And Knowledge, Or Do Your Own Research Online.

The Most Important Step Before You Start Writing, Is To Draft Your Content. You can first start without a Sequence.

The Sequence Of The Chapters Can Always Change Afterwards. List down the chapters one-by-one, and then put them in order; to have the general overview of your E-Book.

**Next Step:** Outline The Sub-Points That You Are Going To Write About In Each Chapter. Drafting out the chapters will ensure the flow of the whole content.

Then, you can start writing the content. Sometimes, you may be experiencing writer's blockage in the midst of writing, but don't force yourself to keep writing.

Take a short break, read an article that is unrelated to what you are writing, take a short nap or drink a cup of coffee.

Refresh your mind and then continue your work. Get some feedback from others and then revise your product based on that feedback.

You can never produce something that is 100% perfect, so feedback from others is valuable {First\_Name}.

**For Newbies:** If you're still not sure whether what you've done is right or wrong; I strongly recommend you to get some P.L.R. Products; as a reference to your product.

**Videos + Transcripts:** The Steps To [Create A Video Course Training](https://www.rapiventas.net/globalonlinesales/mwp/) and Transcripts are more or less [The Same As Creating An E-Book.](https://rapiventas.net/)

Same Deal, First Brainstorming On The Ideas, Collect Materials For The Content And Then Draft Your Content.

The First 3 Steps Are Really Important; As This Will Affect Whether Your Front-End Offer Can Generate Massive Sales Or Not.

The First Step In Creating The Video Is To Create Presentation Slides With PowerPoint Or Keynote For Each Module. There's a certain way to create The Presentation Slides.

First, Change Your Slide's Layout To The Ratio Of 16:9. The Presentation Slides used in the 4:3 layout, is a Square Format.

Most Computer Screens Nowadays Are In Widescreen Format; so when you set it to the 16:9 ratio; the slides will look better when in Full Screen Mode.

Don't Fill Your Slides With 100% Words. The maximum you can go for is 80%; because it affects people's attention span and the words will overlap with the control panel at the bottom of your slides.

The last criteria that you need to remember is putting only the important bullet points in the slides. It's totally fine to have maybe... 2 or 3 bullets points in a slide.

You can elaborate or explain in detail by adding the rest to your transcript; letting them listen to it instead. These are the things that you need to be cautious of; when Creating The Presentation Slides.

After Creating The Presentation Slides; The Next Thing You Need To Do Is To Write A Transcript For Each Module.

**The Transcript Has 2 Main Purposes:**

* [Give Way To The Voice-Over Actor To Speak](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)
* [Compile Together With The Video Training Course](https://rapiventas.net/globalonlinesales/mwp)

When you have these 2 tasks done; After The Voice-Over Actor Finishes The Recording And The Video Is Completed, Your Front-End Offer Is Good To Go!

**Graphics:** Creating A Graphic Front-End Offer Is Totally Different From The Last Two Formats That I've Mentioned Just Now.

First, You'll Need To Hire A Graphic Designer To Design The Graphics For You. You'll Need To Brainstorm On Whether To Create Presentation Slides, Infographics, Mascots Or A High-End Product; Like Graphics Software.

When You Are Handling An Infographic Product; You'll Need A Content Writer To Work Along With The Graphic Designer To Create The Infographics.

**Method #2**: Buy P.L.R. Products. This Is The Fastest And Easiest Way To Create Your Front-End Offer.

[With This Method You Can Create A Few Front-End Offers Ahead Of Time And Line Up The Launches For Months Ahead.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)

Indeed This Technique Is A Huge Time And Money Saver. [Regardless If You Are Writing An E-Book](https://www.rapiventas.net) or [Creating A Video Training Course;](https://rapiventas.net/globalonlinesales/mwp) what you need to do is Gather A Few P.L.R. Products On The Same Topic And Re-Write Them.

The Best Feature Of P.L.R. Products; Is That You're Allowed To Re-Sell The Products, Without Any Copyright Issues.

**\*Stay Tuned For Our Next E-Mail:**Use These Criteria To Create An Up-Sell!

Here's To Your Success!  
***The GWC Team***

Day 47) Use These Criteria To Create An Up-Sell!

Hello {First\_Name}!

I’ve Created A List Of Criteria, For Creating An Up-Sell; So You Can Avoid Making Common Mistakes. The First Criteria Of An Up-Sell Creation Is, To Put The Price Tag At Least Twice The Minimum Price Of The Front-End Offer.

This Is So Important, Because Your Main Revenue Generator Is The Up-Sell. Now that you’ve Set The Price Of Your Up-Sell At Least Twice The Value Of Your Front-End Offer; you must create a product that’s worth the price. This will be the first criteria you must have in mind when you are searching or brainstorming ideas for your Up-Sell.

When The Price Is High, Buyers Will Expect A Higher Value From This Product; So Make Sure That The Value Of The Up-Sell Is Much Higher Than The Price They Pay For It.

Moving on… Your Up-Sell Must Be Congruent With Your Front-End Offer.

For Example: [If Your Front-End Offer Is A List Building Guide,](https://rapiventas.net/globalonlinesales/lila/) your Up-Sell must be something related to it; such as a [Lead Generation System.](https://rapiventas.net/globalonlinesales/lga/) The Up-Sell in this case is congruent; because [People Who Own A List, Will Definitely Need A System To Manage Their Subscribers.](https://rapiventas.net/globalonlinesales/sybiz)

The Up-Sell Must Be Something That Complements And Enhances The Front-End Product Offer. [Creating An E-Book,](https://www.rapiventas.net/) enables you to talk further in-depth on topics that are related to your Front-End Product Offer.

For Example: If You Were Purchasing A Lead Generation Video Training Course As The Front-End Offer; and then you were offered An In-Depth Course; Explaining How Search Engine Optimization Works, As The Up-Sell; This Will Complement Your Front-End Offer Perfectly!

[Search Engine Optimization Or S.E.O.; Is Something That Every Internet Marketer Would Like To Learn.](https://www.globalwebsitescorporation.com/contactus/index5.html) It’s Valuable, Congruent With The Front-End Offer And Very Popular!

One Last Thing On Up-Sell Criteria Is The One-Time-Offer Technique. The First Up-Sell Is Always An O.T.O. (One Time Offer); Meaning That If They Don’t Purchase This Offer NOW; They Won’t Be Able To Purchase It EVER AGAIN!

This Is A Technique Known As SCARCITY; where You’ll Create The Sense Of URGENCY; To BUY NOW or it’s GONE FOR EVER! [You Must Always Have This In Mind When Setting Up Your Sales Funnel.](https://rapiventas.net/globalonlinesales/sfbpt)

**Small Tip:** Your Up-Sell Must Include Value-Enhancing-Bonuses (V.E.B.) For The Same Price. Along With The One-Time-Offer Technique; You’ll Make Your Offer Irresistible For The Buyer!

Make Sure That Your Up-Sell Offer Enhances And Complements Your Front-End Product Offer; Because The Buyers Will Know Whether The Up-Sell Is Worth The Price Or Not, Right Away!

[There Are Many Other Formats That You Can Offer As Your Up-Sell; Such As A Membership Site Access Or Even Promote Other People’s Product; Offering It As Your Up-Sell.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) You Can Set The Membership Site Access As Your Up-Sell 2 or 3.

If You're Able To Maintain The Membership Site; you are in fact making some Passive and Recurring Income Every Month With It! You’ll need to upload content to the site every month in order to keep The Membership Site running though.

Your Subscribers Will Expect To Learn Something New Every Month; So Send Them Follow Up E-Mails About New Training Coming Their Way Every Month.

You may not have your own product to offer as your Up-Sell yet; but instead of scratching your head not knowing what to offer to your buyers; you can do some research online and [Find Somebody Else’s High-End Product To Offer As Your Up-Sell.](https://e1ulife.com/sales/english/index.php?jal)

**\*Stay Tuned For Our Next E-Mail:**Use These Methods To Get Your Up-Sell Up And Running.

Here’s To Your Success!  
**The GWC Team**

Day 50) Use These Methods To Get Your Up-Sell Up And Running.

Hello {First\_Name}!

There Are Two Methods To Get Your Up-Sell Up And Running:

1) Create A Product Yourself

2) Purchase P.L.R. Products

The first way, is to Create The Up-Sell Yourself; Based on Your Own Experience, Online Research or Gather Some P.L.R. Products and Rewrite The Content.

Start Brainstorming Ideas For Your Up-Sell; Noting That The Ideas Must Be Congruent To The Front-End Product Offer; then draft the outline. Put everything in order before you start writing; especially those practical tasks that need to be followed step-by-step.

Keep things as simple as possible; in a way that even a beginner can understand. Once you're done with the outline, you can [Start Writing The Up-Sell Copy.](https://www.rapiventas.net/globalonlinesales/becw/)

One Thing You Need To Take Into Consideration When Creating Your Up-Sell, Is That The Content Must Be More Solid Than The Front-End's Sales Letter. Make it clear, that The Front-End Course, is going to give the buyers only the key concept of what the whole business should be like.

However, if the buyers want to go in depth; they must purchase the upgraded version of The Front-End Product Offer. Some buyers may think that your Front-End Product is good enough; so why would they need to buy The Up-Sell?

In This Case, You Must Make It Clear That Purchasing The Front-End Product is Totally Okay; But If They're Serious About Dominating The Business, They Must Purchase The Full Version!

There Are Plenty Of P.L.R. Products Available; Which You Can Repackage And Use As Your Up-Sell Product.

**There Are 2 Ways You Can Utilize P.L.R. Products:**

* Gather Information From A Few P.L.R. Products And Include Some Of Your Own Stories.
* Re-Write A P.L.R. Product And Make It Your Own.

**\*Stay Tuned For Our Next E-Mail:**Create An Up-Sell Script.

Here's To Your Success!  
***The GWC Team***

Day 53) Create An Up-Sell Script.

Hello {First\_Name}!

For An Up-Sell To Actually Sell, it's not enough that you offer it with a Sales Copy on The Product's Sales Page only. There is an intricate method to pull off a good Up-Sell Offer.

[However, That's A Whole Different Scope Altogether; Which Is Copy Writing.](https://rapiventas.net/globalonlinesales/becw/) But, you need to know the basics first. Only when you have a grasp on the basics; can you attempt to sell valuable deals.

**First of all**, You Need To Establish The Reason For Owning The Up-Sell.

* What Do These Products Do For Your Customers?
* How Can They Help Your Customers, Solve A Specific Problem?

Let's go back briefly to what these products are; because this is an important aspect. Once again, these products are not missing parts of The Front-End Product. They Are Boosters Or Catalysts for your customers to use; along with the first product.

So, Make The Reason For Owning These Products Clear. What Can These Up-Sells Do For Them? Earlier, we mentioned that people would need a helping hand; especially when your product is a Self-Help Product.

That could be the reason to highlight; when selling the product. Perhaps, The Product In The Up-Sell can be sold as a Key Component; only for those who are truly serious in succeeding. Establish the difference between what they have and what is best.

One Technique You Can Always Count On For Making A Sale, is The Scarcity Factor. The Scarcity Factor Is An Advertising Technique; Where The Product Is Made Available [Only For A Limited Time!](https://rapiventas.net/globalonlinesales/mlabp/#order)

For Example: The Offer Is Only Available For One Week; After That, The Offer Will Expire! It creates a sense of URGENCY. When the customers see that the deal is available for a short time only; and if they were to miss it, They Would Miss It FOREVER; that generates a sence on SCARCITY, Urging The Buyer To Act NOW!

Only Then; Would They Be More Encouraged To Make The Purchase. The Scarcity Factor Works Like Magic; When It Comes To Closing Sales.

A lot of products that you can find online, utilize this method; because of how effective it is! Usually, to put a little boost on the method; The Sales Page Would Incorporate A Countdown Clock; so that people can see when the deal expires.

With The Countdown Clock Running; The Customer Would Feel Compelled To Make An Immediate Decision. With The Scarcity Factor, plus the*"buying trance";* generated after making a purchase, it´s most likely that you'll close the deal!

[When you're selling something, it's more important than ever to have a "Call-To-Action" in Your Sales Copy.](https://rapiventas.net/globalonlinesales/sfbpt/#order) The Call-To-Action Culminates The Whole Sales Pitch. If you are not familiar with The Call-To-Action Technique; It's The Part Of The Copy That Convinces The Customer To Make A Decision.

For Example: [There's The *“Get This Product Now!”* or *“Buy Now!”* In Almost Every Sales Copy.](https://rapiventas.net/) The Whole Copy Should Be Formed To Point To The Call-To-Action; Since The Call-To-Action Is The Final Step In Securing The Sale!

**Ideas For The 2nd & 3rd Up-Sell**

So, What Kind Of Product Can You Sell As A 2nd And 3rd Up-Sell? Again, it's totally up to you, *"The Vendor";* to Increase The Value of The Up-Sells. This Can Be Done By Including Mega Bonuses In The Deal As Well!

[A Recommended Product To Sell As A 2nd And 3rd Up-Sell Is A Membership Program.](https://e1ulife.com/lead/sales2/?jal) A Membership Program Is One, Where The Customers Pay To Have Access To Exclusive Content On The Internet.

Membership Sites are similar. There Are Many Advantages To Selling A Membership Program. For starters, it's a Big-Ticket Product and it costs a lot; because of its exclusivity! This means; the access can be sold at a very high price.

Also, a Membership Site can provide a passive, yet steady income. As each member has to pay monthly; meaning you'll be paid each and every month! All you have to do is provide the content on a monthly basis.

Here's A Tip For You: [You Can Get The Content From A Private Label Rights Product.](https://e1ulife.com/sales/english/index.php?jal) These are "White Labeled"; so you can repackage and sell them as your own.

**\*Stay Tuned For Our Next E-Mail:**Create A High Converting Up-Sell!

Here's To Your Success!  
***The GWC Team***

Day 56) Create A High Converting Up-Sell!

Hello {First\_Name}!

Up-Sell Offers Happen Right After The Front-End Offer, Hence; The Up-Sell Relates Closely To The Front-End Offer And Is Your Main Source of Revenue, So Make It Into A High Converting Up-Sell!

[The Up-Sell Could Be The Core Of The Whole Sales Funnel.](https://rapiventas.net/globalonlinesales/sfbpt) Take Note Of Everything That's Important. The price of an Up-Sell Offer must be higher than The Front-End Offer.

This is one of The Criteria for an Up-Sell. It´s Usually Twice The Minimum Price Of The Front-End Offer. So, What Makes An Up-Sell Worth A Higher Price Than Your Front-End Offer?

It's Because An Up-Sell Offer Is An Upgraded Version Of The Front-End Offer. [When You Are Writing Your Sales Copy For Your Up-Sell Offer;](https://rapiventas.net/globalonlinesales/becw) write it in a way, that you are offering them an Immediate Solution or An In-Depth Course To Enhance The Front-End Offer.

Your Up-Sell can bring in 30% to 50% of Your Revenue. Apart from this, Up-Sells Increase The Satisfaction of Your Buyers; By Completing The Front-End Offer with a Second Product, Which Enhances The Front-End Product's Features, Which Complement Themselves Working Even Better Having Them Both.

While The Front-End Product plays the role to start The Loop of the "buying trance"; Up-Sells, Down-Sells and The Back-End Products, must be there to complete The Loop.

People have made the first commitment with you, when they made their first purchase; so [Now They Are Going To Go Through The Sales Funnel To Complete Their Purchase.](https://rapiventas.net/globalonlinesales/sfbpt)

Same Mindset, as when you are going to do your daily groceries shopping. You go with your own shopping list on hand right?

However, sometimes when the "buying trance" has started, you'd end up buying things that were not in the list. I believe everyone has experienced this right?

Moreover, The Impulse Purchase Mindset The Buyers Are In, Contributes Too! Just like brick and mortar stores will place some goods in front of their cash register; so you'll be attracted to those goods, while you are lining up to pay for your purchase. [This Is The Same Way Up-Sells Work Iin Your Sales Funnel.](https://rapiventas.net/globalonlinesales/sfbpt)

While The Buyers are waiting to download The Front-End Product; still on Buying Mode... Your Sales Funnel Hits Them With Your Up-Sell!

**Mistake #1: Convert At Lower Percentage**

The First Mistake That Marketers Make, is that [They Don't Focus on The Sales Copy of Their Up-Sell Offer;](https://rapiventas.net/globalonlinesales/becw) Causing Their Up-Sell To Convert Less.

Usually They Don't Leverage On The Use Of Scripted Video. Some use only boring and short Ad Copy. The Conversion Rate Can Be Increased; By The Use Of A Scripted Video Or Live Video.

You Need To Know That Your Up-Sell Video Is Just As Important As Your Front-End Sales Letter; they are equally important to get people to continue on the "buying trance".

The Only Difference Between The Sales Copy of The Front-End Product and The Up-Sell Offer, is that The Up-Sell Video Script can be shorter than The Front-End Sales Letter.

Remember That Your Up-Sell Is An Immediate Offer To The Buyers; So They Can Upgrade or Enhance The Front-End Offer.

The Buyers should have understood by now, what The Front-End Product is all about; when they land on The Up-Sell's "Sales Video Page".

[Your Sales Video Can Be As Short As 3-5 minutes;](https://e1ulife.com/lead/sales2/?jal) in which you will Show Them The Importance of Purchasing Your Up-Sell.

So what you're going to write in your Up-Sell Sales Copy; is a Short, Powerful Message, that Recaps The Message In Your Video.

They Hear It In The Video And Gets Them Excited; now they have something to read about the product you've mentioned in The Video. The short video gives them more reasons, why to purchase the product.

**Mistake #2: Mistreating The Up-Sell As A Lower Priced Add-On**

The Second Mistake Is That They Mistreat The Up-Sell As A Lower Priced Add-On!

For example: [A Lead Generation Course](https://rapiventas.net/globalonlinesales/lga/) is The Font-End Product at a price of $27; while The Up-Sell is The Checklist, plus The Mind Map; as Add-Ons to The Front-End Product, priced at $17.

This Is The Wrong Way To Present An Up-Sell; Since [The Up-Sell Should Be Worth Twice The Value Of The Front-End Offer;](https://rapiventas.net/globalonlinesales/sybiz/) So That It Can Truly Increase Your Revenue.

**\*Stay Tuned For Our Next E-Mail:**Why Do Down-Sells Work?

Here's To Your Success!  
**The GWC Team**

Day 59) Why Do Down-Sells Work?

Hello {First\_Name}!

The Reason Why Down-Sells Works, is because They Comply With The Buyers Demand.

When You Create A Down-Sell; This Is Basically What You're Saying To The Customer:

"If You Think The Up-Sell is Priced Too High, then I’ll Make A Special Promotion Just For You!"; but to be fair to those who have purchased this product Paying The Full Price; I Would Have To Remove The Bonuses, so that I can lower the price of The Up-Sell.

This is the whole concept of The Down-Sell. If The Conversion Rate of The Down-Sell is High; it Can Generate you 10% or More in Sales. You are giving them a Special Promotion; So That They Can Purchase The Up-Sell At A Lower Price... people love these kind of Special Promotions.

This is why Down-Sells Actually Work! – it's a Strategy That Understands The Buyers and Serves Their Needs. Some Internet Marketers Overlook This Important Fact; leaving at least 10% of their Revenue on the table.

**Criteria Of The Down-Sell**

There Are Certain Criteria For The Down-Sell Offer as well; so keep this in mind to avoid making common mistakes, While Creating Your Down-Sell Offer. First Remove The Bonuses From The Up-Sell Offer.

As we learned earlier, To Be Fair To Those Who Have Purchased The Up-Sell Offer With The Bonuses; Paying The Full Price, You Must Remove The Bonuses From The Up-Sell; In Order To Make It Into Your Down-Sell Offer; By Dropping The Price.

For instance, if you are offering [How To Generate Traffic By Using Search Engine Optimization](https://www.globalwebsitescorporation.com/contactus/index5.html) as an Up-Sell, to a [Guide To List Building,](https://rapiventas.net/globalonlinesales/lga/) You Can Offer Some Bonuses like [Done-For-You Follow-Up E-Mails,](https://rapiventas.net/globalonlinesales/emme/) Membership Sites and so on. This would be The Offer from The Front-End to The Up-Sell or The One-Time-Offer.

For Your Down-Sell, You Need To Remove The Bonuses That You Offered In The Up-Sell Sales Copy; and then You Can Drop The Price. [Offer Only The Video Training Course](https://rapiventas.net/globalonlinesales/mwp) on [How To Use Search Engine Optimization.](https://www.globalwebsitescorporation.com/contactus/index5.html)

This Is How The Down-Sell Should Look Like {First\_Name}! [You Can Apply This Down-Sell Model To Any Sales Funnel.](https://rapiventas.net/globalonlinesales/sfbpt) You may be wondering, how much should I drop the price and still be able to earn revenue from The Down-Sell Offer?

The Formula Says The Following:

* If your product price is $127 dollars, then you should drop the price to $97 dollars. **>>>> $30.00 Less**
* If your product price is   $97 dollars, then you should drop the price to $67 dollars. **>>>> $30.00 Less**
* If your product price is   $67 dollars, then you should drop the price to $47 dollars. **>>>> $30.00 Less**
* If your product price is   $59 dollars, then you should drop the price to $29 dollars. **>>>> $30.00 Less**

**\*Stay Tuned For Our Next E-Mail:**Create A Down-Sell!

Here's To Your Success!  
***The GWC Team***

Day 62) Create A Down-Sell!

Hi there {First\_Name}!

[A Down-Sell Is The Third Element In The Sales Funnel.](https://rapiventas.net/globalonlinesales/sfbpt) Don't Underestimate The Power Of A Down-Sell; because done the right way, it makes a huge difference on your revenue!

A Down-Sell Increases Your Revenue; by Giving A Special Promotional Offer To Your Customers. When you lead your subscribers to The Down-Sell Page, your subscribers will see a Sales Page that is almost the same as your Up-Sell Sales Page.

First, start with a 3-5 minute Sales Video. To Create The Sales Video, [You'll Write Your Own Sales Script;](https://rapiventas.net/globalonlinesales/becw/) followed by a Short Recap of The Sales Video and ending with a bunch of Value-Enhancing-Bonuses (V..E.B.). [Check This Great Example Here and Watch The Video To Grasp The Idea.](https://e1ulife.com/lead/sales2/?jal)

This is what your Up-Sell Sales Copy should be like; as well as your Down-Sell Sales Letter. The angle of the story you are going to use is the same; which is to Change The Headline and Remove The Bonuses.

You'll ask the buyers to wait, and before they go to the next page; you want to Offer Them The Up-Sell Without The Bonuses; At A Lower Price. This is why You Need To Remove The Bonuses.

Note that even though this element is called a Down-Sell, The Price Should Still Be Slightly Higher Than The Front-End Offer; but Lower Than Up-Sell 1.

**Mindset #1: “The Up-Sell Is Not Worth My Money”**

When Buyers arrive to your Up-Sell Page or Your One-Time-Offer Page, they might think that The Up-Sell is not worth the price. This scenario does happen; even if your Up-Sell Offer is a really great offer. Some of them may not take action because of the price.

[This is why, In A Product Launch, Most Internet Marketers Will Track The Conversion Rate.](https://rapiventas.net/globalonlinesales/mlabp) If The Conversion Rate is Low, They'll Tweak The Price and The Headline; keeping track of the "ups and downs" of The Launch.

Tweaking The Price Is The Most Common Change In A Launch; Regardless of How Great your Product Is and It's Usually a Price Issue Which Causes The Low Conversion Rate.

**Mindset #2: “I Don't Need These Bonuses”**

Second Scenario is that buyers, sometimes don't think that they need The Bonuses offered in The Up-Sell; therefore not purchasing The Up-Sell. One of the reasons why you can charge a bit more for your Up-Sell, is because of The Bonuses you've offered to them.

However, some buyers don't seem to like bonuses. They may consider buying The Up-Sell only; instead of getting a bunch of bonuses that they don't consider useful for them; finaly deciding not to purchase The Up-Sell.

**\*Stay Tuned For Our Next E-Mail:**Create A 2nd And 3rd Up-Sell.

Here's To Your Success!  
**The GWC Team**

Day 65) Create A 2nd And 3rd Up-Sell.

Hi {First\_Name}!

Today, we're going to learn [How To Reap As Much Profit As We Can From A Sales Funnel;](https://rapiventas.net/globalonlinesales/sfbpt) which we'll do, by including a 2nd and 3rd Up-Sell into The Sales Funnel. This is a Bold Move!

Having Too Many Up-Sells Can Upset The Customers. They will feel annoyed as you bring them through a Seemingly Endless Sales Loop. This is why having a 2nd and 3rd Up-Sell requires evaluating some methodology.

A Few Entrepreneurs Tried It and It Proved To Be A Great Success! Now it's becoming more and more common. Many more are attracted to this method; because of its Huge Impact.

It's important to note, that you can't do a 2nd and 3rd Up-Sell just for the sake of it! You Need Organization and Proper Planning. If you fail; you'll lose a whole lot of customers. If you succeed; there's big profit to be made.

Let’s begin shall we?

**What Are The 2nd & 3rd Up-Sells?**

The 2nd Up-Sell comes directly after The 1st Up-Sell; while The 3rd Up-Sell comes directly after The 2nd Up-Sell.

The 2nd Up-Sell Has A Higher Price Than The 1st Up-Sell And The 3rd Up-Sell Has A Higher Price Than The 2nd Up-Sell. [The Price for Each Product Increases According to The Levels They're in; Within The Sales Funnel.](https://rapiventas.net/globalonlinesales/sfbpt)

The Purpose of Having The 1st Up-Sell, Is For The Customer To Buy A Higher-End Product. Having The 2nd and 3rd Up-Sell is exactly the same concept, but taking it a little further.

The Inclusion of a 2nd and 3rd Up-Sell in The Sales Funnel; is An Act of Stretching It; To Get As Much Profit As We Can. Applying the same concept from The 1st Up-Sell, [The 2nd and 3rd Up-Sell Must Be Congruent With All The Products In The Sales Funnel](https://rapiventas.net/globalonlinesales/sfbpt) and most importantly, The Front-End Product. Without Congruence, The Sales Funnel would throw the customers off.

However, it's important to note; that What You're Selling In The 2nd And 3rd Up-Sell Are Additional Tools That Can Boost The First Product. They are not in any way missing parts of the product itself.

Don't take something out of the main product that is a necessity; so that you can sell it later for a higher price.

It is very unethical for the vendor to sell the product with missing parts! Your credibility will be affected and your sales will go down. So what should The 2nd and 3rd Up-Sell be then; if not missing parts from The Front-End Product?

First Thing; They Should Be Congruent With The Front-End Product; but that alone is not enough to convince someone to purchase them. You, as The Vendor; should find out What Would The Customer Need, After Purchasing Your Front-End Product.

You Must Forecast A Solution To An Impasse; Which The Customer Would Encounter, When Using Your Product. Perhaps, [If Your Product Is About Creating A Website,](https://rapiventas.net/globalonlinesales/wp24h/) your Up-Sell can be Web Master Videos.

There Are Always Things That The Customer Needs; After Purchasing Your Front-End Product. To know what they are, is up to you. You have to do a little bit of research yourself; so trust your skills and knowledge as an Entrepreneur.

However, that is only the basics of coming up with an Up-Sell. You Also Need To Add Bonuses To Make Your Up-Sell More Appealing. You Need To Increase The Value Of Your Up-Sell; and it's more important to do it in The 2nd or 3rd Up-Sell, where Their Value Needs To Be Really High.

**Why Do You Need A 2nd And 3rd Up-Sell?**

Isn't One Up-Sell Enough For A Sales Funnel? How many more should there be? Technically, One Up-Sell Is Enough; if you're not aiming for a big profit. It's enough to complete a Sales Funnel; if you want to complete it for the sake of completing it.

You Can Still Profit From One Up-Sell Of Course; however, let's not forget that Entrepreneurship is about pushing yourself to the limit and see how much profit you can reap. There's no reason to settle for less!

Having a 2nd and 3rd Up-Sell has already proven to be profitable. More and more Entrepreneurs are jumping onboard to include this method into their trade. There's no reason for you to pass up an opportunity like this! One of the reasons why a 2nd and 3rd Up-Sell can sell (also the first one), is because of the "Buying Tance".

When a customer makes a purchase, they will be in a "Buying Trance"; where it's easier for them to make more than one purchase. It's like when people are in "the mood" for shopping in a shopping mall. By Having Multiple Up-Sells; We're Capitalizing On That Emotion.

This "Buying Trance" was also capitalized by iTunes, allowing the customers a 15-minute window to make a purchase; without having to key-in the password or filling forms. You'll be surprised to know, how this "trance" can affect someone's buying habits.

However, the buying habits have changed nowadays. There was a time when people would've made a long and serious consideration before making a purchase; especially online.

Nowadays, people purchase rather on a whim! This is because of The Reliable Refund Policies that Vendors Have. These Refund Policies are like a safety net for the buyers and they are a big reason why a customer makes a purchase in the first place.

If they're not happy with the product, they can just ask for their money back! The Customers know that they've got nothing to lose! But As A Vendor; You Must Avoid Refund Requests as best as you can. So you need to offer them nothing but The Best Product Possible!

Now, before we derail even further… having a 2nd and 3rd Up-Sell is pushing it; to an extent. The key here is to know when to stop. Having a 3rd Up-Sell is enough! You can go ahead and push further for a 4th and 5th Up-Sell; but they will most likely be passed up by the buyer.

So Remember; an Up-Sell is more than just an Add-On, It's also a helping hand... A Way To Improve The Performance or Functionality of Your Front-End Product.

**What Price Should The 2nd & 3rd Up-Sell Have?**

The Price For The 2nd And 3rd Up-Sell Should Be Lower Than $200. It shouldn't go any higher than that. The Vendor has the freedom to set the price, so it's up to you!

However, being lower than $200 is just a principle that you don't have to follow; but "principles" exist because they work! This price has been chosen; after years of experience and experimentation. It's safer to just stick with it!

The Price For Each Up-Sell Should Increase In Every Level Of Your Sales Funnel. So, it's recommended to increase the price accordingly; but Don't Go Over The $200 Dollar Mark.

Once You've Increased The Price, The Value Should Follow. This goes without saying; but how do you increase its value? Is it by choosing a more valuable product?

Yes, That Is Correct, But Is It Enough? No!

[What You Need is Not Only a Valuable Product, You Need To Include Bonuses in The Deal as well!](https://rapiventas.net/globalonlinesales/sfbpt/) The product itself cannot sell for such a high price. You'd Also Need Some Bonuses; To Push The Customers To Click On The "Buy Button".

Selling a product that might help them is not enough anymore. You need all these bonuses; so that the value will be increased and the chances of closing a sale are higher.

Increasing Value Is Not The Only Reason Though. Remember, There Is Also A Down-Sell That You Should Pay Attention To. [A Down-Sell Lies On A Sales Page;](https://rapiventas.net/globalonlinesales/imbm/) Where The Same Product Is Offered, But At A Lower Price.

This Wouldn't Be Fair For All Those Who Purchased The Up-Sell For A Higher Price, Right? So, For A Down-Sell; The Price Must Go Down And The Added Value Given To The Up-Sell By Including Bonuses To The Offer; Must Decrease As Well.

You Can Decrease The Value Of The Up-Sell By Getting Rid Of The Bonuses.

**\*Stay Tuned For Our Next E-Mail:**Create A Big-Ticket Back-End Offer!

Here's To Your Success!  
**The GWC Team**

Day 68) Create A Big-Ticket Back-End Offer!

Hi {First\_Name}!

How Do We Know That A Sales Funnel Is Complete? Is it at The Up-Sells or Down-Sells? Or after we've offered a 2nd and 3rd Up-Sell, is that the end?

The answer is... well, yes and no!. Having a 2nd and 3rd Up-Sell is stretching it though!

We Can Make Big Profits From Those Two Up-Sells; And With The Down-Sells We've Rescued A Few Sales That Would've Gone To Waste. So, [These Up-Sells and Down-Sells Are Elements That Complete The Sales Funnel.](https://rapiventas.net/globalonlinesales/sfbpt)

Now, can we go even further than the last Up-Sell or Down-Sell? Of course we can; with Back-End Products!

**What Is A Back-End** **Offer?**

[A Back-End Offer Is Usually A High-Ticket Deal,](https://rapiventas.net/globalonlinesales/mwp) sent to the customers a few days after the purchase. It bears resemblance with The Up-Sell Concept, but with a few key differences.

One Of The Key Differences Between A Big-Ticket Back-End Offer And An Up-Sell; Is That A Back-End Offer Doesn't Capitalize On The "Buying Trance"; which the customers are in when they make a purchase.

Instead, it depends on a few key elements that we will explore later on, in this Training Series {First\_Name}.

A Big-Ticket Back-End Offer Is Priced Substantially Higher Than The Front-End Product And Also Higher Than The Up-Sells. The Up-Sells Offer A Higher Price Than The Prior Deal.

Hence, A Back-End Offer Also Follows That Pattern; even though it has no immediate connection to The Sales Funnel.

Back-End Offers are usually sent three to seven days after the customer has made purchases through The Sales Funnel.

The offer is of course; sent via e-mail. Even though this is the case, [It's Technically Still A Part Of The Sales Funnel.](https://rapiventas.net/globalonlinesales/sfbpt/)

**The Concept Of The Big-Ticket Back-End Offer**

A Big-Ticket Back-End Offer Is A Product Of A Very High Price. Not many would be committed enough to purchase Big-Ticket Back-End Offers on a whim.

Because Of The Big Price Tag That A Big-Ticket Back-End Offer Has; it will make the prospected buyer stop and give it a serious consideration, before purchasing it.

This is why it wouldn't work as an Up-Sell; the customers would disregard it right away.

Nowadays, with Well-Founded Refund Policies, buyers rarely hesitate before making a purchase; knowing that they could easily get their money back, should there be any discontentment with the product.

This is exactly why we wait three to seven days, before offering the customers The Big-Ticket Back-End Deal.

The Gap Between The Last Up-Sell And The Big-Ticket Back-End Offer; Is So That The Customers Can Evaluate The Products They've Purchased From You First.

You have to let your product speak for itself first; If they were happy with it, then it will make the selling of The Big-Ticket Back-End Offer easier. Your reputation as the vendor is crucial!

No one would invest a large amount of money on an obscure name that makes promises on The Internet. In order for them to buy your expensive product; they should get to trust you first!

**So, How Are You Going To Prove Yourself?**

Some would say that you have to prove yourself as an Internet Entrepreneur first. In lot's of ways, this is true.

Only Established Names Can Pull Off Big-Ticket Back-End Sales. For someone who's new in the business, it would be an uphill battle for sure.

Imagine if you were a customer; would you willingly invest a huge sum of money on a product from someone you've never heard of?

This is another reason for you to wait a few days, before offering them The Big-Ticket Back-End Deal and let them build trust first.

Is this trust established from those few days; enough to push them into buying the product from you? Maybe Not.

There are other things you can (and must do), to boost the chances of making a sale; like [Preparing An Advertising Copy](https://www.rapiventas.net/globalonlinesales/becw/) or video; which we'll explore later on.

Another important element is to have the right product! Not all products can sell as a Big-Ticket Back-End Offer.

Most products just don't really cut it. So, what products are good enough to be a Big-Ticket Back-End Offer?

**Here Are Some Big-Ticket Ideas That Come To Mind:**

The Big-Ticket Products Have To Be Of A Very High Value To The Customers; and Also Be Able To Generate Huge Profits For You As A Vendor.

Here are some ideas of products you can sell as a Big-Ticket Product. If you don't wish to sell them, perhaps they can inspire you.

**Coaching**

The First Of The Products That Prove To Be A Profitable Big-Ticket Back-End Offer Is Coaching. This is more of a service rather than a product really, but it's a High-Ticket Offer, nevertheless.

Coaching is where you, "the coach"; offer guidance to your customers or clients, in the field of your expertise.

If your expertise is in Startup Businesses; then you have to guide them and give pointers to them, through the whole process of opening up a business.

It's a very profitable and rewarding way of making profits, but you need to actually be an expert in something, before you can teach it!

[This Is Why I've Set The Price For These Guides I'm Referring You To, At $29.99;](https://www.rapiventas.net/globalonlinesales/mwp/) so that it would be super accessible to you and serve as a knowledge base for you to leverage from.

The Adage, “Those who can't do, teach”, doesn't apply in The Internet World. People want to see proof that you've seen success; before you can establish yourself as a "coach".

An event doesn't happen without photographic proof! As you can see, trust in The Internet World is something that is not really easy to gain!

As A Coach, You Need To Be A Confident Speaker. How could you be a Coach, if you were not an outgoing person that's full of energy and enthusiasm?

Perhaps, this program is not for everyone. Like I said, this is best if you're an expert in your field.

Also, remember that all your clients and customers are from different parts of the world. This doesn't pose a problem, if you were selling a product that doesn't require interaction; other than addressing a few inquiries through e-mails.

Coaching Requires Interaction. Even though communication nowadays is easier; thanks to The Internet, [You Need Live Interaction In A Coaching Program.](https://www.rapiventas.net/globalonlinesales/mwp/) Though you can communicate via ZOOM, Skype, Teams or Google Hangouts; you need to find the right time to do so!

Your Clients are from different parts of the world; with different time zones, so you have to be prepared to follow time zones out of your own. The price range for a Coaching Program is between $500 and $5,000.

Usually, A Coaching Program Would Be In The 4-Digit Range; as it's considered one of the most valuable things on The Internet. So, with a price range like this, it's without a doubt a perfect fit for a Big-Ticket Back-End Offer.

**Group Coaching**

Group Coaching Is Similar To Coaching. The only difference is, Coaching is a One-On-One affair; while Group Coaching is done in Groups.

So, in a Group Coaching Engagement; you are interacting with more than one individual at a time.

Just Like Coaching, You Need Expertise In The Field; before you can go on promoting your Group-Coaching Program.

It's Easier To Get Clients And Customers; When You Are An Established Name In The Business.

The Price Range Of Group Coaching However, Is Lower Than Individual Coaching; As It's A Shared Service. But you can still make a profit, of course. The Price Range Of Group Coaching Is Between $200 - $500.

But remember that you are catering to more than one person; which means the profit you make from Group Coaching; even though it's cheaper than One-On-One Coaching, may surpass the profit of an Individual Coaching.

**Licensing Programs**

Coaching Programs And Group Coaching Programs Require Commitment; And Take A Lot Of Your Time. There's another way that you can make big profits; without investing too much time and energy.

A Licensing Program Is One, Where You Sell Private Label Rights (P.L.R.). In other words, White Label Content; where you sell off content produced by you, to someone else who can use your content and sell it as their own.

The Closest Thing To This, Would Be Ghostwriting. Ghostwriters as you know, are not credited for their work. Instead, they sell off their writings to someone else. That person who buys their work, is the one who gets all the credit for the writings.

You might think this is unethical or “cheating”; but I assure you, this has been done since forever! It's not stealing nor plagiarizing; because the deal is made from a Mutual Agreement.

Stealing Content is when someone uses someone else's work, without permission. It's Illegal and Unethical. These Licensing Programs, come from an Agreement Made Between The Producer and The Purchaser.

In This Engagement, You Are The Creator Of The Content; But You Have To Give Up The Credit And Ownership Of What You've Produced For The Purchaser. You must be ready to detach yourself from the project that you've created.

Since Ownership And Credit Is Given Up; It's Priced Very High! The Price Of A Licensing Program; Like A Coaching Program, Ranges From $500 - $5,000.

It's a great way to make a profit; as it doesn't require a real hefty investment; like a Coaching Program or Group-Coaching Program.

It's an easier way to make almost the same kind of profit; than from a Coaching or a Group-Coaching Program. This is a Great Big-Ticket Back-End Offer; if you're not building your name {First\_Name}.

**Promo E-Mail For The Back-End Offer**

To Write About Promo E-Mails, is a whole different scope. It has its own techniques, skills and principles. It would be impossible to squeeze that aspect in its entirety into this Training Series; without trailing off into a whole other scope.

However, I'll write about the gist of it. It's best to know more than just the basics; but for now, I'll share the essentials with you. It's quite similar to [Copy Writing](https://rapiventas.net/globalonlinesales/becw) and [Promo E-Mail;](https://go.e1ulife.com/home?fpr=jose77) but now we are talking about a Big-Ticket Back-End Offer.

It Requires A Lot Of Effort In Its Promotion And In Its Content. It Must Be Sent 3 to 7 Days After The Customer Makes A Purchase.

This gap is so that the customers can use the products they've purchased from you; and decide whether or not to trust you with a further investment.

These products that they've purchased from you, include The Up-Sells of course. It wouldn't be practical to be selling a Big-Ticket Back-End Offer, to someone who doesn't even go as far as The Up-Sells in your Sales Funnel!

Again, This Gap Is So That They Can Use And Evaluate The Products You've Sold To Them.

If they were not happy with the previous products they've purchased from you in prior engagements; then it would be impossible to sell them your Big-Ticket Back-End Offer.

The General Tone Of The E-Mail Should Be A “Hidden Bonus” For The Customers. This product that you're offering as a Back-End Offer, is especially tailored for them.

Like All Elements Of The Sales Funnel; This One Has To Be Congruent With The Rest Of The Products Too. So your approach should not be the same as if you're approaching someone new.

Now, let's get a little bit more technical. First of all, you need to come up with an Attention-Grabbing Subject Line.

It's the first thing that they'll see in your Follow-Up E-mail. The Subject Line Will Decide Whether Or Not They'll Open Your E-Mail.

However, that's not the only challenge. You Also Have To Write A Subject Line That Is Less Than 50 Characters. The reason for this, is that Beyond The 50th Character In An E-Mail Subject Line; The Rest Will Be Replaced With An Ellipsis.

Therefore, They Can't Really See The Full Subject Line; Leaving Your Subject Line Incomplete And Untidy.

To write an Attention-Grabbing Subject Line, you need to play around with the cases of the characters, as well. It Wouldn't Work if You Were to Write The Whole Subject Line in a Small Case Lettering.

For Example:

* checkout this new deal
* this is a new product from me

They don't look Professional. So, you have to write in a Proper Casing. Even if you wish to capitalize all the letters, you have to do so sparingly. You can't write the whole sentence in Capital Letters.

Don't Write Like This:

* HEY, CHECKOUT THIS NEW DEAL
* THIS IS A NEW PRODUCT FROM ME

Even though they might be “Attention-Grabbing” (they do succeed in that), but they can also be annoying; as they sound like you're screaming! Most people would ignore e-mails with these Subject Lines.

If you do want to use all caps; use it sparingly and only for the right words, like so:

* "NEW" Checkout this New Deal
* "HOT" New Product from Me

As you can see, the all cap words are only used to grab attention, instead of hard selling. The best is actually to use title case sentences; where the first letter of each word is capitalized.

For Example:

* Check Out This New Deal
* New Product From Me

It's easy on the eyes and not hard selling. Another Fundamental of Promo E-Mail Writing, is Writing The Features And Benefits Of The Product.

These Elements Are Best Presented In Bullet Point Form Or List; so that it's easier to read. Some people would skip flowing text and just jump to the Bullet Points; where it's stating what the product is all about.

Let's Take a Random Product and List Out The Features As An Example. For this one, let's go for a Designing Software Program:

This Program Allows You To:

* Create Multiple Layers
* Convert Files To Different Formats
* Sync Your Work From Different Devices

As you can see, it's far easier to read and also write this way; than to just talk about your product in one long seemingly cluttered paragraph. Also, A Very Important Part Of Your E-Mail Is The Link To The Product Page; Where They Can Purchase Your Product.

These Links Must Be Visible And Easy For Them To Find. You Should Place Them In Between Paragraphs; So They Can Be Seen Easily.

**How To Write Buyer Follow-Up E-Mails**

A Good Entrepreneur Knows That Selling Doesn't Stop After A Transaction Is Made. Not even after all The Up-Sells have been purchased... we're going to discuss this on The Follow-Up E-Mails. [This is, Technically Of Course; Part Of The Sales Funnel As Well.](https://rapiventas.net/globalonlinesales/sfbpt/)

**What Are Follow-Up E-Mails?**

[Follow-Up E-Mails Are E-Mails Sent To The Buyer; After The Purchase Is Made.](https://go.e1ulife.com/home?fpr=jose77) Usually, After A Purchase Is Made; The Buyer Would Receive A “Thank You” E-Mail From The Vendor.

This Expression Of Gratitude, Is A Nice Way To Start A Good Relationship, Between The Customer And The Vendor. However, that's not the only reason for sending Follow-Up E-Mails.

In the “Thank You” E-Mail, the vendor should also include contact details or a help desk; should any problem arise while using the product.

This Includes All Your Contact Details, Of Course. So, how many E-Mails should you send? The Best is actually To Send Four E-Mails To The Buyers From One Sales Funnel.

However, you shouldn't be sending them all at once {First\_Name}! Each of them should be sent in a few days interval.

There is a Rhythm in Marketing, that you should follow; in order for your products to sell. You don't want to annoy the customers by spamming them with E-Mails.

**1st E-Mail: Thank You!**

The First E-Mail You Should Send To The Buyers Is The "Thank You" E-Mail. This is an Expression of Gratitude for Purchasing Your Product; a Token of Appreciation.

But it should also contain your Contact Details and Refund Policy for The Product.

It's best not to sell them anything here (yet), because they've just been through The Sales Funnel and you've already done enough selling there.

You can even give them a receipt here, as well. It's Best To Have The Receipt Attached To The E-Mail; instead of it being part of The E-Mail's Body.

**2nd E-Mail: Tips!**

The 2nd E-Mail Must Be All About Using The Product. Just give them a little bit of pointers, on how to utilize your product to the fullest.

Of course, as the vendor, you'd want your customers to be happy with your products and services.

Sharing Tips here, is a great way to do that. Again, Your Customers Would Appreciate The Gesture; thus, Strengthening Your Buyer-Vendor Relationship.

This will pave the way for you to be a Trusted and Respected Vendor.

Also, as a Vendor, you should have deeper knowledge of your product and how the customer can use it in the best way possible; taking it to another level.

**3rd E-Mail: Hidden Tips!**

Just Like In The 2nd E-Mail, Share Some More Tips Here. In This E-Mail, just share some tips that you might have left out in the previous E-Mail.

Sell These Tips as "Hidden Tips"; so that the customers would feel appreciated.

**4th E-Mail: Unannounced Bonus!**

The 4th E-Mail Is Where You Offer Them The Unannounced Bonus; which is The Big-Ticket Back-End Offer.

[Having A Big-Ticket Back-End Offer, Is A Great Way To Maximize The Sales Funnel.](https://www.rapiventas.net/globalonlinesales/mwp/) It is The Most Valuable Product in The Sales Funnel and Can Also, Generate The Most Profit.

It's tempting to sell this Big-Ticket Back-End Offer immediately after The Sales Funnel, however; because this product is so valuable and pricey, you need to offer it a few days after the actual purchase has been made.

You should wait between 3-7 days after the purchase, to offer a Big-Ticket Back-End Deal. It requires patience on your part. You Have To Gain The Buyer's Trust First.

You do this by making them happy with your Funnel's Product/s first. The Two Previous E-Mails Sent, Are for This Purpose Exactly; so that they're happy with the product you've sold to them and they grow to trust you as a vendor.

**5th E-Mail On-wards: Promotional E-Mails!**

The 4th E-Mail Was The Last of That Sales Funnel. The 5th E-Mail and On-Wards, Send Promotional E-Mails For Other Products That You Might Have.

By now, You Should Know The Importance of Saving The E-Mail Addresses of Your Customers; this way, you can sell them more products in the future.

**\*Stay Tuned For Our Next E-Mail:**Freelancing Is The Wave Of The Future!

Here's To Your Success!  
**The GWC Team**

Day 71) Freelancing Is The Wave Of The Future!

Hi {First\_Name}!

**Freelancers Can Be A Resource For Building Your Business And Brand**

At first, this is scary! But hey, it means you’re doing something right, if you have so much work; that you can’t keep on top of it single handedly.

In this scenario, other Freelancers can be a lifesaver. Virtual Assistants for example, can prove a vital resource, for adding time back into your day for The High-Level Strategy that’ll move the needle forward.

This Route is also great; in the sense that it eases you into Employee Management and the Financial Considerations that come with it. Pool a group of Trusted Freelancers together whom you can delegate work to and build relationships with over time.

Other Freelancers are also great to tap into; for the sake of Building Your Brand Online. If you’ve built a website with the intention of using it to get clients; you’ll need a plan for getting it in front of Potential Clients.

[This Plan May Revolve Around A Common S.E.O. And Content Marketing Strategy;](https://www.globalwebsitescorporation.com/contactus/index5.html) that involves Building Backlinks.

When other Authoritative Websites, link out to your website — such as those managed by other Freelancers in your industry — you increase the chances of it being seen (whether through Third-Party Content or Organic Google Searches).

**Freelancers Connect You To New Clients**

Referrals, Referrals, Referrals! Take it from someone who worked in sales prior to Freelancing: Referrals Are As Good As Gold When Building A New Business!

There’s A Certain Level Of Trust That Comes Through Word-of-Mouth Recommendations. And There Have Been Plenty of Times; When [The Relationships I’ve Developed With Other Freelancers Have Resulted In Client Pass Along.](https://rapiventas.net/globalonlinesales/bnmrem)

*But Why Would Another Freelancer Pass Their Clients Up To Me?*

Well, Sometimes As A Freelancer, you Get Requests From A Client; which Fall Out of your Wheelhouse of Capability.

Telling A Client, "I can’t do this, but I know someone who can", has a much better ring to it, than “no, I can’t do it”. It shows that you’re invested in The Client’s Success; even if you can’t get the job done yourself.

**Freelancers Provide A Sense of Belonging**

Working Solo in your pajamas, is not all fun and games; until you realize the only person (well, creature) you’ve had a verbal conversation with in the past week, is your dog or cat.

The Isolation is Real in The Life of A Freelancer; Unless You Put in The Work To Combat It!

Other Freelancers aren’t just an asset for your bank account; but for your sanity and well-being as well! Create Your Freelance Community, with a meet-up or weekly chat; which involves Freelancing Friends you hold near and dear.

Talk to them as you would a Co-Worker and Commiserate; over The Business Hardships, your friends and family can’t quite understand.

**Freelancers Have Walked In Your Same Shoes**

Other Freelancers know first-hand what you’re going through. They’ve walked in your shoes and have run up against the same obstacles.

Put Their Life Lessons To Work For Your Business; so that you Don’t End Up Repeating The Same Mistakes. There Are Freelancers Who Teach Others How To Freelance; (like me for example).

Take on an “Always Be Learning” mindset; for the sake of honing your skills and creating processes that’ll take your efforts to the next level.

**How To Get Freelance Work: Connect With Other Freelancers**

Connecting With Other Freelancers is really not as hard as you might think it to be. For many; it starts with getting out of your own head and over your fears of networking.

You’re Not Inconveniencing Anyone By Genuinely Trying To Connect With Them. And if you are; they’re probably not someone you should be investing much time in any way.

If You’re Lost at Where to Start in Meeting Your Fellow Freelancers, here Are A Few Starting Points:

* **Do Your Research:**Hop online and start searching. You’ve ended up here after all — A Blog Boasting Articles Written By Freelancers of All Disciplines and Experience Levels.

Start Clicking On Those Author Names and see what comes up. In most cases, whether on a blog or others; you’ll find contact information associated with the contributors. It’s there for a reason.

* **Don’t Shy Away From Cold E-Mailing:** With An E-Mail or LinkedIn Profile in hand, don’t hesitate to Reach Out To Freelancers You Admire. Now, by “reach out,” I do not mean sending a one-line message that says, “Hey, what’s up?”.

Treat your note as you would a cold pitch to a Potential Prospect. Make it personal, establish a sense of connection, and share a reason for why they should write you back.

[What You Put Into The Relationship Upfront Is An Investment;](https://rapiventas.net/globalonlinesales/bnmrem) relative to what you hope to get out of it.

If you don’t want to send a private message right away; Consider Starting The Relationship By Engaging With Other Freelancers’ Content.

This could be in the form of Comments; left on A Blog Post or in The Threads of Their Professional Social Posts.

* **Engage With Groups On Social Platforms:** [Social Platforms Make it Easy to Connect With other Freelancers through The Use of Groups.](https://rapiventas.net/globalonlinesales/smss/) People join them for the sake of interacting — get active.
* **Say "Yes" To Local Networking Events:** They say; when you move somewhere new, to Say "yes" To Everything. If people invite you to do something, Say Y*es*. If you see activities happening around town that you’re interested in, Say Yes!

The more you experience your new home, the quicker it begins to actually feel like home.

Freelancing and Networking kind of Operate in The Same Way. You can either Dive into Being Your Own Boss and get overcome by memories of easy work days gone by; or remind yourself of why you took the leap to begin with.

Put Local Networking Events On Your Radar. Or, if there’s A Distant Conference That Seems Worthwhile; Invest and Write It Off As A Business Expense.

[Commit to Making a Certain Number of Face-To-Face Connections](https://rapiventas.net/globalonlinesales/bnmrem) when you go; just for the sake of Holding Yourself Accountable and Maximizing Your Effort.

Final Thoughts – How To Get Freelance Work: Build A Freelance Community

Freelancers are a great source of knowledge, comradery and business potential; if you know how to make the most out of the relationships you seek, and build along the way.

Building Relationships With Other Freelancers is not always easy; and can certainly take you out of your comfort zone. But you’ve made it this far already!

What’s A Couple More E-Mails, Google Searches, and A Friend Request going to hurt?

It’s easy to feel like you don’t have time for anything outside of existing work and deadlines; but set 10-20% of your time aside to work on developing and growing your business {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:**Freelancing Vs. Full-Time; What Do You Think?

Here's To Your Success!  
***The GWC Team***

Day 74) Freelancing Vs. Full-Time; What Do You Think?

Hello {First\_Name}!

Running A Business Has Changed. You don’t need expensive office space and the cache of equipment that goes with it.

In the Digital Age, Programmers, Graphic Artists or Writers Need A Little More Than A Laptop— and Maybe Even A Lounge Chair— to Earn A Buck.

Let's learn some more, shall we?

**Full-Time or Freelance?**

With The Proper Foresight and Planning, Freelancing Pays Dividends not always distributed by An Employer.

**Consider The Following Benefits Of Running Your Own Shop:**

**Payday:** Shucking that full-time job means more than saying goodbye to your boss!

Giving up a steady paycheck might create some anxiety; but As A Freelancer, you could Command Rates; Which Reflect Exactly What You’re Worth, and more importantly, What Your Time Is Worth.

Bobbing and weaving your way to an annual raise will no longer be necessary.

**Freedom:** These days, mobility is a game-changer. Telecommuters have some freedom but there’s still that tangible tether to The Home Office. A 40-hour workweek is optional.

Being Self-Employed means only having to answer to yourself— as long as you meet the required deadlines. A Happy Client Is A Recurring Client.

**Time Management:** Indeed, Time Management for A Freelancer Is A Concern. Left to your own devices; you might be that person who pulls the equivalent of an all-nighter, to get the job done! Besides, some people perform better under pressure.

**Scheduling:** That also raises the question of Scheduling; when you’re A Full-Time Employee.

* Would your Manager Approve an Hour-Long Coffee Break at 10 a.m. with a friend who’s in town for a day?
* Could you take your dog to the only available Vet Appointment in the middle of the afternoon?
* Could you do whatever the heck you wanted, whenever you wanted? Asked and Answered.

**Benefits:** No doubt, Benefits are important and Health Insurance is another worry, when hanging your own shingle. The good news is Individual Health Plans are Available; even if you have A Pre-Existing Medical Condition.

And in many instances; Bona Fide Medical Policies, Provide Preventive Care, with No Out-Of-Pocket Costs. If you have Full-Time Employees; Group Insurance Plans could be an even better deal from a premium standpoint.

**Perks:** You need to do your part to stay of sound mind and body. So, giving up the gym at the worksite is a tough pill to swallow. No worries—You’ll Work Smarter As A Freelancer, Not Harder.

If you’re making your own schedule, finding 30 minutes or more per day to exercise won’t pose a problem. Paid Vacation or Family Leave? Take two months off if you’re comfortable with your cash flow.

**Retirement:**One day, all these Productive Conference Calls and Fun Projects will come to an End; and you must figure out how to pay for that trip to Bali without a steady income.

Company-Sponsored 401(K) Plans are Great Retirement-Funding Vehicles, but you can Design Your Own Plan. Simple Employee Pension Plans (S.E.P.P.), let you Contribute To Retirement and Reduce Your Taxable Income.

**Taxes:** Since the subject of Uncle Sam came up, you’ll also find a bevy of New Deductions — Home Office, Entertainment, Business Travel, etc.—  to help Minimize Your Year-End or Quarterly Tax Bills.

You’ll have More Opportunities than ever, to Reduce Your Taxable Income. Just be sure to Meet with A Professional Tax Consultant to Create Your Game Plan.

Wrapping It Up!

You Possess Unique Skills, and that’s truly a gift. While going at it alone isn’t for everyone; you owe it to yourself to give it a shot!

Sure, you’ll miss the two-way commute (not really) and the banter with your cube-mates (most likely); but you can always plan for great conversation and memorable road trips, because As A Freelancer, You’re Now Firmly In The Driver’s Seat!

**\*Stay Tuned For Our Next E-Mail:**Uncover Your Freelance Potential!

Here's To Your Success!  
***The GWC Team***

Day 77) Uncover Your Freelance Potential!

Hello {First\_Name}!

Let’s say that you’re a Designer, looking to get your Freelance Design Business off the ground. The first thing you should do, is look at others with Successful Freelance Design Businesses; to Gather Insights Into Their Competitive Offerings.

**Analyze Competitive Offerings**

These Insights, Obtained from The Research Made On Your Competitors; will Establish The Type of Services You Can Offer, and If You Can Compete or [Carve Your Own Niche; within The Freelance Marketplace.](https://rapiventas.net/globalonlinesales/nebp)

**List Your Skills**

Start by Listing all of Your Current Skills. Write them all down. Don’t Obsess Over Making It Perfect or only writing what you consider to be marketable.

Answer The Following:

* Break down your current and previous roles.
* What do you do, or have previously done, for work?
* As part of your current job; do you find yourself writing reports?
* Does your job require you to edit other people’s work?
* Do you run meetings?
* Do you organize schedules?
* Were you involved with sales?
* What are your work-related skills?

Write Them Down; As Insignificant As They May Seem. Next, list everything you’re good at; outside of your current or past Job.

* Do you like to Program Simple Applications?
* [Do you like to Program WordPress Plugins in your free time?](https://rapiventas.net/globalonlinesales/wp24h/)
* Do you Edit Photos?
* [Make Videos?](https://www.globalwebsitescorporation.com/contactus/index5.html)
* [Design Digital Art?](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)
* [Are you A Copywriter?](https://rapiventas.net/globalonlinesales/becw)
* [Do you Host Webinars?](https://www.rapiventas.net/globalonlinesales/mwp/)
* [Are you A Blogger?](https://www.rapiventas.net/globalonlinesales/ba)
* [Do you Manage Social Media Profiles?](https://www.rapiventas.net/globalonlinesales/smss)
* [Do you Sell Products Online?](https://rapiventas.net/globalonlinesales/asoln/)

Once you’ve got your list, eliminate any of the items that you really did not enjoy doing or wouldn't want to do on a regular basis. While it’s important for a Freelancer to make a livable income; it’s difficult to thrive doing things you really dislike – it’ll quickly take the shine out of Freelancing.

**Research Your Marketable Skills**

* Which of your remaining skills are marketable?
* The key is to find the “sweet spot”; between what you’re good at and what generates the amount of money you need, to live comfortably.
* Your time is valuable; so you need to establish which skills are worth pursuing.
* Eliminate the ones that you don’t feel might pay enough, to be worth your time.

Now you should have a nice defined list of items that fall into that “sweet spot”. These Are The Core Skills You Can Use To Start Your Freelance Business.

From here; you should be able to start building services or packages, to offer your Potential Clients.

Key Takeaway:

**Do Your Research If You Want To Become A Freelancer.**

* List all of your skills (both from work experience, hobbies or interests).
* Eliminate all those skills you don’t really want to focus your offerings on.
* Start researching; to establish which skills are marketable.
* Establish which skills pay well enough to help you build the income level you need and eliminate the others.
* Take the remaining skills as the foundation; from which to build your Freelance Business on.

**Study Up: Get Additional Education & Certifications**

Whether you want to hone existing skills or learn new ones; self-education is perfect for those who want to start a Freelance Business.

It’s not just about the skills you gain – although that’s obviously a key factor; it also shows your Potential Clients, that You’re Serious Enough to Have Invested Time And Resources, into your Continued Professional Development.

If a Client is Considering Who To Hire; between You and Another Freelancer; They’re Going to Choose The Candidate That Demonstrates Commitment In Their Freelance Career.

And given that we’re in The Digital Age; you don’t even have to go to school to learn those skills!

[There Are Plenty of Courses, which don't require you to pay a monthly subscription.](https://e1ulife.com/lead/sales2/?jal) Each course is a single purchase and you retain lifetime access to it; so you can revisit and refresh your skills whenever you need to.

**Building & Testing Your Ideas**

Key Takeaway:

* Look at the skills you’d like to learn, and prioritize them.
* Invest in yourself and your Freelance Business; by honing existing skills and learning new ones.
* [Take a relevant course in the new skill you identified as your highest priority.](https://e1ulife.com/lead/sales2/?jal)
* Add that skill to your Freelance Profile and start practicing it; building your experience and portfolio in that area.

**Scope & Price Your Projects**

Start with one or two services that you can excel at; fresh out of what you’re prepared to offer and at what price. Keep your offering simple; making it very clear about the scope of what you’re offering.

Don’t leave any room for misunderstandings. If You’re Building A Content Writing Business Model, for example; you may decide to [Offer A Blog Article Service.](https://www.rapiventas.net/globalonlinesales/ba)

Consider The Following:

* How much are you charging?
* Review competitive price points and do your research on what you should be charging.
* How many revisions are you prepared to offer?
* How many days will it take you to deliver?

Identify what the scope of work and budget range is; which you're willing to work within. You want to make sure that you are comfortable with that range.

**Test Your Project**

Before you dive in; you should [Test Your Freelance Project Ideas.](https://rapiventas.net/globalonlinesales/imbm/) Don’t just rely on a single test – run several tests with different people.

Here are some simple ways to test your ideas:

* Offer free services to friends and family.
* Offer heavily discounted rates for your first 5-10 projects; or do the work at cost.
* Donate your service to a Non-Profit Organization or Cause of your choice to get started.

You Get other Benefits from The Multi-Test Approach, aside from finding out if your service works:

1. You get samples for your portfolio.
2. You get on-the-job experience.
3. You find out how long it really takes; for you to complete the job to the best of your ability.

**Identify & Locate Your Target Clients**

If you’re wondering How To Get Freelance Work, the answer is simple: It’s Knowing Who Your Clients Are And Where To Find Them.

One of the most challenging aspects of your Freelance Startup will be Finding Clients. But not just Any Clients. You need The Right Clients!

It’s time to put together your Primary Client Persona – that ideal person who needs your service. This way, you can narrow it down and only focus on clients who fit your Buyer Persona.

The Buyer Persona should include as much information as possible, such as:

* Age
* Income
* Job Title
* Industry
* Pain Points/Needs
* Solutions to Solve those Needs
* Where they do business
* [Online Presence](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)

Whether you’re doing Client Outreach or [listing your services on Fiverr;](https://www.fiverr.com/rapiventas) make sure you keep your Buyer Persona at your Top Of Mind.

Key Takeaway:

**Finding New Clients is challenging for Freelancers, but you can make it easier.**

* Create A Buyer Persona for each of your services.
* Establish the best way to make contact with that Persona, and do it.
* [Make sure you have a robust Fiverr Account with Strong Service Packages and Up-Sells.](https://www.fiverr.com/rapiventas)
* Do Plenty of Competitor Research Using Tools like SimilarWeb.
* Use FollowerWonk and E-Mail Finders to reach out to prospects directly.

**\*Stay Tuned For Our Next E-Mail:**Build A Successful Freelance Business!

Here's To Your Success!  
***The GWC Team***

Day 80) Build A Successful Freelance Business!

Hi there {First\_Name}!

So you haven't been getting along with your boss, or you didn’t win a particular account–both of those are unfortunate scenarios, but they aren’t solid reasons to quit your steady job and decide to Freelance.

**What Are Your Motivations To Go Freelance?**

Motivation is different for everybody, but some of the more common reasons are:

* You want to escape the mundane 9-5 rat race.
* You need more flexibility in your daily schedule.
* You want to have a better work/life balance.
* You want control of your finances and career options.
* You need the freedom, a remote working environment affords.

**Are You Making A Considered Decision Or Not?**

Think about it; becoming a Freelancer isn’t a decision to be taken lightly—we’re talking about your career here. Remember, this is your long-term future and your personal finances, so a snap decision based on a few bad days or general job dissatisfaction isn’t a smart move.

Freelancing is very rewarding, but getting started is a lot of work, so it’s important that your motivation is strong enough to hold you steady, while you get started.

Whatever your motivation is, Take The Time To Think Things Through:

Pro Tip:

* Create A Brainstorming Board with wants, needs, pros, and cons, and find out whether Freelancing is really what you want, or whether your needs might better be served by another strategy entirely.
* If being A Freelancer is the right path for you, then read on.

**What Services Can You Offer?**

As A Freelancer, you aren’t locked into one role or position. While some choose to Specialize In One Field, or [Even One Niche of One Field;](https://www.rapiventas.net/globalonlinesales/nebp/) such as Travel or Writing.

Others use their Multi-Passionate Natures to Freelance in Several Fields. There are So Many Types of Freelance Jobs Online, that you’ll be spoiled for choice.

Consider Freelance Roles In:

* [Graphics & Design](https://www.globalwebsitescorporation.com/ourservices/index.html)
* [Affiliate Marketing](https://www.rapiventas.net/globalonlinesales/amwtmi/)
* [Web & Mobile Design](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)
* [Digital Marketing](https://e1ulife.com/lead/sales2/?jal)
* [Copywriting](https://www.rapiventas.net/globalonlinesales/becw)
* [Video & Animation](https://www.globalwebsitescorporation.com/contactus/index5.html)
* [Music & Audio](https://rapiventas.net/globalonlinesales/sapocb/)
* [Programming & Tech](https://www.globalwebsitescorporation.com/ourservices/index.html)
* [Business Services](https://www.globalwebsitescorporation.com/ourservices/index.html)

Perhaps you are good with Adobe Photoshop, have a beautiful voice that would be good for [Voice-Overs;](https://www.fiverr.com/rapiventas/createthe-best-voice-over-4-you-in-48hrs) and you can also Create An Amazing Powerpoint Presentation.

There are so many options for Freelancers looking to do Business Online; which you can build a career with, whatever your skills are!

**\*Stay Tuned For Our Next E-Mail:**Start Your Freelance Business!

Here's To Your Success!  
***The GWC Team***

Day 83) Start Your Freelance Business!

Hello {First\_Name}!

So now you’ve got a solid plan. You’ve identified your goals and established how you’re going to achieve them. Now the real work begins – Starting Your Freelance Business!

Building Your Brand as A Freelance Startup Is Crucial, just like Any Business.

[Yes, You Can Build A Freelance Website; As It’s A Great Branding Tool,](https://rapiventas.net/globalonlinesales/wp24h/) but it’s costly and time-consuming; particularly if you don’t know how! That’s one of the reasons [Fiverr Is A Great Place To Start Freelancing.](https://www.globalwebsitescorporation.com/contactus/index.html)

You Don’t Need Any Coding or Web Development Skills – all you need to do is sign up and Create Your Seller Profile. Then you can Create Your First Gig and Start Selling.

A Freelance Marketplace like Fiverr Makes Freelancing Easier for Beginners or Career-Long Professionals in a Number of Ways:

* Clients Come To You; specifically looking for your service.
* Reduces The Cold Pitching you need to do.
* Lets You Showcase Your Best Work.
* [Lets You Set A Clear Scope Of Work Up Front, Right In Your Service Offering;](https://www.fiverr.com/rapiventas) so there’s no misunderstandings later.
* [Allows Clear Up-Sells.](https://www.fiverr.com/rapiventas/create-your-whiteboard-animation-video-for-dental-services?context_referrer=user_page&ref_ctx_id=51230bcafa90019cf7d6c1cabe5b7251&pckg_id=1&pos=2&imp_id=7197de8d-48b3-4ba2-86da-6ce60f94c780)
* [Shows Verified Reviews And Feedback To Establish Trust.](https://www.fiverr.com/rapiventas)
* Lets You Send Custom Offers.
* [Lets You Add Videos To Your Gig.](https://www.fiverr.com/rapiventas/create-your-whiteboard-animation-video-for-dental-services?context_referrer=user_page&ref_ctx_id=1bd4661a3c3312718eb6210e5abd24f2&pckg_id=1&pos=2&imp_id=03e804e5-ba38-4ee7-8f1c-10f1b2d9b9e8)

And that’s not all. In 2018, Fiverr acquired 'And Co'; a Company That Help Freelancers Manage The Administrative Side Of Their Businesses.

Services & Features Include:

* Time Tracking
* Invoicing & Payments
* Customizable Proposals
* Contracts
* Expense Tracking
* Income Reports

This helps you free up valuable time that you can invest in securing more gigs, engaging with clients, and learning new skills.

**Do I Need An LLC To Freelance?**

Whether A Freelancer should form an LLC (Limited Liability Company) or not, it´s a personal choice. The biggest benefit is that it may limit your risk to the amount of capital you’ve invested in your business.

Sole Proprietors Have Unlimited Liability; You Are Your Business! Your Personal Assets and Funds May be At Risk; if you encounter legal trouble.

If you decide you do want to form an LLC; Remember to Factor The State and Filing Fees Into Account, when Pricing Your Services. You’ll also need to keep different and more thorough business records.

Key Takeaway:

**There’s A Lot To Think About, When You Launch Your Freelance Business.**

* [Building A Freelance Website](https://rapiventas.net/globalonlinesales/wp24h/) is a secondary consideration; given the marketplace options available.
* Make it easy on yourself to [Establish Yourself and Find Clients by Signing Up As A Seller On Fiverr.](https://www.globalwebsitescorporation.com/contactus/index.html)
* [Set Up Your Fiverr Seller Profile.](https://www.fiverr.com/rapiventas/)
* [Create Your First Gig And Start Selling.](https://rapiventas.net/globalonlinesales/asoln/)
* Sign Up to 'And Co', to help [Run The Administrative Side Of Your Freelance Business.](https://rapiventas.net/globalonlinesales/sybiz/)
* Decide whether you need to form an LLC or whether you want to wait until you’re more established.

**How To Win Freelance Work**

There are a few different strategies you can employ to help you win your first clients.

**1. Work On Your Unique Selling Proposition**

Your Unique Selling Proposition, is how you differ and/or offer more value than your competitors. Don’t Drop Your Prices – you’ve already established how much you need to charge, to make ends meet {First\_Name}.

Instead, focus on what you can offer that other people don’t.

* [Maybe you can include two images in your Blog Post Offering.](https://www.rapiventas.net/globalonlinesales/ba)
* Perhaps you could [Deliver A Limited-Time Offer](https://www.rapiventas.net/globalonlinesales/sfbpt/#order) of An Infographic with A Blog Post.
* How About A Free Printable Calendar?
* If you’re bilingual, you could offer A Free Translation of Your Blog Post.
* A Free Upgrade to A Higher-Quality Image File?
* A Free Content Health Analysis with your [S.E.O. Service?](https://www.globalwebsitescorporation.com/contactus/index5.html)
* Or perhaps your U.S.P. is your demonstrable expertise in your field.
* Perhaps you only work on one project at a time, so your client gets your absolute, laser-focused attention.

Whatever Your Unique Values Are, Emphasize Them When You Sell!

**2. Leverage Your Social Networks**

You may be surprised, at how many [People In Your Existing Social Network Need Your Skills;](https://www.rapiventas.net/globalonlinesales/smss) so it’s a great place to start to attract clients. And you can ask your family and friends to share too!

This Kind Of Self-Promotion Is Invaluable; whether you’re just starting to Freelance or you’ve been doing it for decades.

On LinkedIn, for example; make sure you [Create A Strong Profile; Which Showcases Your Skills and Get Involved with Relevant Groups and Conversations.](https://www.rapiventas.net/globalonlinesales/malapro)

And Don’t Forget To Use Fiverr’s Social Sharing Functionality; To Showcase Your Available Gigs.

**3. Win Clients With Your Knowledge**

You can show you have Industry Expertise; while helping people at the same time. This will expand your brand's trust and reach. The easiest way is to [Use Sites like Reddit and Quora to Answer Questions In Your Niche.](https://www.rapiventas.net/globalonlinesales/nebp) Just make sure your answers are accurate and offer real value; otherwise you’ll get yourself a bad reputation instead of a good one.

**4. Use Paid Ads**

If you have the budget; you can [Drive Traffic To Your Freelance Offerings](https://www.rapiventas.net/globalonlinesales/ptrama) with Paid Ads. Choose from Social Ads like those for Facebook/LinkedIn; or go with Search Engine Ads.

Just Make Sure You Target Your Ads Specifically To Your Primary Buyer Personas; or you’ll be throwing away your money.

Key Takeaway:

**Winning Your First Freelance Gigs Isn’t As Difficult As It May Seem.**

* Define Your Unique Selling Proposition and use it.
* [Leverage Your Social Networks.](https://rapiventas.net/globalonlinesales/smss/)
* Showcase your knowledge on sites like Quora and JustAnswer.
* Use Paid Ads or [P.P.C.(Pay Per Click) Ads;](https://www.rapiventas.net/globalonlinesales/ppcar) if your budget allows it.
* [Bring Existing Customers To Fiverr; To Expose Them To Your Other Services.](https://www.fiverr.com/rapiventas)

Deciding To Become A Freelancer, may be one of the biggest decisions you'll ever make. It Takes Dedication and Commitment To Achieve Success.

There’s a whole lot to wrap your head around as you get started too; from trying to decide what Services To Offer, Taxes and Retirement Plans.

[This Guide breaks down what can seem like a gargantuan task into manageable chunks,](https://www.globalwebsitescorporation.com/contactus/index.html) guiding you through the process. I’ve included plenty of Actionable Insights and Useful Freelance Tips To Get You Started The Right Way {First\_Name}!

**\*Stay Tuned For Our Next E-Mail:**Create A Strategy For Your Freelance Startup!

Here's To Your Success!  
***The GWC Team***

Day 86) Create A Strategy For Your Freelance Startup!

Hi {First\_Name}!

Assuming You’re Following The Steps in This Freelance Guide, you are off to a good start! You already have the answers to some of The Key Components of Your Strategy.

**Strategy Foundations**

A Good Freelance Business Strategy, will start with the foundation and basics of your Business Model.

So far, you should have documented the following:

1. Service Offering Overviews.
2. Pricing of Your Services.
3. Test Project Results and Insights.
4. Your Buyer Personas for Each Service.

**Resource Planning**

Now it’s Time To Add Those Components To Your Freelance Business Plan and round it out with the other Essential Factors; which include Answering Questions Such As:

* In What Timeframe Are You Planning To Become A Freelancer?
* How much do you need to earn per month or year to comfortably meet your financial needs?
* How many Gigs or Billable Work Hours does that require?
* Can you be competitive?
* How many orders can you comfortably accommodate in a week or month?

Key Takeaways:

* Establish A Foundation for Your Business (Buyer Personas, Pricing, Project Overviews).
* Establish Long-Term Goals for Your Business (Timeline to Becoming a Full-Time Freelancer, Incoming Revenue, Goals, etc.).

**Keeping Yourself On Track**

Productivity is A Crucial Element For Success In Your Freelance Business; so you need to incorporate it into your Overall Strategy. It’s easy to get lost in all the little distractions that occur; when you start to work from home.

You can lose focus or have so much to do; that you dither, procrastinate and end up achieving very little.

**Set Working Hours**

Get Yourself On A Tight Schedule, just as if you were going to work at a brick and mortar job. Set strict working hours; whether that’s 9 to 5 or 6 to 10, then 2 to 8.

Make sure it’s a realistic and achievable schedule. Then, within that schedule; pencil in specific times for particular tasks.

For example, set aside an hour on Mondays and Thursdays for checking and responding to e-mails. You know you need to network on a regular basis; so maybe set aside two hours on a Tuesday morning just for that.

Punch in The Time You’ll Be Working on Client Gigs, The Time You’ll Be Spending Researching New Potential Clients, and The Time for Learning.

Obviously leave some room for flexibility; as The Most Successful Freelancers Are Swift, As Well As Organized.

Using A Calendar & A Strict Timetable; will help you stay on track and help you avoid overwhelm.

**Use Project Management Tools**

Another Great Freelance Tip to Avoid Overwhelm; is to Use Project Management Tools and [Systems To Keep Yourself On Track.](https://rapiventas.net/globalonlinesales/sybiz/) You might prefer a whiteboard, or a pen and paper journal.

There are also a number of Great Digital Project Management Tools to tap into; for Digital To-Do List Creation, such as One-Note, Asana, or Trello.

**Include A Break Time**

Don’t forget to schedule in breaks. It’s all too easy as a Freelancer just to burn right through the whole day; but that isn’t healthy for your body or mind.

When you’re setting up your Timetable; make sure you include regular breaks to get away from your desk; get up and walk around, go outside, or just to go make a drink and some food.

You Need To Get Up And Move Around Regularly Throughout The Day; Your Eyes and Brain Need Regular Digital Breaks Too.

**\*Stay Tuned For Our Next E-Mail:**Scale Your Freelance Business!

Here's To Your Success!  
***The GWC Team***

Day 89) Scale Your Freelance Business!

Hello {First\_Name}!

While There Are Numerous Ways To Become A Freelancer; whether it be full or part-time, if you want to be able to control the freedom and flexibility of your Freelance Business, and earn six or more figures a year, then you must think about Scalability.

**Scale Your Freelance Business**

Scaling Your Freelance Business means; that You Can Allow Yourself To Create A Financial Safety Net, without having to work 100 hours a week; Creating More Flexibility and Control.

Scaling Your Freelance Business doesn’t mean you need to work overtime; or lose sleep to achieve your goals or see results. In fact, if you just end up working until you’re sleep-deprived; you’re going to be doing the opposite; forging a negative impact.

You may think you need extra hands on deck; but when trying to scale your Freelance Business at the beginning, don’t just hire a bunch of Employees for the sake of hiring!

Instead, it’s important to know that The Best And Most Successful Freelance Businesses, have three things in common:

* A Great Network
* A Strong Product
* [A Flawless Process](https://rapiventas.net/globalonlinesales/sybiz/)

**Scale Your Freelance Business Efficiently**

1. Build Your Network

Make sure you have people in your network that do the same thing you do; but perhaps at a cheaper price, someone who adds to your product and has an advanced skill set. Think of having around 20-50 Freelancers who meet this criteria.

2. Quantify Your Product

Determine What Are The Benefits And Value Of Your Product/Service, the cost and how long it will take to make progress. Then, Create your Low, Medium and High Offerings; so that you’re always prepared to Offer Diverse Options To Potential Clients.

3. Create A Standard Proposal Document

Whenever you gain a new client; instead of telling them that you’ll forward over a proposal the next day, you should always have one handy. What you should do is edit about 20% of your proposal; and e-mail it to them at that same moment.

[So How Do The Top Freelancers Gain Control Of Their Careers And Scale Their Business?](https://rapiventas.net/globalonlinesales/sybiz/) As mentioned above, They Have A Strong Network of Freelancers, A Strong Product and A Flawless Process.

Now it’s your turn to Build Your Network; Determine Your Levels Of Offerings And Standardize Your Offering Process {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:**Maintain Success With A Freelance Routine.

Here’s To Your Success!  
***The GWC Team***

Day 92) Maintain Success With A Freelance Routine.

Hi {First\_Name}!

I know that my mind starts to wander when things get out of hand...

For instance, if I have an entire day of deadlines to meet, I’ll drink coffee nonstop and skip a meal. If I suddenly have to drive across town for a meeting, I may wake up extra early to finish an assignment before taking off!

Altogether, distractions happen; but in order to maintain my success, I definitely have to stick to a Freelance Routine. I know we all have our own lives going on; but maybe you can find some insight for your own schedule by learning from what I do!

Here’s a typical workday for me and how I maintain my sanity as a Freelancer.

**Follow A 6-Hour Rule**

Apparently it’s better to get 8 hours of sleep every night, but for me; I follow a 6-hour rule.

This means that if I’m up until midnight working on something, I go to bed and always sleep a solid 6 hours. I follow this rule no matter what. Even if I had something due the following morning; it has to wait until after 6 am.

Again, 6 hours of sleep may not seem like enough to some people; but I’ve found that if I get anything less than 6 hours of sleep, I crash in the middle of the day and can’t sustain a high level of writing work. So I urge you to find your sweet spot for sleep and stick to it no matter what.

**Check E-Mails First**

After I get my beauty rest, I leave the bedroom and sit at the kitchen table with my laptop. In my opinion, it’s not healthy to jump right into working; instead, I check e-mails first and read up on current events.

It’s a process of waking up slow and rising with the day, that helps get me started. I allow my body to wake up and adjust; and then once I read all my messages and find out what I have to do for the day, I make myself a "Cup of Joe" in the kitchen and head into my office to get cracking!

**Take A Lunch Break**

Usually, I skip breakfast during the workweek. However, I always take a lunch break.

So my first work session takes place from 8 am to 12 pm; and within this block, I try to get as much done as I can!

I start with the hardest thing on my list; and then one by one, I check things off my agenda. Then, when 12 pm strikes, I step away from the standing desk and make myself lunch.

Overall, you need a midday snack to keep yourself energized; especially with something that uses a lot of Mental Energy... like Writing or Graphic Design.

Taking a few minutes away from the computer and having a sandwich, some chips, a bowl of fruit... it’ll help your brain readjust and break up your day into chunks; rather than one huge undertaking.

As a Freelancer, it can be easy to forget why these breaks exist; but don’t get caught in the burnout of living at your desk!

**Take A Nap or Go For A Run**

After lunch, I follow-up my day, with one of these two activities. Obviously, a run is probably the healthiest option of the two; but a nap can be just as effective when trying to rejuvenate yourself. This is basically my top priority!

The idea is to do whatever you can, to stay awake and carry yourself out for the rest of the day. For me, that means doing a 30-minute jog outdoors (about 3 miles) or taking a 30-minute catnap. After either one, I always feel happier and more relaxed. Plus, I get a bit eager to get going and take on another work session.

**Think About Rounds, Not The Entire Match**

So now, it’s about 1:30 pm and I’m back at the computer finishing up deadlines. I like to think about Freelance Work, as rounds and not the entire match.

For example, I work a morning round and an afternoon round. On some days, if I skip a morning round, I’ll work an afternoon round and an evening round.

Then again, if I have a meeting in the middle of the day or a presentation for a new client, I’ll do a morning round and a round at night.

When you think about your workday as rounds; it lessens the stress of trying to finish everything at once! Not to mention, it gives you flexibility throughout the day, to do a lot more than just work.

You create time for personal projects, you enjoy a moment with friends, you can actually enjoy the food you’re eating and not scarf things down in a hurry!

Have you ever seen a busy cafe in the mid-morning and wonder how everyone there can afford to just kick back during the day? It’s because they compartmentalize their time and make it work for them; not the other way around!

**Follow Your Freelance Routine Every Day**

Finally, all you have to do is follow your Freelance Routine every day. The reason why so many people falter with Freelance Work or feel like the experience doesn’t work for them (or couldn’t work for them), is because they don’t treat it like a job!

Unfortunately, that 9-to-5 cycle that so many people dread, actually has some merit to it; and even though you may not be in a shared office space or headquarters, you still have to have that same mentality as a Freelancer, working from home.

Where freedom comes in, is where you happen to find yourself during your set work hours. There have been days where I’ve sat at airports all day writing.

I’ve gone to coffee shops to work, laundry mats waiting for a load of colors, Super Bowl Parties; sitting at the back of the room with my laptop.

That said, Freedom and Success lie in your ability to keep your routine going; despite of the obstacles you run into along the way {First\_Name}.

Remember, Success Comes From Keeping Things Consistent; So Make It An Asset To Your Freelance Routine.

**\*Stay Tuned For Our Next E-Mail:** What Causes People To Turn To The Internet?

Here’s To Your Success!  
***The GWC Team***

Day 95) What Causes People To Turn To The Internet?

Hello {First\_Name}!

People come online to buy a product; because they have a problem that they want a solution for. Whether they have come online to buy a lawnmower, solve a health problem or buy a jersey from their favorite sports team; they've come online to find a solution.

Let's see what triggers people to search the net for solutions, shall we?

For instance, if the problem is they want to mow their lawn; they may want to do it cheaply, neatly or in style with a ride on lawn mower. You need to understand why they are at your website and market to them appropriately.

Understanding the problem your potential audience needs to solve; helps you focus your website content to target their needs. The More Relevant Your Content Is To Your Target Market; the more likely they are to stay on your website and eventually buy.

**Why Evergreen Niches Are So Profitable**

By Far [The Best Niche To Market In; is what's known as an Evergreen Niche.](https://www.rapiventas.net/globalonlinesales/nebp/) An Evergreen Niche is one where the interest on The Niche is constant over the years.

The Evergreen Niche Includes Subjects like Parenting, Debt, Betting, Making Money, Weight Loss and so on. These are going to be profitable now and will still be profitable in a year and in five years.

People are in debt now... people were in debt ten years ago and people will be in debt ten years from now. People want to make more money now... they wanted to make more money twenty years ago and they will still want to make more money twenty years from now.

[Setting Up Websites In An Evergreen Niche Means That You Can Profit From A Single Website Now And In The Future.](https://rapiventas.net/globalonlinesales/wp24h/) This means you can work once and get paid time and time again for that effort.

Any Smart Marketer will realize that this is a good thing and a great way to build a long term sustainable business. Many Marketers Tend To Have A Combination of Evergreen and Other Websites In Their Portfolio. They Have The Long Term Earnings; From The Evergreen Niche Websites and The Short Term Boosts In Income From The Non-Evergreen Niche Websites.

Remember; When You [Build A Website In An Evergreen Niche,](https://www.rapiventas.net/globalonlinesales/nebp/) You Can Build A Long Term, Sustainable Income. Building These Websites Can Provide You With A Stable Income To Replace Any Day Job Income.

**\*Stay Tuned For Our Next E-Mail:**5 Winning Home Based, Business Ideas Just For You!

Here's To Your Success!  
**The GWC Team**

Day 98) 5 Winning Home Based, Business Ideas Just For You!

Hi {First\_Name}!

If you want to Start Your Own Business, chances are that you only have a set amount, to kickstart your success.

Rather than dumping all your money into something risky, you can pursue a Revenue Model that doesn’t require much overhead.

With today’s technology, you can [Start Your Own Business](https://www.rapiventas.net/globalonlinesales/amwtmi/) and thrive with nothing more than a laptop and some free time.

Here are 5 of The Best Businesses to start, if you can’t afford to invest much upfront:

**1. Online Teaching**

[Teaching An Online Course, Or several Of Them, Is A Business Model That Requires Minimal Startup Costs; Because You’re Selling A Digital Product.](https://www.rapiventas.net/globalonlinesales/mwp/)

You can use your smartphone as your video recorder and spend less than $50 on a high-quality microphone.

Outsource the designing of graphics to brand your course, and record yourself teaching your lesson plans.

Schedule Live Streams for Your Students to Attend or Post Pre-Recorded Lessons for them to watch at their convenience.

**2. Social Media**

[Some People are just naturally “good” at Social Media, and it shows.](https://rapiventas.net/globalonlinesales/smss/) If you’re one of those people, you might want to start a Social Media Management Agency.

You could begin as a Freelance Social Media Manager and build your profile on LinkedIn, and other Social Media Channels, to demonstrate your talent and expertise.

Since there aren’t many qualifiers beyond demonstrating; You Can [Create A Good Presence On Social Media,](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) your own profiles can be enough.

Once you have some clients under your belt and can afford to hire other Social Media Managers, you can Register Your Business As An Agency.

Or, if you’ve built up one or more Social Media Profiles with a large following, [Consider Becoming A Social Media Influencer And Getting Paid To Represent Brands.](https://rapiventas.net/globalonlinesales/smss/)

**3. Affiliate E-Commerce Store**

Have you pictured yourself running an Online Store, but never wanted to deal with the inventory?

[When You Set Up An Affiliate E-Commerce Store, there are almost No Obstacles that can get in your way, of Opening For Business And Bringing In Revenue.](https://www.rapiventas.net/globalonlinesales/amwtmi)

Using Free Platforms Like YouTube And Social Media Channels To Market Your Store, you can make sales without putting any money down on inventory or product creation.

If you have no startup funds, but want to go into retail, this is a great place to start!

**4. Virtual Tutoring or Coaching**

Similar To Teaching An Online Class, [Virtual Tutoring Gives You The Chance To Share Your Knowledge And Skills With Anyone In The World](https://www.rapiventas.net/globalonlinesales/mwp) over The Web; without official training or a physical facility required.

By offering a Virtual Tutoring or Coaching Service, you can meet a specific need for a Target Customer Group.

For Example: Online Fitness Coaches, Measure And Track Their Clients’ Progress Virtually, and they [Appeal To A Specific Niche](https://www.rapiventas.net/globalonlinesales/nebp) of Clientele; who travel internationally for business or sports events, and need a Coach who can meet them “on the cloud”.

**5. Consulting**

Starting Out As A One-Person Consulting Firm, Requires Very Minimal Overhead. While it does require having business experience; you can work from home, using your own computer and phone, to begin with.

As you acquire more clients, you can start to hire other Consultants and oversee The Consultancy Firm as a C.E.O..

**Start Your Own Business With Fiverr**

Choosing A Business Revenue Model That Saves As Much Overhead Costs As Possible, Can Ensure You’ll Succeed Past The Startup Phase.

To reach your goals, your resources are best spent on [Raising Brand Awareness, Connecting With Your Audience And Marketing Your Product Or Service.](https://rapiventas.net/globalonlinesales/malapro/) Start by Outsourcing Design Work and Marketing Responsibilities, to Experts who can do the job better than you, while saving you the hassle.

Sign Up With Fiverr And [Create Your First Gig, so You Can Succeed In Your Startup Business Venture.](https://www.globalwebsitescorporation.com/contactus/index.html)

**\*Stay Tuned For Our Next E-Mail:** Learn Before You Start Placing Ads!

Here's To Your Success!  
**The GWC Team**

Day 101) Learn Before You Start Placing Ads!

Hi there {First\_Name}!

When it comes to Using P.P.C. Advertising for Your Business, there are many websites, books and videos available; which can teach you [How To Make The Most Return Over Your Investment (R.O.I.).](https://www.rapiventas.net/globalonlinesales/ppcar/)

These Guides Are A Resource; Which Can Be Invaluable For Your Business. They can save you a great deal of time. Once you know what you are doing; you'll want to Research The Available P.P.C. Programs and find the best one to advertise with; such as Google, Yahoo and Bing.

There Are Also Smaller Search Engines That Are Worth Looking Into As Well. They have less influence; however many people choose to use them, because they are able to [Get Effective Traffic for Much Lower Prices.](https://rapiventas.net/globalonlinesales/ptrama) Most often, this can be a few Cents Per Click.

If you are not careful and don’t do the appropriate research, you could find yourself spending too much money and not getting the traffic and sales in return. [It Pays To Educate Yourself; Especially When It Comes To Paid Advertising.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

[While Reputable P.P.C. Programs Have Built In Tracking And Analytics;](https://rapiventas.net/globalonlinesales/ppcar/) you may also want to look into Outside Ad Tracking Services, As Your Campaigns Grow. They Give You Very Specific Statistics On Clicks Generated By Your Campaigns. There are many available, so be sure to do your research before you invest in them.

When It Comes To Running An Effective Campaign; There Are Several Things That Should Be Tracked.

For instance, You Can Use Exact Keyword Tracking; to see exactly which Keywords are doing well and which ones are performing poorly. This knowledge can make a big difference; when it comes to generating profits.

Proper Tracking Can Provide A Clear Picture Of All Your Ad Campaigns; Including Custom Income And Expense Tracking. [You'll Be Able To Track Clicks And Landing Page Conversions.](https://www.globalwebsitescorporation.com/index5.html)  With Proper Conversion Tracking In Place, You'll Be Able To Track Your Sales And Calculate Your R.O.I..

[By Using Website Tracking Tools And Their Reports, You Can Accurately Track, Which Ads And Keywords Result In Sales.](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) This Will Help You Determine And Eliminate, Poorly Performing Advertising Campaigns.

It also tells you, which Ad Campaigns you should be focusing your energy and resources on; to further improve their performance. [Some People Choose To Pay A Professional To Manage And Monitor Their P.P.C. Campaigns.](https://www.rapiventas.net/globalonlinesales/ppcar/)

However, With Proper Research And Knowledge, You Can Effectively Manage Your Own Campaigns; which is less expensive than paying someone to do it for you {First\_Name}.

[It’s a good idea to start out with a small investment,](https://www.rapiventas.net/globalonlinesales/ppcar/) until you Learn The Process and are Comfortable Tracking Your Campaigns.

**\*Stay Tuned For Our Next E-Mail:** Use P.P.C. Advertising!

Here's To Your Success!  
**The GWC Team**

Day 104) Use P.P.C. Advertising!

Hello {First\_Name}!

We are going to start with a brief overview of P.P.C. Advertising; so that you can become familiar with how it works ok?

Let´s begin...

**The Internet Has Fast Become a Significant Medium for Product and Service Advertising.**

But with millions of websites out there being visited by millions of web browsers, how can you make sure that your Target Customer see your Ad?

The ultimate goal of any Online Advertising Campaign, is to Get Your Ad On The Websites Frequented By Your Target Customers. Before doing this, you need to define who your Target Customers will be.

You can then create a plan for getting your Ad on sites that they like to visit. This will increase the possibility that your Ad will get attention and will be clicked on by your Target Customers.

[By Definition P.P.C. Is An Internet-Advertising Model Used To Direct Traffic To Websites,](https://www.rapiventas.net/globalonlinesales/ppcar/) in which Advertisers Pay The Publisher (typically a website owner), When The Ad Is Clicked On. It is defined simply as “the amount spent to get an advertisement clicked on”.

While P.P.C. Advertising might seem complicated at first, it’s actually a very affordable way to [Drive Targeted Traffic To Your Website;](https://www.rapiventas.net/globalonlinesales/ptrama) And Targeted Traffic Is Really The Only Kind Of Traffic You Want! Simply Set Up A Campaign and then you will pay each time someone clicks on your Ad to go to your website.

There Are Many P.P.C. Search Engines Available; including Google Adwords, Yahoo Search and Bing Ads. These are three of the most popular places to start. Each one of these programs operate on the same basic premise.

They Display Your Ads On Relevant Websites; and You Pay Them Every Time Someone Clicks On Your Ad. While they´re all similar; they each have their own guidelines to follow.

It´s a good idea to familiarize yourself with the rules and regulations; before you begin your Advertising Campaign. They all provide extensive help files and tutorials; which you can use to help further your education.

[To Understand How Pay Per Click Works,](https://www.rapiventas.net/globalonlinesales/ppcar/) let’s pretend that you have a website about collectible toys. You’ve written a great guide, all about collectible toys and you sell it from your website. Maybe you also sell some rare pieces.

[You Want Targeted Traffic To Come To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) In this case, it would be people who have searched for collectible toys online. They are already interested in the topic of your website. That Makes Them Targeted Traffic.

The Best Keyword To Use For Your Pay Per Click Campaign, Would Be 'Collectible Toys'. But there’s a pretty good chance that other people might want that same Keyword. So you would have to bid on it; resulting on the highest bidder getting the right to use it!

If your website was especially designed for people who want to learn 'how to make money with collectible toys'; your phrase could be more specific; aimed just at them. This Keyword Might Bring You Better-Targeted Traffic And Have Less Competition.

Once you have your Keywords and you decide how much you want to spend per day on your P.P.C. Campaign; then the company will display an Ad that links to your website.

If you won The Keyword 'collectible toys'; when someone searches for that phrase, your Ad will be displayed on The Search Page.

Also, if there are websites dealing with collectible toys and other Related Keywords that have joined The Network; your Ad may display on those sites, so that their visitors might click on it.

Your Ad Will Be Displayed, Until The Purchased Number Of Clicks Have Occurred; then it won’t display again until the next day. If you’re getting 100 clicks for $5 and you’ve set your budget for $5 per day, then even if you get 100 clicks in 20 minutes; The Ad won’t display again until the next day.

Because You Can Plan Your Campaign; Based On A Budget Per Day, P.P.C. is an Excellent Way to Market Your Business, Products or Services. It’s best to start out slow with a small budget of around $5 per day.

Let it run for a few days. If at the end of that time you’re not making sales out of all those clicks; then you know [You Need To Adjust Your Ad Copy.](https://www.rapiventas.net/globalonlinesales/becw/)

It might be that your Ad Copy needs changes or [Your Landing Page Needs Tweaking;](https://www.globalwebsitescorporation.com/index5.html) or it could just be that The Keyword You Chose Isn’t Hitting The Right Market.

All of these things can be adjusted through Careful Testing, Tracking and Campaign Management; which we´ll be talking about soon.

**\*Stay Tuned For Tomorrow’s E-Mail:**How Does P.P.C. Advertising Work?

Here's To Your Success!  
**The GWC Team**

Day 107) How Does P.P.C. Advertising Work?

Hi {First\_Name}!

[Pay Per Click Advertising Is One Of The Most Affordable Forms Of Online Advertising.](https://www.rapiventas.net/globalonlinesales/ppcar/) At its core, [It’s All About Generating Leads And Potential Customers](https://www.rapiventas.net/globalonlinesales/lga/) who will hopefully turn into buyers; once they find out you have the product or service that they need.

However, it doesn’t end there. It’s important to understand that while [P.P.C. Advertising Generates Leads,](https://www.rapiventas.net/globalonlinesales/lila) You Must [Set Up A Follow Up System.](https://rapiventas.net/globalonlinesales/sybiz/) It is important for users to find relevant information at the website they are directed to; after they click on your Ad.

This step is often neglected; and while you may get lots of clicks on your Ads, you won’t see many Conversions; if consumers don’t find the information they are looking for, when they land at your website.

Keep in mind that users are more likely to purchase products or services, from a company that provided them with the information they wanted right away!

**Qualifying Traffic**

As I mentioned earlier, a big benefit of using P.P.C. Advertising is that it [Provides Qualified Traffic To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) When Users Click On An Ad, They Are In Search Of A Particular Product or Service.

The More Focused Your Campaign Is, The Better; because It Helps Eliminate Unnecessary Clicks from Non-Prospective Buyers.

A bidding process is used to establish the price of a Specific Keyword. In general, the budget for P.P.C. Advertising may be in the range of $100 to $100,000; depending on The Number Of Keywords Used.

These prices can skyrocket in just minutes; as more and more sites bid for The Same Keyword, thus causing the prices to rise.

P.P.C. Ads, are placed alongside Search Engine Results, which they are relevant to. The Highest Bids for a Specific Keyword or Phrase, Gets Top Billing on The Search Engine Results Page. Getting Top Placement Provides Greater Odds for an Ad To Get Clicked On by a Qualified Searcher.

**Campaign Management**

[Proper Management Of A P.P.C. Campaign Can Result In Big Profits;](https://www.rapiventas.net/globalonlinesales/ppcar/) without it, you can end up wasting a fortune on Ads that don’t produce results.

Managing Your Campaign Involves Three Basic Components:

* Constant Monitoring
* Response Analysis
* Refinement

It's Essential To Track and Test Every Aspect of Your Campaign; to Monitor The Productivity of Each P.P.C. Ad You Place. This gives you the ability to modify or turn off any P.P.C. Ads, that aren’t performing well.

The Cost of P.P.C. Advertising is dictated by The Number of Clicks Made on a Particular Ad. The Number of Clicks Made on an Ad; is Subtracted from The Initial Amount Paid by You, to a Search Engine Company.

To Minimize Cost and Maximize Your Return Over Investment (R.O.I.), You Must Monitor Your Campaign Carefully {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:**Manage Your P.P.C. Advertising Campaign.

Here's To Your Success!  
**The GWC Team**

Day 110) Manage Your P.P.C. Advertising Campaign.

Hello {First\_Name}!

Tools for Internet Marketing have been rising to popularity these days; because of cost-effectiveness and the possibility of measuring increase in profits and sales.

That being said, let´s dig in deeper to learn more about these Internet Marketing Tools, which conform what is known as P.P.C. Management.

**General Rules of P.P.C. Advertising**

**P.P.C. Bid Managemen**t

The Highest Bidder gets to be on the top of The Search Result Listing and The Second Highest Bidder, of course, gets the next top listing and so on. Every time a visitor clicks on your website; you will have to pay the same amount that you bid on that particular Keyword.

**P.P.C. can be very costly**, time consuming and sometimes; it seems like it’s not worth the investment. But if you know how to use it effectively, it can be like hitting the mother lode in a goldmine. The whole process begins with Research.

Keyword Research Is One Of The Most Important Parts Of P.P.C. Advertising. Ranking for the "right" Keywords, can make or break your Campaign; and knowing how much to bid on those Keywords, is just as important.

**When It Comes To Bid Managemen**t, first you have to identify The Maximum Cost Per Click (C.P.C.) you are willing to pay, for a given Keyword or Phrase. C.P.C. varies from time to time and even Search Engine to Search Engine too. Maximum C.P.C. can be measured by averaging the current costs of bids (bids range from $0.25 to $5).

The average of these bids, is to be used as The Maximum C.P.C. to begin with. As your Ad Campaign progresses, The Actual Conversion Rate (visitors turning to potential buyers/sales) will be determined; and you may have to adjust your C.P.C. Bidding Rate accordingly.

**When you start to bid**, see to it that you adopt different Bidding Strategies for various Search Engines. [Search Engines Have Their Own P.P.C. Systems;](https://www.rapiventas.net/globalonlinesales/ppcar/) which require different approaches. It's also worth it to identify different bids for the same Keyword Phrases in various Search Engines.

Another Thing; It's Wiser Not To Bid On The Top Spot For A Couple Of Reasons:

* It is very expensive and impractical.
* Web Browsers usually try several different Search Queries in different Search Engines; before they find what they are looking for.

A good rule of thumb is to try for the fifth spot instead and work your way up. This can be a little tricky at first, but with practice; you will develop your own Effective Bidding Strategy.

As we have discussed before, Monitoring Tools can help in the tracking down of your Keyword Phrases and Search Engines; as they often generate overall sales, in relation to your Cost Per Click. This is what´s called Return Over Investment Monitoring.

[These Bid Management Tools may include additional functions; which you may not get from Online Marketing Tools.](https://rapiventas.net/globalonlinesales/sybiz/) Other Tools Can Monitor Competitor’s Bids, Produce Reports for Different Parties; and offer the ability to Interface With Multiple P.P.C. Engines.

This is particularly helpful for boosting productivity and saving time; if you manage more than a hundred Keywords across several P.P.C. Engines {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:**Use The Viral Blogging Method!

Here's To Your Success!  
***The GWC Team***

Day 113) Use The Viral Blogging Method!

Hello {First\_Name}!

Now, We're Going To Discuss Some Of The Different Types Of Content, That Are Great For Creating Viral Posts and are more likely to be shared than others.

**The Viral Blogging Method** (Viral Blogging Content Types)

Each Of These Types Of Content Is Unique and has a different style than other types mentioned in this step. With Some Types Of Content You May Want To Include Humor Or Lighthearted Writing; while with others, you want to avoid humor and take a more serious approach.

In case you’re wondering where this information comes from; There Have Been Several Studies Of Different Content Types; To Determine What Types Of Content Get Shared The Most. The Market Research Company BuzzSumo, recently analyzed over 100 million articles; to discover what gets shared. The Results Include The Post Types Listed Below.

**News & Current Events Articles**

Not Surprisingly, Posting The Latest News Or Current Events Will Not Only Get You Noticed; But Will Also Get Your Content Shared. When someone learns something that is considered news; their first instinct is to share it with others.

Of course, if you learn about things after they have already been posted to most of the major News Organizations and Websites; creating an article on that news story, won’t do you much good. If you can, “scoop” other News Organizations and get your posts in front of people; chances are they will share it!

**Controversial Topics & Titles**

Another Content Type That Is Sure To Get Shared With Others (and as a bonus get all kinds of comments posted underneath it), is The Controversial Topic – With A Controversial Title.

This is especially potent, if you can combine controversy with the current event; with the disadvantage of the content not lasting very long. [You Can Create Controversy With Blog Posts And Titles That Are Evergreen; Which Will Keep Generating Traffic For Years To Come.](https://www.rapiventas.net/globalonlinesales/ba/)

**Entertainment & Celebrity News**

One Content Type That's Certainly Popular, Is Celebrity And Entertainment News. The problem is, there's a lot of competition for these articles and topics.

[There Are Websites That Dominate This Niche;](https://www.rapiventas.net/globalonlinesales/nebp/) Because They Cover Celebrity Entertainment News Exclusively. However, that doesn’t mean you should ignore this content type all together.

You Can Cover A Celebrity And Tie It In With Your Industry. As A Hypothetical Example, If You Were In The Business Industry; You Could Talk About How Drake Invested In A New Company.

**Politics**

Of Course, Politics Is Always One Of The Hot Button Topics On The Internet. This Is A Case Where Publishing A Political And Controversial Article, May Get Your Content Shared With Millions Of Others.

You can always mix two of these types and get better results; but Politics Combined With Controversy, Seems To Be A Potent Combination For Sharing.

The great thing about this particular topic, is that you can share an opinion; without any real factual basis – unless of course you are quoting facts to back up your opinions.

**How To Promote Your Content**

Simply Publishing This Content Isn’t Going To Be Enough. [You Need To Promote Your Content On Social Media](https://rapiventas.net/globalonlinesales/smss/) – but not just the standards like [Facebook,](https://www.facebook.com/globalwebsitescorp) [Twitter](https://rapiventas.net/globalonlinesales/tc) and [Pinterest.](https://www.pinterest.com/jalemusl) You also want to Use Social Bookmarking Sites like Digg, Reddit and StumbleUpon.

These Sites Will Get Your Content In Front Of Readers; Who Will Hopefully Take It And Run With It!

**\*Stay Tuned For Tomorrow’s E-Mail:**Use The Forum Authority Method!

Here's To Your Success!  
**The GWC Team**

Day 115) Use The Forum Authority Method!

Hello {First\_Name}!

The Next Method that we’re going to discuss; for Driving Traffic To Your Site Without Spending Any Money, is Forum Marketing. There Are Millions Of Forums Out There, dedicated to every topic imaginable!

You are certain to find active and growing Forums, built around your particular topic. In fact, you may already be a member of some of these Forums, and up until now; have participated in the discussions, asked and answered questions or simply kept up with what other people are saying about your industry.

Let's Analyze These Forums in a more profound way, shall we?

**Your Signature Is Your Salesman**

Forums Can Be One Of The Most Effective Marketing Methods You Can Use. However, you have to find The Right Forum; that allows you to [Create A Link To Your Website,](https://www.globalwebcorp.com) which people can easily click on.

This Is Done Through Your Forum Signature. Your Signature May Be Composed Of Text, Images, HTML Code And Links That Lead Directly Back To Your Website.

If you are joining a new Forum or thinking about posting somewhere you haven’t been active in before; the first thing that you need to do is determine whether or not you can Put A Link In Your Signature, that will be visible and attractive enough for people to click on.

This Way, You Can [Drive Traffic To Your Website](https://rapiventas.net/globalonlinesales/ptrama) From That Forum. If The Forum doesn't allow links in your Signature or renders them so small, as to not be useful; Avoid Posting On That Forum and go somewhere else.

This Is Where You Put Your Signature On The Warrior Forum. What to put on your Signature is going to take some thought. What you need to understand, is that your Signature is intended, to provide people with an easy-to-follow link to your website; without being obtrusive.

You don’t want a Forum Signature, where you have a giant link to your site in bright red, that looks ugly and completely overpowers anything else on The Forum. You want a visible and easy-to-follow link.

More importantly than that, you want to give people a reason to follow your link. This means, you need to create a reason why you're using the text or images in your Signature.

For Example: [You can invite them to get something for free or take advantage of a special offer;](https://rapiventas.net/globalonlinesales/emme) or even to get advice on a particular topic of The Forum. Just make sure that you don’t only put a link to your website; without giving them a reason to click on that link.

**Using The Forums**

The next thing that you’re going to do, is Make Sure You’re Using The Forums Regularly. Remember, each time you post on The Forums, you are basically posting another advertisement for your website.

You never know who is going to see it, so spend as much time as you’re able to – without giving the impression that you are spamming The Forum – rather, answering questions; while giving advice, providing useful and valuable content.

Another thing that you should keep in mind, when it comes to Forums, is that you might want to expand your horizons a bit. Many Forum Users tend to stick to just one or two sections; where they most enjoy posting.

That means, if you stay in one or two sections, you are going to be advertising your link to pretty much the same people. But if you go out and post, in other sections of The Forum; you are likely going to be showing your Signature to a huge, new group of people.

Responding to the posts made on a thread you created, is important as well. Some people are going to arrive at the thread and only read the last few posts. This means that your particular post may be a long way back; making it less likely for them to see it.

But if you reply to other posts – and remember, you need to say something valuable; not just reply for the sake of replying – then whoever visits The Forum, will always be able to see your Signature in one of your replies.

You may not always be able to Create a Signature with a Link in it. However, you still should be able to include some sort of information in your Signature; and even if you can’t, because The Forum doesn’t offer a Signature – you’ll probably be able to Include Website Links In Your Bio.

However, Relying On Your Bio To Drive Traffic To Your Website Is Rather Iffy; and you have to make sure that you write informative, valuable posts; which will make people want to find out who the author is and check them out elsewhere on the web.

It's A Much Better Idea To Find A Forum That Offers A Signature, but if you do have a particular Forum that is Very Active or is Laser Targeted at Your Audience; you might still want to participate once in a while to have access to those users.

**Other Signature Ideas**

Another thing that you should be aware of; is that Forums aren’t the only places where you can include a Signature. [You Can Always Include A Signature On Your E-Mail;](https://go.e1ulife.com/home?fpr=jose77) which means that everyone that you send an e-mail to, will get a link to your website.

This is an unobtrusive way to [Advertise To Your E-Mail Contacts.](https://rapiventas.net/globalonlinesales/lila) There may be other places online, where you regularly post or participate; allowing you to have a Bio or Signature as well, which you’re not currently taking advantage of. So, Do Your Research {First\_Name}!

**\*Stay Tuned For Our Next E-Mail:**Use The Podcasting Method!

Here's To Your Success!  
**The GWC Team**

Day 117) Use The Podcasting Method!

Hello {First\_Name}!

The Podcasting Method is a great way to get the word out; about you and your product or service. Podcasts are sort of Radio Broadcasts; except that they're stored on The Internet and can be played whenever the listener chooses to.

This is a great way to drive traffic to your website, because you’re able to offer your podcast free-of-charge; on websites like The Apple iTunes Store, where you could potentially get thousands of downloads per Podcast.

Let's dig in deeper, shall we?

**How To Create A Podcast**

Only A High-Quality Podcast That's Valuable And Entertaining To The Listeners; Is Going To [Drive Traffic To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

If Your Podcast Is Unprofessional Or Boring, they may listen for a few minutes, but they will soon move on to something else; never visiting your website again!

The First Thing You Need To Create A Podcast, Is Some Entertaining Content. This will mean that you need to research what you’re going to talk about and find something that can provide value to your listeners. Then figure out a way to present it; so that it's also entertaining.

If you sit in front of your microphone and simply discuss the topic in a monotone; without any entertainment value at all, people are not going to listen to your Podcasts.

Speaking of Microphones, you need to have a great one for Podcasting. Luckily, there are some out there; that are extremely high quality for a very low price. The Audio-Technica Brand, Makes Good Microphones for around $50-$75. Also, The Blue Yeti, is almost A Studio Quality Microphone; you can get it, for about $100.

**Why Do People Listen To Podcasts?**

There are many different reasons why people listen to Podcasts. Some people just enjoy Talk Radio; but they are on The Internet; so they can have Talk Radio, geared towards their specific field of interest.

Some people listen to Podcasts while driving in their car. Some people enjoy listening to Podcasts, while browsing The Internet; or a Graphic Designer for example; working in Photoshop at the same time that he/she is listening to The Podcast.

People love the portability of Podcasts. They can load them onto their smartphone or iPod and then take that Podcast with them, wherever they go. People also love the convenience of being able to stop or pause and then come back to that Podcast later on. But most of all, people want to hear about things that interest them.

If You Are A Comic Book Collector, you’d love to listen to a Podcast on Comic Book Collecting. If you are a Woodworking Enthusiast, A Woodworking Podcast would be your cup of tea.

You’ll need to do your research and decide on your particular professional microphone; but make sure that it's clear without any fuzziness or distortion.

You also need to figure out where you’re going to record your Podcast. You want to record it somewhere, where there is almost no noise. If you have a fan going – like your computer fan – or you have other noises such as kids running around, dogs barking or traffic; this is going to make it a very Low Quality Podcast.

You need to make sure that you can do your podcast, somewhere away from all the noise; so that it sounds as professional as a radio broadcast.

You might think about getting a partner as well. This can actually be done over The Internet. Find someone who has the same microphone that you do and then, each of you Record Your Part of The Podcast separately on The Same Recording Software – Audacity is a good, free solution – while communicating with each other via Skype or another program that allows you to talk to each other instantly.

Then, one of you can receive the audio file from the other one; line it up with the audio file that they have and then export it, as one new audio file; which will have both of your voices recorded with good audio. It'll seem like both of you were in the same studio; recording at the same time.

You also might want to think about some theme music or what is known in the radio business, as a Liner or Station ID; which you can often get free of charge on a site called RadioDaddy.

[If not, you can always spend five bucks and get one from Fiverr;](https://www.fiverr.com/rapiventas) but that could come later if you like. This Will Give Your Podcast That Polished Feel; which will make people want to listen again and again. The more places you post on, the greater traffic you will drive to your website.

Some of these places include:

Stitcher, SoundCloud and many more Podcasting Directories; that may allow you to submit your Podcast for free.

**\*Stay Tuned For Our Next E-Mail:**Use The Thank You Page Win-Win Method!

Here's To Your Success!  
**The GWC Team**

Day 119) Use The Thank You Page Win-Win Method!

Hi {First\_Name}!

Our Next Method is called The Thank You Page Method and it's a way for you to [Drive Traffic To Your Website;](https://rapiventas.net/globalonlinesales/ptrama/) directly from another site that is related to yours; or in some cases, even a competitor of yours.

You might be wondering why a competitor – or even a related site – would be willing to put a link to your website on theirs. That’s exactly why this method works. You need to give them a reason to link back to your website.

There are also a few other things that you have to keep in mind in order to use this method effectively, or you might have to skip this technique altogether; if your site is brand-new.

Let's dig in deeper, OK?

**The Professionalism Of Your Website**

The first thing to be aware of, is that the professionalism of your website is going to determine (at least partially); whether or not you're able to use this technique.

[You Need To Make Your Website Look As Good As Possible In Order To Make This Work;](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) as mentioned in the very first chapter, because you are going to be trading links with other Website Owners, who won't like to have their link posted on a website that doesn’t look professional. Also, they’re not going to want their link posted on a website that has nothing to offer them.

For Example: If your website is brand-new; Google isn’t going to care too much, about links from your site to their website. That’s especially true if you are linking to each other. Most of the time, links cancel each other out anyway.

But this is only a concern; if the person linking to your website is doing it to get a link back, to raise their rankings in The Search Engines. However, if you are simply linking to each other, so that you can [Drive Traffic To Your Respective Websites;](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) this is something that's valuable enough for most people who'd want to trade with you.

But your website, still has to be professional. If you put a link to their website on your Thank You Page, people will go to their website only when they have already finished their purchase or filled your E-Mail Opt-In Form. You will only drive traffic from the other website; when visitors from those sites, reach The Thank You Page.

**How To Use This Technique**

Your first task, if you’re going to use this technique; is finding some similar websites that have Thank You Pages, which you'll be able to approach. Don’t be afraid to approach a website; as long as you've made your own site as professional looking as possible.

Other Internet Marketers and Website Owners are always looking for [Ways to Generate More Traffic;](https://rapiventas.net/globalonlinesales/ptrama) so if your method brings even a few more people to their website, without it costing them anything or reducing their existing website traffic; they're sure to be on board with it!

Search the site; until you find their contact e-mail and then write them a message, asking them if they would be interested in The Thank You Page Link Exchange. You can compare this to the way that Amazon shows people related content after they purchase something.

The Customer Would've Already Purchased An Item From Your Partner; so they will have nothing to lose by sending traffic your way.

**Be Polite And Persistent**. If someone doesn’t respond; it probably means that they were not interested in pursuing your offer. You might get a dozen rejections; and this is frustrating, but don’t give up! The 13th could be the one that says yes; driving a ton of traffic to your site.

It's A Win-Win Situation For Both Parties And It Cost Nothing; just a few seconds to put a link on your page. Cross-Promotion Is One Of The Most Effective Internet Marketing Methods {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:**Use The Guest Posting Method!

Here's To Your Success!  
**The GWC Team**

Day 121) Use The Guest Posting Method!

Hi {First\_Name}!

Now we're going to discuss how you can Guest Post For Other Blogs And Websites in order to [Drive Traffic To Your Website.](https://rapiventas.net/globalonlinesales/ptrama)

You Might Think That You Have To Be A Pretty Decent Writer, In Order To Use This Method. Unless you are willing to spend money on outsourcing it or have a friend that is a Good Writer; who is willing to do you a favor, then you're right!

However, if you are a terrible writer, it doesn't mean that you should discard the idea completely; because it can be one of the most valuable ways that you can generate traffic.

Let's dig deeper, shall we?

**Why Does Guest Posting Work**?

So, Why Would Someone Allow You To Post On Their Website Or Blog Anyway? The simple answer is, because it provides value to their readers and that they didn’t have to write themselves or outsource it.

However, The Key Here Is Providing Value To The Readers. If Your Post Doesn't Teach The Readers Something Or Entertains Them, it could actually work against their blog; instead of for it.

So, If You’re Going To Use This Method, you definitely have to make sure that whatever you’re providing is Valuable Content.

The thing is, if you provide this valuable content to the people that are reading the blog; they are going to want to know more about the author of the content that they enjoyed.

That means, that If You Have A Visible Link To Your Website At The End Of The Article Or Blog Post; If You Have A Biography Page, A Snippet On The Blog Post Itself, then people are going to follow it and come to your website.

This is great for you, because all it cost you to generate this traffic; was a couple of hours to write a Good Blog Post.

**How To Write A Guest Post**

Writing A Guest Post For Someone Else’s Blog, Can Be A Little Different Than Writing It For Your Own Blog.

For Example: Author Chuck Wendig uses a great deal of profanity on his Blog, but if he did a Guest Post for The American Library Association Blog; it is very likely that he would eliminate his use of profanity for that particular Post.

[For Some Blogs, You Can Write In Your Own Style](https://www.rapiventas.net/globalonlinesales/ba) and that is okay with them. In fact, it is the way that some people prefer to have Guest Posters write. Others Would Rather You Looked At Their Blog Posts And Followed The Same Sort Of General Writing Guidelines; As The Other Guest Posters Have Done On Their Blog.

When You Communicate With Someone About Guest Posting On Their Blog, you’ll need to ask them which Method they prefer and for any Writer Guidelines, that they want you to follow.

[Make Sure That You’re Approaching Blogs That Are Involved In Your Industry;](https://www.rapiventas.net/globalonlinesales/nebp) because approaching a random Blog on Fashion; when your particular Niche is Dog Grooming, is not only going to get your e-mail blocked; It wouldn’t do you any good anyway; even if they were willing to let you Guest Post.

You Want To Communicate With The Same Type Of Audience That Would Want To Come To Your Website In The First Place; and that means Posting On Blogs That Are Similar To The Products Or Services That You Offer.

Also, Keep In Mind That You Have This One Chance To Sell Yourself To The Readers Of This Blog. That Means, You Must Make This Post As High-Quality As You Possibly Can!

Make sure that you set it aside for a few days, and then come back to revise it; so that you can tweak any mistakes. Better Yet, have a friend or relative that is a regular reader, look it over for you and point out any mistakes.

You Also Need To Look Out For Any Ty-Pos Or Grammar Mistakes; for this will make you look amateurish and no one will follow the link to your website.

Make it the best post that you possibly can and make it useful and valuable for the readers. Who knows, you might get invited back to Guest Post over and over again; each time with a link to your website.

**How To Approach Someone To Request A Guest Posting Spot**

What Exactly Should You Do Or Say, To Get Someone's Permission, To Post On Their Blog As A Guest?

Obviously, you first need to send them an e-mail and see if they allow Guest Posting; at the same time, [Sell Yourself And Your Expertise; So That They Can See The Benefit Of Letting You Post On Their Blog.](https://www.rapiventas.net/globalonlinesales/ba)

**How To Hold A Webinar**

So, How Do You Hold A Webinar Anyway? [There Are Several Ways That You Can Hold A Webinar.](https://www.rapiventas.net/globalonlinesales/mwp/)

You could go the very simple route, by using Google Hangouts; but the problem with this Method is, that you have a very limited ability to communicate by images, drawings or animations.

You simply have your webcam and your microphone; in order to communicate with the people attending your Google Hangout.

There are applications that are specifically intended for things like Over-The-Internet Conferences And Webinars; which basically allow you to have access to a Whiteboard, that everyone at your Webinar can see. You Can Write On The Whiteboard, Post Images And Even Play Videos.

These Applications Are Intended For You To Be Able To Communicate With Your Audience Through A Variety Of Ways. The better ones, do cost money; but you can find some free ones too.

[There Are Free Webinar Platforms Available On The Web;](https://www.rapiventas.net/globalonlinesales/mwp/) one option is Meeting Burner. There’s a Free Option to Hold a Webinar with up to 10 Attendees.

**How To Promote Your Free Webinar**

If You Want To Get People To Attend Your Webinar, you’re going to have to get the word out somehow. This seems challenging; if you're new to the subject, but [The Best Way To Get The Word Out Is To Buy Some Traffic!](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

It's Easier To Get People To Help You Promote A Free Webinar, On Something That They’re Interested In Or That They Work In; rather than getting people to send traffic to your website, for your own profit or gain.

[The First Thing You’ll Need To Do Is Promote On Social Media.](https://rapiventas.net/globalonlinesales/smss/) You May Already Have A Following On Social Media Sites, and if that's the case; this might be a source of attendees for your Webinar.

Even if you don’t have many followers; the ones that you do have, may promote your Webinar if they see it on [Twitter](https://rapiventas.net/globalonlinesales/tc) or [Facebook.](https://www.facebook.com/globalwebsitescorp/) This is especially true if they know that you have something valuable to offer.

**\*Stay Tuned For Our Next E-Mail:**Use The Name Dropping Method!

Here's To Your Success!  
**The GWC Team**

Day 123) Use The Name Dropping Method!

Hello {First\_Name}!

Today we're going to discuss a unique method of driving traffic to your site; called the Name Dropping Method. [This Is A Very Easy And Very Effective Way To Drive Traffic To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

The first thing that you need to understand is, that Some People On The Internet Have More Influence Than Others. People That Are Influencers, Tend To Have Fans Who Follow Their Recommendations Almost Unwaveringly.

This Means, If They Post A Link To Your Site, On Their Website Or Social Media Platforms; Their Followers Are Gonna Want To Check It Out! Those Followers are going to click on the link; simply because they respect the person that gave it to them.

You Could Generate A Huge Amount Of Traffic; If One Of These Influencers Decides To Post To Your Website Or Mention Your Name Somehow. This Method is a great way to get that done.

Let's check out, how this actually works {First\_Name}.

**How Does It Work?**

[Your First Step Is To Write An Article.](https://rapiventas.net/globalonlinesales/becw/) Again, if you're not a Writer you're either going to have to find a friend that will write it for free or you're gonna have to pay someone to write it for you.

It might be worth it however, because if the article isn’t any good; this technique is going to fail. So, make sure that this article is as good as it can possibly be!

[You Don’t Necessarily, Have To Stick To Your Own Niche,](https://www.rapiventas.net/globalonlinesales/nebp/) when it comes to this technique. You Could Write An Article About The Best Bloggers To Follow, The Top Entrepreneurs For The Current Year or The Top Experts In Your Own Field.

As Previously Mentioned, Top 10 Lists Work Exceptionally Well For This; So Make Yours A Top 10 List Of Whichever Topic You Have Chosen.

After you have written the article and published it, make sure that it was as good as it could possibly be. You can then contact the people who you wrote about and let them know that you have written an article about them and their expertise.

Depending on their level of notoriety or your own level of expertise, they may or may not respond by linking to your article. Some of them will; so Whoever Does, is going to [Drive A Great Deal Of Traffic To Your Website;](https://www.rapiventas.net/globalonlinesales/ptrama) which is the goal of doing this.

The Great Thing About This Particular Method, Is That You Can Use It In Many Different Ways Over And Over Again. So, you could write about The Top 10 Entrepreneurs and then, you can follow it up with an article about Bloggers or Web Designers or whatever topic that might drive traffic to your site.

If They Have The Ability To Influence Others, Then It's Worth Writing An Article About Them.

**Which People To Choose For Your Article?**

Figuring out who to choose for your article isn't all that difficult, but it does take some research.

What you want to do, is find the sweet spot between the people who would definitely be willing to link to your site; if you wrote an article about them and the people who have the greatest influence or followers.

Obviously, if you chose someone who is massively influential; like the late Steve Jobs, he/she isn’t really going to care that you wrote an article about them; and surely don't expect a link to your website. This level of Influencers, have articles written about them all the time.

They aren't going to care about a blog post naming them in the top 10 of anything. On the other hand, you don't want to choose people who have no influence either.

So you have to find the perfect combination of someone who is influential; but smalltime enough, to still be willing to link to your article if you wrote about them.

**\*Stay Tuned For Our Next E-Mail:**Use The Viral Report Method!

Here's To Your Success!  
**The GWC Team**

Day 125) Use The Viral Report Method!

Hi {First\_Name}!

You Can Use This Method To Drive Traffic In Different Ways. You Have To Know How To Write The Report And What To Include In It. Then How To Market It Effectively So That Other People Will Want To Share It.

A Viral Report; Passed Around The Internet Can Generate A Huge Amount Of Traffic; If Done Right. Here is what you need to know about The Viral Report Method.

Let's dig in deeper, OK?

**How To Create A Viral Report**

The first thing that you're going to have to do is Create The Viral Report. This means that you're going to have to choose a topic in your industry and then write about it.

There Are Some Very Specific Things You Need To Include In This Report; In Order To Make It Viable For This Traffic Technique.

First Of All, You Need To Make It Something So Revolutionary And So Exciting; That People Are Going To Want To Share It!

This is a tall order; but unfortunately, you'll have to figure out yourself how to do it. Any advice, would only apply to a specific industry and not to Creating The Viral Report itself.

However, the second thing that you need to be aware of, is that The Solutions That You List In This Viral Report, Need To Either Be Solved By A Particular Product or Service; And Featured On A Specific Website. That's Because On This Report; You Are Going To List Your Own Website, As A Solution.

Coming Up With A Viral Report Material, will take the majority of your time spent on this project; because you need to make it good enough for people to share it.

Here Are Some Examples Of Viral Reports That Might Solve Some Problems By A Particular Website And That Could Be Shared:

* [10 Websites That Could Increase Your Traffic 500% In The Next 12 Months.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)
* 12 Solutions For Organizing Your Life And Finally Reaching Your Goals.
* [Five Online Services That Could Double Your Income By The End Of The Year.](https://www.globalwebsitescorporation.com/ourservices/index.html)

Do you get the idea? These are all reports; which have websites offering solutions that might be good enough to be shared by others.

You Have To Make Sure That The Problem That Is Solved By The Report, is experienced not only by a tiny portion of the population – but as many people as possible!

That doesn't necessarily mean that you have to appeal to every single person out there {First\_Name}.

For Example: With the popularity of singing reality shows, you could easily write a report on improving your singing voice; enough to emulate American Idol or The Voice, for example.

This might not be shared with everyone, because not everyone is interested in singing or auditioning for a reality show; but There Are Enough People Out There, Who Can [Drive Traffic To Your website;](https://rapiventas.net/globalonlinesales/ptrama) If The Report Went Viral.

**Make Your Website One Of The Options, Not The Only Option...**

One thing that you’re going to want to keep in mind is, that You Want The Report To Appear Unbiased; And As A Public Service To The People Reading It.

That means, that you want to give them options – not just your own website as an option; but also several others.

10 total websites is a good number and as previously mentioned; 10 seems to do really well for these type of reports or articles.

When someone reads your report, you want them to consider it legitimate enough, to share it with other people; particularly through Social Media, [On Their Own Website Or Blog.](https://globalwebcorp.wordpress.com/)

This means camouflaging your website among all the others; so it doesn’t appear as if your site is getting any special treatment; but is included as a legitimate option or solution.

Your Website Should Actually Solve The Problem That The Report Is Proposing To Solve {First\_Name}; This Is Key!

If you list your website as a way to drive traffic; and when people get there and realize that you have nothing to offer, they're certainly not going to share it.

**How To Get The Report Out There**

In order to distribute your report and give it its best chance of going viral; you want to get it in the hands of as many people within the industry as possible.

[You Want To Make It Very Clear To These People That The Report Is Free Of Charge](https://rapiventas.net/globalonlinesales/emme/) and they can pass it along to anyone they choose; without any restrictions.

Make Sure You Include In The Report Itself, that people can pass it along to their friends, colleagues or whoever they want to benefit with it.

**Conclusion And Summary**

[When It Comes To Driving Traffic To Your Website; There Are Lots Of Ways That You Can Go About It.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) In this training series, we have covered some of the ways that you can do it free-of-charge or by purchasing the service from a third party; Including Some Revolutionary [New Methods That Could Potentially Drive Traffic To Your Website.](https://rapiventas.net/globalonlinesales/ptrama)

You should look at your own ideas and then use your budget to make them even better.

* [Make Sure That Your Website Is As Professional-Looking And Clean As It Can Possibly Be,](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) With The Right Trust Symbols, The Right Color Scheme And A Winning Up-To-Date Design.
* Use Viral Blogging To [Get People To Share Your Content; Driving Traffic Directly Back To Your Website,](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) By Using The Most Common Types Of Shared Content, Such As A Top 10 List, Celebrity News And Controversial Topics.
* [Use YouTube To Get People On That Site To Watch Your Videos And Then Drive Traffic From YouTube Back To Your Own Website.](https://globalwebcorp.wordpress.com/portfolio-2/)
* Put A Link To Your Website In Your Forum Signature; On Every Related Forum That You Visit, then post whenever you can; making sure to reply to other people’s posts, answering questions, and giving advice.
* Look for other sites that are selling related products and find the ones that will have a Thank You Page; which might trade links with you on that Thank You Page. That Way, [After The Customer Buys The Product; They Click On The Link On That Thank You Page, Sending Them To Visit Your Website](https://globalwebcorp.com/thankyou) And Vice Versa.
* Use Podcasting With A Professional Sound; To Build Your Expertise In The Industry And Drive Traffic Back To Your Website.
* Find Other Websites That Allow Guest Posting And E-Mail Them; For A Chance To Post On Their Blog. You can build your expertise that way, and include a link to your own website; then their visitors will become your visitors.
* [Hold A Free Webinar On A Specific Topic Within Your Industry;](https://www.rapiventas.net/globalonlinesales/mwp/) then invite every single person that you can, letting people who are influential in the industry know, that you're having a Free Webinar; so they can tell all their followers as well.
* [Join Social Networking Groups; so that people will want to follow you on Social Media;](https://rapiventas.net/globalonlinesales/smss/) then Post Expert Content Within These Groups; so that people will want to look you up and follow any links that you can post, back to your own website.
* Use The Name Dropping Method to get people to link to your site; simply because you have mentioned them in an article that you have written.
* Finally, Use The Viral Report Method. Create A Report That Solves A Problem Within Your Industry, And Name Your Website As One Of The Solutions; Then Distribute That Report As Widely As You Can; allowing people to share it freely.

**\*Stay Tuned For Our Next E-Mail:**Drive Webinar Traffic!

Here's To Your Success!  
**The GWC Team**

Day 127) Drive Webinar Traffic!

Hello {First\_Name}!

Have you ever thought about holding A Webinar Session? Whatever industry you are in, it's likely that you know enough about the industry, to actually teach other people something about it.

[A Webinar Is A Great Way To Share Information With People;](https://www.rapiventas.net/globalonlinesales/mwp/) and usually you won’t have any problem attracting them to your Webinar, because it’s live; and people know they can ask questions and learn something of value.

In Fact Some People Make A Living Just Holding Webinars On The Internet, on whatever industry or topic they are an expert in.

Let's find out more, shall we?

**What To Hold A Webinar On**

You need to decide on something that you can hold a Webinar on. First of all, you want to pick something specific.

Let’s Use The Example Of Graphics

The first method that we’re going to discuss, is [How To Drive Traffic To Your Website;](https://www.rapiventas.net/globalonlinesales/ptrama) without spending a dime, is The Viral Blogging Method.

But, what exactly is Viral Blogging?

Viral Blogging Is When You Purposely Post Content; Which Is Most Likely To Be Shared And Therefore, Go Viral.

You might think that every piece of content that you post, is specifically intended to be shared and go viral possibly; but the difference is that you choose your topics and the format of your posts in a very specific way; which has been shown to be most effective for Viral Content.

We are going to go over some of these specific content types and show you how to give your posts the best chance to go viral. The way that you word your advertisement or announcement, will have a big impact on how many people sign up.

If you can let people know that they’re going to get something valuable by attending; and you are an expert in the field, you are definitely going to get twice as many people signing up. And don’t forget to promote the fact that it’s free!

**\*Stay Tuned For Our Next E-Mail:**Generate Social Media Groups Traffic!

Here's To Your Success!  
**The GWC Team**

Day 129) Generate Social Media Groups Traffic!

Hi {First\_Name}!

Today we’re going to discuss, how you can [Use Social Networking Groups To Drive Traffic To Your Website.](https://www.rapiventas.net/globalonlinesales/ptrama/)

You Know What Social Media Is, but did you know there are actually many Social Networking Groups out there; for almost every Social Media Platform and covering almost every topic imaginable?

People build communities around even the most eclectic of interests; so if you look long enough, you will find something in your industry on every Social Media Website that you have an account at.

However, don’t let the lack of one, stop you. Even if you don’t have an account or don’t usually use Social Networking Sites; and you find that there is a Group there, that fits your topic, go ahead and sign up for that Social Media Platform and start using it!

These Groups are invaluable; when it comes to [Driving Traffic To Your Website,](https://www.rapiventas.net/globalonlinesales/ptrama/) because not only will people come and visit your website, from encountering you within The Group; they will also send people over to your website, if they consider you an expert and the content on your website or products, will solve a problem for them.

**Starting Your Own Group**

If There Isn’t A Group In Your Social Media Circles; for the industry that you are in, don’t be afraid to [Start One Of Your Own!](https://rapiventas.net/globalonlinesales/smss/)

In fact, since your goal is to be looked at, as an expert in this industry; so that people will want to come to your website, starting a Facebook Group or Group on some other Social Media Platform, could be one of the best things that you can do.

Once You Create The Group And Post About It; You’ll Soon Have A Sizable Following And Traffic Coming To Your Site.

**Benefits Of Joining And Participating In Social Media Groups**

[There Are A Lot Of Benefits On Being Part Of A Social Media Group,](https://rapiventas.net/globalonlinesales/smss/) that's built around your topic or industry.

You'll Have The Visibility That Comes With Being A Member And Having Your Website Information On Your Bio Or Anyplace, Within Group Posts; where they allow you to place a link to your website.

If you can answer questions about the industry and give people good advice; you will quickly build up a reputation as an expert in the field.

This will make even more people want to ask you questions and get advice from you; enticing people to check you out outside of the group setting; which means they will be going to your website.

But building a reputation as an expert in that industry doesn’t just apply to The Facebook Group or whatever Social Media Group you are part of.

Once people know your name and recognize you as an expert; you'll be able to write articles and posts on other websites and forums; where people might already be aware of your expertise.

This means, that you will have an easier time getting a foot on the door at other endeavors; which you might be working on.

When it comes to Guest Posting, you'll have a definite advantage from your participation in Social Media Groups, within your industry.

Not only can you use your membership to convince people to allow you to Guest Post On Their Blog; you’ll probably be able to find people, within your own group; which will allow you to Guest Post, in return for a link.

They'll Be Happy To Recomend Your Expertise On Their Blog; if they consider you a knowledgeable enogh person.

**Social Media Groups Give You Clout & Followers**

When you are part of a Social Media Group around a particular industry and [You Begin To Build A Reputation As An Expert,](https://rapiventas.net/globalonlinesales/malapro/) people start to listen to your opinions.

This means that You Can Make Product Recommendations and Give Advice; [Which May Result In You Being Able To Earn Affiliate Commissions](https://www.rapiventas.net/globalonlinesales/amwtmi/) or other rewards.

However, this is a great responsibility; so you want to be careful to only promote things that you are sure are valuable to those you are influencing.

You will lose all of your credibility; if you begin to promote items that are worthless, just to make money from your followers.

Speaking Of Followers, You’ll Be Able To Increase Your Following In A Huge Amount, By Joining These Groups.

For Example: If you're part of a Facebook Group, people are going to want to follow you on your Facebook Account; if they like what your posting.

No matter what your Social Media Platform; if it has a Group, you have a chance of Gaining Followers and not just on that Social Networking Site, but also on The Major Social Networking Sites where they can find you.

[If They Stumble Upon Your Account On Twitter;](https://rapiventas.net/globalonlinesales/tc) they’ll follow you, because they know you from The Facebook Group.

There is no doubt that Facebook and other Social Media Groups have enormous benefits; for someone who is looking to market their website, without spending any money.

These groups are free to join and only require an investment of your time and expertise to pay dividends.

**\*Stay Tuned For Our Next E-Mail:**What Is YouTube Traffic Arbitrage?

Here's To Your Success!  
**The GWC Team**

Day 131) What Is YouTube Traffic Arbitrage?

Hi {First\_Name}!

[Another Method You Can Use To Drive Traffic To Your Website Is To Make Videos For The Popular Sharing Website; YouTube.](https://globalwebcorp.wordpress.com/portfolio-2/)

YouTube Sees 2.1 Billion Users Every Single Month; 42.9% of The Online Global Population Are YouTube Monthly Active Users. So posting a video on YouTube almost guarantees that it will be seen; as long as you use The Right Keywords.

We’ll Explore The Process Of Making A Video – and making it professionaly enough, to [Drive Traffic To Your Site;](https://rapiventas.net/globalonlinesales/ptrama) As Well As The Process Of Choosing Keywords And Getting It Published On YouTube.

Let's find out more {First\_Name}.

**Step One: Making The Video**

The first thing you’re going to have to do, is make the video. What kind of video should you make?

You can make whatever kind of video you want; but keep in mind that your goal is to get people to watch the entire thing; wanting to know more afterwards.

You want them to read the description and look for a link; then leave The YouTube Site, to come to your own website.

So, this could be a How-To-Video. [These Types Of Videos Are Quite Popular On YouTube And They Are Made To Drive Traffic To Your Website;](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) because if you give them almost all of the information that they need with the video, and then promise them the rest if they go to your website; it will drive instant traffic to your site.

You don’t want to make a video to simply promote your business, because people aren’t going to want to watch it in the first place; nor are they going to want to come to your website afterwards.

But if you can make a funny, awesome video that evokes emotion and features your business as part of it; then you’ll be able to [Get YouTube Views And Traffic To Your Website;](https://globalwebcorp.wordpress.com/portfolio-2/) as well as shares.

If you’re going to stick to the methods of driving traffic, without any money spent; you’re gonna have to create the video yourself. However, [There Are Websites Which Allow You To Outsource Video Production.](https://www.globalwebsitescorporation.com/contactus/index5.html) If you have to go D.I.Y., making a video isn’t too difficult. You might find that you have a talent for it!

**Step Two: Researching Your Keywords**

You Must Research The Keywords You Will Use; in The Title and Tag Sections of Your YouTube Video.

Your first task, is to determine whether anyone is actually searching for The Keywords you’ve chosen. Obviously, with Keywords like "money" or "investing"; you don’t have to check if anyone is searching them; you know that millions of people are using these Search Terms.

But there is no way that you can compete for these Search Terms on YouTube; without many years of hard work, so what you’re looking for in your Search Terms is, that at least they are getting searches and are much easier to compete for on YouTube.

You want to use The Adwords Keyword Planner, because it is The Number One Tool for finding out what kind of usage a Search Term actually gets.

Type In Your Search Terms And See The Estimate Of Monthly Traffic That A Search Term Generates. This will give you an idea, as to what is popular when it comes to Keywords and what is not.

Go For The Low-Hanging Fruit

One trick is to go for the “Low-Hanging Fruit”. This means intentionally going for Keywords to get a very specific group of people to take action.

The Advantage of Going for The Low-Hanging Fruit, is that You’ll Capture A More Targeted Audience And Get Ranked Easier On YouTube. If you were to go for a broader term such as “weight loss”; it would be nearly impossible to rank for.

You won’t get as many people searching for Longer Tail Keywords; but at least you’ll gain higher quality viewers. This is where you can “rinse and repeat” this method.

**Step Three: Publishing Your Video**

Finally, your last step would be publishing your video. There are many different ways you can do this and one of the easiest, is to publish it directly from your video editing program.

Of course, instead you could just publish it directly on YouTube. You’ll need to have exported it from your video editing program or uploaded it from your camera; if you didn’t do any editing.

It will need to fit certain specifications; like having the right file format, following YouTube’s Size Guidelines and Other Considerations.

You can find out exactly what YouTube requires when you upload a video; by going to your YouTube Page and clicking "Upload".

Once you have your video uploaded; you can create the title and set your tags. Then, you can go ahead and publish it. [It Will Be On YouTube And Driving Traffic To Your Website Shortly.](https://rapiventas.net/globalonlinesales/ptrama/)

**\*Stay Tuned For Our Next E-Mail:**Use Content Marketing To Generate Long-Term Traffic!

Here's To Your Success!  
**The GWC Team**

Day 133) Use Content Marketing To Generate Long-Term Traffic!

Hi there {First\_Name}!

Another Powerful Tool in Affiliate Marketing is Content Marketing. [Content Marketing Essentially Means Creating A Website Or Blog,](https://rapiventas.net/globalonlinesales/wp24h/) rising in prominence and then using that, in order to sell your product.

The great thing about Content Marketing is that it works so well; in tandem with numerous other Sales Techniques. [Content Marketing is Highly Compatible with Having a Landing Page](https://www.globalwebsitescorporation.com/index5.html) and in fact; often the objective of Content Marketing will be to send people to your Landing Page.

[Content Marketing's Broader Objective; Is To Turn You Into A Trusted Expert In Your Niche.](https://www.rapiventas.net/globalonlinesales/nebp/) In the business, this is referred to as being a "Thought Leader" or an "Authority".

This way, when you recommend a product; people will be more likely to listen to what you have to say and buy the product/s you suggest to them. So how do you go about using Content Marketing?

Let's dig in a bit deeper shall we {First\_Name}?

**How To Get Started With Content Marketing**

[To Start; You Need A Blog, Where You'll Publish Your Posts And Let People Know About Your Business.](https://rapiventas.net/globalonlinesales/wp24h/)

At the same time, you can [Combine This With A Strong Social Media Presence,](https://rapiventas.net/globalonlinesales/smss/) heavy branding and maybe even a YouTube Channel; such that your audience can get to know you.

[Being Successful At This, Is Largely About Posting Regularly; while Offering Real Value To Your Readers.](https://globalwebcorp.wordpress.com/) Don't try and sell right away; instead [Spend Your Time Building Up Trust And Respect In Your Niche.](https://rapiventas.net/globalonlinesales/nebp)

Every time you publish a blog post, you should ask yourself:

* Is this something you would read?
* Is it comprehensive, engaging and unique enough to stand out from all the other posts in this niche?
* Does it make you look, like you really know your stuff?

[Spend Time Designing Your Logo And Website](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) and then work to ensure you are creating a consistent vision; establishing yourself on the net.

This might all sound like a lot of work and you might find the idea of becoming a "Thought Leader" to be nerve-wracking. However, it is very much worth it!

The main reason for this, is that [When You Become An Authority In Your Niche,](https://www.rapiventas.net/globalonlinesales/nebp/) you will not only be able to sell the one product – but really any product that you subsequently want to sell.

You'll have a direct "Route To Market"; letting you directly reach thousands of buyers who will always be happy and willing to take your advice.

[This Is The Strategy That Most Affiliate Marketers Use To Become Truly Wealthy;](https://www.rapiventas.net/globalonlinesales/amwtmi/) but it does take a little longer. You do need to think carefully about the quality of the products you recommend.

If you promote a very substandard product too forcefully; you will lose the respect of your buyers and ultimately; they'll be less likely to consider your future recommendations.

**Promoting Your Blog**

[Running A Highly Successful Blog Is Essentially A License To Print Money;](https://rapiventas.net/globalonlinesales/wp24h/) but getting there, takes a lot of hard work and dedication.

This is not a case of "build it and they will come" – but rather something you need to work hard at; if you want to be successful at it.

Even if you post the best quality content to your blog on a regular basis; if no one knows it's there; then it's not going to generate as much revenue as expected. So how do you get the word out?

Let's dig in a bit deeper shall we {First\_Name}?

**Social Media**

[One Option Is To Use Social Media and Social Bookmarking Sites.](https://www.rapiventas.net/globalonlinesales/smss/) Over time, you can use Social Media Synergy in order to build up a large following and in the future; you'll be able to use that to instantly reach a huge selection of people.

In the short term though; to get those initial viewers, it makes a lot of sense to use Social Bookmarking Sites. These are sites like Reddit and Digg; where people share their favorite sites. You can also try posting to Groups and Communities.

The Reason This Is So Effective, Is That It Allows You To Communicate To A Captive Audience; all of whom have a shared interest in your specific subject.

Thus, you can gain a massive amount of shares and reads almost immediately; as long as the title of your blog post is enticing enough.

Head to the Reddit Fitness Page, and post an article on "How To Get Great Abs" and you'll get "downvoted" to a bad extent!

On the other hand, if you post something that sounds more unique and more interesting, like: "New Study On The Best Training, To Gain Superhuman Strength"; you can potentially get thousands of views overnight!

If You've Incorporated Your Social Media Into Your Site; this can in turn, help you [Build A Large Amount Of Twitter Followers](https://rapiventas.net/globalonlinesales/tc)[,](https://www.globalwebsitescorporation.com/ourservices/index.html) Facebook "Likes", YouTube Subscribers, etc..

**Influencer Marketing**

[Influencer Marketing is another form of Social Media Marketing that is Incredibly Effective,](https://rapiventas.net/globalonlinesales/malapro/) when used correctly.

Essentially, This Type of Marketing allows you to leapfrog the competition; get more quickly to the point where you're reaching a much larger audience and influencing them more.

How does this work? Simply by Taking Advantage of The Ground Work that other Marketers have already done!

Influencer Marketing means finding someone in your Niche; who already has a lot of Influence (An Influencer), then contacting them and requesting that they broadcast a message on your behalf.

You might have to pay them to do this, or you might have to create content specifically designed for them to share; or you might have to agree to do each other the same favor, thereby sharing your existing audiences. This Technique can be Immensely Powerful when used correctly.

**S.E.O.**

At the same time, [You Should Be Using S.E.O.;](https://www.globalwebsitescorporation.com/contactus/index5.html) to try and further your efforts in promoting yourself online. S.E.O. stands for "Search Engine Optimization" and It Essentially Means Managing Your Content, Your Website and Your Marketing; in such a way that It Will Enhance Your Site's Visibility on Search Engines.

In the past, S.E.O. was very simple and all it really entailed was creating lots of content with your "Keywords" (The Search Terms) in it; generating as many links to your website as possible (With The Keywords As Your Anchor Text).

Over time though, Search Engines have evolved and have become much smarter.

A lot of Internet Marketers were using S.E.O. to manipulate their position on Search Engines; and this resulted in them having to update their algorithms.

Now, Search Engines have become more sensitive to anything that looks like Obvious S.E.O.; and instead, the only way to reliably climb the ranks on Search Engines, is to [Update Your Site Regularly With High Quality Content](https://globalwebcorp.wordpress.com/) and using natural language to do so.

At the same time, you still want to gather inbound links; but they should be a wide range of varied, different links, from different sources and that are written differently.

As such, Content Marketing and S.E.O. are largely inseparable these days. Good Content Marketing and Good S.E.O., involve populating your site with lots of very high quality posts.

At the same time, if you do this well, it will encourage people to share your content and link to it; out of their own free will. Great quality content that encourages sharing is what's called "Link Bait".

**Guest Posting**

One More Strategy That Works Well For S.E.O. – as long as you don't overdo it – is Guest Posting.

Guest Posting essentially means that you are writing a post for a blog, other than your own and offering them to publish it free of charge.

As a result, they get more content for their site and this helps them to provide their visitors with more value.

But of course you aren't just doing this out of the kindness of your heart; in exchange you should ask them to include a link back to your website, along with some description about who you are (this is called: An Author Box).

This way, they get free content and [You Get A Link From A Well-Known Blog And An Authority!](https://www.rapiventas.net/globalonlinesales/ba)

**E-Mail Marketing**

E-Mail Marketing Can Be Used As A Supplement To Content Marketing; as a separate endeavor, or a bit of both.

Of course [The Whole Idea Behind E-Mail Marketing is to Create A Mailing List](https://rapiventas.net/globalonlinesales/lila) of people; who have shared their e-mail with you, because they want to hear about your products, services and deals.

From there, you can provide them with Newsletters and Value; directly to their inboxes, or you can sell to them, by [Promoting Your Best Products & Services As An Affiliate.](https://rapiventas.net/globalonlinesales/amwtmi)

The links will work the exact same way; directly through e-mails. The process either way, is a very personal and direct way to influence your audience.

[The First Step In E-Mail Marketing, is to Build An Audience.](https://rapiventas.net/globalonlinesales/lila) Interestingly enough, you can do this in the very same ways you might [Generate Sales For An Affiliate Product.](https://rapiventas.net/globalonlinesales/amwtmi)

[For Instance, A Landing Page Can Be Geared Up To Generate E-Mails And Leads;](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp) this is when it's normally called a "Squeeze Page" or "Opt-In Page".

You can also aid this process by incentivizing your audience to sign up. [You Can Do This, By Giving Away A Free E-Book, or A Discount On Your Product.](https://www.rapiventas.net/globalonlinesales/emme/)

Either way, this means that they get more value; simply by providing their e-mail address, which many people will view as a good deal!

**\*Stay Tuned For Our Next E-Mail:**Use Persuasive Writing To Make More Sales!

Here's To Your Success!  
***The GWC Team***

Day 135) Use Persuasive Writing To Make More Sales!

Hi {First\_Name}!

For Content Marketing, [Sales Pages](https://www.globalwebsitescorporation.com/index5.html) And [E-Mail Marketing,](https://go.e1ulife.com/home?fpr=jose77) "Persuasive Writing" Is An Absolute Must; and when you get it right, you'll be able to sell like a Jedi!

Let's go over some of the tenants of good "Persuasive Writing" shall we?

**Grabbing Attention**

Your First Goal With "Persuasive Writing", Is To Grab Attention. This is actually a big challenge these days; seeing that everyone is in such a hurry and so used to being over stimulated by adverts, sales scripts, movies and more.

In other words, there are millions of things screaming for our attention at any given time; products or services promising to "Solve All Our Problems!".

This Is Why, A Good Way To Start Your Sales Script, Is With A Short Statement; ideally something bold or maybe a question to your audience.

When you do this, your audience will immediately be "Pulled Into Your Zone".

Another Strategy Is To Leverage On The Curiosity Of Your Audience – [Start Your Script With Something Unusual;](https://rapiventas.net/globalonlinesales/becw/) so people are surprised and keen to read on, to see where you're going with it.

What you mustn't do, is start with a long waffling introduction. Think: "BAM I'm Here!"; and then let the rest fall into place.

**Use Questions**

Why Are Questions A Good Way To Win Over Your Audience? Mainly Because They're Naturally Engaging.

When we read a rhetorical question, it doesn't only feel as though someone is talking directly to us; but it also forces us to stop and reflect on what's being asked.

This Way, We Are Now Engaged With The Information; Rather Than Just Passively Taking It In!

**Use Short Statements And Paragraphs**

Just as you want to start with a short, abrupt statement; you should also aim to do this throughout the rest of your text, and then move on to the next line.

Why? Because it adds to the drama of what you're saying. But Better Yet; It Encourages Your Audience To Keep Scrolling Down!

In General, You Want To Avoid Any Long Paragraphs; which only have the effect of putting your audience to sleep {First\_Name}!

Bear in mind that most of us don't read thoroughly anymore – we tend instead to simply "skim read"; so you need to organize your text in such a way that this can work well.

**Use Headers**

Also Conducive To Skim Reading Is The Use Of Headers. Headers are important because they let us jump to particular sections of the text.

When Used Correctly; Your Headers Should Provide The Whole Story and sufficient incentive, for your audience to want to buy your products.

**Have A Narrative**

Another Way To Engage Your Audience, and to ensure they don't leave before they've reached the end of the page; is to Use A Narrative Thread Throughout The Text.

In Other Words; Your Text Must Be Based Around A Story From Your Perspective (first person).

So if you're trying to sell a book on "Making Money Online", you might start with the sentence:

"Only a few months ago I was really struggling with money"... Or maybe: "Want To Know How I Just Made $1,000 Overnight?".

This works for a number of reasons. For Starters, It Allows Us To Imagine Ourselves In The Narrator's Shoes; Which Increases The "Desire Factor". At the same time, this strategy also makes it very hard to stop reading.

That's because we almost always want to finish stories to find out what happens at the end – we have evolved to listen to stories and wait until the end of the narrative; this can be used to the seller's advantage.

Even if they're not interested in what you have to say, they might want to know how the story ends!

**Fears**

Using The Narrative "First Person"; Allows Your Readers To Step Into Your Shoes; And That Makes You Relatable!

This is a great start. One thing you want to do with that; is to voice their concerns and allay any fears they might have.

So in the case of a "get great abs tomorrow" diet; the fear is of course, that the diet is dangerous or that it's a fad.

You can put these concerns to rest with the first person narrative by saying:

"Of course I was worried this was just another scam like all the rest – maybe even dangerous – but nope, this time things were different!".

**Think Of The Value Proposition**

Most Important Of All Though, Is To Think About Your "Value Proposition". This Is Basically Where The Value Lies In What You're Selling – how your product or service will tangibly improve the life of the person buying it!

The old saying goes that you sell "warm heads" rather than hats. In other words, The Readers Only Care About How The Product Benefits Them!

And When You Outline This; You Get Them To Visualize Their Life After Purchasing Your Product.

If it's a product that will make them money; then Get Them To Imagine All The Trappings Of That Lifestyle: Travel, Toys, Big Houses, Yachts, Private Planes… You Name It!

**Think: A.I.D.A.**

As For Your Basic Structure; Your Main Objective Is To Ensure That Your Audience Knows What You're Selling. Remember, they most likely won't have heard of your product before – so don't leap straight into the pitch.

"A.I.D.A." stands for: "Awareness, Interest, Desire, Action"; and it's a good outline for the flow of your sales pitch.

**Use Authority And Social Cues**

You Can [Encourage People To Want To Buy Your Product, By Combining Authority Sources And Social Cues.](https://rapiventas.net/globalonlinesales/smss/)

For Instance: Tell Your Audience that your product is backed by science (don't lie – find a study!), find a trust worthy testimonial and get testimony from previous customers.

You have a very clear ulterior motive – so let them hear from someone who doesn't!

**Likeability**

Throughout it all; try to make yourself as likeable as possible. Countless Studies Show Us; that the more likeable we are, the more able to persuade we'll be.

**Add Time Pressure And Scarcity**

If you've employed all these methods, then you should have a scenario where people are excited for your product and how it can help them to change their lives.

But In Order To "Seal The Deal"; you need them to put their money where their mouth is... and this is the hardest part!

The Key Is To Get Your Buyers To Act Impulsively; and not to go and "think about the proposal".

Most Of Our Purchases Are Made On A Whim Or Impulse; And Based On Emotion Rather Than Logic. If they give us some space to think about it; we most certainly won't come back.

It's Now Or Never; so you need to get them to act fast! You Can Do This By Using "Time Pressure" And "Scarcity".

Time Pressure Means: [Saying They Have Only "X" Amount Of Time To Buy Your Product.](https://www.rapiventas.net/globalonlinesales/mlabp/#order)

This Is Super Effective; Because It Simultaneously Introduces Scarcity – Meaning There Are Fewer Versions Of Your Product In The Market!

This Is Great; Because "Scarcity" = Value!

**\*Stay Tuned For Our Next E-Mail:**What Makes You An Affiliate Marketer?

Here's To Your Success!  
**The GWC Team**

Day 137) What Makes You An Affiliate Marketer?

Hello {First\_Name}!

If you look at Affiliate Marketing from someone who's Launching a Product, it’s a huge bargain. A Product Vendor doesn’t need to pay The Affiliate any money upfront whatsoever; because Affiliates will only be paid a commission based on every sale they make!

This means that there's no risk in The Vendor losing any money, because even if The Affiliate Marketer fails to make any sales, then he/she just won’t get a commission!

What Is An Affiliate Marketer?

[Affiliate Marketers Are Sales Agents Who Can Help Promote Your Products Online, In Exchange Of A Commission.](https://www.rapiventas.net/globalonlinesales/amwtmi/)

Because Affiliates Are So Integral To A Product Launch’s Success, having a Vast Network of Affiliates; more or less guarantees a giant increase in your revenue.

Through A Network Of Affiliate Marketers; a Product Launch can reach an audience base of thousands! And finding Affiliates aren’t that hard either.

[If Your Product Is Listed In An Online Marketplace Like ClickBank,](https://rapiventas.net/globalonlinesales/sapocb/) JVZoo or Warrior Plus and You Offer An Attractive Commission; The Community Of Affiliate Marketers On These Affiliate Networks, would be more than happy to promote your product. Of Course, it’s better if you actively search for Affiliate Marketers yourself!

**Endorsements**

[If You Have Big Name Joint Venture Partners, Get Them To Endorse Your Product.](https://rapiventas.net/globalonlinesales/bnmrem/) Endorsements from industry professionals and experts can give you an edge in The Product Launch Game.

You Could Also Compile A Video Of Their Endorsements; Which You Can Slide Into Your Landing Pages, Squeeze Pages, Sales Letters And Promotional E-Mails.

Being Vouched For By A Popular Industry Expert, Makes It A Lot Easier For Your Prospects To Trust You And Purchase Your Products. Endorsements are also a great way for you to really grow your Network of Affiliates.

Being Endorsed By The Big Players, Helps You Improve Your Social And Professional Standing; So Affiliate Marketers Will Naturally Be More Inclined To Promote Your Products.

Similar To Testimonials; Endorsements From Professionals Help To Build On Your Status And Credibility. But, Actually, Endorsements Carry More Weight When It Comes To Nailing Down Affiliates.

When You Can Grow Your Affiliate Network; Your Product Launch Will Gain Much More Visibility.

Remember That The More Influence A Person Has; The More Valuable Will Their Endorsement Of Your Product Launch Be.

**Target Relevant Lists (Niche)**

When you collect e-mail addresses, you will usually separate and categorize your leads into different lists.

One Of The Most Common Ways To [Categorize Your List Is By Grouping Them According To Their Niche](https://www.rapiventas.net/globalonlinesales/nebp/) Or Labeling Your List With Your Product Name.

Depending on how detailed you want to go, you can spend a lot of time organizing your target groups into relevant lists.

[When You Create A Product Launch, You Will Need To Send Promotional E-Mails To Your Current List Of Leads.](https://rapiventas.net/globalonlinesales/mlabp)

However, you might want to make sure that you only target the right list – the list that would be interested in your current offer.

For Example: Let’s Say You Are Doing A Product Launch For The Internet Marketing Niche. [You Have 2 Lists Currently Active; 1 Full Of Leads From A Previous IM Product,](https://rapiventas.net/globalonlinesales/imbm/) and another list that you gathered while Launching A Personal Development E-Book.

You Shouldn't Promote Your Current Product Launch To The Personal Development List; Even If You Think It’s Worth Trying. Yes, you might gain a few extra sales, but at what cost?

If a majority of people are subscribed to your mailing list, because they are into Personal Development; how do you think they would feel, if they suddenly received an e-mail on Internet Marketing?

They might take your e-mail as spam and unsubscribe from your list altogether; which will surely be a loss the next time you create a Personal Development Product.

This Is Why It’s Better For You To Only Target Relevant Lists With Your Product Launch.

**\*Stay Tuned For Our Next E-Mail:** Schedule Your Promotional E-Mails.

Here’s To Your Success!  
***The GWC Team***

Day 138) Schedule Your Promotional E-Mails.

Hello {First\_Name}!

Promotional E-Mails are what you use to Promote Your Launch to your Mailing List. It’s the easiest way to [Tap Into Your Leads And Generate Sales;](https://www.rapiventas.net/globalonlinesales/lga/) provided that your list has already been effectively built up.

[Scheduling your Promotional E-Mails ahead of time; can greatly Help Increase The Effectiveness of Your E-Mail Marketing Strategy,](https://go.e1ulife.com/home?fpr=jose77) which will then Increase your Profits.

**Schedule Your Promotional E-Mails**

[Usually for a Product Launch, you would want to Send Out Teaser E-Mails First.](https://www.rapiventas.net/globalonlinesales/mlabp/) Teaser E-Mails are mainly a way to Create Curiosity and Interest within your Mailing List.

[The Way You Craft These E-Mails Is Very Important;](https://www.rapiventas.net/globalonlinesales/lila/) as you want to let your prospects know, that something big is coming their way in the near future; without saying exactly what it is.

You want to give lots of hints, without being too obvious or giving away too much – this is to pique their curiosity and also build suspense.

For your first Teaser E-Mail; you can expect to start sending it out, a couple of weeks or at least a week before your Projected Launch Date.

Some people choose to send out two or three Teaser E-Mails during the Pre-Launch Period, so plan your schedule ahead of time. You want to space them out a bit and schedule them at the right time. This is so that you can steadily build hype among your prospects.

**Split Test**

Split Testing is a method of conducting a controlled, randomized experiment; With The Goal of Improving The Metrics of A Website, such as Clicks, Conversion Rates and Purchase Rates.

This is what Internet Marketers will usually do to improve their Sales Page. When The Clicks or Conversion Rates to your page become stagnant after some time; you can Conduct Split Tests to Improve Your Sales Page and breathe new life into it.

Here Are Some Factors You Can Test To Improve Your Sales Page:

**1. Color Scheme**

You Can Test The Color Scheme of Your Sales Page. You may not have noticed this before, but It Does Affect The Conversion Rates of Your Sales Page. This is a vital factor; which some Internet Marketers might overlook.

For instance, let’s discuss the color of your "buy button". Did you know that researchers have found that the most converting color scheme for a "buy button" is actually orange?

[According to the results, "buy buttons" that are orange; tend to Work Best For Sales Pages, as They Can Greatly Increase Purchase Rates.](https://www.rapiventas.net/)

[This Can Be Applied To Your "Sign Up Button" In Your Squeeze Page As Well.](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp) The Orange Color, is more likely to catch the attention of your visitors. You can conduct a Split Test on this as well; and verify the results for yourself.

Try one Sales Page with an Orange "buy button" and another one with a green "buy button", for example.

**2. Sales Letter Formats**

You can also conduct a Split Test with the format of your Sales Letter.

There Are 3 Types of Sales Letter Formats:

* [Pure Copy](https://www.rapiventas.net/globalonlinesales/becw/)
* Pure Video
* Hybrid

**a. The First Type** is a Sales Letter that contains only Text or Copy in The Sales Page. This type of Sales Letter is usually used when there are a lot of Testimonials and Endorsements from The Clients and JV Partners.

**b. The Second Type** is a Video Sales Letter. When Visitors arrive at your Sales Page, all that they can see is just a Video.

This Video tells the story and sells your product. The duration of the video can be anywhere from 10 minutes to a whole hour.

**c. Lastly**, a Hybrid Sales Letter is the combination of a Pure Copy and a Pure Video Sales Letter. This has become commonly used in Online Businesses.

Nowadays, people run on a very tight schedule, and they don't have time to read all the text in your Sales Page.

[Hence, Marketers Use Video To Sell.](https://www.globalwebcorp.com/overview-9084) And for people who don’t have the time to sit through your video; can always skim through your copy.

You Can Conduct A Split Test to see which of these three formats increases your Conversion Rate the most!

**\*Stay Tuned For Our Next E-Mail:** Create The Headline Of Your Sales Letter!

Here’s To Your Success!  
***The GWC Team***

Day 140) Create The Headline Of Your Sales Letter!

Hi there {First\_Name}!

The Headline Of Your Sales Letter Is The First Thing Your Visitors Will See; Right After Your Sales Page Has Loaded. Hence; A Headline That Stirs Up Their Desire To Buy Your Product Is Really Important.

**Create The Headline Of Your Sales Letter**

[A Successful Headline Copy Keeps Visitors On Your Page;](https://www.rapiventas.net/globalonlinesales/becw/) whereas a Dull Headline will not make them stay on the page and they will likely just move on to something else.

Sometimes, it's the choice of words you use in The Headline. [This Might Involve Some Copy Writing Techniques;](https://www.rapiventas.net/globalonlinesales/becw/) which is something that you will need to brush up on.

You should try tweaking a few words from your Headline to conduct a Split Test. You’ll Need To Keep Track Of Your Conversion Rate On The Different Versions Of Your Sales Pages; to find out which Headline works best.

You’ll Be Surprised At How Just A Small Tweak Can Make A Huge Difference To Your Conversion Rate.

**Product Price**

It's worth your time to test out the price of your product. [The Split Test For The Product Price Can Even Be Done On The Day Of Your Product Launch.](https://www.rapiventas.net/globalonlinesales/mlabp/)

It Goes Without Saying, That The Price Of Your Product And Bonuses; Are The Biggest Factors That Affect Your Prospect’s Decision.

Whether they'll click on the "buy button" or the "no thanks button"; depends very heavily on your Product's Price. To conduct a Split Test, you'll want to Create 2 Sales Pages With Different Prices.

Divide your list into 2 groups and each group with a different link. You must take note of this; because you wouldn't want them to see the other page with a lower or higher price. The results of this Split Test can even be used as reference for Your Next Launch.

**Sales Videos**

Last but not least, you can [Conduct A Split Test On Your Sales Video](https://e1ulife.com/lead/sales2/?jal) as well. If you are using a Sales Video in your Sales Page, it's really crucial that it's done correctly; as it will be doing most of the selling for you.

The Main Elements You Must Test In Your Sales Video Is The Beginning And The Ending of it.

The Beginning Of The Video, Is The First Impression You Are Going To Present To Your Visitors. As you already know, First Impressions Can Make Or Break A Product Launch.

Prepare 2 Different Versions Of Your Sales Video And Test Them Out; To See Which One Converts Better.

As The Beginning Serves To Present An Encouraging First Impression; The Ending Will Serve As A Call-To-Action.

[A Strong Call-To-Action Can Generate Massive Numbers Of Sales;](https://www.rapiventas.net/globalonlinesales/mlabp/#order) so don't overlook this when you conduct your Split Test.

**\*Stay Tuned For Our Next E-Mail:**Leverage On S.E.O.!

Here’s To Your Success!  
***The GWC Team***

Day 142) Leverage On S.E.O.!

Hello {First\_Name}!

Knowing how to configure and tweak your S.E.O. is a really handy tool to have during a Product Launch. S.E.O., or Search Engine Optimization; can make it easy for people to come across your Sales Page, while Searching for Related Keywords.

By configuring your S.E.O., you are giving yourself access to many new leads; which you might have never found otherwise.

[S.E.O. Can Greatly Increase Your Sales Page Traffic;](https://www.globalwebsitescorporation.com/contactus/index5.html) therefore boosting your sales as well! That’s why you see the term S.E.O. used so much when it comes to Online Marketing and Businesses – it is truly one of those skills that's too valuable to overlook.

If you get your S.E.O. done just right, you can look at multiplying your current profits; without having to move away from your keyboard. [When Launching A New Product, It’s Important That You Ensure That Your Product Has A Strong Online Presence.](https://www.rapiventas.net/globalonlinesales/mlabp)

[This Can Be Achieved By Mastering The Art Of S.E.O..](https://www.globalwebsitescorporation.com/contactus/index5.html) To Properly Configure Your S.E.O., You Need To Take Into Consideration Your Product Name, Sales Page URL, Photo Captions, Sales Letter Content – Basically Anything That You Post Online; Which Is Connected To Your Launch.

It might sound like a lot of work but trust me – the profits will be worth it; and once you get the hang of it; S.E.O. can be completed without a hassle!

**Use Bonuses**

[To Maximize Your Launch Profits,](https://www.rapiventas.net/globalonlinesales/mlabp) you can (and should) offer bonuses in your first Up-Sell Offer. When you’ve successfully convinced them to buy The Front-End Product; you have already put them on a "Buying Trance".

You don't want the "buying trance" to end here; since it has the possibility of snowballing and creating even more profit! This Is Why You Must Ensure That Your First Up-Sell Offer Is A "No-Brainer"; Which Buyers Can't Refuse.

Offering The Up-Sell With Bonuses Will Do The Trick!

Small Reminder: [Make Sure Each Product In Your Sales Funnel Is Congruent With Each Other;](https://rapiventas.net/globalonlinesales/sfbpt) When Drafting The Sales Funnel. The offers should complement one another (this applies to your bonuses as well).

To give you a bigger picture on how important it is to Have Congruent Bonuses Offered With Your Up-Sell; I want you to imagine this scenario:

What would it feel like, if you saw The Sales Page for a product titled [“How To Drive Massive Traffic To Your Website”](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) which offered “Social Media Info-Graphics” as a Bonus?

It feels weird, right? It doesn’t add up to have Social Media Info-Graphics offered; when it doesn’t relate with the main product.

For This Reason, It’s Very Important To Choose Your Bonuses Wisely; So That It Brings You More Profits {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:**Implement Your Visual Aids!

Here’s To Your Success!  
**The GWC Team**

Day 144) Implement Your Visual Aids!

Hi there {First\_Name}!

While words can only carry out limited messages, Visual Aids can do the rest for you. We know that Visual Aids always work better than just texts and numbers; especially when it comes to grabbing attention.

The Implementation Of Visual Aids Can Be A Powerful Element For Your Call-To-Action.

For Instance: You can add a countdown timer at the top of your Sales Page, when you are offering a Limited Time Offer to your subscribers.

The countdown timer serves as a catalyst; to speed up their "decision making time". It creates a sense of urgency; pushing them to make a decision fast, or missing out on the offer!

[Another Example Is "The Discount Technique" Or "Price Slashing Technique".](https://rapiventas.net/globalonlinesales/mlabp/#order) In this case, you will state the original price, slash it off and replace it with the discounted price.

Can You See The Impact Of The Visual Aids In Your Sales Page Now? You Can Conduct A Split Test; To Check Out The Conversion Rate, Between The Sales Page; With And Without The Visual Aids As Well.

**Banner Ads & Social Media**

If You Have An Active Website Or Other Webpages; There’s A Stream Of Traffic You Can Tap Into, By Using Banner Ads.

Banner Ads are a form of Online Advertising. Web Banners are embedded into a web page and serve as advertisements. They Are Intended To Divert Traffic To A Specific Website.

When It Comes To Product Launches; Banner Ads are usually linked to your Sales Page or Sales Letter.

You can also share your banners with your Affiliates; so that they can use them on their own sites and Landing Pages as Tools, to [Promote Your Product Launch.](https://www.rapiventas.net/globalonlinesales/mlabp/)

With Banner Ads, you get to make the most out of The Web Traffic that you and your Joint Venture Partners receive on a daily basis.

As For Social Media, [You Want To Share Your Product Launch Details On Your Social Media Accounts;](https://rapiventas.net/globalonlinesales/smss/) Especially If You Are Connected On These Networks, With [People From The Niche Which Your Product Launch Is Related To.](https://www.rapiventas.net/globalonlinesales/nebp/)

[This Will Help You Get More Affiliates And Boost Sales;](https://www.rapiventas.net/globalonlinesales/amwtmi/) While Adding To Your Overall Credibility.

**\*Stay Tuned For Our Next E-Mail:**Set Up Your Customer Service Helpdesk.

Here’s To Your Success!  
**The GWC Team**

Day 146) Set Up Your Customer Service Helpdesk.

Hello {First\_Name}!

One of the turn downs for customers is the slow response of a Customer Service Helpdesk; or in some cases, the complete lack of a Customer Service Helpdesk. I believe you have experienced this, as a customer as well.

When you desperately need help with something, it can be really frustrating when the response from The Service Helpdesk is slow - especially if you are a customer who has already paid for a product and have some issues or questions on how to use it.

**Set Up Your Customer Service Helpdesk**

So, As A Product Vendor, You Need To Make Sure That You’ve Set Up Your Customer Service Helpdesk Before The Launch.

Just in case any problem occurs with your Launch; there is someone who can assist the customers right away!

Customer Service Helpdesks can help to turn a bad situation into a profit and that is why they should be set up properly.

**Schedule Follow-Up E-Mail Series (During & Post-Launch)**

For Those Who Are Not Familiar With Follow-Up E-Mail Series, they are a series of e-mails that are sent to the subscribers of your respective E-Mail Lists.

The contents of these e-mails can be anything from a newsletter, blog posts, articles or even the latest product offers.

The purpose of these e-mails is to keep your subscribers actively hearing from you; after subscribing to your Mailing List.

It is a good way to keep your list active and you get to constantly engage them; through A Series Of Pre-Planned E-Mails.

[Another Reason To Send Follow-Up E-Mails Is; So That Your Subscribers Don’t Forget You!](https://www.rapiventas.net/globalonlinesales/lila/) They are your subscribers; which means they are most likely interested in any product you might offer them in the future.

But You Can’t Be Quiet And Suddenly Pop Up One Day With An Offer!

You have to keep in touch with them; even when you're not selling to them. It’s all about catering to your fan base; so the more engaged you are with them; the more inclined they will be, to purchase from you when you Launch a New Product or Service.

When It Comes To Your Current Launch; [Scheduling Your Follow-Up E-Mail Series Can Help You Promote Your Other Products To Your New Subscribers.](https://www.rapiventas.net/globalonlinesales/lila/)

[It’s Also A Great Way To Continue Promoting Your Launch And Extra Bonuses To Them; Generating Extra Sales.](https://www.rapiventas.net/globalonlinesales/mlabp)

**\*Stay Tuned For Our Next E-Mail:**Identify Existing Content And Re-Purpose It!

Here’s To Your Success!  
***The GWC Team***

Day 149) Identify Existing Content And Re-Purpose It!

Hello {First\_Name}!

Do you offer downloads on your website? Maybe a White Paper, PowerPoint Presentation, or Spreadsheet?

If not, you’re missing out on an incredible opportunity to [Drive Even More Traffic To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

Once you know your most popular downloads, you can re-purpose that same content as a new blog post.

Google probably won’t rank your PowerPoint high in search results; but if you put all that information in a blog post, you can start getting search engine traffic to it.

**\*Stay Tuned For Our Next E-Mail:** Use Google Suggest To Find High-Traffic Blog Posts.

Here's To Your Success!  
**The GWC Team**

Day 152) Use Google Suggest To Find High-Traffic Blog Posts.

Hi there {First\_Name}!

Looking For More Blog Post Topics That Are Likely To [Generate A Lot Of Traffic?](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

A Quick And Easy Hack For Finding Keywords And Identifying High Traffic Topics, Is By Looking At The Suggestions From Google.

Google Suggest are the recommendations that appear as a drop-down menu, when you type in a Keyword, before hitting “Enter”. These Are Potential Keywords You Can Use In Your Content To Boost Your Rankings.

For Instance: If You Type In The Search Term "Keyword Tool"; Google Will Suggest Topics Like Keyword Tool Chrome Extension. This could be heading you toward what you would want to cover in your blog.

**\*Stay Tuned For Our Next E-Mail:** Look At Related Searches For More Ideas.

Here's To Your Success!  
***The GWC Team***

Day 155) Look At Related Searches For More Ideas.

Hello {First\_Name}!

In Addition To Google Suggest, you can also look at The Related Searches offered by The Search Engine.

When you type in a Search Term and hit enter, scroll to the bottom of the page. You’ll see More Related Searches By Google.

These also Provide Excellent Keyword Ideas; which you can use in your content; for this means that people are searching for these topics. They increase your chances of ranking on Google and will help bring in regular traffic to your site.

Also... Get Ideas From What Your Competitors Are Doing {First\_Name}!

**Do You Want To Stay Ahead Of The Game?** Then why not check, on what your competitors are doing and borrow some ideas?

By looking into what others in the industry are practicing; [You Can Fine-Tune Your S.E.O Practices.](https://www.globalwebsitescorporation.com/contactus/index5.html) Find The Right Keywords And Discover Back-Link Opportunities.

By Using The Analytics Tool, You Will Obtain Instant Information About The Organic Keywords, Traffic, Top-Performing Content, Back-Links, And Much More.

[Next, you can see the topics your competitors are writing about and are generating traffic through.](https://globalwebcorp.wordpress.com/) Using these topics, you can create a post on your website and take a percentage of that traffic to your site.

You Can Also See Your Competitor's Top Organic Keywords Report. By Using These Keywords, You Can Increase Your Website Traffic From Search Engines.

Simply Add Them To Your Existing Pages Or Create New Posts Around Those Keywords {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:**Identify High-Traffic Topics.

Here's To Your Success!  
**The GWC Team**

Day 158) Identify High-Traffic Topics.

Hello {First\_Name}!

[To Truly Drive Massive Website Traffic,](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) Your Content Strategy Needs To Be Tailored To Your Audience. When you create exactly the content they’re looking for; you’ll attract more and more people to your website.

But how do you know exactly what kind of content your audience wants {First\_Name}?

Here Are A Few Smart Marketing Tips To Get You Started:

**1. Laser-Target Your Visitors’ Interests**

One Smart Way To [Increase Your Website Traffic](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) Is By Identifying The Interests Of Your Visitors; and then tailoring your content to those interests. How do you find out your readers’ interests? The easiest way is with Demographics and Interests Reports.

Using Google Analytics You Can Get An Idea Of What People Are Interested On Reading From Your Website's Content. You can then create and promote content that matches the interests of your visitors.

For Example: [If Your Site's Visitors Are Interested In Video Content; A Smart Marketing Trick Would Be To Create Video Content To Add To Your Site.](https://globalwebcorp.wordpress.com/portfolio-2/) To identify more of what your visitors are interested in, you can also look at what the most popular categories and tags on your site are.

Once you know which categories and tags are most popular, you can focus on creating content that works!

**\*Stay Tuned For Our Next E-Mail:** Find Top Landing Pages And Popular Posts To Create Similar Content.

Here's To Your Success!  
**The GWC Team**

Day 160) Find Top Landing Pages And Popular Posts To Create Similar Content.

Hello {First\_Name}!

Another easy trick for Increasing your Website Traffic, is Creating Content similar to what’s already working. We've found that [The Best Way to find out Which Type of Content Drives The Most Traffic is by Looking at Your Top Landing Pages and Popular Post Types.](https://globalwebcorp.wordpress.com/)

Let’s say you have a tech website and you publish all kinds of topics like product reviews of the latest smartphones, tutorials about fixing bugs, and latest news about tech gadgets.

But from the report of top landing pages, you see that product reviews get more traffic than tutorials or news. So, you can create similar content to attract visitors and [Increase Your Website Traffic.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

And if you want to know which type of content works the best, go to your Google Analytics Report and see which type of content your visitors are looking for and you can create similar content for them.

**\*Stay Tuned For Tomorrow's E-Mail:** Create Geo-Targeted Content!

Here's To Your Success!  
**The GWC Team**

Day 161) Create Geo-Targeted Content!

Hi {First\_Name}!

[To Increase Traffic,](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) You Can Start By Looking At The Countries From Where Most Visitors Land On Your Website. By identifying these regions, you can create content and offerings to attract more people to your website!

You Can Find The Location Of Your Website's Visitors, By Looking At Your Google Analytics Report. In The Overview Report, scroll down and you’ll see The Top 10 Countries That Bring In The Most Traffic.

Using The Data From Your Google Analytics Report, You Can Create Content That Appeals To Visitors From Your Top Regions.

For Instance: If you have a food blog, you can create content for users from The United States; like 15 Restaurants To Try When You’re In New York.

[Or If You Write About Web Hosting And Get A Lot Of Visitors From India, You Can Write About The Best Indian Web Hosting Companies.](https://www.globalwebsitescorporation.com/ourproducts/hosting/index.html)

By Writing Posts For Your Specific Audience, You Have A Better Chance Of Attracting Visitors And [Increasing Your Website Traffic](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) {First\_Name}!

**\*Stay Tuned For Our Next E-Mail:**Instantly Attract Visitors Through Push Notifications.

Here's To Your Success!  
***The GWC Team***

Day 163) Instantly Attract Visitors Through Push Notifications.

Hi {First\_Name}!

Push Notifications are clickable messages displayed on your user’s desktop or mobile. [These Are Great Tricks For Bringing Instant Traffic To Your Website.](https://rapiventas.net/globalonlinesales/ptrama/)

These Notifications appear when users are not visiting your website. You don’t even require them to open their browsers. It instantly notifies them of a new post you wrote or an amazing deal on your website.

Since Push Notifications Require Permission From Visitors, it means they’re interested in your website and what you’re offering. So, there is a high chance they’ll click on your Push Notifications.

There are Many Tools that you can use to Run Push Notifications, like OneSignal.

**Run An E-Mail Campaign To Promote New Content**

[E-Mail Marketing Is A Strong Tool To Have In Your Toolkit; To Drive Traffic To Your Website.](https://rapiventas.net/globalonlinesales/ptrama/) E-Mails help you connect with your audience. You can inform them about new products, latest releases, updates, or new content you published.

[You Can Start By Sending Out E-Mails To Your Subscribers.](https://www.rapiventas.net/globalonlinesales/emme/) These are people who opted into your e-mail list or agreed to receive marketing messages from you. So, you have a better chance of getting a good open rate and attracting visitors.

**\*Stay Tuned For Tomorrow's E-Mail:**Plug The Leaks In Your Content.

Here's To Your Success!  
**The GWC Team**

Day 164) Plug The Leaks In Your Content.

Hi {First\_Name}!

Do you know why people leave your website? Some are hitting the back button, for sure; but many others are clicking on External Links to other websites.

Do you know which External Links on your website are getting the most clicks? If you’re using a Google Analytics Tracking Code, you can Automatically Track Your Outbound Links.

This is an incredibly valuable data. When you can see exactly where your visitors are clicking; while browsing your site, you can easily Plug The Leaks.

For Example: A lot of people are leaving your site to watch a video. [What If You Embedded That Video In The Page Itself?](https://globalwebcorp.wordpress.com/portfolio-2/)

You might be thinking – [Sure, This Is A Great Tip, But How Does It Drive Traffic To My Website?](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

This is actually a great way to get more content ideas. Once you know the content that people are looking for; outside your site, you can create a better version on your own site.

Not only will that "Plug Your Leaky Links" and keep Existing Visitors On Your Website, but that [New Content Will also Attract New Visitors To Your Website;](https://globalwebcorp.wordpress.com/) In Addition To Your Existing Audience.

**\*Stay Tuned For Tomorrow's E-Mail:** Optimize Your Content For Google Search Snippets.

Here's To Your Success!  
**The GWC Team**

Day 165) Optimize Your Content For Google Search Snippets.

Hi {First\_Name}!

Another Great Optimization Marketing Trick We Have For You, Is Optimizing Your Content For Google Search Snippets.

A Featured Snippet Is A Search Response Shown At The Top Of A Search Engine Results Page; which contains a summary of the answer taken from the page.

The Results From Featured Snippets Vary, Depending On The Industry And Query; But [Some Research Shows A 10% Increase In Traffic (from 20% to 30%) and a 6% Increase In Click-Through Rates (from 2% to 8%).](https://rapiventas.net/globalonlinesales/ptrama/)

That’s Pretty Amazing! [You Can Optimize For Featured Snippets By Using Keyword Research, S.E.O.;](https://www.globalwebsitescorporation.com/contactus/index5.html) Formatting And Monitoring The Results Over Time.

**Increase Your Website Loading Speed With C.D.N.s**

There is nothing more frustrating than a slow-loading website. It’s a big turn off for your users; if they open your website and it doesn’t load in time. They’re most likely to hit the back button and not recommend your website to others.

That’s why you should use a C.D.N. or Content Delivery Network, To Boost Your Website’s Load Time. A C.D.N. has its Network of Servers and Minimizes The Distance Between Your Users And Your Site’s Server.

It Delivers The Content On Your Website Quickly; To Anyone Trying To Access It. C.D.N.s not only improve user experience but also gives good signals to Search Engines; which means [Improved Rankings And More Traffic!](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

**\*Stay Tuned For Our Next E-Mail:**Focus Your Optimization On The Right Content.

Here's To Your Success!  
***The GWC Team***

Day 167) Focus Your Optimization On The Right Content.

Hello {First\_Name}!

Did You Know That 92% Of All Searchers Only Click On Results From The First Page?

[If You’re Looking For Ways To Grow Your Website Traffic,](https://rapiventas.net/globalonlinesales/ptrama/) you should know that moving from the 2nd page to the 1st; for your target keywords, will make a Huge Difference!

**How Do You Know, What Page Your Content Is Ranking On?**

You Can Use The Google Search Console Report, To See Which Keywords Your Users Use To Find Your Website; And At What Position You Rank For Those Keywords.

From there, you’ll know which pages you should focus on optimizing; in order to [Drive More Traffic To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) To identify The Top Keywords, you can go to Insights » Reports and then click Search Console from the top.

For Each Keyword, you can see The Clicks, Impressions, C.T.R. (Click-Through-Rate) and Average Position. Using The Average Position for Each Keyword, you can see where they are Ranking on Google.

You Can Then Optimize The Lower-Ranking Keywords To [Improve Your Rankings And Boost Your Website’s Traffic.](https://rapiventas.net/globalonlinesales/ptrama/)

Content that’s already ranking on the 2nd page of search results, usually doesn’t take too much work to reach the 1st page – and It Will Get A Lot More Clicks There.

**\*Stay Tuned For Our Next E-Mail:**Drive More Traffic From Your Existing Content.

Here's To Your Success!  
**The GWC Team**

Day 169) Drive More Traffic From Your Existing Content.

Hello {First\_Name}!

Do you have plenty of great content on your blog, but struggle to drive traffic to it?

Optimizing Your Content To Rank High In Search Engines Is A Smart Way To [Drive More Traffic To Your Website;](https://rapiventas.net/globalonlinesales/ptrama) without having to create new content.

Unlike With Paid Ads, Search Engine Traffic Only Grows Over Time. Also, the only investment you will have to make; is the time you put to optimize your existing content.

**Let’s Look At Some Smart Marketing Tricks For Driving More Traffic From Google.**

After Finding New Topic Ideas And Identifying Top Keywords; You Should Optimize Your Existing Pages; So They Rrank Higher On Search Engines.

In The Analytics Report, You Can Find Which Content Pages Have The Best Average Duration, Visits, And Bounce Rate.

Now, scroll down the report and see which content pieces are not doing so well. [Pick These Pages For S.E.O. Optimization.](https://www.globalwebsitescorporation.com/contactus/index5.html)

For Instance: It might suggest Increasing Keyword Density, Outbound Links, Internal Links, Adding Keywords To Your Meta Data, Title And Description, S.E.O. Title Width, And More.

By Analyzing High-Value Pages On Your Website, You Can Improve Their Search Engine Rankings And [Drive More Traffic To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

**\*Stay Tuned For Our Next E-Mail:**What Is Social Commerce?

Here's To Your Success!  
***The GWC Team***

Day 173) What Is Social Commerce?

Hi there {First\_Name}!

As opposed to Social Media Marketing; which redirects a user to a Store’s Webpage, [Social Commerce Allows Shoppers To Make Purchases; Directly From The Social Media Platform](https://rapiventas.net/globalonlinesales/smss/) or via a link, which brings them to a Product Page.

It differs from traditional e-Commerce; in how consumers access products. [Instead of browsing a Store’s Product Catalogue on a Website,](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) Social Commerce uses Social Media Ads to target users, for a specific product; which they can purchase directly on the platform.

**\*Stay Tuned For Tomorrow’s E-Mail:** Implement Social Commerce As Your E-Commerce Strategy!

Here's To Your Success!  
**The GWC Team**

Day 174) Implement Social Commerce As Your E-Commerce Strategy!

Hello {First\_Name}!

Social Media Platforms like [Pinterest,](https://www.pinterest.com/jalemusl/) [Twitter,](https://rapiventas.net/globalonlinesales/tc) [Facebook,](https://www.facebook.com/globalwebsitescorp/) and [Instagram,](https://www.instagram.com/globalwebcorp/) are no longer just a way to post updates and share pictures. Now, they are a way to interact with brands and access products and services quickly and conveniently.

Social Commerce Is a Subset of E-Commerce; in which Online Merchants Sell Products Directly To Consumers, Via Social Media Platforms.

It’s a Booming Sales Channel that’s Forecasted to Double its Revenues in The US between 2023 and 2025; with the average user spending more and more, with each purchase.

Meanwhile; in China, The Total Revenue is expected to show an Annual Growth Rate (CAGR 2022-2027) of 6.65%, Resulting in a Projected Market Volume of US$77.39 Billion by 2027.

**\*Stay Tuned For Tomorrow’s E-Mail:**Bring Social Commerce To Your Business Strategy!

Here's To Your Success!  
**The GWC Team**

Day 175) Bring Social Commerce To Your Business Strategy!

Hello {First\_Name}!

There Are A Lot Of Benefits In Bringing Social Commerce Into Your Business Strategy. Since this trend is growing; Getting On The Social Commerce Bandwagon Now, can help you grow your business well into the future.

**Benefits Of Incorporating Social Commerce Into Your Business Strategy**

* [Marketing Channel Diversification.](https://rapiventas.net/globalonlinesales/malapro/)
* [Using Influencer Marketing And Brand Partnerships.](https://rapiventas.net/globalonlinesales/bnmrem/)
* [Streamlined Purchasing Process.](https://rapiventas.net/globalonlinesales/sybiz/)
* Personalized Shopping Experience.
* The Ability To Make Informed Marketing Decisions Based On Data.
* [New Ways To Grow Your E-Mail Subscription List.](https://rapiventas.net/globalonlinesales/lila)

**\*Stay Tuned For Tomorrow’s E-Mail:** Ready To Incorporate Social Commerce Into Your Business Strategy?

Here's To Your Success!  
**The GWC Team**

Day 176) Ready To Incorporate Social Commerce Into Your Business Strategy?

Hello {First\_Name}?

Are You Ready To Incorporate Social Commerce Into Your Business Strategy?

Let's look at some details, on how to do just that, shall we?

**Research Your Customer**

* You Need To Know What Your Customers’ Needs Are.
* What Channels are they using?
* Where and how are they finding you?
* What Apps or other shopping services are they using?
* What Products are they searching for?

[You Can Know This By Analyzing Past Sales And Social Media Marketing You’ve Done; Or By Surveying Your Customers.](https://www.globalwebsitescorporation.com/index6.html)

**\*Stay Tuned For Our Next E-Mail:** Seal The Deal With Freelance Clients!

Here's To Your Success!  
***The GWC Team***

Day 178) Seal The Deal With Freelance Clients!

Hello again {First\_Name}!

Getting The Best Results On Time and At A Reasonable Price, is what Clients Searching for Freelancers Expect.

For Many Clients, hiring a Freelancer can be something that’s completely foreign to them; so there’s certainly a lot of hesitation involved when seeking remote talent.

Will you be able to deliver their project in time and on their ideal budget? Those are some factors that can make your client step back!

Clients don’t actually know how to hire you; they’re not always aware of the skills that are required to complete the job and most likely, they don’t know the average price of the project.

That’s where you can come in and own the engagement and take the lead on the project; by showing off your value!

Clients don’t want to have to manage you; since that’s something they can have an Agency do for them. They want you to be independent and deliver your offer, the way you proposed it to them.

What you need to do is make it super easy for them to find you and your qualifications!

[Have some sort of Form for Clients to Choose from; Which Offers What They Need, Either On Your Website or Social Media Profile](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) and get them to buy your services and include a link in your Website or Social Media Profile; so they can contact you right away!

Make sure to prepare ahead of time a list of really good questions for them; why do they need you and what are their alternatives?

Send over an Invoice Template or a Full Project Proposal/Statement, that clearly states all the things you can deliver to your client; making it super easy for them to know what they are buying from you. Conduct a great call with excellent questions, and follow up immediately; with either an Invoice or a Proposal.

[If You Freelance For Clients Overseas And Need A Quick And Secure Way To Receive Your Freelance Payments, You Can Always Set Up A Free Account With Fiverr!](https://www.globalwebsitescorporation.com/contactus/index.html)

**\*Stay Tuned For Tomorrow’s E-Mail:**These Are Some Easy Ways To Find More Freelancing Clients.

Here’s To Your Success!  
**The GWC Team**

Day 179) These Are Some Easy Ways To Find More Freelancing Clients.

Hello again {First\_Name}!

Ever wondered where all those Potential Clients are hanging out?

As A Freelancer who consistently scouts for New Gigs and Opportunities, it’s important to know that you don’t always need to chase or hunt down new clients. After all, It’s Your Expertise and Knowledge That They Want!

**I. Do You Need A New Client Everyday? No!**

Working As A Freelancer doesn’t mean that you should be spending hours upon hours seeking for a new client. Instead, You Should Build A Client Base with about 12 solid clients that are always consistently turning to you for help.

**II. Must You Be A Thought Leader?**

Not necessarily. There might be a lot of buzz out there; that [You Should Be Active On Social Media;](https://rapiventas.net/globalonlinesales/smss/) posting every day... but that’s not entirely true.

In fact, some of The Most Successful Freelancers; don’t actually have a very active Social Media Profile, or Personal Brand as many would call it.

That being said, let’s dig deeper to understand where exactly your clients are hanging out, and how they can find you:

* **Existing Clients**

Particularly in Larger Companies and Organizations; Employees typically go around and ask one another if they know a Freelancer who can help them with a specific project.

In this way; an Employee from a specific department, who has already hired you for a previous project, would recommend you.

* **Fellow Freelancers**

You’d be surprised to know, that some of The Most Successful Freelancers don’t encounter the problem of having to look for new clients; they’re actually rejecting them, due to high demand and work overload.

So, what do they do when a client comes to them with a task they can’t deliver 100% of the work for? They look to their Peers; or hire a Sub-Contractor, AKA YOU, to do some Partial Work.

The Original Freelancer Owns The Strategy Of The Project; but then hires you to do about 70-80% of the work.

* **Google**

The Moment Your Potential Prospect Searches on Google for [“Looking To Hire A Freelance Web Designer",](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) they’ll most likely find your profile.

Searching on Google for Freelancers, can also sometimes be more effective than searching on other platforms such as LinkedIn or UpWrok.

So, Now That You Know Where Your Clients Are Hanging Out, Here’s How To Put Everything Into Action:

1. **Over Deliver To Existing Clients**

The type of work you deliver to your existing client, is not what is always important. Rather, it’s how you make them feel when going above and beyond for them.

For Example: Take the initiative and provide them with weekly status updates, or Up-Sell Your Services and offer them help they didn’t even know they needed. Simply put; try to consistently offer your clients that “Wow Experience”.

1. **Build A Strong Network Of Freelancers**

[Branch Out To Your Fellow Freelancers](https://rapiventas.net/globalonlinesales/bnmrem/) and Build A Strong Network of at least 12 Freelancers; who you can connect with.

For Example: [If You’re A Freelance Content Writer,](https://rapiventas.net/globalonlinesales/becw/) don’t just [Stick Within Your Niche;](https://rapiventas.net/globalonlinesales/nebp) instead, make sure you have connections with Designers, Developers, etc..

**Bottom Line...**

You can post on LinkedIn three times a day; every day, however, that’s not always going to get you in front of new prospects. [Getting Clients To Find You; Depends On How Your Relationships Are With Your Current Clients And Fellow Peers.](https://rapiventas.net/globalonlinesales/bnmrem/)

Remember: The Three Leading Drivers To Get Your Clients To Find You Are: Via Existing Clients, Fellow Freelancers, And The Internet.

**\*Stay Tuned For Tomorrow's E-Mail:**Conversion Booster Strategy #1: Wise Box Placement.

Here’s To Your Success!  
**The GWC Team**

Day 180) Conversion Booster Strategy #1: Wise Box Placement.

Hi there {First\_Name}!

Most people use just one version of [Call­-To-­Action](https://www.rapiventas.net/globalonlinesales/mlabp/#order) or [E-Mail Opt-In Box](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp) (we call them Conversion Boxes) under all the posts of their blog.

But This Affects The Conversion Rate The Most; As The Copy Written In The Box Doesn't Always Match The Content Written In The Post Above.

So, In This Strategy, we take you through Our Time Tested Conversion Booster Strategy; where [We Create Different E-Mail Opt-In Forms Or Call To Action Boxes,](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp) for Posts of Different Categories; Having Box Copies Related To Those Respective Categories.

This Helps Us Laser Target Users; According To Their Interests; Literally Boosting Conversion By 200­-250%!

Following, Is The Quick, Step­-By-­Step Guide On Boosting Your Conversion Rate On Your WordPress Blog; Using Our E-Mail Opt-In, WordPress Plugin:

* Install The Plugin.
* Now, [Start With Creating A Conversion Box With Your Desired Copy](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp) (headline, content, image, button color etc).
* For This Strategy, Create Different Copies Of Boxes For Posts Of Different Categories On Your Blog. For Example: [If You Have A Facebook P.P.C. Category And A Google Adwords P.P.C. Category On Your Blog;](https://www.rapiventas.net/globalonlinesales/ppcar/) create two different boxes with copy related to the respective category topics.
* Say For The Facebook P.P.C. Category, The Box May Say: Liked This Facebook P.P.C. Strategy? Subscribe Today For More Facebook And Google Adwords Stuff.
* You can easily do this with WP Opt-In Boxes. Create A Box For The Facebook P.P.C. Category And On It’s Conversion Box "Created Successfully PopUp", Select Facebook P.P.C. In The Wise Placement Option Category.
* Now Duplicate This Box Using The Options Menu On The Dashboard. You Want To Duplicate This Box To Ceate A Similar Box For The Google Analytics P.P.C. Category.
* Duplicating Makes Your Life Eeasier; As You Can Just Change The Box Headline And Content To That Of The Google Analytics P.P.C. Category Keeping The Rest Of The Settings Intact.
* Now Edit The New Duplicated Box. [Change The Copy On The Customize Box Page,](https://www.rapiventas.net/globalonlinesales/becw) Change The Name Of The Box On The Box Settings Page And Lastly; Change The Placement Option On It’s Conversion Box "Created Successfully Popup" To Google Adwords P.P.C.; In The Category Wise Placement Option.

**What We Did So Far:** We Created Two different Conversion Boxes and Placed Them Under Posts of Two Respective Categories.You can create as many box variants as you want; depending on the number of categories on your site.

* Now Let The Plugin Do Its Work. Wait for about a week or so, For The Plugin To Gather The Conversion Stats For The Boxes Under The Selected Categories.
* After a week, go back to The Plugin’s Main Page and see The Conversion Stats of The Boxes You Created.
* See how well The Boxes performed.These stats will help you figure out which boxes are converting the best and for which categories.
* [Tweak The Copy Of The Boxes Which Are Not Converting Well And Keep Improving Their Copies;](https://rapiventas.net/globalonlinesales/becw) as well as Tracking The Results Further; until you find The Best Converting Conversion Box for Each Category on Your Blog.
* NOTE: When you use just one version of a Conversion Box under all posts throughout your blog; you can miss out on the conversions that you can get, just by creating individual CTAs/E-Mail Opt-In Boxes; according to the content of the posts of different categories. [When The Copy Of Your Conversion Boxes Is In Sync With The Content Your Visitors Read; They Are More Likely To Convert!](https://www.rapiventas.net/globalonlinesales/becw)

So, Using This Strategy, You Can Boost Your Conversion Rate; while having the same traffic as before. [Same Traffic-More Conversions.](https://rapiventas.net/globalonlinesales/ptrama)

**You See The Possibility Here?** If You Use This Strategy and combine it with WP Opt-In Boxes’s, Advanced A/B Split Testing Functionality, Attention Grabbing Box Setting And Tracking Capabilities... How Far Could You Optimize The Conversions On Your Blog? Sky's The Limit!

**Now To Further Pump Your Conversions Up**, I’m also sharing with you my #2 Strategy; which will literally open the door for floods of conversions on your blog!

**\*Stay Tuned For Tomorrow’s E-Mail:**Conversion Booster Strategy #2: Popular Post Box Placement.

Here's To Your Success!  
**The GWC Team**

Day 181) Conversion Booster Strategy #2: Popular Post Box Placement.

Hello {First\_Name}!

When you [Start Seeing Lots Of Traffic On Your Site,](https://rapiventas.net/globalonlinesales/ptrama) seeing the upward tilting graph on your Google Analytics makes you feel great; and you start thinking that your site has finally started doing really well.

No doubt the site has started doing really well; but if you dig deeper into your Analytics, you’ll find something different. You’ll find that the increase in traffic is not evenly distributed.

Actually, it’s not the complete site that’s started doing well; but some of your best written content. No matter if your site is new or old; go and look at your Analytics, you’ll find that [Most Of The Traffic On Your Site Is Coming To The Best Of Your Content.](https://www.rapiventas.net/globalonlinesales/ptrama) It’s like The 80/20 Principle.

Most of The Traffic comes to some selected posts that are popular; ranked higher on Search Engines, or linked to, by other [High Traffic Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) Now, let me get to the point.

The reason I’m talking about this; is that These Posts Are Your Gold Mine For Conversions!

If You Place The Same Conversion Box [(A Call­-To-­Action](https://www.rapiventas.net/globalonlinesales/mlabp/#order) or [An E-Mail Opt-In Box)](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp) under all your posts; You Won't Get Targeted Conversions; as we talked about in Strategy #1.

But When You Have WP Opt-In Boxes Pro; You Can Create Multiple Highly Targeted Boxes On Specific Posts, Throughout Your Site!

**So This Strategy Is Pretty Straight Forward…**

1. Browse through your Analytics Account and find The Performing Posts/Pages On Your Blog.
2. Create Individual Conversion Boxes for all those posts and pages; with copies that are in perfect tune with their content.
3. After Creating The Conversion Boxes; you can easily place them under their Respective Posts, Using A Simple Shortcode Provided By The Plugin; Or Using The WP Opt-In Boxes Pro Metabox Under The Posts.
4. Let The boxes sit there for a few days; to let the statistics gather. To further pump this up; you can also Create A/B Split Tests For The Boxes; (Using The One ­Click A/B Split Test Option Under The Boxes), testing which version works the best. Then, Slowly And Steadily; Find The Best Combination Of Post And Box Copy, To Bring In The Highest Possible Conversion For That Box.
   * **You See The Possibilities Here?** Can you imagine how far you can take this and really Boost Your Conversion Rate; making the most out of each piece of content on your site?
   * Now move to the other posts and pages and repeat the process; until you have with you The Best Possible Optimised Combinations Of All The Posts/Pages And Conversion Boxes OnYour Site. I Call This Extreme Conversion Optimization!

There You Go {First\_Name}! Implement This Strategy And Watch Your Revenue Go SKY HIGH!

**\*Stay Tuned For Tomorrow's E-Mail:**These Are Some Common Challenges Small & Medium-Sized Businesses Face.

Here's To Your Success!  
***The GWC Team***

Day 182) These Are Some Common Challenges Small & Medium-Sized Businesses Face.

Hi there {First\_Name}!

Attracting Clients Is One Of The Toughest Challenges Faced By Small Businesses; Often Because They Lack The Brand Recognition; Which Enables Larger Companies To Gain Market Share.

They may not possess the resources and experience; which would enable them to generate clients quickly. SMBs Can Lack Manpower And Connections; To Be Well-Positioned For Success.

**Looking To Gain Customers As A Small Or Medium Business?**

[Be Sure To Attend Relevant Networking Events; And Leverage The Power Of Social Media](https://www.rapiventas.net/globalonlinesales/bnmrem/) To Attract Buzz And Attention. Establish Your Company’s Voice And Determine The Unique Role You Play On The Market.

Lots of Companies out there may already be doing the same thing; so it’s crucial for you to do it differently and better.

Hone In On Your Target Customers, By Taking The Time To Create Well-Developed Buyer Personas.

[Once You Understand Your Customers And Nurture Your Relationships With Them;](https://www.rapiventas.net/globalonlinesales/bnmrem/) they will stick with you and spread the word, about how great you are!

**Talent Acquisition**

More Than Half Of Small Businesses Say, that they have a hard time attracting Quality Employees. An Onboarding Talented Staff Is Expensive; And Retaining Existing Workers Is A Major Challenge.

Time And Money Spent On Talent Acquisition Can Cause Serious Strain For A Small Business.

To Optimize Your Hiring Process And Make Use Of Assessment Tools; which help determine whether candidates are a good match for your company’s brand and culture.

Hiring The Right Talent Helps Small Businesses To Develop A Solid Core Team; And Avoid Excessive Turnover.

As A Small Business; you may not be able to compete with the salaries offered by big corporations. Be Creative And Tailor Your Compensation Package To Offer Perks; Like Flexibility, Performance Incentives, And Profit-Sharing.

**Digitalization**

Businesses have increasingly taken to Digital Channels to interact with Customers; a shift that became even more pronounced during the pandemic.

SMBs Tend To Be Slower Adopters Of The Shift To Digital And E-Commerce. The High Cost Of Digitalization And The Difficulty In Scaling Down Digital Solutions For Smaller Companies; Are Often The Culprits Of This Digital Gap.

To Meet The Rising Need To Digitize; Small Businesses Should Look Into Workplace Training Initiatives, And Government-Based Targeted Financial Support.

While The Initial Implementation Of Digital Innovation Requires Time And Effort; The Long-Term Benefits Tend To Pay For Themselves.

[A.I. And Cloud-Based Approaches Are Often Much Cheaper Than Their Clunky Predecessors.](https://www.globalwebcorp.com/ai-demo) An Efficient, Well-Developed Digital Infrastructure Is A Key Component For Small Business Success.

**Lack Of Capital**

Financial Resources Allow Businesses To Thrive More Efficiently; And Develop A Quality Product.

In A Classic Business; Small Businesses Need Money In Order To Make Money, and getting the ball rolling isn’t easy.

[Many Small Businesses Reported That The Lack Of Funding And Cash Flow; Was Their Primary Business Challenge.](https://e1ulife.com/optin/jal/index_new.php?jal)

Financial Planning plays a major role in maintaining funds; while a Small Business is trying to get off the ground.

SMBs Should Educate Themselves On The Basics Of Cash Flow Management; And Plan For Unexpected Scenarios.

Many Companies that suffered or failed during the pandemic; had an underlying financial fragility; which contributed to their downfall.

Small Business Loans Can Provide Affordable, Accessible Financing; For Businesses Getting Off The Ground.

Loans Can Be Used For Equipment Purchases, Business Expansion, Paying Employee Salaries, Marketing, Advertising Needs, And More.

Not All Loan Providers Work With Small Businesses Or Startups; And Loan Terms Vary Widely, So Be Sure To Read The Fine Print!

**Cross-Border Payments**

While Many Small And Medium-Sized Businesses Seek To Do Business In International Markets; they often lack the capacity and resources to manage International Transactions, leading to wasted time and money.

The Complexity Of Handling Cross-Border Payments Often Stunts SMB Growth!

Dealing With International Currencies; And Navigating Foreign Banking Regulations, Can Deter SMBs From Successful Global Expansion.

Other challenges may include Cultural Barriers; in dealing with Foreign Clients and Suppliers, as well as Logistics and Supply Chain Issues.

What’s More, Small Business Owners May Not Fully Understand Or Be Prepared; For The Costs Associated With International Payments.

Banks Often Charge A Premium For International Transfers And Exchanges. The Costs Aren’t Always Transparent; Leading To Some Nasty Surprises For SMBs.

Savvy Small Businesses Can Alleviate Potential Friction In Cross-Border Payments; By Using A Payment Platform To Manage International Payments And Currency Exchanges.

There you have it {First\_Name}! If you are looking to Gain Customers as an SMB, implement these helpful tips to make it happen!

**\*Stay Tuned For Tomorrow's E-Mail:**What Is A DBA?

Here’s To Your Success!  
**The GWC Team**

Day 183) What Is A DBA?

Hi there {First\_Name}!

A DBA Allows You To Create A Trading Name For Your Business (or a portion of your business) that is separate from your Legal Business Name. You can create DBAs for most types of Business Licenses.  
  
Some Businesses Choose To Do This For Security And Privacy Reasons; Using A DBA To Create A Brand Name Instead Of Using Their Legal Name For Their Solopreneur Business.

Others use it to rebrand or to expand into new product or service lines; while still keeping the entire organization under a single business entity.   
  
Your business, for example, might be called ["Global Trading LLC";](https://globalwebcorp.wordpress.com/promos-launches/cryptocurrencies/) but your Business’s DBA (which appears on your site, in marketing materials, client invoices, and even on legal contracts) is called “L.S. Trading Corp.”.  
  
A DBA will give you more flexibility and the ability to legally operate under a name that's separate from your business’s official name. You can put this DBA on business cards, your website, and your storefront as you see fit.   
  
There are many reasons why business owners may choose to operate under a DBA, and in this guide, we’re going to talk about what those reasons are, how to choose and set up a DBA, and anything that you need to take into consideration.

**\*Stay Tuned For Tomorrow’s E-Mail:** What Does DBA Mean?

Here’s To Your Success!  
**The GWC Team**

Day 184) What Does DBA Mean?

Hello {First\_Name}!

DBA stands for “Doing Business As”; Also known as an Assumed Name, Trade Name, or Fictitious Name.

A DBA is a separately registered name that businesses generally use more for branding purposes, and that is separate from their business’s Legal Registered Name; which is typically going to be what appears on their business license and some documents, such as tax returns or employee payroll.

People working as Sole Proprietors can use DBAs, so that they can operate under a name that is separate from their own Legal Business Name.

Instead of operating publicly as “John Doe,” the owner could operate legally under ["JAL’s Cigars".](https://www.instagram.com/jalcigars/) This is essential because in many states you can’t just operate your business as ["JAL’s Cigars Inc.";](https://www.theworldcigars.com/) without registering a DBA that legally allows you to do so.

In Many Cases, This Is Designed To Protect Customers, though you’ll also need to add your DBA to some official documents like your Business’s Tax Returns.

**\*Stay Tuned For Tomorrow’s E-Mail:**Why Do Businesses Use DBAs?

Here’s To Your Success!  
***The GWC Team***

Day 185) Why Do Businesses Use DBAs?

Hello {First\_Name}!

DBAs Enable Businesses To Do Business Under Another Name. But why might you want or need to do that? There are a variety of reasons. Here are some of the common scenarios where a DBA is helpful:

**Privacy Reasons:** If you are a Sole Proprietor or a Partner in a General Partnership; your business and personal names, will be the same on Public Records.

If you are in this situation and would prefer that your business had a name aside from your personal name for privacy reasons; you can use a DBA to give your business another name. After doing so, your personal name won't be on Public Records.

**Marketing Purposes:** Along with your personal name being an issue for privacy reasons as a Sole Proprietor or a General Partner, it can also be an issue when trying to attract customers or clients. Your name alone may not tell enough about what your business offers.

For Example: If your name is Jane Doe and you offer car detailing, you may not want your business name to be Jane Doe alone. Instead, you may want to register a DBA for a name like Jane's Car Detailing to help customers understand immediately what you do.

**To Open A Bank Account:** In some cases, a bank will require a Sole Proprietor or General Partner to have a DBA; in order to open a business account.

**Enter A New Niche:** If your current business name is associated with a particular target audience, product, or service, and you want to target a new audience or release a new offering, a DBA can help.

For Example: If you have a cleaning service named Neighborhood Maids but want to focus on getting more carpet cleaning jobs, you could file a DBA for Neighborhood Carpet Cleaning.

Another scenario could be that you clean for businesses and consumers and want to create a separate brand for each audience. Perhaps, in this case, you would create another DBA for Neighborhood Commercial Carpet Cleaning.

**Establish Credibility:** When doing business under your personal name, as is commonly done with a Sole Proprietorship or General Partnership; you may find that it doesn't come across as professional as a business name.

Being so, filing a DBA with a more professional business name can help you establish credibility in the market.

**Increase Memorability:** In some cases, a registered business name may be difficult to remember.

The name could be too long or just not very appealing. In these cases, filing a DBA can allow you to choose a name that will resonate with customers and be easy to remember.

For Example: If your registered business name is CleanCorp, you might opt for Neighborhood Maids instead.

**To Match A Domain Name:** If you register your business and plan to run the business online, but then find out that you can't get the domain, what should you do?

You could purchase another domain and then file a DBA to do business in that name. You may also want multiple DBAs if you're going to have more than one website targeting different audiences.

**Make Your Business Official:** When you register a DBA for your business, it will create a Public Record. Other Businesses will be notified that the business name is in use. However, a DBA filing doesn't protect others from using the same name in all states.

As you can see, there are a variety of situations in which businesses need to file a DBA — or multiple DBAs. While it's not always required; It Can Be Helpful To Increase Privacy, Improve Marketing, Reach Different Audiences, And More!

**\*Stay Tuned For Tomorrow’s E-Mail:**What A DBA Is Not!

Here’s To Your Success!  
**The GWC Team**

Day186) What A DBA Is Not.

Hello {First\_Name}.

Now that you know what a DBA is and when it's often used; let's talk about what a DBA is not. A DBA filing is not to be confused with Establishing A Business As A Legal Entity; which is a common mistake.

When You Establish Your Business As A Legal Entity, You'll File The Paperwork In Your Chosen State. In doing so, you'll decide the type of entity you want your business to become.

For Example: You can opt for a Limited Liability Company (LLC) or a Corporation (C Corp or S Corp).

When You Create A Legal Entity For Your Business, you are no longer personally liable for it. The debts and liabilities belong to The Business.

For Example: If someone sues your business for negligence; the business assets will be at risk but not your personal assets. If You Opt To Forgo Establishing A Legal Entity; Your Business Will Automatically Be A Sole Proprietorship.

In A Sole Proprietorship, You And Your Business Are One; so there is no differentiating and no protection of your personal assets!

Filing A DBA Simply Gives Your Business A Fictitious Name; Under Which You're Allowed To Do Business. It Doesn't Offer Any KInd Of Legal Protection; Because It Doesn't Create A Separate Legal Entity.

So If You Haven't Filed To Create A Legal Entity For Your Business; You Are A Sole Proprietor By Default.

While you can file a DBA to do business under a name aside from your own, you'll need to create an entity for your business; if you want to separate it from yourself and gain some protection.

**What Is The Difference Between A DBA And An LLC?**  
There are core differences between an LLC and a DBA; and it's essential that Business Owners understand them. They are, in reality, two very different things.

A Limited Liability Company (LLC) Is A Legal Structure That Allows You To Establish Your Business As A Legal Entity. Clients and Vendors can hold contracts with your business; instead of just you as a person, and your business can apply for funding without it impacting your personal standing.

LLCs Come With A Degree Of Protection. If someone sues your business, it's your company that's liable, not you. This means that even if the business is bankrupt, people cannot come after the business owner's personal assets like their home or other personal bank accounts.

LLCs Also Come With A Great Degree Of Flexibility; that's often convenient for growing businesses. You Can Choose To Change Your Taxation Status; So You Can Be Taxed As A Sole Proprietorship, A Corporation, Or A Partnership.

This Can Offer Tax Advantages; As Your Business Scales Over Time.

A DBA Does Not Establish A Business As A Legal Entity. Instead, It Allows An Existing Legal Entity To Legally Operate Under An Assumed Or Fictitious Name For Business Purposes.

There Are No Legal Protections That Are Offered; Nor Other Advantages That Come With LLCs (like potential tax benefits).

DBAs typically take only a few minutes to be filed and cost under $200. Forming an LLC may be more complicated; depending on where you are operating your business, and it could require the help of an attorney or an accountant. It also requires reinstatement every year.

Reinstatement Processes Depend On The State; but typically require a filing fee and paperwork to say that you are still operating under The DBA.

**\*Stay Tuned For Tomorrow’s E-Mail:**Which Businesses Need A DBA?

Here’s To Your Success!  
**The GWC Team**

Day 187) Which Businesses Need A DBA?

Hi {First\_Name}!

Not every business needs a DBA. If you're happy to do business either as a Sole Proprietorship under your Legal Name or under your LLC's Legal Name, there's no need for a DBA in many cases.

This often does, however, depend on the type of legal entity your business is classified as; local regulations, and other considerations that influence business owners' decisions.

The following are common examples of businesses that need or strongly benefit from DBAs:

**Sole Proprietors who want to operate under a different name.**

If your Legal Name is Winnie McBeth and you want to operate under "Winnie's Cupcakes," you'll need to file a DBA.

This is because Sole Proprietorships are unincorporated, and aren't required to file formation papers or an official name with the state.

In addition to being useful for branding purposes; this can be beneficial if you want more privacy, security, or if you ever change your Legal Name after having a business up and running.

**Franchise Owners who want to do business as The Brand.**

In many cases, Franchise Owners will buy a Franchise Business under their own LLC or Corporation, and then file a DBA so that they can operate as The Commonly-Known Brand Name.

If you were to buy into an Arby's Franchise through your business "Burgers & More LLC," you could file a DBA to operate as "Arby's".

**Businesses that want to change up their Public-Facing Name.**

In many cases, LLCs and Corporations don't require DBAs, because The Business Name was likely already registered with The State; (Keep in mind that this varies by State, City, and County; so check your local guidelines).

Still, some businesses can register a DBA so that they can operate under a name other than the name on their incorporation documents.

This may happen when the business wants to open up a new line of products or services, but it can also happen during rebranding.

**Business Owners that are branching out into multiple connected ventures.**

It’s not uncommon for businesses to expand, starting a new sister company or launching a new line of products or services that they would technically like to be separate.

Operating Under A Unique Trade Name Through A DBA, Allows Some Degree Of Separation; While Still Keeping The Companies Connected Through A Single Business License.

Your business structure and state guidelines may allow for this or may not, but in some cases; this is an easy option to expand with less of a hassle!

**\*Stay Tuned For Tomorrow’s E-Mail:**Filing For A DBA.

Here’s To Your Success!  
**The GWC Team**

Day 188) Filing For A DBA.

Hello again {First\_Name}!

Filing a DBA is relatively easy to do; and it can clearly be beneficial for a number of reasons that we’ve already discussed.

Filing A DBA Typically Involves Filing Forms With Either The County Clerk, The Secretary Of State, Or A State’s Business Registrant.

It typically costs somewhere between $10 to $100 and it’s a relatively quick process — in many cases, you may hear back within a month.

Some States Might Require You To Publish Notice Of The DBA In A Local Newspaper; And To Update Business Licenses Or Permits Accordingly.

The Process Of Filing For A DBA Depends On The State That Your Business Operates In; so It’s Essential To Check Your State And County Guidelines To See What Needs To Happen With Your Business.

In California, for example, you need to file your DBA with a County and then Publish Notice of it in a Local Newspaper within 30 days.

In Maryland, you need to make sure that no one else is currently using your Trade Name by searching their database and then submitting registration paperwork.

They also have unique restrictions on what the name cannot mention, including words like “bank” that indicates you’re a financial organization.

Most DBA Registration Forms Will Ask For Information Like The Business Owner’s Name, The Business’s Legal Name, Tax Identifying Information (Like An EIN Or Social Security Number), The New Fictitious Trade Name, And Contact Information.

While The Process Varies From State To State; This Is The General Process That Many States Follow:

* Check The State’s Database; to ensure that your desired DBA isn’t currently in use by anyone else. If so, you’ll need to choose another name.
* Download And Complete The DBA Submission Paperwork. This often asks about your Legal Business Name, Location Of Operation, Business Owner's Name, Desired Trade Name, And Tax Identifier.
* Submit The Application Online Or Via Mail (whichever is required), to the address specified online; along with the payment that’s required. This will often be between $10 and $100.
* Update Your Business License, Permits, Or Other Official Paperwork; To Show The DBA If Needed.
* Make sure that you’re carefully reading your state’s guidelines for your specific business structure; sometimes the instructions vary depending on how you’re incorporated.
* In New York For Example, Sole Proprietorships Must File A Business Certificate With Their Trade Names; Through The County Clerk’s Offices.
* Corporations, LLCs, And Limited Liability Partnerships (LLPs), However, Must File Their Trade Names With The New York Department Of State.
* Other States, Meanwhile, Have No Requirements For Businesses To Actually Register Trade Names.

If You’re Unsure Of The Instructions, You Can Contact Your State’s Business Department, A Lawyer, Or A Trusted DBA Filing Service Within Your State.

**\*Stay Tuned For Tomorrow’s E-Mail:** Choose Your DBA Name.

Here’s To Your Success!  
**The GWC Team**

Day 189) Choose Your DBA Name.

Hello {First\_Name}!

There’s a lot that goes into choosing your DBA Name. Since it costs time and money to file; you want to be confident that you’re happy with The New Trade Name, even though you can change it later.

There Are Several Steps You Should Take, When Choosing Your New DBA Name:

**1. Know Why You Want A DBA**

The reason you’re choosing to operate under a DBA, should be a guiding force in helping you select The Trade Name that you’d like to operate under.

If you simply want a catchier name than “Jane Smith LLC”; but you still want the name recognition, you can opt for “Jane Smith Graphic Design”.

If you like the idea of keeping some aspect of your name in The DBA; but want it to sound more “elevated” and less like a Sole Proprietorship, you can opt for something like “JS Designs & Graphics”.

And if security and privacy are a primary focus; and you’d rather not have your personal name be attached to your DBA at all, that’s an option too!

The sky is the limit here, and you can use any Eye-Catching Brand Name that means something to you; like  “Brackwater Graphic Designs” or “Junebug Designs & Illustrations”.

**2. Consider Branding**

Branding Should Be Considered When You’re Choosing A DBA. Since a name is just a name, it’s also one of the first impressions your customers will have about your business.

“Smilez Graphic Design” might sound more cutesy than “Everest Graphic Design”; even if you’re putting out the same work.

Think about what you want your business to represent and what you want your customers to associate the name with.

**3. Make Sure The Name Isn't Taken**

Once you have an idea of what you like for your DBA Name; you’ll want to check to make sure that it’s not taken; within your State or County Region.

Many locations actually require this before filing for The DBA; because only you will be authorized to use That Name in That State.

But even if they don’t, it’s a good idea to prevent confusion and issues later down the road; (especially for taxation and legal reasons).

Most States And Counties Have A Database That You Can Search In. In many cases, you’ll find links to these databases on the same pages that have applications for your DBA.

**4. Consider Using A Trademark**

Many States Require That Only One Business Can Have A Single DBA. That doesn’t stop businesses in other States, from using the same name though.

If you want to ensure that your company’s DBA can’t be used by anyone other than you; in any location of The U.S.; you can consider applying for a Trademark.

Trademarks Ensure That Your Company's DBA Remains Completely Unique; and that no one else can use it.

This prevents online confusion and helps make sure that customers searching for you, will always find you, and not your competitor.

**\*Stay Tuned For Tomorrow's E-Mail:**Benefits And Disadvantages Of Filing For A DBA.

Here’s To Your Success!  
**The GWC Team**

Day 190) Benefits And Disadvantages Of Filing For A DBA.

Hello {First\_Name}.

There Are Both Pros And Cons To Using A DBA For Your Business; and it’s important to consider them all before choosing a DBA. Let’s look at each.

The Pros, In Many Cases, Outweigh The Cons Of Using A DBA; if you’re interested in operating under a Trading Name.

They Include The Following:

**Increased Flexibility**

DBAs give you an enormous amount of flexibility; allowing you to change the name under which your business operates without requiring you to:

* File An Official Business License (in some cases)
* Start A New Business
* Re-Register An Existing Business

For Example: You can launch several unique makeup lines under “Makeup Incoporated LLC”; or expand to new geographic locations under new names.

They can also give you a newer, trendier, and more attention-grabbing name than “Jane Smith LLC”, like “JS Design Services”.

Many people file for a Business License Name, under a Generic Name or Their Legal Name, and Sole Proprietorships exist under your Legal Name. This gives you an option to be more creative and adopt a new brand easily.

There’s So Much Flexibility Here; Which Is A Major Pro In Opting To Use A DBA!

**An Added Layer Of Privacy**

Operating A Business Under Your Legal Name Is Common; but it doesn’t come without some major downsides.

Choosing A DBA That Doesn’t Directly Incorporate Your Full Legal Name; like “JS Graphic Design”, instead of “Jane Smith Graphic Design”, which offers a significant degree of privacy.

While Customers can still find your information if they really want to; (especially if your State requires you to update your Business License with a DBA), a DBA adds multiple extra steps to that process.

The reality is that having an extra degree of privacy can be a security advantage. It’s the same reason why using a virtual phone number or business phone line is advised; so clients and random people online aren’t able to find your personal number to call at all hours of the day.

It allows you to set healthy boundaries. And for women online; it can give you an added layer of personal security.

**Easier Branding**

Do You Want To Rebrand? Or maybe you want to Launch A Second Brand Under Your Business License.

DBAs are the easiest way to rebrand or enhance your branding. If you’re a Sole Proprietor or have a Business License involving your Legal Name; the reality is that there will be hardly any Name Brand Recognition when you first get started.

“Jane Smith Graphic Design” just doesn’t jump out as much as “Blackwater Graphic Elements”; which sounds more established and unique.

You Can Use DBAs To Create A Strong Brand That Will Appeal To Your Unique Target Audience; giving you an edge and helping you to attract more clients.

**State Compliance Matters**

If You Want To Operate Under A Trading Name; Go Ahead And Get A DBA. Most States Require It; and the last thing that you want to happen, is to end up in legal trouble (or facing fines and fees); because you haven’t taken a few extra steps to set up that Trade Name.

While Having A Business License Under “Jane Smith LLC”, And A Business Name On Your Site; or in directories as “JS Graphic Design” (or even “Jane Smith Graphic Design”), might not sound like a big leap or a Fictitious Name; legally you’re looking at two very different names.

While it may seem unlikely that you’ll be caught; if your a small single-person operation… don’t be so sure! All it takes is one irritated client; or even someone finding you in a directory and doing a little background research.

You could easily find yourself facing fines or fees from The Local Government; or even on the end of a lawsuit that claims you’re engaging in fraud! Filing for a DBA is a simple and typically very cost-effective process. It’s also fast!

Take the time to protect yourself from legal and compliance issues. (But Remember That DBAs Don't Protect Your Personal Assets — At The Very Least, You’ll Need An LLC For That).

While The Pros Are Exceptional, When You’re Considering A DBA; there are a Few Cons that you’ll want to keep in mind, too.

The Biggest Disadvantages Of A DBA; are that they don't offer much, except for The Legal Name itself and that you'll need to take additional steps for further benefits.

Let’s Take A Look At The Cons...

**There Are Little To No Tax Benefits**

It’s crucial to remember that DBAs are not a Legal Business Structure; and they do not actually create a business; all they do is establish a name under which you can operate.

You can’t even use terms like “Corporation” or “LLC” in your DBA Name; you need an actual Business License for that.

Because Of This; There Are No Real Tax Benefits That Come With A DBA.

If You’re Choosing To Pursue A DBA For A Sole Proprietorship And Want Tax Benefits; Consider Utilizing It With An LLC.

LLCs Are Flexible Business Structures That Allow You To Be Taxed As An Individual Or A Corporation (and you can change this at any time); So You Can Take Advantage Of Tax Benefits As You Grow.

DBAs Don't Prevent You From Getting Tax Benefits On An Established Business; but they aren’t enough to help you get them; and as a result, are not really a “replacement” for a Business License.

**There Is Absolutely No Liability Protection**

Outside of protecting you against lawsuits citing fraud for operating under a name that hasn’t been legally established; DBAs in and of themselves do not offer legal protection.

This means that you aren’t getting any liability protection.

If You’re A Sole Proprietor Operating Under A DBA With No Other Incorporation Structure; then if someone wants to sue your business, they’re effectively suing you!

Your Business And Personal Assets Are On The Line; Including Your Bank Accounts, Retirement Accounts, And Even Your Home!

Other Types Of Business Licenses, Including LLCs; Offer Much More Protection And Security. You can discuss this with a CPA or a Business Lawyer.

There Aren’t Exclusive Rights To Your Business Name {First\_Name}!

Once Registered; Your DBA Will Typically Be Unique To Your Brand, But Only In Your State. Other Companies in other States can adopt the same Trade Name if they choose.

You Need A Trademark; If You Want To Keep Your Trade Name Unique To Your Brand. This is a separate process, and it typically costs several hundred dollars. It’s also a lengthy process.

That Said, Signing Up For A DBA Now, Can Mean That No One Else In Your State Can Claim The Business Name; which is a good start!

Once approved, you can file for a Trademark as soon as possible; if you’d like to prevent competitors (direct or indirect) from using the name, too.

**There Is Ongoing Maintenance**

In many cases, you’ll need to renew your DBA at regular intervals. This may be as often as every year, or every few years.

Renewing your DBA isn’t too time-consuming; but it does typically require a Filing Fee and additional Paperwork, depending on your State.

Some Local Governments Might Also Require That You Re-Register The DBA In Every County That You Serve.

Before You File For A DBA, You Can Check To See What The Local Requirements Are; and if you’re up for undergoing the maintenance that comes with it.

In many cases, you can just add a reminder to your calendar; so you don’t forget, and the maintenance is worth the benefits that you receive.

**\*Stay Tuned For Tomorrow's E-Mail:**DBA FAQs.

Here’s To Your Success!  
**The GWC Team**

Day 191) DBA FAQs.

Hi {First\_Name}!

Do you still have questions about a DBA and what it means for your business?

Let’s answer some of them...

**1. What Does A DBA Allow You To Do?**

A DBA allows you to legally operate your business under a Registered Fictitious or Trade Name. You can use this as a Sole Proprietor, or file a DBA for an Incorporated Business like an LLC or a Corporation.

A DBA is not an Incorporation Structure and doesn't offer any other benefits; nor serves any other purpose.

**2. How Much Does It Cost To Start A DBA?**

It’s extremely cost-effective to register a DBA. Though it varies depending on your Local Government’s Regulations, it’s often between $10 and $100 (averaging around $50) to register a DBA.

Keep in mind that there may be additional costs associated with registering a DBA aside from the registration fee itself.

You may need to update an existing Business License; which may cost over $100 in some States, or push a notification to a local newspaper. Check your local regulations to see what’s involved.

**3. Is It Better To Have A DBA Or An LLC?**

It isn’t “better” to have a DBA or an LLC in any particular sense; as they serve different purposes.

**A DBA** allows you to operate under a Fictitious or Trade Name. That’s the extent of what it offers.

**An LLC** is a Legal Business Structure. You Can Legally Operate Under The LLC Name; But Not Under A Trading Name That’s Separate From The LLC; Without A DBA.

LLC's Offer Protection For Your Personal Assets; And They Offer Potentially Significant Tax Advantages.

They also are more flexible than DBAs and offer Incorporation Status. For this reason, it’s recommended that even if you want to operate under a DBA, that you consider incorporating under an LLC too; even if you’re a Single-Member Company.

Turn to your CPA or an Attorney for advice if you’re unsure, or want more information about what’s best for you.

**4. Is A DBA A Legal Entity?**

A DBA is a Registered Trade Name that an LLC or a Sole Proprietorship can operate under.

A DBA is not a Legal Entity. If you register a DBA without forming another type of Legal Entity first, your business will automatically be recognized as a Sole Proprietorship.

**5. Does A DBA Protect Your Personal Assets?**

A DBA does not protect any of your personal assets. If someone sues your business and you only have a DBA under a Sole Proprietorship, your personal assets are at risk.

This can include your personal bank accounts, retirement accounts, car, and home! To protect your business, consider choosing an Incorporation Status like an LLC or a Corporation; which reduces personal liability risks.

The only thing that a DBA can protect you from is a Lawsuit Citing Fraud; which can occur if you’re operating under a Trading Name that isn’t Legally Registered with your Local Government.

**6. Does My State Require A DBA?**

Many States do require a DBA; if you’re operating under a Fictitious Trade Name, that’s different from your Legal Name (if you’re a Sole Proprietor) or the name that’s established on your Business License.

The following are currently the exceptions:

* In Alabama, Sole Proprietors and General Partnerships don’t need to file DBAs to operate under Trade Names.
* In Arizona, Unregistered Trade Names may be used on some documents.
* In Kansas, there are no formal DBA requirements at The State Level, but check your Local or County Requirements.
* In Maryland, a DBA must be filed to change your Assumed Business Name; if it’s already taken.
* In Hawaii, businesses aren’t required to file a DBA.
* In Mississippi, businesses aren’t required to file a DBA.
* In Nebraska, businesses aren’t required to file a DBA.
* In Wyoming, businesses aren’t required to file a DBA.

\***All Other States Require DBAs if you'll be operating under one.**

Conclusion...

1) DBAs Are Not Legal Business Structures; but they do allow you to operate under a Fictitious or Trade Name.

2) Whether you want to expand your business into different branches, you want more privacy and flexibility, if you're looking to enhance your branding, or opt for a rebrand; DBAs are an easy way to put your best business foot forward at any given time.

3) It's essential to keep in mind that DBAs only allow you to operate under an Established Trade Name.

4)There are no other added legal or tax benefits. Other Incorporation Statuses are required for Legal or Tax Advantages.

5) If you have questions about a DBA, remember to talk to your CPA or a Business Attorney. They can help you decide if a DBA is right for you, and what other steps you can or should take for additional benefits or added protection.

**\*Stay Tuned For Tomorrow's E-Mail:**What Is Crowdfunding?

Here’s To Your Success!  
**The GWC Team**

Day 192) What Is Crowdfunding?

Hello {First\_Name}!

[Crowdfunding Is A Way To Raise Small Amounts Of Capita](https://e1ulife.com/optin/jal/index_new.php?jal)[l](https://www.fiverr.com/categories/online-marketing/crowdfunding?context_referrer=education_hub_guide&source_type=link&guide=what-is-crowdfunding&text=Crowdfunding%20is%20a%20way%20to%20raise%20small%20amounts%20of%20capital)[From A Large Number Of Individuals](https://e1ulife.com/optin/jal/index_new.php?jal) To Fund A Charitable Cause Or New Business Venture. The Funds are often raised over a short period of time (usually a few months).

Crowdfunding is a type of *crowdsourcing* and alternative finance; as It’s A Method For Obtaining Finance, Outside Of The Traditional Banking System. Crowdfunding Is Done Online; Usually Through Social Networks. This makes it easy for people to share a Fundraiser they support; with their Followers.

Any Organization, Business or Individual, Can Use Crowdfunding To Raise Money For A Variety Of Causes; whether it be for Charity, Creative Pursuits, Business Startups, School Tuition or Personal Expenses, For Example.

Along with its use for Charitable or Donation-Based Causes, Crowdfunding also assists with Entrepreneurship; by Bringing Investors and Founders Together. It does so by allowing Entrepreneurs to grow their Investors beyond the original circle of Owners, Relatives and Venture Capitalists.

**How Does Crowdfunding Work?**

Crowdfunding Works By Allowing Large Groups Of People To Pool Together Smaller Investments; To Supply The Funds Required To Launch A Company Or Business Project. Individuals, Charities and Organizations Can Set Up A Crowdfunding Campaign For A Specific Cause; which anyone can then donate to.

Depending On The Type Of Crowdfunding Campaign; Investors Can Either Contribute Money In Exchange For Incentives, Like Equity In The Company Seeking The Funds Or Provide Their Donation As An Act Of Goodwill.

Crowdfunding Can Take Place Through Dedicated Crowdfunding Platforms [Such As](https://e1ulife.com/optin/jal/index_new.php?jal) [Crowdbuild;](https://e1ulife.com/optin/jal/index_new.php?jal) As Well As Through Social Media Networks. Crowdfunding Sites Earn Revenue from a Percentage of The Funds Raised and some have an "All-Or-Nothing" Policy; meaning You Must Reach Your Financial Target to Collect Any of The Funds.

Restrictions apply to who can fund a new business and how much they are allowed to donate. This is Meant To Protect more Vulnerable or Non-Wealthy Investors from risking too much of their savings. A high number of new businesses fail; therefore Investors often face a high risk of losing their Principal.

**Types Of Crowdfunding**

There Are 3 Main Types Of Crowdfunding And Each Of These Work In Different Ways:

**I)** **Donation-Based Crowdfunding**

Donation-Based Crowdfunding is One of The Most Common Types of Crowdfunding. It involves asking a large number of people to make a small donation toward a cause you feel passionately about, such as a Charity.

Donation-Based Crowdfunding is an effective form of Crowdfunding for things such as Community-Based Causes or Personal Needs. This might include raising funds for a community vegetable garden or skate ramp at the local park; as well as covering unexpected medical or repair costs.

Donation-Based Crowdfunding Campaigns can be shared with your friends, family and followers on Social Media. This Increases Awareness and Encourages Extra Donations.

**II)** **Rewards-Based Crowdfunding**

Another Popular Type Of Crowdfunding Is Rewards-Based Crowdfunding; which is often Used to Raise Money for a New Business That Provides A Product Or Service.

As the name suggests, [Rewards-Based Crowdfunding Offers Rewards To Donors; Based On How Much Money They Donate.](https://e1ulife.com/optin/jal/index_new.php?jal) These might include small items made by The Fundraiser themselves or items donated by Partner Companies.

An artist wishing to open his or her own gallery for example; might offer miniature prints of their work, signed artworks or even group workshops.

**III)** **Equity Crowdfunding**

Equity Crowdfunding (also known as Investment Crowdfunding) is a Crowdfunding Option for Small-Medium Enterprises (SMEs) looking to raise a large amount of capital to launch or grow their venture.

With Equity Crowdfunding; Donors Receive A Percentage Of Ownership, Within The Business. This percentage will vary depending on the size of the donation or the company’s preferences.

This Method Allows Companies To Quickly Raise The Money They Need; Without The Hassle And Stringent Requirements Of A Traditional Business Loan. Often However; Equity Crowdfunding Will Require A Large Fundraising Minimum To Be Viable.

**Pros And Cons Of Crowdfunding**

Crowdfunding Can Offer Many Advantages To Those Who Pursue It. It Provides Individuals And Businesses With A Way To Raise Funds When Assistance From The Government, Non-Profits or Financial Institutions, Fall Short.

Instead, Fundraisers rely on the kindness of their community and the traditional barriers of financial assistance are removed; such as meeting strict criteria. Fewer obstacles also make it quicker and easier for those wishing to raise the much-needed funds for a worthy cause.

Additional Advantages Of Crowdfunding Include:

* There's no Application Process to go through; including filling out forms.
* There're no lengthy Waiting Periods for your funds.
* It’s an Easy/Commonplace to share a Fundraiser with your Network on Social Media.
* It's Easy To Reach A Wider Network than your family or friends; as Interested Investors can find you through Crowdfunding Platforms.

Although Crowdfunding Offers Plenty Of Advantages; It Also Comes With Some Disadvantages; Especially When You Don't Reach Your Funding Objectives.

In addition to putting the reputation of your business (and investors) at risk; any finance that has been pledged so far will be returned to your Investors.

**\*Stay Tuned For Tomorrow’s E-Mail:**Types Of Crowdfunding And How They Work.

Here’s To Your Success!  
***The GWC Team***

Day 193) Types Of Crowdfunding And How They Work.

Hello {First\_Name}!

There are 3 main types of Crowdfunding and each of these works in different ways.

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**\*Stay Tuned For Tomorrow's E-Mail:** What Are The Pros And Cons Of Crowdfunding?

Here’s To Your Success!  
***The GWC Team***

Day 194) What Are The Pros And Cons Of Crowdfunding?

Hello {First\_Name}!

[Crowdfunding](https://e1ulife.com/optin/jal/index_new.php?jal) can offer many advantages to those who pursue it. It Provides Individuals and Businesses A Way To Raise Funds when Assistance From The Government, Non-Profits, or Financial Institutions Fall Short.

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Fewer obstacles also make it quicker and easier for those wishing to raise the much-needed funds for a worthy cause.

Additional Advantages Of Crowdfunding Include The Following:

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**\*Stay Tuned For Tomorrow's E-Mail:**Implement These Customer Retention Strategies!

Here’s To Your Success!  
**The GWC Team**

Day 195) Implement These Customer Retention Strategies!

Hello {First\_Name} This Is Key!

These Customer Retention Strategies Work For Businesses In A Wide Range Of Industries:

**Encourage Customer Accounts:**Getting Customers to sign up for accounts on your website isn’t always easy, but it’s essential for tracking purchasing patterns.

You might find that customers hesitate to create accounts prior to purchase; due to the extra work and time required. In that case, you can consider letting them wait after the purchase.

By providing new customers with an account invitation on the confirmation screen and via e-mail; you can increase the chances that they wll complete the task.

**Improve Customer Service:**Frustrated Customers may never make another purchase and contribute to churn instead.

Yet if you can increase Customer Satisfaction, you may be able to improve retention at the same time.

To give customers the support they need, consider adding more channels; such as A More Robust FAQ Section, [User-Friendly Chatbots Or Even A Dedicated Social Media Profile.](https://globalwebcorp.com/ourservices)

Make sure your team has enough time and resources to oversee the channels effectively.

**Launch A Loyalty Program:**One Of The Best Ways To Encourage Repeat Purchases, Increase Average Order Value, And Even Shorten The Time Between Checkouts; Is To Reward Your Customers Every Time They Buy!

Consider Setting Up A Loyalty Program That Rewards Clients For The Amount They Spend Or For The Number Of Purchases They Make.

You can offer them credits, coupons or even free gifts. If you aren’t sure which rewards to include in your Loyalty Program, ask customers directly.

**Send Engaging E-Mails:**When Customers Purchase From Your Online Store, you can [Automatically Subscribe Them To Your Company’s E-Mail List.](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp)

After signup, you can begin sending targeted newsletters, promotions and discounts based; on their profile and prior purchases.

With A Conversion Rate Of 4.29%, [E-Mail Marketing Has One Of The Highest Conversion Rates Of Any Digital Channel;](https://go.e1ulife.com/home?fpr=jose77) according to Shopify. This Means; E-Mail Can Be An Effective Platform For Driving Repeat Purchases, Up-Sells Or Cross-Sales.

**Offer A Discount For Repeat Purchases:**Many Companies Offer Discount Codes to encourage first-time customers to make a purchase.

Yet offering a coupon or a set discount for a Repeat Purchase can also improve your Retention Rate. If you do opt for this type of offer, make sure it provides more value than any publicly available discount; so it makes customers feel sufficiently appreciated.

For Example: You might offer a larger discount than usual; or send an offer right when the customer is due for renewal.

**Position Your Business As A Trusted Advisor:**To Retain More Clients, Your Business Has To Demonstrate Credibility.

You Can Build Authority And Show Trustworthiness In Many Ways; Including [Writing High-Value Posts For Your Company's Blog;](https://globalwebcorp.wordpress.com/) Or [Hosting Informative Webinars That Help Existing Customers Get More Out Of Their Purchases.](https://www.rapiventas.net/globalonlinesales/mwp/)

**Cultivate Brand Ambassadors:**One Of The Most Effective Ways To Cultivate Loyalty Is To Create A Brand Ambassador Program.

Since The Members Are Loyal Customers; They Tend To Make Repeated Purchases. Since they also promote your business to their acquaintances; They Can Also Assist With Customer Acquisition.

To Create A Brand Ambassador Program; Consider Offering Incentives To Engaged Customers; Such As:

* Early Versions Of New Products
* Special Discounts
* Free Samples

You Can Also Include Brand Ambassadors In Your Research Initiatives; so you can get their input on your products, services and programs.

**Send A Special Newsletter:**Sending Weekly Or Monthly Newsletters Can Help You Connect With Customers on a regular basis; making your subscribers feel like they matter, by adding personal touches.

Have your Marketing Team write it from your point of view; or include a short letter from The Company’s Founder, to give subscribers a behind-the-scenes look at your business.

**Accommodate Education Or Training Needs:**If your products or services are complex enough to require a series of tutorials; pay close attention to customer's questions and complaints.

Once you learn that customers regularly need help with a service; think of creative ways to accommodate their needs.

[Consider Writing A Series Of How-To-E-Mails; For Customers Who Purchased A High-Level Product, Or Hosting A Live Webinar,](https://www.rapiventas.net/globalonlinesales/mwp/) that lets customers ask questions.

**Connect With Customers Via Social Media:**When You Want To Stay Top-Of-Mind With Customers, And Remain Easy To Reach; [Social Media Can Be A Smart Investment.](https://www.rapiventas.net/globalonlinesales/smss)

Commit To Creating A Full Calendar Of Helpful, Engaging Social Media Content, And Use The Platform’s Analytics; To Track What Works Best.

You Can Even Integrate Your Social Channels With Your Customer Relationship Management Tool (CRMT); So You Can Easily Track Interactions With Customers On Social Media.

**Personalize Your Communications:**[Whether You Send E-Mails, Invest In Social Media Marketing, Or Use Other Digital Channels;](https://www.rapiventas.net/globalonlinesales/malapro) Always Make Sure Your Efforts Are As Personal As Possible.

Naturally, you’ll have an easier time building credibility when you send relevant communications. [Segment Your E-Mail Subscribers So; You Send Highly Targeted E-Mails,](https://www.rapiventas.net/globalonlinesales/lila) And Create Saved Social Media Replies That Automatically Insert The Customer’s Name.

Integrate Your Marketing And Support Apps; so each member of your team can access and understand every customer’s history with your company.

**Surprise Your Customers:**Whether they’re new or Repeat Customers, most people have assumptions when they purchase something from your company.

But why meet expectations when you can exceed them instead? Think about ways you can delight or surprise customers; while giving them an even more positive impression of your business.

For Example: You can add a handwritten note to your customer's orders; or include a gift that has value for your customers, but doesn’t affect your bottom line.

**Take Customers’ Advice And Give Them Credit:**Existing Customers can be excellent sources of data; especially when it comes to Research and Development.

[Don’t just survey them for fun. Take their suggestions seriously; and implement the ones that make sense for your business.](https://www.globalwebsitescorporation.com/index6.html)

Always give customers credit for their great ideas; such as Mentioning Them On Social Media, or Sending Them A Coupon, or Gift For Their Loyalty.

**Make Your Brand The Most Convenient Option:**No matter how friendly and trustworthy your company appears, you may struggle with Retention; if you make it difficult to do business with you.

To Increase Repeat Purchases; Reduce Any Friction In Your Sales Process, And Aim To Be The Most Convenient Option In Your Category.

You can offer a subscription; so customers can renew easily or [Include Related Product Links In Your Online Store To Automate The Cross-Selling Process.](https://globalwebcorp.com/ap)

Conclusion...

As You Optimize Your Strategy, You Can Look Forward To Additional Benefits; Like Improved ROI, Increased Revenue, And Business Growth Opportunities.

If Designing A Customer Retention Strategy Seems Too Complicated, Or Time-Consuming; An Experienced CSM, Can Work With Your Business, To Find An Effective Approach.

With A Qualified Contractor On Your Team, You Can Set More Ambitious Goals; And Grow Your Business Without Overwhelming Your Busy Team!

**\*Stay Tuned For Tomorrow's E-Mail:**Here Are Some Tips On How To Retain Customers!

Here’s To Your Success!  
**The GWC Team**

Day 196) Here Are Some Tips On How To Retain Customers!

Hi there {First\_Name}!

Did you know that most businesses spend between 5 and 25 times more; to Acquire A New Customer, than they do To Retain An Existing Client {First\_Name}?

That Means Planning A Retention Program And Implementing The Appropriate Retention Strategies Could Accelerate Progress Toward Revenue Goals; while allowing your company to grow.

So, how can your business retain more customers and decrease its costs? Let's find out, shall we?

**What Is Customer Retention?**

Customer Retention Focuses On Turning Customers Into Repeat Buyers.

Customer Retention Strategies Revolve Around Strengthening Customer Loyalty And Increasing "Customer Lifetime Value"; which in return Helps Businesses Maximize Their Marketing ROI; without the necessity to spend additional money on acquiring new clients.

**When To Focus On Customer Retention...**

For Many Established Businesses, Customer Retention Initiatives; begin with the first touchpoint and extend throughout the lifespan of the relationship. Yet Prioritizing Retention isn’t always possible.

If you’re a Startup Founder; or if your business is relatively new, your efforts may be devoted to acquiring customers instead.

Based on the age and focus of your business; here’s when you should focus on Customer Retention:

**Just Launching:**If your business has just opened, it’s important to focus virtually all of your resources on Acquiring New Customers; successfully delivering products, services and running your company.

\*At this early stage, you can hold off on Customer Retention Activities.

**Starting To Gain Traction:**Once you begin to make some sales and you have a few customers, you can start to explore retention.

Most of your early efforts should focus on simpler and higher-value tasks like encouraging current customers to renew their current purchases or consider upgrades.

**Making Consistent Sales:**When you attract a steady flow of customers, your business can realize much more value from increasing retention efforts.

Rather than focusing solely on renewing or upselling current customers; you can add steps to your sales and onboarding workflows.

With This Approach; You Can Connect With Customers Earlier In The Life Cycle And Build Stronger Relationships From The Beginning.

**Seeking Growth Opportunities:**When your business is relatively established, you may have reached a large portion of your Total Addressable Market.

At This Point, Focusing On Customer Retention Is Critical; as it may be one of your biggest opportunities for increasing CLTV and growing your business.

**Automating Retention:**Once your company is truly established, Most of Your Sales, Marketing and Support Processes should be streamlined and efficient.

[At This Point, You Can Get The Greatest Value From Investing In Automated Customer Retention.](https://www.globalwebcorp.com/overview-9084)

By Automating These Important Processes; You Can Get An Even Better Return And Set More Ambitious Goals For Your Business.

So, there you have it {First\_Name}! Implement These Helpful Tips; And Help Your Business Retain More Customers, While Decreasing Its Costs!

**\*Stay Tuned For Tomorrow's E-Mail:**These Are Some Of The Benefits Of Customer Retention.

Here’s To Your Success!  
**The GWC Team**

Day 197) These Are Some Of The Benefits Of Customer Retention.

Hello again {First\_Name}!

If You Run An Online Business Or An E-Commerce Store, you can easily calculate The Benefits Of Customer Retention.

**Some Of The Most Valuable Perks Include:**

**Improving Your Sales Success Rate:**Converting New Customers can be challenging, but selling to Existing Customers tends to go much more smoothly.

Across industries, the Average Success Rate of Converting New Customers is about 5% to 20%; according to Outbound Engine. In Contrast, The Success Rate Of Reselling To An Existing Customer Is About 60% To 70%.

**Reducing Your Expenses:**Depending on the tactics you use and the offerings your business provides; attracting new customers can become overly expensive.

Acquiring New Customers can cost up to 25 times more than Retaining a Customer you’ve already won over once. If you want, [You Can Put Some Money On Lead Generation;](https://rapiventas.net/globalonlinesales/lga) while focusing on Customer Retention; thus nurturing your Marketing and Sales Budget.

**Enhancing Your ROI:**Because it’s Significantly Easier To Convert An Existing Customer; a good Customer Retention Program can improve your ROI.

In fact, Increasing Your Retention Rate by as little as 5%, can grow your profits by anywhere from 25% to 95%; According to Harvard Business Review.

**Increasing Order Values:**First-Time Customers, tend to spend less on their orders; while Existing Customers tend to be more comfortable with larger shopping carts. In fact, Repeat Clients spend over 30% more than New Customers.

**Leveraging Customer Loyalty:**It’s easy to assume that Repeat Buyers might purchase the same products and services or have stricter expectations.

However, Loyal Customers Tend To Be More Experimental With Their Purchases; And More Lenient In Their Expectations.

Repeat Buyers are four times more likely to overlook common issues; such as support problems or delivery delays.

They’re also seven times more likely to try your new product line; According to Outbound Engine.

**Generating Referrals:**The perks of having a loyal following, extend far beyond the initial client. Loyal Customers are five times more likely to refer friends and family to your business; which can exponentially generate more sales opportunities.

That Means A Strong Customer Retention Program Can Truly Help Your Company Thrive; Thanks To A Balanced Audience Of New And Returning Customers.

Focus On Customer Retention And Keep Your Company's Cash Flow Growing {First\_Name}!

**\*Stay Tuned For Tomorrow's E-Mail:**Why Is Consumer Behavior Important?

Here’s To Your Success!  
**The GWC Team**

Day 198) Why Is Consumer Behavior Important?

Hi there {First\_Name}!

The Study of Consumer Behavior is One of The Most Important Marketing Activities Undertaken by Companies and Institutions; because It Helps Marketers Determine What Influences Consumers’ Buying Decisions.

Understanding Consumer Behavior is therefore helpful; for identifying the products that are needed and the products that are obsolete. No business wants to spend a fortune on producing a Product Line; only to find that it doesn’t sell!

A Typical Consumer Behavior Analysis Should Reveal The Following:

* What Consumers Think and How They Feel About Various Brands, Products, Services, etc..
* What Influences Consumers To Choose; Between The Various Options Available To Them.
* Consumers’ Behavior While Researching And Shopping.
* How Consumers’ Environment (including their friends and family, the media they consume, etc.) Influences Their Behavior.

In Order To Understand Consumer Behavior On A Deeper Level, It’s Important To Look At The Elements That Influence Consumer Behavior.

These Include:

**Personal Factors;**such as those influenced by a Consumer’s Demographics; including Age, Gender, Cultural Background, Life Stage and More. These elements play an important role in shaping an individual’s interests and opinions.

**Psychological Factors;**such as their response to a Marketing Message or Elements Which Stimulate The Senses; Including Light, Heat, Sound, Touch and More.

**Social Factors;**[Including The Influence Of Friends, Family And Social Media,](https://www.rapiventas.net/globalonlinesales/smss/) or Aspects Such As An Individual’s Education Level or Income.

**Marketing Campaigns;**[Which Done Correctly,](https://www.rapiventas.net/globalonlinesales/malapro) [Can Influence Impulse Purchases And Persuade Consumers To Change Brands Or Opt For More Expensive Alternatives.](https://www.rapiventas.net/globalonlinesales/malapro)

**Purchasing Power;**including a person’s financial ability to buy products or services, as well as the “value” of the transaction in terms of what they receive.

This can play a large role in what brand they choose (for example, the cheaper or more expensive brand) and if they can justify making the purchase at all.

**Personal Needs And Wants;** As Well As Their Personality and Their In-Built Preferences, Priorities, Morals and Values.

So, that's why it's Very Important To Study Consumer Behavior; for It Determines What Influences Consumers’ Buying Decisions {First\_Name}.

**\*Stay Tuned For Tomorrow’s E-Mail:**These Are Some Types Of Consumer Behavior.

Here’s To Your Success!  
**The GWC Team**

Day 199) These Are Some Types Of Consumer Behavior.

Hello {First\_Name}!

When We Refer To Consumer Behavior; The Concept Can Be Further Broken Down Into 4 Distinct Types:

**Complex Buying Behavior**

This refers to those rare, expensive purchases; which will often see The Consumer Researching Their Options Thoroughly; such as when buying a new car or house.

They are highly involved in The Purchase Decision-Making Process; before making the final commitment.

**Dissonance-Reducing Buying Behavior**

When, despite lengthy research; a Consumer has difficulties determining the differences between brands.

Then, even after making the purchase; they must seek reassurance, that they’ve made the right buying decision.

**Habitual Buying Behavior**

When as opposed to purchasing a particular product due to Brand Loyalty; a Consumer chooses a product, based on their Buying Habits.

For Example: They’ve purchased it before; were satisfied and choose it repeatedly over other brands; simply because it takes the ‘need to think’ out of the Buying Process.

**Variety-Seeking Behavior**

When a Consumer Enjoys Trying New Products and Seeks Variety in their Buying Patterns.

For Example: They might like trying new flavors of tea or enjoying a different fragrance of hand soap each time they make their purchase.

**Examples Of Consumer Behavior**

Now let's look at Some Examples of different Consumer Behaviors that matter when Marketing a Product or Service.

**Needs**: Needs are essential to your Marketing; as they give people a reason to buy. You'll need to Understand The Needs of Your Target Audience To Effectively Communicate Your Solution.

For Example: A Customer paying for a dog-walking service; has an underlying need to have their dog walked. You'd want to dig into the causes of that need, such as not having the time or desire.

**Motivation**: It's Important To Understand What Gives Your Audience The General Desire And Willingness To Take Action.

For Example: The dog owner who wants to hire a dog walker; may have a restless dog, causing problems in the house.

**Search**: Customers use various methods to learn more about the products and services they need. It's important to understand; how your Customers are looking for information.

For Example: [They Could Be Searching For Certain Keywords On Google And Social Media.](https://www.rapiventas.net/globalonlinesales/smss/)

**Purchasing Decisions:**Customers Often Go Through Stages, When Deciding What To Buy; such as Researching The Details of An Offering, Comparing Multiple Providers and Reading Reviews.

It's Important To Understand Your Customers' Buying Process; And Have Content In Place, To Guide Them Along The Desired Path.

For Example: The dog walker, could run ads for people searching for dog walkers; and even problems that result when dogs aren't walked.

They could write blogs and social posts about their service, their results and overall dog health. Then, they could ask customers for reviews and testimonials to post online.

**Customer Loyalty:**Customers Are Loyal To Brands That Satisfy Their Needs and Vice Versa. Understanding What Drives Customer Loyalty and What Hurts It; Is Important For Growing A Customer Base That Doesn't Churn.

For Example: If a dog walking service brings back a dog that is happy and calm; the owner will likely continue using the service.

However, if they bring back a dog that continues to be hyper; they may have to look for another solution.

**Technology Adoption:**Customers are often willing to try a new technology or innovation. However, It's Important To Gauge Your Audience's Willingness.

For Example: VR Headsets are rising in popularity as the technology has improved and more Consumers are open to that form of entertainment.

**Price Sensitivity:**The price of a product will cause an impact; if a Customer is willing to buy or how much are they willing to spend.

For Example: A Customer may be willing to pay for an expensive dinner out on occasion; but not every month.

As a Brand, It's Important To Understand Your Audience; how much they are willing to pay and how frequently.

**Perceptions:**Customers form perceptions about brands; based on their encounters with that brand and their Internal Reference Point (belief, values, etc.).

As a brand, it's important to be aware of the impression you are making on your audience and your control over it.

You can do this by developing a Documented Brand Strategy and showing up with consistency.

**Product Use:**It's important to understand how your customers use your products and services to encourage increased use.

For Example: Facebook enables you to pick your most important friends; so you can see their content first on your feed. This encourages users to use and engage with the app more.

**Post-Purchase Evaluation:**Customers will have an opinion after they buy from your brand; and brands can benefit from connecting with customers, to find out their level of satisfaction.

For Example: You could send follow-up e-mails with [Surveys To Gauge Satisfaction And Gain Feedback!](https://www.globalwebsitescorporation.com/index6.html)

**Word Of Mouth:**When people are happy with a product or service, they will often tell others about it. As a Brand, [You Can Encourage This Behavior With Referral Programs Or Affiliate Programs.](https://www.rapiventas.net/globalonlinesales/amwtmi/)

For Example: Airbnb offers travel credits; when members refer new members.

Well, there you have it {First\_Name}! Start implementing this knowledge about your customers, and watch your revenue grow sky high!

**\*Stay Tuned For Tomorrow’s E-Mail:**Consumer Behavior Can Be Segmented By These Common Criteria.

Here’s To Your Success!  
**The GWC Team**

Day 200) Consumer Behavior Can Be Segmented By These Common Criteria.

Hello {First\_Name}!

Segmentation looks at Consumer Behavior Patterns; displayed by customers as they interact with a product, brand or make a purchasing decision; dividing customers into groups according to this data.

The Aim Of Segmentation; is to Understand How To Deliver The Particular Needs Or Desires Of A Group Of Customers, Discover Opportunities To Enhance Their Customer Journeys And Measure Their Potential Value For Your Business.

Here Are Some Of The Common Criteria; Which Consumer Behavior Can Be Segmented By:

* **Purchasing Behavior:** The Consumer's Attitudes, Preferences, Intentions and Decisions; when purchasing a product or service.
* **Benefits Sought:** What The Customer Is Hoping To Attain From Purchasing The Product Or Service and why they are seeking it in the first place.
* **Customer Journey Stage:** There Are Five Main Stages In The Customer Journey; starting from their very first interaction with your Brand (Awareness) and leading through to Consideration, Decision, Retention and Advocacy.
* **Usage:** How The Product Or Service Is Used By The Consumer, including how often, when and where.
* **Occasion Or Timing**: Occasions Can Indicate Purchasing Patterns For An Individual Customer Who Consistently Repeats Over A Period Of Time. These might include Birthdays, Anniversaries, Vacations, Monthly Purchases or Daily Rituals.
* **Customer Satisfaction**: A Measurement That Determines How Happy Customers Are With The Company's Products, Services and Capabilities.
* **Customer Loyalty**: Loyal Customers Repeat Business With The Brand; choosing them over their competitors, time and time again. Customer’s Loyalty is encouraged by three things: Positive Customer Experiences, Customer Satisfaction and The Perceived Value They Gain From The Product Or Service.

Conclusion...

[With A Thorough Understanding Of Consumer Behavior And How It Can Be Used For Your Marketing Strategy;](https://www.rapiventas.net/globalonlinesales/malapro) you too will be able to reap the benefits of Higher Sales Growth, Boosted Revenue and of course, Marketing; which drives the results you desire {First\_Name}.

Business Owners can also outsource The Formulation of A Marketing Strategy based on Consumer Behavior; to Professionals within this area, meaning that help is always on-hand when needed.

**\*Stay Tuned For Tomorrow's E-Mail:** Get Active In Social Media!

Here’s To Your Success!  
***The GWC Team***

Day 201) Get Active In Social Media!

Hello {First\_Name}!

There are about 7 Billion Social Media Users Worldwide! That means You Can't Ignore Social Media for Marketing Your Business. Social Media is a great tool to give customers a personal connection with you.

In Addition To The Huge Audiences, Most Social Media Sites Have The Added Advantage Of Analytics, giving you more data about your audience's composition and preferences.

**Launch Your Social Media Marketing Campaign**

In short, Social Media is a major vehicle for business growth. Some of the most important Social Media Sites right now are: [YouTube,](https://globalwebcorp.wordpress.com/portfolio-2/) [Instagram,](https://www.instagram.com/globalwebcorp/) [Twitter,](https://rapiventas.net/globalonlinesales/tc) [Pinterest,](https://www.pinterest.com/jalemusl/) and [Facebook.](https://m.facebook.com/globalwebsitescorp)

Let's Take A Closer Look At Some of The Most Important Aspects of These Platforms for Marketing Your Business.

The latest research from the Content Marketing Institute shows that 60% of Marketers Use Video. Online Video is insanely popular, with 60% of people preferring it to Live TV; According to Google.

Google's Research also shows that in less than 10 years, half of the viewers under 32 won't use A Pay TV Service. No Marketer can ignore YouTube's user base; which was more than 1 Billion Users at last report.

[Owned by Google; YouTube is The World's Second Biggest Search Engine, with 2.2 Billion Monthly Active Users,](https://globalwebcorp.wordpress.com/portfolio-2/) it's undoubtedly a great site for getting your videos seen, as they show up in Search Results.

Even people who know nothing about your business can stumble across it; when they're searching for information about a topic.

Overall, YouTube is an excellent platform to use, for engaging your customers. You can do lots of different types of videos, but there are two; which are particularly useful for businesses: [Explainer Videos and Educational Videos.](https://www.globalwebsitescorporation.com/contactus/index5.html)

**Explainer Videos** target people who search for your brand and want to understand who you are. [They’ll Tell People All About Your Business, Products And Services.](https://globalwebcorp.wordpress.com/portfolio-2/)

Of course, that doesn’t mean they can’t be funny. Explainer Videos Are Short And To The Point; Showing How Your Business Meets Your Customers’ Needs.

**Educational Videos** Will Share Tips About Different Aspects Of Your Products And Services. They might tell people how to use your products; or provide tips on how to get more out of the services you offer.

These Videos will attract people searching for information on particular topics. Even if they didn’t start out looking for your business. Having a good Educational Video, could make them want to work with you.

Some Educational Videos feature real people providing the information customers need. Others are [Whiteboard Animation Videos;](https://www.globalwebsitescorporation.com/contactus/index5.html) where the information is on The Whiteboard and the person voicing the video never appears.

Whichever type of video you choose, you’ll need to come up with the tips you want to include; and send these to a Video Script Writer to come up with your Video Script.

Once that’s ready, you can [Find An Expert To Create A Professional Explainer or Educational Video for Your Business.](https://globalwebcorp.wordpress.com/portfolio-2/)

Once your video is ready and uploaded to YouTube; [Reach A Bigger Audience By Using S.E.O.](https://www.globalwebsitescorporation.com/contactus/index5.html) to make sure more people see it and can find it; by searching either YouTube itself or Google.

Built Around Photos, Instagram is an Excellent Platform for Visual Marketing. It's very popular and has 2 Billion Monthly Active Users.

For Businesses; Consider Reposting Customer Images That Relate To Your Company; as well as providing an inside view of life at the company. Quotes, memes, images of nature, and cute animals also work well.

[To Use Instagram Effectively, Make Sure You Create A Business Account.](https://www.instagram.com/globalwebcorp/) This Will Give You Access To Analytics; So You Can Track Which Content Does Best - and post more of it.

You'll Need To Install The App On Your Phone, but you can also use a tool like Later or Grum to schedule posts.

Instagram Works Best When You Are Active On A Daily Basis. Use it effectively and you'll soon reach more of your Potential Customers.

**Insider Tips for Using Instagram for Advertising:**

**Use Hashtags Extensively** - Instagram users love them; and they help people find relevant content. The more you use them, the more engagement you'll get. You Must Also Like and Reply to Comments to Increase Engagement.

When you first use Instagram, use Keywords or Hashtags to find relevant people to follow; and then Like and Repost Relevant Content.

[Facebook Is One of The Most Powerful Social Media Tools You Can Use. With 2.96 Billion Monthly Active Users,](https://m.facebook.com/globalwebsitescorp) the chances are that most of the people that you want to reach are on Facebook.

There are lots of Facebook Tools you can use. As well as your Personal Profile, there's Messenger, Groups, and Live Video. But The Tool You're Likely To Use The Most As A Business, Is Facebook Pages.

More Than 160 Million Businesses Use Facebook To Interact With Their Customers!

* 84% of Video Marketers Use Facebook To Promote Their Videos.
* 96% of B2C Marketers Use Facebook To Interact With Their Customers.
* 91% of B2B Marketers Use Facebook To Interact With Other Businesses.

Pages have many of the same features as Profiles; allowing you to share images, videos and status updates. But Having A Page, Gives You Access To Analytics, and you can also Promote Posts and Run Ads.

To Use Your Facebook Page Well; You Must Engage With The Page Daily, either by posting original content or sharing something useful, responding to messages+comments. Like other companies, you can afford to be a bit playful on Facebook.

You'll Also Want to Launch or Participate in Groups, Be Useful and Helpful; That's How You'll Grow Your Audience and Lead A Lot More People Back To Your Page.

Group Owners are usually happy when you Share Relevant Content within The Group and may even share it to their own External Networks.

It’s like a Partnership Where Your Content Helps To Keep The Group Interesting To Members; While Growing A Larger Audience.

As mentioned earlier, Facebook is also An Advertising Platform. You can Create Your Own Ads or "boost" existing content that's starting to get attention.

This Can Be A Cost-Effective Way To Reach Your Audience; especially since Facebook has Excellent Demographic Targeting and Audience Segmentation Features.

There's a lot to master with Facebook, but don't feel overwhelmed.

[Pinterest is The Perfect Place for Marketing, with Over 444 Million Monthly Active Users!](https://www.pinterest.com/jalemusl)

These users are also extremely faithful users. A recent study shows that The Average Pinterest User spends an average of fifteen minutes a day on the site.

Pinterest Users are almost exclusively female; and are almost entirely between the ages of 25 and 35. The Huge Audience and Dense Demographic isn’t the only thing Pinterest has to offer.

If You Open A Pinterest Channel, Specifically For Your Business, you Get Access to a chest of Invaluable Analytic Tools Completely Free!

These Tools Allow You To See Things Like:

* How Much Traffic You’re Directing To Your Website, From Pinterest.
* How Much Traffic Is Being Directed To Your Pinterest Channel.
* Where The Traffic On Your Pinterest Channel Is Coming From.

This allows you to find people promoting your business and reward them in some way; which of course leads to more promotion from that person.

One great thing you can do to drive up your online popularity as a business for a while, is to Run A Contest On Pinterest.

[This Contest ideally would Include Prices; Such As Packages Of Your Pproducts,](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) or possibly cash, and should somehow [Direct People To Your Company’s Website; in order for them to win.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

[You Could Also Require Them To Sign Up For A Mailing List;](https://rapiventas.net/globalonlinesales/lila) in order to have a chance of winning, allowing you to have continued contact with the people who interacted with you in Pinterest.

One Great Thing For Big Companies To Do, Is Make Their Brand More People Friendly. This can be done by posting picture of people around the office and using Low Quality Images; from things like handheld cameras, Rather Than Using Images that are Obviously Taken in a Studio, Using a Model and that are Extensively Photo Shopped.

You Could Also Do This By Hosting A Real World Event; like a Company Cookout for example and promoting it on Pinterest. This not only makes your brand seem more human; but also gets people to interact with your company in real life.

[Cross Pollination Between Sites Is Always A Good Way To Increase People’s Loyalty To Your Brand.](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)

If your Company has a Facebook Profile; That Account Can Be Synced With The Company’s New Pinterest Channel; and people from Its Facebook Page will see on your feed, that you’ve started to pin things on Pinterest.

They are then most likely to go and check it out; further reinforcing their connection to your business.

These are just a few of the ways you can use Pinterest to further your Business Marketing, and there are literally countless others. But Remember, [Creativity Is One of The Best Ways To Have A Successful Marketing Plan.](https://rapiventas.net/globalonlinesales/malapro/)

Twitter Has 238 Million Monthly Active Users and Is An Excellent Network For Discovering, Breaking News and other content.That's why [It's The Right Place For You To Share All The Content You Create.](https://rapiventas.net/globalonlinesales/tc)

You Can Share Links, Images and Videos on Twitter; which Can Be Collected Into Twitter Moments, which are the stories featured on other platforms.

Twitter Was Also The First Social Media Site To Use Hashtags; Which Is An Important Tool To Help People Find Content.

**Insider Tips for Using Twitter for Advertising:**

Update Your Twitter Account Daily; With Content Suitable For Your Target Audience.

These Include: Inspirational Quotes, Useful Posts, Relevant Images and More. You can always hire someone to help you find and post this content.

Grow Your Twitter Community by Producing Content That Your Followers Would Want To Retweet And Be Mentioned by Twitter Influencers.

[Use Twitter Analytics To Understand Your Audience](https://rapiventas.net/globalonlinesales/tc) and Flesh Out Your Buyer Personas. Then You Can Use Twitter Ads To Target Promotions To The Right Customers.

**\*Stay Tuned For Tomorrow's E-Mail:**Look After S.E.O.!

Here's To Your Success!  
***The GWC Team***

Day 202) Look After S.E.O.!

Hi {First\_Name}!

[Search Engine Optimization (S.E.O.) Is An Essential Component Of Digital Marketing.](https://www.globalwebsitescorporation.com/contactus/index5.html) It's all about tweaking your web pages; so they show up in a good position in search results, when people Search for Relevant Keywords.

**Look After S.E.O.**

Of course, that's not all there is to S.E.O.. In fact, there's a long list of Search Ranking Factors.

In a nutshell, Google wants to know that your business is trustworthy and it looks for signals like:

* External Reviews of Your Business.
* Backlinks to Your Site From Trusted External Sources.
* [Social Media Sharing.](https://rapiventas.net/globalonlinesales/smss/)

The more positive these signals are, the better your pages and your site will rank! Since Search Algorithms are constantly evolving; sometimes you need a bit of help to keep up.

Luckily, Google Provides Several Tools To Help You With S.E.O. And Related Website Management Tasks:

**Google Analytics**tracks what people do when they're on your site and Provides Demographic Information. You can also use it to Manage Conversion Goals and [Marketing Funnels.](https://rapiventas.net/globalonlinesales/sfbpt)

**Google Search Console**(previously Webmaster Tools) helps you see your site as Google's Search Bots do; with Tools Allowing You To Upload Sitemaps, Manage Rich Snippets, Handle Google Penalties and More.

You can also use this tool to identify and understand the Search Behavior that brings people to your site by looking at The Keywords they use.

**Page Speed Is Also A Key S.E.O. Metric.** Test yours with Pingdom. If your page loads after more than 2 seconds there is a place for improvement. [Making Your Website Faster Is Essential For S.E.O.](https://www.globalwebsitescorporation.com/contactus/index5.html) and Can Be Improved Drastically With The Help Of An Expert.

[One Of The Most Important Things You Can Do To Improve S.E.O. Is To Write Excellent Content!](https://globalwebcorp.wordpress.com/) Whenever you Search Google, you’ll often find an In-Depth Blog Post or Article about 1000-2000 words long; Giving The Answer To Your Query.

Your Content Could Provide Answers For Other Searchers. That’s why Every Business That Has A Website Needs To Include Content Creation As Part Of The S.E.O. Strategy**.**

The Right Content Can Give Your Site Great Search Position – Perhaps Even On The First Page – which you could never achieve with your website’s homepage alone.

Insider Tips for Using S.E.O. Services:

* Unless You're Offering Global Services; Pay Attention To Local Search Volume; To Find Data That's More Relevant to Your Business.
* Perform A Keyword Research To Find Out What Users Are Searching For; so you can [Develop Your Marketing And Content Marketing Strategy.](https://rapiventas.net/globalonlinesales/malapro)
* Make sure The Keywords Have The Right Intent For Your Business.
* Don’t Target Keywords Around Your Business; Target Those Who Ask For Your Specific Service.
* [Create Excellent Content; Answering The Most Important Questions People Have About Your Business And](https://rapiventas.net/globalonlinesales/nebp) [Your Niche.](https://rapiventas.net/globalonlinesales/nebp)

**\*Stay Tuned For Tomorrow's E-Mail:**Extend Your Reach With S.E.M.!

Here’s To Your Success!  
***The GWC Team***

Day 203) Extend Your Reach With S.E.M.!

Hello {First\_Name}!

The Focus of S.E.M., or Search Engine Marketing, is about Buying Ads that Appear in Search Results. [You'll also hear people talking about Pay Per Click (P.P.C.) Advertising.](https://www.rapiventas.net/globalonlinesales/ppcar/) Either way, you've probably noticed that a few Ads - appear at the top of The Search Results.

**Extend Your Reach With S.E.M.**

These Ads are served by AdWords, which we mentioned earlier; and your S.E.M. Strategy Aims to Ensure that your Ad comes up at the right time, to target the people you most want to reach. These Ads also appear on Mobile Devices.

Because of Their Positioning, these Ads get lots of clicks; which means [More Traffic, Sales And Leads For Your Business.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) If The Ad is Relevant, people don't seem to care that it's an Ad.

[For Best Results With S.E.M. And P.P.C.,](https://www.rapiventas.net/globalonlinesales/ppcar/) You'll also Need to Pay Attention to Ad Targeting, Creating Filters and Editing Ads To Make Them More Effective. AdWords includes In-Depth Analytics; so you can Create A Strategy That Really Works!

**Insider Tips for Using S.E.M. Services:**

* Make The Purchase Process As Simple As Possible, So Your Ads Result In More Paying Customers [(Remember You Are Paying Per Click).](https://www.rapiventas.net/globalonlinesales/ppcar/)
* Increase your Return On Investment (R.O.I.) by taking advantage of The Built-In AdWords Testing Features.
* Vary Titles and Descriptions on a Rotating Basis; to Determine which are The Best Performing Ads for Your Business.

**\*Stay Tuned For Tomorrow's E-Mail:**Invest In Content Marketing!

Here’s To Your Success!  
***The GWC Team***

Day 204) Invest In Content Marketing!

Hi {First\_Name}!

Content Marketing is One of Your Most Important Tools for Promoting Your Business. As mentioned earlier, Targeted Ads can be Very Effective; but today, people are more interested in content that provides useful information and helps them solve their problems.

[Content Marketing Has Multiple Benefits,](https://www.rapiventas.net/globalonlinesales/ba) including: Establishing Your Authority, Fostering Customer Loyalty, Creating Shareable Resources, Expanding Your Audience and more.

In fact, According to The Content Marketing Institute, 95% of Marketers say; Improving Content Quality has Made Their Marketing Strategy More Successful.

There's so much to Content Marketing; that we could write a whole guide about that alone, but here's some information to guide you.

There Are A Lot of Different Types of Content:

* Articles
* [Blog Posts](https://globalwebcorp.wordpress.com/)
* White Papers
* [E-Books](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)
* Infographics
* News Stories
* Case Studies
* [Videos](https://globalwebcorp.wordpress.com/portfolio-2/)
* Podcasts

You'll Need To Understand Your Audience (as we mentioned in Step #1); to know where they hang out online and which types of content they like best. That probably means trying out different forms of content; to see which ones bring the business benefits you need to provide.

Insider Tips for Using Content Marketing Services:

* [Make Sure You Optimize Your Content To](https://www.globalwebsitescorporation.com/contactus/index5.html)[S.E.O.](https://www.globalwebsitescorporation.com/contactus/index5.html)[,](https://www.globalwebsitescorporation.com/contactus/index5.html) as the S.E.O. data you gathered in Step #3 will make it easier for people to find and share your content.
* Whether you're Creating Written Content or [YouTube Videos,](https://globalwebcorp.wordpress.com/portfolio-2/) S.E.O. will help the content reach more people.
* Your Website should always be the main home for your content; making it a destination for Potential Customers.
* Don't just publish it there and wait for the traffic to arrive. [Use Social Media,](https://rapiventas.net/globalonlinesales/smss/) [P.P.C.,](https://www.rapiventas.net/globalonlinesales/ppcar/) [E-Mail Marketing](https://go.e1ulife.com/home?fpr=jose77) (see Step #6), and [Partnerships,](https://www.rapiventas.net/globalonlinesales/bnmrem) to extend its reach.

**\*Stay Tuned For Tomorrow's E-Mail:**Network While Working From Home.

Here's To Your Success!  
***The GWC Team***

Day 205) Network While Working From Home.

Hi there {First\_Name}!

The life of a Freelancer can sometimes feel isolating—especially if you work remotely or from home.

And, while the last thing you may want to do after 12 hours in front of a computer screen is go out and “mingle”; networking is an important priority every Freelancer should embrace.

**Network Smarter, Not Harder**

Not only is it critical for drumming up new business, but it’s also important for your wellbeing – research shows that social isolation can increase your chances of heart attack and stroke. Yikes!

But while it may seem like one more thing on an endless to-do list, networking doesn’t have to be a chore. It doesn’t have to be a challenge, either – even if your only IRL Co-Workers are plants or an aquarium full of fish. In fact, working from home is a great ice-breaker in networking situations.

**Here Are Five Tips To Expand Your Professional And Social Circles:**

**1. Write It In Your Calendar And Commit To It!**

As a Freelancer, you’re often bound to others’ schedules and priorities. It’s easy to say, “I’m going to skip that party, because I’ve got a project due in the morning”; or “There will always be another event I can go to, but I’ve gotta get revisions to this client right now”, but the reality is that networking is worth the time.

People like to hire people they know and trust. Choose a Networking Event, R.S.V.P., put it in your calendar and protect the commitment; just as you would any other meeting or appointment.

You wouldn’t bail on a lunch date with a client at the last minute, so don’t bail on yourself by downplaying the importance of a networking event.

**2. Tap Into Networks You May Not Be Utilizing.**

Does your College have a Local Alumni Chapter in your city? How about your Church or Chamber of Commerce?

The chances are high, that there are already Professional Meet-Ups happening in your immediate orbit. If you don’t find anything posted online, send a note to the Group’s Leader and ask to be added to their e-mail list for future events.

**3. Join A New Professional Organization Or Club.**

Not finding any pre-existing events in your immediate network? No problem! [Now Is The Perfect Time To Expand Your Circle By Joining A Professional Organization Or Club.](https://www.rapiventas.net/globalonlinesales/bnmrem/)

Google the name of your city and your trade, or ask friends in your field to make suggestions. Hanging out with Professionals who share your skills is a great way to get tips and recommendations about things that will make your job easier.

**4. Be A Follower!**

[One Of The Easiest Ways To Hear About Great Events In Your City Is By Following People On Social Media.](https://www.rapiventas.net/globalonlinesales/smss) Is there a Thought Leader, whose work you admire?

[Follow Them On Twitter](https://www.rapiventas.net/globalonlinesales/tc) and [Instagram.](https://www.instagram.com/globalwebcorp/) Better still, strike up a conversation when they share content you like.

It can not only lead to Great Digital Networking Opportunities (after all, you can network online 24/7), but more importantly; it will give you a heads up when those people will be at conferences, expos and events you can attend.

**5. Don’t Forget To Follow Up!**

Getting out the door and to the event is the hard part, but the work doesn’t stop there. Meeting people is only the first half of the networking game.

When you get home, be sure to enter details about the people you’ve met into your C.R.M. (even if your C.R.M. is just a spreadsheet), so you don’t forget to follow up.

1) Did someone go above and beyond during your conversation?

\*Send them a handwritten thank-you note.

2) Did someone mention they’re looking for great Thai food?

\*Send them an e-mail with your recommendation.

3) Did someone casually mention they might be interested in your services soon?

\*Shoot them over an e-mail with additional information.

Admittedly, networking takes time. But smart, deliberate networking, will pay for itself tenfold; over the course of your Freelancing Career.

Make a commitment to yourself to put in the time and the results will follow {First\_Name}!

**\*Stay Tuned For Tomorrow's E-Mail:**Promote With Banner Ads!

Here's To Your Success!  
***The GWC Team***

Day 206) Promote With Banner Ads!

Hi there {First\_Name}!

When You're Ready To Promote Your Business Online, one Method you can use is Promoting With Banner Ads.

Banner Ads Can Help You Attract Customers And Promote Your Business.

A Slogan And Brand Colors Can Help Customers Become Familiar With Your Business And Start Associating That Branding With Your Business.

There Are Lots Of Potential Uses For Banner Ads:

For Example: You might want to Introduce Your Business, Promote An Event or Acquire New Customers and Generate Sales.

No Matter What The Purpose Is; It's Essential To Include A "Call To Action" As Part Of The Banner Text {First\_Name}!

[A Call To Action Tells Viewers What Action You Want Them To Take;](https://rapiventas.net/globalonlinesales/mlabp/#order) such as visiting your website or [Signing Up For E-Mail Updates.](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp) For best results, make this action simple and specific.

Not only can you use Banner Ads on your own site (many businesses do this to promote events they're involved in); but you can also Place Banner Ads On Websites That Target The Audience You're Trying To Reach.

If They Offer Complementary Products and Services, Banner Ads Are A Good Cross-Promotional Tool.

**Insider Tips for Using Banner Ad Services:**

* Make Sure Your Banner Ad Designer Includes Your Logo As Part Of The Banner Image And That It's Clearly Visible. This Will Help Customers Become Familiar With Your Brand And Recognize Your Business The Next Time They See It.
* Ensure That Your Banner Design Stands Out From The Page Where You Plan To Place It.
* If It Has The Same Look And Feel As The Page It's On; It's Very Likely That No One Will Notice It!
* Pay Attention To The Placement Of Your Banner Ad On A Webpage. The Farther Down The Page It Is Placed; Fewer People Will See It And Click On It.

**\*Stay Tuned For Our Next E-Mail:** Create Social Channels!

Here's To Your Success!  
***The GWC Team***

Day 208) Create Social Channels!

Hi {First\_Name}!

It’s Important To Start By Selecting The Right Social Channels For Your Brand And Your Business Goals.

Although most people are familiar only with a handful of the most popular sites; There Are Over 200 Social Media Networks In Existence! [Facebook,](https://www.facebook.com/globalwebsitescorp/) [Twitter,](https://rapiventas.net/globalonlinesales/tc) [Pinterest](https://www.pinterest.com/jalemusl/) and [Instagram,](https://www.instagram.com/globalwebcorp/) are among the best known.

For Example: Almost 90% of all U.S. Adults are Active on Facebook alone. What’s more, they’re really active on the site; with a whopping 2.91 Billion Monthly Active Users!

But it doesn’t necessarily follow, that you should use Facebook, too. Nor do you need to be active on multiple sites to successfully use Social Media for your business.

The Right Social Media Network For Your Brand, Is The One Where Your Target Audience Is Most Active In.

Each Social Media Site has a different “culture”; which tends to attract a different set of dominant demographics. And since The Busiest Entrepreneurs don’t have time to Maintain An Active Presence On Several Social Media Sites Simultaneously; it’s important to prioritize your efforts from the start.

[You Can Start by Searching For And Registering Your Brand Name Across Several Social Media Sites individually.](https://rapiventas.net/globalonlinesales/smss/) Why register for multiple sites, if you’re not going to use them all?

One Simple Reason: It’s Smart To Reserve Your Brand Name; So That It Doesn’t Get Registered By Another User.

Signing up for an available name is just the beginning. However, Each Social Media Site Requires Different Information From The User, To Create An Active Account.

Moreover, you’ll want to [Make Sure That Each Profile You’re Planning To Use, Is Optimized With Relevant And Persuasive Brand Information;](https://rapiventas.net/globalonlinesales/becw) Including Your Website URL, A Catchy Tag Lline and An Interesting Biographical Section.

Insider Tips:

* The More Specifically You Can Describe The Groups Of Prospective Customers Or Clients You’re Trying To Reach; The More Effective Your Social Media Networking Plan Will Be.
* Think In Terms Of Both Demographics (age, location, etc.) And Psychographics (their problems, goals, fears, motivations, etc.).
* [If You’re New To Social Media Networking For Business Purposes,](https://www.rapiventas.net/globalonlinesales/bnmrem/) consider focusing on a single network at first.
* You can always add more networks later, after you’ve established yourself on the first site.

Your Next Steps:

* Find The Social Networks Your Audience Uses.
* Create Optimized Profiles On Social Media Sites.

**\*Stay Tuned For Tomorrow's E-Mail:** Leverage On Social Media Networks For Your Business!

Here’s To Your Success!  
***The GWC Team***

Day 209) Leverage On Social Media Networks For Your Business!

Hello {First\_Name}!

No matter what changes the internet age has brought to the world of business, [Digital Marketing Is Still About Forming Relationships.](https://rapiventas.net/globalonlinesales/bnmrem)

And because Social Media is first and foremost social; it helps you create and build those relationships -- with colleagues in your industry, as well as prospects and customers -- and achieving many other business goals.

[Social Media Can Help You Build Brand Awareness and Give Your Audience a Chance to Know You Better...](https://rapiventas.net/globalonlinesales/smss/)

* What do you stand for and believe in?
* What motivates you?
* What problems can you solve for them?

Social Media gives you additional opportunities to show your prospects the answers to these questions.

Social Media also helps you provide the kind of service your customers expect. These days, a brand that doesn’t engage with its users on Social Media is an anomaly!

Your customers might wonder why that is -- and may even look for a brand that’s more reachable and responsive.

It’s also Essential for Managing Your Brand’s Reputation. No business will ever make all their customers happy 100% of the time. And when people complain these days, they do it on Social Media.

You might not be able to prevent that from happening, but you can manage and mitigate the damage; simply by listening, responding, and empathizing.

[The Strategic, Targeted Use Of Social Media Can Help You Drive Traffic To Your Website or A Specific Landing Page,](https://rapiventas.net/globalonlinesales/ptrama) Make or Break a [Launch of Your New Product or Service,](https://www.rapiventas.net/globalonlinesales/mlabp) help you build your reputation as a trusted expert, form a lucrative new joint venture, and differentiate your brand from your competitors.

[An Active Social Media Presence, Can Help You Achieve Several Business Goals.](https://rapiventas.net/globalonlinesales/smss/) But it does take some time and effort to [Implement An Effective Social Media Networking Plan.](https://www.rapiventas.net/globalonlinesales/malapro)

[Fortunately, An Entire Professional Marketing Niche, Has Grown Around Social Media;](https://www.rapiventas.net/globalonlinesales/nebp) to help you build your network easily and quickly in five simple steps!

**\*Stay Tuned For Tomorrow's E-Mail:** Get Cover And Profile Images!

Here’s To Your Success!  
***The GWC Team***

Day 210) Get Cover And Profile Images!

Hi there {First\_Name}!

Each Social Media Site allows Users To Upload Different Types Of Images To Use Them As “Cover Images” as well as "Profile Pictures" or "User Avatars".

[These Images Present A Wonderful Opportunity For You To Further Develop Your Brand,](https://rapiventas.net/globalonlinesales/smss/) Connect With Your Audience And Differentiate Your Business From Your Competitors.

Dynamic, Visually Compelling Images, Can Convey A Wealth Of Information About You And Your Brand.

If you’re building your brand around yourself as an individual; you’ll also want to use a high-quality, professional photograph of yourself, with your face in tight focus as your profile picture or user avatar.

Insider Tips:

* [Search Each Social Media Site You’re Using For Your Competitors’ Profiles And Any Leaders In Your Industry Or Niche;](https://www.rapiventas.net/globalonlinesales/nebp/) For Inspiration And Ideas.
* Make Sure You Clarify Whether You Or Your Cover Image Designer, Will Be Responsible For Securing Rights To Any Image Files Used In The Final Design.
* Think about what text, if any, you’d like your Designer to include in your Cover Image; such as your URL, Brand Name or Tagline.
* Specify Which Network, The Image Is Being Designed For; Since Each Site Has Varying Image Size Requirements.

**\*Stay Tuned For Tomorrow's E-Mail:** Build Your Go To Market Strategy.

Here’s To Your Success!  
***The GWC Team***

Day 211) Build Your Go To Market Strategy.

Hello {First\_Name}!

Here I am again giving you pearls! When you introduce a product or service to a new market, there’s always going to be some risk.

Over 30,000 new products are introduced every year, but 95% of new products fail. You don’t want to spend time and resources on a Go To Market Plan that’s going to fall flat!

**What Is A Go To Market Strategy?**

A Comprehensive Go To Market Strategy, Acts As A Roadmap; Helping You Research Your Market, Position Your Brand, and Unveil Your New Product or Service.

But Before We Look At How To Build A Go To Market Strategy Framework, just what is “Go To Market” and how do you build a strategy around it?

**So, What Does “Go To Market” Mean?**

A Go To Market Strategy (sometimes called a G.T.M. Strategy), is a Plan of Action, that lays out, how your company will Reach Customers in a New Target Market and Gain a Competitive Advantage over other players in that Market. It can also refer to how you’ll Reach Customers in an Existing Market with a New Product or Service.

While this summary of "go to market" may sound like Standard Marketing, there are key differences.

While Your Marketing Strategy May Focus On Product Development, Pricing, Branding, And Reaching Your Audience, Most Marketing Strategies Are Built, In Conjunction With Sales; To Create A Pipeline And Assist You In Closing Deals.

A Go To Market Strategy Is Primarily Focused On Market Penetration And Is Proceeded By Your General Marketing Strategy.

Key Takeaways:

* A Go To Market Strategy, is a Plan of Action or Roadmap which guides your actions.
* A Go To Market Strategy, focuses on Penetrating New Markets or Introducing a New Product or Service to an Existing Market.
* The Meaning of a Go To Market Strategy, is different from that of a Standard Marketing Strategy.

**\*Stay Tuned For Tomorrow’s E-Mail:** Create Content For Your Audience.

Here's To Your Success!  
***The GWC Team***

Day 212) Create Content For Your Audience.

Hello {First\_Name}!

Good Business Use of Social Media, Requires Content, and lots of it!

Sharing valuable, well-made, and high-quality content of all kinds, helps you connect with, attract, and engage the people you’re trying to reach with Social Media; whether that content is written, video, or image-based.

But not just any kind of content will do. Your content should be carefully tailored to address your desired audience’s needs and interests.

Like a Museum Curator, your job is to sift the truly useful and fascinating from the irrelevant or less interesting, and only share the content your audience wants most to see.

[Before You Create A Social Media Content Plan, Think About Your Goals!](https://rapiventas.net/globalonlinesales/smss/) What actions do you want your followers and audience members to take, after interacting with you on Social Media?

Your content should be designed around Persuading Your Target Audience to take those actions. [Outsourcing the collection and publishing of content on your Social Media Networks, is a wise investment in yourself and your business.](https://rapiventas.net/globalonlinesales/tc)

It can take several hours each month to [Properly Manage An Active Social Media Presence](https://www.rapiventas.net/globalonlinesales/smss) on just a single site. If you’re active on multiple sites, that effort will only increase.

Insider Tips:

* Consider best practices for how often to post and share content on your selected networks, which can vary from site to site.
  + For example,[most experts recommend posting several times a day on Twitter](https://rapiventas.net/globalonlinesales/tc) but far less often on Facebook.
* Help your Social Media Provider, be more effective with a written policy; governing the kinds of content they should (and should not) collect, how often content should be shared, and how to handle conversations about you or your brand.
* Give careful thought to which sources you curate content from, since sharing content from that site might be seen as an endorsement.
* Only publish content from reputable, authoritative sources.

Your Next Step:

* Share Content On Your Social Media Accounts

**\*Stay Tuned For Tomorrow’s E-Mail:** Manage Your Social Community Daily.

Here’s To Your Success!  
***The GWC Team***

Day 213) Manage Your Social Community Daily.

Hi {First\_Name}!

An Active Social Media Network Doesn’t Manage Itself! It requires consistent, regular attention and careful management; especially if one of your goals is to grow your network organically.

[You’ll Need To Join Conversations, Look For Other Accounts To Follow, And Create Real Relationships With Those People](https://rapiventas.net/globalonlinesales/bnmrem) as well. And that’s in addition to the time it takes to collect, curate, and publish content.

Another Aspect of Ongoing Social Community Management is Reputation Monitoring. It’s helpful to have systems in place to quickly capture and bring to your attention any mentions on that site about you, your brand, and your products and services.

That way, if there are any complaints leveled against your brand, you can respond quickly and appropriately; so that your reputation doesn’t take a hit!

It’s not unusual at all, for a business that’s active on Social Media, to experience at least one complaint from a customer or client, on that specific network.

Some of the most trusted brands in existence, have weathered serious Social Media crises.

Whether the brand thrives or folds under the pressure of negative attention, it all depends in large part, on how promptly the complaint is addressed.

In addition, it’s crucial to be as transparent as possible in your response. If you need more time, say so; instead of trying to buy more time with noncommittal replies, or half-truths.

[Authenticity Buys You A Lot Of Goodwill On Social Media.](https://rapiventas.net/globalonlinesales/smss) That’s especially true, when you admit to a mistake openly and honestly; while addressing the problem promptly.

But first, you’ll need to make sure you know about those comments and complaints as soon as possible!

This kind of listening and monitoring work, is ideal for outsourcing. It doesn’t take much time, and as long as you provide clear guidelines as to what you’re looking for, it’s a task that can be easily performed by someone else in small chunks of time each day.

Insider Tip:

* Communicate Your Goals and The Descriptions of The Different Targeted Audience Segments to your Social Media Manager, so they’ll know what to look out for.
* If you’re a Solo Business Owner, Monitor for Mentions of Your Personal Name, as well as Your Brand Name; to make sure you’re aware of all relevant conversations on The Social Media Site.

Your Next Step:

* Manage And Engage Your Online Community

**\*Stay Tuned For Tomorrow’s E-Mail:**Promote Your Website!

Here’s To Your Success!  
***The GWC Team***

Day 214) Promote Your Website!

Hello {First\_Name}!

[Many Professionals and Business Owners Know They Absolutely Need S.E.O. To Grow Their Business;](https://www.globalwebsitescorporation.com/contactus/index5.html) but they don’t necessarily know what it actually is and what services it includes. S.E.O. stands for Search Engine Optimization; in other words, Website Optimization.

Let’s begin with this breef introduction for now, OK?

**How Do You Optimize A Website?**

The Reason for Optimizing a Website, is that users who search for a product or service within a Search Engine such as Google; will find the most relevant results for The Specific Keyword they have searched for.

[There Are Several Ways to Optimize a Website; including Building a Mobile Responsive Website,](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) Conducting Keyword Research, Writing Relevant-High-Quality Content That Will Give Users Added Value, Improving The Website’s Loading Speed, Internal Linking Structure and so much more.

**\*Stay Tuned For Tomorrow’s E-Mail:**Audit Your Website!

Here's To Your Success!  
**The GWC Team**

Day 215) Audit Your Website!

Hello {First\_Name}!

[The First Step To Optimizing Your Website is having an S.E.O. Professional Review Your Website;](https://www.globalwebsitescorporation.com/contactus/index5.html) to make sure it follows Google’s recommendations, as well as provide a user-friendly experience.

So... let’s dig a little more on the subject, shall we?

**Audit Your Website**

The S.E.O. Expert will Audit your Website and Write a Report, which includes Recommendations on different Key S.E.O. Ranking Factors of the site; such as Broken Links, XML Sitemap, Page Speed, Duplicate Content, Navigation and More. Choose your S.E.O. Audit Expert and Take The First Step to a Professional, Optimized Website.

**Optimize Your Website’s Technical S.E.O. Details**

Now that you have a Full S.E.O. Report of your Site, you know what the issues are and what needs to be optimized. A Technical S.E.O. Expert will be able to clean your code, organize your URL Hierarchy, Create a Robots.txt File, or  XML Sitemap and More. This is hard work and it takes a professional who knows their way around the small, technical details.

**\*Stay Tuned For Tomorrow’s E-Mail:**Conduct A Thorough Keyword Research!

Here’s To Your Success!  
***The GWC Team***

Day 216) Conduct A Thorough Keyword Research!

Hello {First\_Name}!

Once The Technical Aspect of Your Site is taken care of, and all issues have been fixed, you can take care of your site’s [S.E.O. Strategy](https://www.globalwebsitescorporation.com/contactus/index5.html) and Goals.

Let’s get started...

**Conduct A Thorough Keyword Research**

This is the time to consider several things:

* [What Is Your Website’s Main Market Niche?](https://www.rapiventas.net/globalonlinesales/nebp/)
* Who is your Target Audience?

It’s important to keep in mind, that your first Keyword Research should focus on Keywords that have High Search Volume and Low Competition. If your website is new, you should first focus on Low Competitive Long-Tail Keywords, in order to increase your chances to rank high quickly on Search Engines’ SERPs.

**Optimize URLS, Tags & Titles**

Once Your Keyword Research is done, it’s time to speak about your On-Page Optimization Key Points; such as Titles and Meta Descriptions, Headings (H1, H2, H3), ALT Tags, Schema Markup and more.

Your Website’s URL Structure, Page Titles and Meta Tags, should be kept short and to the point; as they are among the main factors that will determine your Organic Ranking.

**\*Stay Tuned For Tomorrow’s E-Mail:**These Are The Traits You Need To Start A Small Business.

Here’s To Your Success!  
***The GWC Team***

Day 217) These Are The Traits You Need To Start A Small Business.

Hello {First\_Name}!

Today, I'll give you some insights you'll need to follow; to [Start Your Own Small Business.](https://rapiventas.net/globalonlinesales/imbm/)

Let's begin with this brief introduction for now, shall we?

**Small Business Ownership** has its perks — you get to be your own boss and set your own work schedule. But it’s not for everybody. There’s a reason why many businesses don’t make it past the five-year mark.

According To The Small Business Administration; about two-thirds of businesses with employees survive longer than two years, while only half make it to at least five years.

While the reasons businesses fail vary; underestimating the risks and the significant responsibilities of being a Business Owner, are among the top reasons.

**Small Business Ownership** can be extremely rewarding, granted it’s a success. Interestingly Enough; Business Owners Who Thrive, Tend To Possess Certain Characteristics.

If You Want To Achieve Success With Your Business; Read On To Learn About The Top Five Traits You Need To Succeed As A Business Owner; Which You Will Learn About On Further Chapters Of This E-Mail Series {First\_Name}.

**\*Stay Tuned For Tomorrow’s E-Mail:**Dive Into The Increasingly Attractive Digital Business Model!

Here’s To Your Success!  
***The GWC Team***

Day 218) Dive Into The Increasingly Attractive Digital Business Model!

Hi {First\_Name}!

Recent Statistics Gathered From An In-Depth Study By BigCommerce Tell Us, That Just Over Half Of All Americans Prefer To Shop Online.

In fact, almost all Americans have purchased something online at least once in their life; while 90% say they’ve made an E-Commerce purchase last month.

An openness to Online Shopping, also cuts across generational lines. Over 75% of Millennials and over half of all Gen Xers, actually Prefer E-Commerce Over Brick-And-Mortar Store Shopping.

American Shoppers Purchase Everything Online, from clothing to [books,](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) electronics and personal items.

[Whatever Niche Your Small Susiness Operates In;](https://www.rapiventas.net/globalonlinesales/nebp/) if there are Physical Products Associated With It, An E-Commerce Site Can Help Improve Your Revenue.

U.S. E-Commerce Sales in the fourth quarter of 2022, grew 6.2% to the highest level in history: $299.12 Billion; compared with $281.58 Billion in Q4 2021, according to A Digital Commerce 360 Analysis of U.S. Department of Commerce figures; released on February 2023.

But with such a large percentage of shoppers preferring the experience of purchasing items online, there’s lots of room for growth with an E-Commerce Site {First\_Name}!

For These Reasons; It’s Probably No Surprise That E-Commerce Is A Digital Business Model That’s Increasingly Attractive To Entrepreneurs.

It’s Never Been Easier To Get Started With E-Commerce. [There Are Countless Platforms And Tools To Help You Turn An Ordinary Website Into An Online Storefront;](https://e1ulife.com/optin/marketing/index.php?jal) and Its Technology Is Increasingly User-Friendly.

**\*Stay Tuned For Tomorrow’s E-Mail:**Analyze Your Social Results!

Here’s To Your Success!  
***The GWC Team***

Day 219) Analyze Your Social Results!

Hello {First\_Name}!

The clearest goals you can imagine won’t do you much good; if you don’t have a way to track and measure your progress.

That’s true for just about any aspect of life and it’s equally true when [Building A Social Media Network.](https://rapiventas.net/globalonlinesales/smss/)

After all, how will you know whether you should revise or change your approach to Social Media altogether, or whether what you’re doing is working well?

The Only Way To Tell Is By Collecting And Analyzing Certain Metrics Or Analytics; which reflect how close you are to your specific goals.

Here’s An Example: [Let’s Say Your Goal is To Drive Traffic To Your Website.](https://rapiventas.net/globalonlinesales/ptrama) How can you tell whether your efforts are helping you get closer to this goal?

One way is to first, [Create Trackable Links; Using Google Analytics Tools And Then, Using Them Exclusively On Your Twitter Content](https://rapiventas.net/globalonlinesales/tc) for example.

You then measure the clicks for those links over time. If you’re getting more traffic to your site and it’s coming from those links; then you know what you’re doing is getting you closer to your goal.

Otherwise, you know you should probably change some aspect of your use of Twitter. To measure your progress towards your Social Media Goals, you’ll need to gather and collect ample analytical data from your accounts.

Then you can assemble that data in a report format that’s easy to read and digest; so that you can track those metrics over time.

Insider Tips:

* Your goals may change over time. That’s perfectly acceptable! Just make sure that the metrics you’re looking at, reflect your current goals.
* Don’t get too hung up on what experts call “Vanity Metrics” Numbers of followers, for example; in and of themselves don’t really tell you anything about your business or impact your revenue.

Your Next Step:

* [Track And Analyze Your Social Media Activity.](https://rapiventas.net/globalonlinesales/smss/)

Follow these five straightforward steps to building an Active Social Media Network, and you’ll reach your Social Media Goals in no time!

Just remember to Keep The “Social” In Social Media; by Engaging Personally With Your Audience On A Regular Basis.

Show interest in others, deliver only the most valuable content to them and outsource strategically; to grow and manage your network {First\_Name}.

**\*Stay Tuned For Tomorrow’s E-Mail:** Create High-Quality S.E.O. Content.

Here’s To Your Success!  
***The GWC Team***

Day 220) Create High-Quality S.E.O. Content.

Hi there {First\_Name}!

[A Successful Content Strategy Should Incorporate S.E.O.](https://www.globalwebsitescorporation.com/contactus/index5.html) and Keyword Research is only a part of it. Your Market Niche, Target Audience, and Keyword Research are the foundation of your Content Strategy.

Let’s get started...

**Create High-Quality S.E.O. Content**

It’s important to keep in mind that your content should be valuable and of high quality; otherwise, users won’t stay on your pages. Short User Visits will send a negative S.E.O. signal to Search Engines; decreasing your chances of ranking high and gaining Authority Backlinks.

**Promote Your Website!**

What Is Authoritative Guest Posting?

Guest Posting is a part of Content Marketing; and although Google has warned users from “Abusive Guest Posting", aimed to gain unnatural backlinks; “Authoritative Guest Posting" (if done right) is one of the most effective strategies to promote your business online and build Relevant Authoritative Backlinks.

How To Approach Guest Posting?

Before Creating Guest Posts, you should [Find High-Quality Websites or Blogs Within Your Niche Market](https://www.rapiventas.net/globalonlinesales/nebp/) that accept Guest Posts. Similar to the content on your website, your Guest Posts should be written with the users in mind, and be informative and useful to them.

What To Avoid When Guest Posting?

Professional Guest Posts should not include Keyword Stuffing nor Exact Keywords as The Anchor Text for your links. A Major Component In Positive Guest Posts Is The Number of Posts.

Google Detects if a site has too many Unnatural Guest Posts. Instead, aim for rich, deep and Authoritative Content; which will not only help you get Authoritative Backlinks, but [Social Shares, Mentions And Likes](https://rapiventas.net/globalonlinesales/smss/) as well.

**\*Stay Tuned For Tomorrow’s E-Mail:**Perseverance Is Key!

Here’s To Your Success!  
***The GWC Team***

Day 221) Perseverance Is Key!

Hi there {First\_Name}!

A Fundamental Characteristic of Any Successful Business Owner is Perseverance! Without it, your chances of succeeding are very slim.

Operating a Business has its ups and downs. There could be times where you barely make payroll, are completely stressed out or haven’t stopped working in days!

But there will also be times, when your business is booming; products are flying off the shelf and sales are growing! Being able to stick it out during the tough times, will ensure more of the good times to come.

If you’re quick to give up as soon as you face hardship, you’ll never be able to succeed.

There will be lots of fits and starts, when trying to [Get A New Enterprise Off The Ground;](https://rapiventas.net/globalonlinesales/imbm/) recognizing and accepting that, will enable you to persevere. There’s no guarantee your business will be a success; but if you’re able to accept that, it will be easier to fight for it!

If you let fear control you, the business may never get up and running; and you’ll never know if it would've been a success. The worst thing that can happen is that you fail; but that failure could get you one step closer to your eventual success!

Summing It Up!

Business Owners are typically hard-charging people, who are ambitious, smart, and hungry! What separates the good ones from the bad ones; is their ability to understand their strengths and weaknesses, before [Launching The Business.](https://www.rapiventas.net/globalonlinesales/mlabp/)

Some Business Owners are going to be The Visionary Type — they might see The Big Picture, but lack The Necessary Technical Skills to see it to fruition. Others might have all the skills, but cannot communicate effectively and sell the product.

Understanding Your Strengths And Weakness, Will Enable You To Amass The Right Team. Since inexperience is one of the reasons businesses go under; Putting Together A Team of Experts Is A Critical Ingredient For Success!

Small Businesses are The Backbone of Today´s Economy; employing millions of people or Close To Half of The Private Workforce, According To The S.B.A.. But just because owning your own business puts you in control, doesn’t guarantee your success.

You’ll Need Passion, A Willingness To Commit, A Business Sense And Confidence In Your Ability To Succeed!

**\*Stay Tuned For Tomorrow’s E-Mail:**Choose The Platform For Your E-Commerce Site.

Here’s To Your Success!  
**The GWC Team**

Day 222) Choose The Platform For Your E-Commerce Site.

Hello {First\_Name}!

One thing you’ll find out quickly when you begin to research your options for creating an E-Commerce Site is: You’ve got a lot of options!

One of these options is the Hosted Third-Party Platform known as E1U Life. [With These Tools, You Sign Up For An Account And Use Its Tools To Build Your Own Site Within Its Infrastructure!](https://go.e1ulife.com/home?fpr=jose77)

Another Example of This Type of E-Commerce Platform Is Shopify.

You can choose among hundreds of prepackaged templates; with a user-friendly drag and drop interface, or you can code your own site if you know HTML and CSS.

Shopify isn’t free, but it does offer a number of tiered plans at different price points, to suit various budgets.

Another popular choice is Magento, an open-source C.M.S. (Content Management System) that’s built specifically for E-Commerce.

It’s free for its “community” edition, but it isn’t quite so user-friendly for novices as Shopify might be.

OpenCart is another open-source option like Magento; but it’s considered slightly easier to master by many users.

With both Magento and OpenCart, you can select from a number of templates; designed to work with these platforms.

[Another Option Is To Use WordPress, The World’s Most Popular C.M.S.,](https://rapiventas.net/globalonlinesales/wp24h/) together with The Leading E-Commerce Plugin, WooCommerce.

While the plugin itself is free; there are a number of other add-ons - other bits of code that help extend the functionality and appearance of your E-Commerce Site - some of which are free, and some of which are not.

Which E-Commerce Platform Is Right For You? It can be confusing to sort out these options; especially if you’re new to E-Commerce and have no background in Web Development.

[You Should Consider Your Personal Comfort Level With Learning New Technologies,](https://e1ulife.com/optin/marketing/index.php?jal) the time and energy you have available to spend on your website, and the budget you have available for both the technology and assistance from experts in configuring and managing it.

Your Next Steps:

* [Select A Third-Party E-Commerce Platform](https://e1ulife.com/optin/marketing/index.php?jal)
* [Or Use The WooCommerce Plugin With WordPress](https://rapiventas.net/globalonlinesales/wp24h)

Insider Tips:

* If you can, talk to other E-Commerce Site Owners about their perspectives and experiences with various E-Commerce Tools.
* Independent Reviews can also help you sort out your personal preferences.
* Give some thought to the type of products you plan to sell. [If You Anticipate Selling Digital Products - E-Books or Software - Make Sure Your Platform can Handle Rights and Download Systems.](https://e1ulife.com/optin/marketing/index.php?jal)
* If you’re selling physical products, you’ll need robust shipping controls.

**\*Stay Tuned For Tomorrow's E-Mail:** Build Your E-Commerce Website!

Here’s To Your Success!  
***The GWC Team***

Day 223) Build Your E-Commerce Website!

Hello {First\_Name}!

Building An E-Commerce Website isn’t as simple as [Instantly Creating A Blog;](https://rapiventas.net/globalonlinesales/wp24h/) with free hosted software, or even as easy as creating a straightforward small Business Website; using point-and-click site builders.

E-Commerce Sites require more planning and, frankly, more work than other types of sites.

You have all the concerns of your average Business Site - Layout, Appearance, Contact Forms, Images, [Written Copy,](https://rapiventas.net/globalonlinesales/becw) Information Architecture - plus the specialized concerns of Online Retail Sites.

Those Special E-Commerce Concerns can be complex, and even intimidating!

You’ll Need:

* A Site Design & Technology; Which Handles The Requisite Functionality
* Enhanced Security Controls
* Enhanced Optimization
* An SSL Certificate

All this, to meet the bigger demand for resources; the more complex layout required to present your products to their best advantage; and all the [Persuasive Copywriting To Help Persuade Your Visitors To Buy Your Products.](https://rapiventas.net/globalonlinesales/becw)

So when you’re creating your E-Commerce Site, [It’s Crucial To Hire A Developer](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) with experience in E-Commerce.

The right provider can help guide you; through the many decisions you’ll need to make:

* Create Your Site
* Optimize Your Site
* Present Your Site & Brand Well

Insider Tips:

* Look carefully at your provider’s portfolio.
* Designers and Developers often evolve into specific styles and looks; much the way Visual Artists do.
* You’ll want to choose someone, whose vision meshes well with your own.
* Talk with your selected provider, about the anticipated timeline for constructing and launching your site. Clients can often be stunned by how involved the process can be, and if you’re not prepared for this; it may lead to frustration and conflict.

**\*Stay Tuned For Our Next E-Mail:**Optimize Your E-Commerce Site For Search And Speed.

Here’s To Your Success!  
***The GWC Team***

Day 226) Optimize Your E-Commerce Site For Search And Speed.

Hello {First\_Name}!

Every Website should load quickly and run smoothly.

Sites that provide a better experience for their users; keep those users on The Page for longer periods of time; Reduce Their Bounce Rate (the percentage of users who hit only one page on the site and then leave; instead of sticking around to browse multiple pages), and ultimately Rank Higher in Search Engine Results for Relevant Keywords.

What’s more, if your site takes more than three seconds to load, you’ll lose up to 25% of your users. That’s a measurable, direct loss; that will have a negative impact on the health of your business’s profits.

As Internet Technology and Network Hardware Continue to Improve, Web Users all over the world learn to expect ever-faster site speeds and improved site stability.

When those expectations aren’t met - through; slow-loading pages, product images, and checkout pages - users can lose faith in the site and the brand behind it.

Eventually, These Un-Met Expectarions Can Result In Loss Of Sales And Lack Of Trust!

What’s more, Google (and possibly other Search Engines) Directly Account For Site Speed; In Calculating Search Rankings.

All other things being equal, two identical pages which vary significantly in page load time; will rank very differently in Search Engine Results Pages (SERPs).

Therefore, it Makes Sense to do all you can, to [Optimize Your Site For Speed And Performance.](https://www.globalwebsitescorporation.com/contactus/index5.html)

Additionally, there are Technical Page Elements, that can be configured; to Improve Your Site’s Page Rankings In Search Results.

Even with [The Best Direct Traffic Campaigns;](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) You’ll Want To Address S.E.O. (Search Engine Optimization), to maximize your Organic Search Traffic for those users who find you by Searching For Specific Products, Product Types And Services That You Offer.

*Addressing These On-Site Elements, Can Help You Increase Revenue From Organic Search Traffic.*

Your Next Steps:

* Optimize Your Site's Page Speed.
* Optimize Your Product Pages And Site.

Insider Tips:

* [Preferably; You’ll Want To Hire An Optimization Expert Who Has Experience in Your Specific E-Commerce Platform.](https://e1ulife.com/optin/marketing/index.php?jal)
* Discuss with Your Provider what their expected timeframe for completing the work will be.
* Additionally, You’ll Want To Make Sure What You’re Getting Specifically From Your Provider; will he/she be issuing recommendations only, or will they also perform the technical work themselves?

Communication Is Key Here {First\_Name}!

**\*Stay Tuned For Our Next E-Mail:**Secure Your E-Commerce Site!

Here’s To Your Success!  
***The GWC Team***

Day 230) Secure Your E-Commerce Site!

Hi {First\_Name}!

If Your Site Isn’t Secure, your customers will choose not to trust you with their money and their information. It’s as simple as that!

While Site Security Is Undoubtedly Important for Any Business Website, it’s especially critical for E-Commerce Sites.

Since Online Retail Sites Require Customers To Input Their Sensitive, Personal Information - Physical Addresses and Credit Card Information, among other types of data - The Ability To Protect That Customer Information At All Costs Is Essential To An E-Commerce Brand’s Reputation.

The Most Clever and Effective Marketing Strategies In The World, Won’t Help An E-Commerce Site; which isn’t Securely Locked.

That’s why it pays real, actual dividends, for E-Commerce Site Owners, to ensure they’ve taken every practical, feasible measure they can; to protect their site, and by extension, their customers.

E-Commerce Security is actually a broad topic; which encompasses several aspects of the underlying site technology and processes; which help your site function properly.

For example, The Payment Card Industry Data Security Standard (PCIDSS), is a set of security requirements; regarding The Processing and Transmission of Credit Card Information.

These Standards help Guarantee, that Any Card Data that gets Stored by The Merchant, is Maintained in A Secure Way, During Each Transaction.

In addition, The SSL (Secure Socket Layer) Certificate, is Required by PCIDSS and by Good Security Practices; for Secure Transactions; such as Online Purchases.

This Certificate Helps Protect Customer’s Sensitive Data; while it’s being transmitted, between the user and the site’s server, through appropriate levels of encryption.

An Experienced E-Commerce Security Provider can help you Lock Your Online Store Site and Reassure Your Prospective Customers in the process.

Your Next Step:

* Secure Your E-Commerce Site.

Insider Tip:

* Get Into The Security Habit.
* Site Security Isn’t A One-Time Task.
* Security Must be An Ongoing Commitment.
* Conduct A Site Security Audit Every Few Weeks; to make sure your site and customers are secure.

While there are other Strategies and Steps that will help Grow Your E-Commerce Brand, and fine-tune your site’s performance; these five steps will take you from plan to launch in a relatively smooth, straightforward process {First\_Name}.

Of course, [You’ll Still Need To Market Your Business Assertively](https://rapiventas.net/globalonlinesales/malapro/) to help it succeed; so Revise Our Past Posts On Marketing Your Digital Brand, and Building A Strong Brand for Your Small Business.

**\*Stay Tuned For Our Next E-Mail:**Create A Facebook Ad Campaign!

Here’s To Your Success!  
***The GWC Team***

Day 233) Create A Facebook Ad Campaign!

Hi {First\_Name}!

Facebook Ads are easy to create and monitor. They let you control your Marketing Budget and provide you with a number of tools to evaluate how Successful your Campaign is. [They Are The Perfect Social Media Marketing Tool For Your Small Business.](https://rapiventas.net/globalonlinesales/smss/)

**#1 Create A Plan And Goals**

Before you create your new Facebook Ad; you should think about what it is you want your Ad Campaign to achieve. Be specific – perhaps you want to [Drive More Traffic To Your Website](https://rapiventas.net/globalonlinesales/ptrama) or maybe you want to Increase Your Page Likes. [Maybe You Are Promoting A New Product Launch!](https://rapiventas.net/globalonlinesales/mlabp/) Whatever it is; start with your goal as your focus for your Facebook Ad Campaign.

**#2 Create Your Budget**

To Start Advertising on Facebook; you’ll need to decide what your budget is going to be. When you set up your account; you must choose your payments; based on The Clicks/Ad Impressions. [C.P.C. (Cost Per Click) Means, You Pay Each Time Someone Clicks On Your Ad](https://www.rapiventas.net/globalonlinesales/ppcar/) or C.P.M. (Cost Per Impressions); which means, You Pay Each Time Your Ad Appears In Front Of 1000 Users.

The Minimum Bid For C.P.C. is $0.01; But The Suggested Bid Is Displayed When You Set Up Your Ad To Help Increase Your Ad Campaign’s Success.

**#3 Know Who Your Audience Is**

You Have Access to some Very Sophisticated Methods for Targeting Your Audience; including Segmenting Your Audience; based on how likely they are to become a Paying Customer. You can also choose Gender, Age and Location.

**#4 Use Facebook Connections & Social Reach**

Facebook Connections Is A Great Tool To Attract Ad Views; by Extending Your Campaign’s Reach. If you really want to tune in to your audience; you might want to try The SocialWire App.

**#5 Monitor Your Ad(s) And Review Their Performance**

Once Your Facebook Ad Campaign Is Running; you’ll want to regularly review it using The Facebook Ads Manager. In fact, it’s a good idea to set up a schedule to review performance; so that you stay on top of it.

The Facebook Tool provides data around all aspects of your Ad Campaign. It will Generate Reports showing Your Demographic Response, Your Ad Performance and if you want to get the most out of it; be sure to have a look at The Facebook Ads Manager Guide – it will take you through each of The Analytical Tools and Reports.

Keep Notes On Your Campaigns; so that You Can Refer Back To Them At A later date, To Help You Stay On Top of Your Facebook Ad Campaigns.

**\*Stay Tuned For Our Next E-Mail:**Choose An Effective Image For Your Facebook Ad.

Here’s To Your Success!  
**The GWC Team**

Day 235) Choose An Effective Image For Your Facebook Ad.

Hi there {First\_Name}!

One Of The Most Important Elements For Creating Your Facebook Ad, Is Choosing The Image. Your Images Can Actually Make Or Break Your Ad!

When You're Choosing Your Facebook Ad Images; You Should Keep The Following In Mind:

**#1 People Like To Click On An Image Of A Person**.

A friendly face seems inviting and is known to work very well on Facebook. This is even more true when The Image is of a person that people are familiar with.

For Example; A Picture Of The Spokesperson For Your Company.

**#2 People Like To Click On Video Play Buttons.**

Whenever A Person Sees An Image With A Video Play Button Over It; They Tend To Click On It. [For Ads That Are Going To Redirect To YouTube Or Another Video Host, This Is Pure Gold!](https://globalwebcorp.wordpress.com/portfolio-2/)

**#3 You Never Want To Ask A Lot Of Questions.**

Most Times It's Better To Be Direct. If You're Running An Ad That Uses Images; [Don’t Also Ask A Question In The Ad Copy.](https://www.rapiventas.net/globalonlinesales/becw) If you ask too many questions; Viewers Are Going To Pass By Your Ad, Whitout Engaging With It.

**#4 Don’t Over Think Your Ads Nor Try To Be Too Clever.**

Be Funny, Be Witty, But Never Make A Joke; unless you are positive that everyone is going to understand it.

**#5 Always Keep Your Ads Simple.**

Remember That Your Ad is exactly 100 x 72 pixels (WxT). When you have small images or graphics; try to minimize the color. If you select the wrong image; it will often look messy and that will stop viewers from clicking on it.

**#6 Ads That Use All Caps Don't Appeal To Viewers.**

What Is Appealing Is, When Your Product or Service Handles or Take Care of A Problem or Need That The Viewer Might Have.

When you are advertising items from your store; having a discount, such as 25% off, Don’t Use An Image. Use A Discount Ad To Motivate Your Viewers. This also works when you are giving away something for free.

**#7 You Need To Always Be On Top Of Your Facebook Ads.**

Take Note of The Look of Your Ad. [Look At Ads Done By Professional Social Media Experts.](https://rapiventas.net/globalonlinesales/smss/) Does Your Ad Measure Up? Make Your Own Ad Resemble A Professional Ad.

Your Facebook Ads Offer An Affordable Way To Advertise – in fact, It’s a powerful tool; so make sure you take full advantage of it {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:**Set Up Your Facebook Ad Campaign.

Here’s To Your Success!  
**The GWC Team**

Day 238) Set Up Your Facebook Ad Campaign.

Hello {First\_Name}!

Facebook Ads has given Business Owners another C.P.C. Option for their Advertising. The difference is, this is a much more affordable option than say Google Ads.

That being said... Now’s A Good Time To Walk You Through The 10 Steps to Set Up Your Facebook Ad Campaign {First\_Name}.

Let's get started ok?

**#1 Create Your Ad**

After you log into your Facebook Account; look at the top right of your Browser and you’ll see the ‘Create an Ad’ button. Click it and you’re ready to start.

**#2 Choose What To Advertise**

You have many options. You Can Promote Applications, URLs, Domains, Places, Events, Etc.

For example, maybe you want to [Drive Traffic To Your Landing Page](https://rapiventas.net/globalonlinesales/ptrama) or maybe you want to get more 'Likes' for your Facebook Page.

**#3 Set Up Your Ad**

[You Will Need To Write A Short Copy](https://rapiventas.net/globalonlinesales/becw) and then Confirm The URL. Your Ad Preview Will Display (right side); so you can see what Your Ad will look like live. Some Types of Ads Don’t Require Ad Copy.

**#4 Target Your Geographic Area**

Choose The Geographic Region You Want Your Ad To Run In. Pay attention to the box that says 'within' 10, 25, 50 miles of your region. Choose The Appropriate One for Your Target Market.

**#5 Target By Age & Gender**

Choose Your Target's Age and Gender. Make sure to uncheck the box on the right; otherwise Facebook takes the liberty of showing Your Ad to a Similar Target Market; not what you defined.

**#6 Target The Precise Interests Of Your Targeted Users**

Target Users Based On Their Ethical Background; Interests, Status, Hobbies, Etc. Define The Exact Interests. If The Specific Interest You Want To Target With Your Ad Is Not Shown Within The Broad Target; you can type in The Keyword that’s most relevant and Facebook will show you the closest options. Or You Can Use Broad Categories. It’s amazing just how much control you have!

**#7 Target Your Ad Based On Your Connections**

While You Are Able To Target by Age, Geography, Interests, Etc.; Facebook Also Offers Ad Targeting That Is Based On Your Connections.

For example, You Can Target People That Are Connected To Your Business Page or a Specific App. You can even target their friends!

**#8 Set Up Your Pricing And Objective**

This is a little trickier. If you aren’t careful when you set this up; instead of charging you on [The C.P.C. (Cost Per Click),](https://rapiventas.net/globalonlinesales/ppcar) Facebook Will Charge Your Campaign on C.P.M. Pricing; which is The Cost Per 1000 Times Your Ad Displays.

If you like C.P.M. and that’s what you want that’s great; but too many people are surprised to discover their budget has disappeared and they have only a handful of clicks; because they didn’t understand what they chose.

**#9 Review Your Ad**

Before You Take Your Ad Live; check everything over and make sure it’s exactly what you want.

**#10 Launch Your Ad**

You did it! Your Facebook Ad Is Ready To Launch. Click the "Place Order" button and Your Ad Will Go Live. Now you need to keep watching your Facebook Ad so that your budget is being used well; and remember you can tweak along the way.

**\*Stay Tuned For Our Next E-Mail:**Improve Your Facebook Ad!

Here’s To Your Success!  
**The GWC Team**

Day 241) Improve Your Facebook Ad!

Hi {First\_Name}!

Facebook Ads continue to grow in popularity, as more and more people discover the value of them! However, if you aren’t using these Display Ads correctly, you could be wasting your Marketing Dollars.

Let’s look at 5 Ways To Improve Your Facebook Ads ok?

**#1 Create & Test Various Ad Versions**

You Should Create Different Versions of Your Ad; with just minor changes in the text, design, pattern, etc. Once you have created these variations; you should run your Test Ads for a specific period of time. This Is A Good Way To Test To See Which Ads Are Having The Most Impact And Reach On Your Target Audience.

**#2 Run The Ads For The Correct Period Of Time**

Don’t just take your Ads down; if you think they are under performing. Eventually, Every Ad on Facebook will undergo what’s known as "Ad Fatigue"; and you will start to have a decline in C.T.R..

This happens because users have already seen your Ad, so it loses its impact. You Need To Be Constantly Assessing The R.O.I. On Your Ads; So That You Can Revise, Remove And Recycle Your Ads; To Get The Most Out Of Them. Watch for when your C.T.R. dips – that’s the time to change your Ads.

**#3 Use Low-Friction Conversion**

Facebook Ads, will drive the user right to your site; but you need to [Make Sure You Have Only One "Call To Action" On Your Landing Page.](https://www.rapiventas.net) This is how to convert the highest number of people. Any more than one solid Call To Action and your Conversion Rate will actually drop.

**#4 Drive Traffic To A Landing Page That’s Been Optimized**

[Drive Traffic From Your Facebook Ad, So That You Can Capture Leads.](https://rapiventas.net/globalonlinesales/ptrama) You need to make sure your Ad is going directly to your site page and there your potential customer has to know what is expected of them next. If you don’t do this correctly; you are going to be throwing your money out the window.

**#5 Don’t Drive Traffic To A Sales Page**

If you do this you will watch them click the back button faster than you can say "bye". Instead, what you want to do is offer them something they can sign up for... like a Newsletter; give them something of value for free and in exchange have them sign up, etc..

If you are giving your prospects something they want; like free help, your next step will be, to convert them into paying customers. Take Advantage of what Facebook Ads can do for you {First\_Name}!

**\*Stay Tuned For Our Next E-Mail:**Ensure Your Facebook Ad Campaign Is Effective!

Here’s To Your Success!  
**The GWC Team**

Day 242) Ensure Your Facebook Ad Campaign Is Effective!

Hello {First\_Name}!

Having a Facebook Ad Campaign that is Effective, involves more than just Popping Your Ad on Facebook.

Sure, occasionally you might get lucky and enjoy success from this type of Facebook Ad Campaign, but you can ensure regular success by Creating Ads that are Effective using these 5 tips {First\_Name}.

Let’s begin, shall we?

**#1** **Mobile Only Ads**

Around 85% of all Facebook Users will access Facebook using a Mobile Device. Facebook offers you the opportunity to Create and Manage Mobile Ads seperately. One Strategy that many Advertisers are using is to Split Their Targeting Between Their Mobile Campaign And Their Desktop Campaign; rather than creating a separate campaign for each.

**#2 Ads For Your Mobile App**

If you have a Mobile App for your brand, Facebook gives you the ability to track your App Downloads. This is Very Effective; especially if you want to create your own community. With Each Download, You Will Be Able To Organically Reach Those Users. As a new startup that is attempting to drive users that are engaged in their product; there is tons of potential here.

**#3 Retargeting**

[Retargeting Has Reached New Heights In Marketing Circles.](https://rapiventas.net/globalonlinesales/smss/) This is The Type of Ad that will follow you around The Internet.

For Example: Let’s say you are on a site that sells shoes, whether you make a purchase or not, it’s very likely that you will see ads for the shoes you were looking at All Around The Internet as you browse elsewhere.

Facebook provides a powerful way for you to Retarget; using Custom Audiences. This Tool provides you with a simple way to Reach Highly Specific Audience Groups; through the use of a combination of Facebook Interest Data and Prospect Data that Facebook Advertisers own.

Another method that can be used to Retarget, is for you to Create An Audience Using The Power Editor. You Will Need To Install The Chrome PlugIn to be able to use this; but it will let you [Upload A List Of Customer E-Mail Addresses](https://www.rapiventas.net/globalonlinesales/lila/) from one of the many E-Mail Marketing Platforms or from an Excel Spreadsheet.

**#4 Experiment With Your Page Posts**

When You Create A Facebook Ad, you as The Advertiser might decide to promote a post that has already been published on Facebook; or you might decide to create a new post that has never been published before.

You Should Always Promote Organic Page Posts That Have Had A High Degree Of Engagement And Sharing Among Facebook Users. [This Will Instantly Add Social Context To Your Target Audience And Provide The Highest R.O.I..](https://rapiventas.net/globalonlinesales/smss/)

**#5 Rotate Your Creative Design**

Switching Up The Creative Components Of Your Ads, Has Long Been A Practice In Advertising. Ads do Much Better when This Practice is Implemented.

**\*Stay Tuned For Our Next E-Mail:**Get More Clicks On Your Facebook Ads.

Here’s To Your Success!  
**The GWC Team**

Day 244) Get More Clicks On Your Facebook Ads.

Hello {First\_Name}!

Using Facebook Ads To Promote Your Business Can Have A Positive R.O.I.; When Done Correctly.

However, Too Many Times; Irrelevant, Poor Quality, Bad Timing, And Poorly Targeted Ads, Are Ran; And This Often Leads To A Waste Of Marketing Dollars.

[If Your Goal Is To Generate More Traffic;](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) then you should be aware of The C.P.C. Rate on Your Campaign. Read on, to find out how you can [Get More Clicks On Your Facebook Ads.](https://rapiventas.net/globalonlinesales/ptrama)

**#1 Target Your Audience**

It’s Important That You Target A Relevant Audience. Now this might sound like common sense; yet it's one of the most commonly missed steps. [When You Target Your Audience, You Will Increase Your Click Through Rate.](https://www.rapiventas.net/globalonlinesales/nebp)

**#2 Create More Than One Ad**

It’s A Good Idea To Have More Than One Ad. This lets you tailor your message and it allows you to experiment on your approach to [Find The Ad That Works Best And Gets The Highest Click Through Rate.](https://www.rapiventas.net/globalonlinesales/ppcar/) You Can Run More Than One Ad Within A Few Days; To See Which Ad Does Better.

**#3 Replace The Default Image**

Facebook Will Pull An Image From Your Link And Use That Image As The Visual Default For Your Ad. You should remove it and upload your own image.

The recommended size is 600 x 315 pixels. It’s Important To Size The Image; otherwise it’s not going to look good.

If you are designing your own image; don’t make it too heavy with text. Remember Facebook will only approve an image that has no more than 20 percent text. An image that is bright and catches the eye is a good choice.

Try To Avoid Blue Or White, As These Colors Don’t Stand Out; And Finally, Make Sure Your Viewers Can Discern What Your Product Or Service Is.

**#4 Use A Strong Call To Action**

[You Should Use A "Call To Action" Button In Your Ad; It’s Worth It!](https://rapiventas.net/globalonlinesales/sfbpt/#order) Individuals Are More Likely To Click An Ad That Is Clearly Showing Them What To Do Next!

**\*Stay Tuned For Our Next E-Mail:**Improve Your Facebook Ad Campaign!

Here's To Your Success!  
***The GWC Team***

Day 246) Improve Your Facebook Ad Campaign!

Hello {First\_Name}!

[Social Media Marketing Constantly Changes And Evolves.](https://rapiventas.net/globalonlinesales/smss) What works on [YouTube](https://globalwebcorp.wordpress.com/portfolio-2/) or [Twitter](https://rapiventas.net/globalonlinesales/tc) may or may not work on [Facebook.](https://www.facebook.com/globalwebsitescorp) What works on Facebook might or might not work on [Pinterest,](https://www.pinterest.com/jalemusl/) and so there is this constant learning curve going on about how to get the most out of your posts and your Facebook Ad Campaign.

\*These 3 Things Will Improve Your Facebook Ad Campaign and Help You Get The Most Out of It {First\_Name}!

**It Is Imperative That You Advertise**

Facebook Ads have always been applauded for their ability to Micro Target An Audience – brilliant! However, today more than ever; these Ads provide exceptional value, because Facebook continues to evolve and so does The Facebook Ad System.

Today, About 95% of The Audience You Already Have, Will Not See Your Posts or Content on Facebook. In order to Increase Your Reach; you are going to have to Increase Your Marketing to include [Paid Advertising.](https://www.rapiventas.net/globalonlinesales/ppcar/) This Is [The Niche That Facebook Ads Fill.](https://www.rapiventas.net/globalonlinesales/nebp/) Bottom line - it’s time to spend some of your cash!

**Find The Happy Medium**

If 6 times a day is too many posts and once a week is not often enough; what is the magic number? Whether you are posting text, photos, videos or a combination; there is a ratio that should accompany the number of posts. Some Researchers have said that after your first post of the day, the reach continues to decline.

Others have shown that 5 to 10 posts a week is adequate; while still others say that you should be posting 5 posts a day. So what’s the answer? That’s a good question – but one answer is to Take Advantage of Facebook Ads; because in this situation your visitors are clicking and then landing exactly where you want them to.

As for The Number of Posts Per Day; That Relies On Who Your Audience Is And What They Want!

**Post Your Facebook Ads During Peak Times**

[You Can Review Your Facebook Analytics Or Use One Of The After Market, Social Media Marketing Tools;](https://rapiventas.net/globalonlinesales/smss) To Determine When Your Peak Activity Occurs. However, you do have to Remember That The Organic Reach Only Applies To A Small Audience Percentage. You Shouldn't Eliminate Your Off Peak Time Completely.

For example, your middle of the night post or Facebook Ad, has less Overall Audience; but it also has less activity, so it’s much more likely to be seen.

There you go – These 3 things; when implemented correctly, can help improve your Facebook Ad Campaign and Make It More Successful {First\_Name}!

**\*Stay Tuned For Our Next E-Mail:**Make Your Facebook Ads Profitable!

Here’s To Your Success!  
**The GWC Team**

Day 249) Make Your Facebook Ads Profitable!

Hello {First\_Name}!

Facebook Ads Are A Valuable Tool; but you need to be using them in the right manner to ensure you are not throwing away your Marketing Budget. Facebook Advertisements are "Display Ads", Which Means They Are Not Searchable!

Let’s see how to make this better, shall we?

**#1 Place Your Efforts Correctly**

People Go On Facebook To Connect With Friends And Family; Not To Purchase Products Nor Services, So The Purpose Of Your Ads Is Simply To Create Demands.

There Are Three Key Parameters To Your Ad:

1. Image – 80% Of Your Ad's Success Is Determined By The Image; so make sure that you give it the research it needs.  
2. Headline – 15% Of Your Ad's Success Is In The Headline.  
3. Body – 5% Of Your Ad's Success Is In The Text.

**#2 Choose Images That Are High Quality**

Since 80% Of Your Ad's Impact Is Linked To Your Image; It Makes Sense That You Take The Time To Find The Right Image For Your Ad, And That The Ad Is Of The Highest Quality.

Try To Use Eye-Catching, Striking Images; That Catch The Viewers Attention. Don’t Use Images That Are Distant. Remember That The Facebook Ads Image Resolution Is 100 x 72 pixels.

So make sure your Image works in that ratio. Even though it’s a small size; you need to make sure you are working with a High Quality Image.

**#3 Know Your Audience**

When You Know Your Audience, You Can Leverage On Facebook’s Robust Targeting Options; So That You Can Target A Specific Group Of Users. You Can Create Facebook Ad Campaigns That Reach Deeply Into Your Target Audience.

You Should Have The Answers To These Questions; Before You Start Your Ad Campaign:

* Where Does Your Prospect Live?
* How Old Is Your Prospect?
* What Fan Pages Does Your Prospects Like?
* [Can I Create My Ad, So It Specifically Targets My Demographic?](https://www.rapiventas.net/globalonlinesales/nebp/)
* [What Kind Of Free Offer Can I Use To Capture Leads?](https://www.rapiventas.net/globalonlinesales/emme)

**#4 Be Sure You're On Target**

You Already Established Your Target Audience; so make sure you are taking full advantage of this opportunity, so you can reach exactly who you want to reach. When Choosing Your Target Audience, be careful that you do it correctly.

Choose The "Precise Interest Options"; To Really Connect With Those People That You Are Targeting.

**\*Stay Tuned For Our Next E-Mail:**Check On Your Competitors' Facebook Ads!

Here’s To Your Success!  
**The GWC Team**

Day 251) Check On Your Competitors' Facebook Ads!

Hi there {First\_Name}!

If you’re running Facebook Ads; but they’re not attracting any engagement or converting visitors, then check on what your competitors are doing.

To find out information about your competitors' ads; go to their Facebook Page, and on the right side, you’ll see Page Transparency Box. Click **See More** to expand the box.

Next, click on **Go to Ad Library** to see the advertisements your competitor is running.

Facebook will list all the ads and you can filter them based on their location. If you click **View Ads**, it will show the ad details. You can then use this information to create ads of your own; to generate traffic, conversions, and engagement.

**Promote Content On YouTube Within The First 24 Hours**

After Facebook, YouTube Is The Leading Social Media Platform. YouTube Boasts 122 Million Daily Active Users. The statistics show the importance of having a YouTube Channel for your business.

That being said, the first 24 hours for your video are very important. When you upload a video, it will rank immediately on YouTube. But, if you want it to stay at the top; you need instant engagement like views, comments, and likes.

To do that, promote your video as soon as it’s live. Send out an e-mail blast to your subscribers, run a push notification, share the video on other social platforms, and [Use Automated Messenger Bots To Promote Your Video.](https://go.e1ulife.com/home?fpr=jose77)

**Ask Influencers To Write And Share A Testimonial**

If you haven’t tried Influencer Marketing, then trust me, you’re missing out! Influencers can kick-start your website and give it a boost in traffic.

A Great Marketing Trick; Is To Include Testimonials From Influencers On Your Site And Ask Them To Share It With Their Followers.

To get testimonials, [Look For Influencers In Your Market Niche;](https://www.rapiventas.net/globalonlinesales/nebp/) which people trust and follow. You Can Filter Influencers By Searching Your Niche On Social Media Channels Like [Twitter,](https://rapiventas.net/globalonlinesales/tc/) [Instagram,](https://www.instagram.com/globalwebcorp/) [Pinterest](https://www.pinterest.com/jalemusl/) and [Facebook.](https://www.facebook.com/globalwebsitescorp/)

Then look at the number of followers for each Influencer and their recent activity. After finding the right Influencers, approach them to try your products for free and write a testimonial.

You can then include these testimonials on your website and ask them to share the page on their Social Media Accounts. A single Tweet by an Influencer containing a link to your website; brings in thousands of visitors within minutes!

**\*Stay Tuned For Our Next E-Mail:**Start Posting Content On Social Media.

Here's To Your Success!  
***The GWC Team***

Day 252) Start Posting Content On Social Media.

Hi there {First\_Name}!

There are some things that you’re gonna want to do; no matter what type of content you are posting. These are Tips that are the same for all of the content that you’re planning on posting. The First Tip Is To Post On A Regular Basis.

People are more likely to come back and read your content over and over again, if you post regularly {First\_Name}.

Let's dig in deeper, shall we?

**How To Get Started With This Method**

The First Method that we’re going to discuss is [How To Drive Traffic To Your Website](https://rapiventas.net/globalonlinesales/ptrama) without spending a dime. This is known as The Viral Blogging Method.

But, what exactly is Viral Blogging? Viral blogging is when you purposely post content that is most likely to be shared; and therefore, goes viral.

You might think that every piece of content that you post is specifically intended to be shared and go viral; but the difference is, that you choose your topics and the format of your posts, in very specific ways.

These Have Been Shown Through Experience; To Be Most Effective In Creating Viral Content.

We Are Gonna Go Over Some Of These Specific Content Types and show you, how to give your posts the best chance to go viral.

This means posting once a week; preferably on the same day or whatever your schedule happens to be. You can post every five days; or you could post once every two weeks or however you’d like.

What you should keep in mind is that you need to post regularly enough; so that people don’t forget about your content. This means posting at least once per week; but not so often that people are overwhelmed by it.

You always want to leave them wanting more. Keep in mind that you don’t have to write and post your content, when you’re scheduled to publish it.

If you’re using WordPress, you can schedule your content to be published on a specific date and time. You can write several weeks in advance, if you prefer. Make Sure You Use Your Keywords In Both The Title And In The Post.

Do You Know What Your Keywords Are Supposed To Be?

If Not, You Need To Do Some Keyword Research and find out what Keyword Phrases are being searched for; when it comes to The Content You’re Planning On Publishing.

Try to find a happy medium, between Keyword Phrases which get a lot of searches. These are the phrases that have a ton of competition already; on The First Page Of Google Results.

Make sure that you include images with your content and that they are both high-quality and relevant to the text on the page.

Also, make sure that you don’t pack everything into huge, intimidating blocks of text.

Create subheadings; so that people can skim through the content. Break your text into several different paragraphs; with a general rule of no more than 100 words per paragraph.

You can have less and you can have a little bit more; but use it as a general rule of thumb. And Remember, Varying Paragraph Lengths Are More Interesting Than Several Paragraphs In A Row; All Of The Same Length!

**\*Stay Tuned For Our Next E-Mail:**Create Great Product Descriptions!

Here's To Your Success!  
**The GWC Team**

Day 255) Create Great Product Descriptions!

Hi there {First\_Name}!

You don’t have to wait for your E-Commerce Site to be completely finished before you begin to [Consider One Of Its Most Important Parts: Your Product Descriptions And Sales Copy.](https://www.rapiventas.net/globalonlinesales/becw)

The written content that accompanies the products you’re offering for sale, is crucial if you’d like to actually, sell them to site visitors.

While some users may come to your product page already intending to buy; perhaps buoyed by a coupon code, most of your users will not have made a final decision just yet.

The words you use to introduce these users to your products and convey to them the product's benefits and features, will in large part; dictate whether the sale goes through or not.

[In Fact, Skilled E-Commerce Copywriting Improves Your Conversion Rate;](https://www.rapiventas.net/globalonlinesales/becw) by evoking strong emotions and communicating your brand’s values; as well as the product’s benefits!

Because there are so many elements that factor into Persuasive E-Commerce Copywriting, it’s considered a specialized skill. That’s why it’s a great investment to work with a Professional, Experienced E-Commerce Copywriter; to help Craft Your Product Descriptions.

Insider Tips:

* Strong Copywriting for E-Commerce Can Be Made Even More Powerful, By Targeting The Content Towards Specific Buyer Personas.
  + [Take The Time To Create Demographic Profiles of Various Segments of Your Targeted Audience;](https://www.rapiventas.net/globalonlinesales/malapro) then ask your Copywriter to Aim The Content at The Appropriate Persona or Profile.
* Don’t be afraid to infuse a little Brand Personality into your Written Product Descriptions. Some humor, a clever turn of phrase, a unique narrative device - these can all help your products stand out from your competitors’ pages, in the minds of your prospective customers.

**\*Stay Tuned For Our Next E-Mail:**Look For These In Your Niche!

Here’s To Your Success!  
***The GWC Team***

Day 259) Look For These In Your Niche!

Hello {First\_Name}!

Your first task is to write down a list of all the things you are good at; all of your skills, and all the things that get your fires burning; no matter how silly, trivial or small they could be. Write some down and then come back and look at [How To Evaluate The Niche You Have Chosen.](https://rapiventas.net/globalonlinesales/nebp)

Think about your hobbies, interests, sports teams you follow, job and other things that you know well. Now you should have a few Niche Ideas which you want to tackle; so You Need To Understand Whether or Not The Niche is Profitable and Worth Pursuing.

Don’t be concerned if most of your ideas end up as No-Go Niches, there will be at least one in there which you can create a website on, and [Start Niche Marketing.](https://rapiventas.net/globalonlinesales/nebp)

**Do People Buy From This Niche Online?**

Not everything sells online; so you need to consider this when choosing what you are going to promote. Some items, such as shoes for example, don’t sell well online; because there's such a variation in styles and fits. Very few people order their shoes from the Internet; because they prefer to try them on first.

**Examine The Niche You Are Considering And See If People Are Buying Online.**

* How Many Reviews are there on an Amazon Product?
* How Many Adword Ads are there when you search for The Keyword?
* How Many Sites in The Top Ten are Selling Products; compared to how many are just providing information?

This is going to give you an idea of whether or not people buy the product you are considering promoting online or not. If they don’t buy it online; then there's NO Point Trying To Sell It.

**\*Stay Tuned For Our Next E-Mail:**Research Your Niche!

Here's To Your Success!  
***The GWC Team***

Day 262) Research Your Niche!

Hi {First\_Name}!

[It’s Important When You Select A Niche; that it's one where People Make Purchases or Click on Adverts Online.](https://www.rapiventas.net/globalonlinesales/nebp/) A Niche such as Outdoor Heaters is a good Niche because; people tend to be looking for information to help them decide to buy a product, which they will often buy online.

First, You Need To Consider, Whether The Product or Niche You Want To Promote, Is Something That People Will Buy Online. Things like shoes, expensive jewelry and watches don’t tend to be bought online.

Think about it, if you were buying a $10,000 Rolex Watch, would you buy it online to save a few bucks or would you buy it from a reputable shop; ensuring you'll get a quality, genuine watch and good service?

All of these are things that you need to take into consideration when you are choosing your Niche. [It's Important For You To Find A Niche That Is Not Only Profitable; but one where you can realistically make money, with the level of competition in it!](https://rapiventas.net/globalonlinesales/sapocb/)

Should the level of competition be too high; you will struggle to get your website ranking in Search Engines. If you have deep pockets and are planning to [Rely On Paid Traffic,](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) then this isn’t going to be a concern; but most will want some free organic traffic too!

**\*Stay Tuned For Our Next E-Mail:**How Are People Marketing In Your Niche?

Here's To Your Success!  
**The GWC Team**

Day 265) How Are People Marketing In Your Niche?

Hi {First\_Name}!

This Is Another Important Consideration When Choosing A Niche. If there are just a few or no people promoting the product, you have to wonder; if it's one that doesn’t sell online or if you’ve discovered an Untapped Niche! [Do Your Research To Find Out If The Niche Is Profitable.](https://www.rapiventas.net/globalonlinesales/nebp/)

**How Many People Are Marketing In Your Niche?**

A Niche with too much competition, may be too difficult for you to Draw Traffic In; [Unless You Are Paying for That Traffic.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) You Need The Right Balance of Competition and Traffic. [Your Skills in S.E.O. and Your Budget for Paid Traffic Will Determine How High a Level of Competition You Can Work With.](https://www.globalwebsitescorporation.com/contactus/index5.html)

**Do People Search For This Niche On The Internet?**

This is where you determine the following:

* Is There Enough Traffic?
* Is Marketing In The Niche You Have Chosen, Worth Your While?

If there are not enough searches per month; then you'll get very little traffic; meaning your earnings will be low. [You Have To Balance Traffic Vs. Earnings.](https://rapiventas.net/globalonlinesales/ptrama)

It’s important that you determine how many people are actually looking for the product you are promoting; in order to [Forecast How Profitable The Niche Will Be For You.](https://www.rapiventas.net/globalonlinesales/nebp/)

Remember That The More Profitable And The More Traffic Niches Have, You'll Have More Competition; meaning it could be harder for you to [Rank Well In Search Engines And Start Generating Sales.](https://www.globalwebsitescorporation.com/contactus/index5.html)

**\*Stay Tuned For Our Next E-Mail:**Find Profitable Keywords!

Here's To Your Success!  
***The GWC Team***

Day 268) Find Profitable Keywords!

Hi {First\_Name}!

If a Keyword has too high a level of competition, then you are going to struggle to get ranking for it; thus missing out on free - organic [Search Engine Traffic.](https://www.globalwebsitescorporation.com/contactus/index5.html)

If a Keyword doesn’t have enough searches per month, then you will not get enough visitors to make your site profitable.

The Google External Keyword Tool, is a great free tool to find Good Quality Keywords. For starters, you need an idea of what Keywords people type in Search Engines, to find sites like yours.

If you go to Google and type in your main Keyword, for example, "dog training"; you'll get some suggestions on what other people have been typing in.

You can then take these suggestions and feed them into The Google Keyword Tool. If you type in a few of your main Keywords here; you will [Get A Much Better Idea Of What Terms People Are Typing In Search Engines For Your Niche.](https://www.rapiventas.net/globalonlinesales/nebp/) You can use these Keywords on your website and optimize pages around them.

Niche Research Is One Of The Most Important Parts Of Internet Marketing. Far too many people skip over this step or pick a Niche without researching it properly; so they struggle to get it ranking and making sales.

If you take the time to do your Niche Research; you will find it easier to get your site ranking and generating income. Take Some Time Researching Your Niche Properly And You'll Find That S.E.O. Becomes Much Easier.

[When You've Done Your Niche Research,](https://www.rapiventas.net/globalonlinesales/nebp/) You'll Not Only Know What Keywords To Target; But You Will Also Know What People In Your Niche Want And Need.

Now You Know How To Research A Niche; if you do this for all of your sites, you will find that you can start ranking and generating sales quicker than you thought!

**\*Stay Tuned For Our Next E-Mail:**Develop Your Management And Organizational Skills!

Here's To Your Success!  
**The GWC Team**

Day 271) Develop Your Management And Organizational Skills!

Hello {First\_Name}!

Small Business Owners Stay Extremely Busy Wearing Multiple Hats. One minute they are dealing with a customer´s complaint and the next they are looking for new customers.

They Have To Play Boss, Accountant, Marketer and Office Manager all in the same day!

So... Here's Where Your Organizational Skills and Time Management come in handy {First\_Name}.

Let’s begin...

**Time Management And Organizational Skills**

Even if there is a Support Staff, Business Owners can get caught up in the mundane aspects of the operations; letting important things fall to the wayside.

Without Top-Notch Time Management and Organizational Skills, it’s easy to become overwhelmed. The ones that know how to manage their time don’t!

They plan their days properly; allocating time to essential aspects of the operation. They are Organized, Punctual and Can Prioritize.

The Successful Ones aren’t afraid to delegate tasks. They understand they can’t do it all; and that to get things accomplished, they have to give up some control.

**Open-Mindedness**

[Even The Best Business Idea Needs Some Tweaking From Time To Time.](https://rapiventas.net/globalonlinesales/imbm/) That’s particularly true when a business is just starting out. It’s common to focus your efforts one way only; to suddenly shift in another direction.

For instance, you may start out selling your product to consumers; Only to Realize that B2B is a Bigger Opportunity.

Or one service may not take off with your clients; forcing you to offer another one. Being Flexible, Nimble and Willing To Change; Are Key Attributes for Successful Business People.

Successful Business Owners aren’t married to one idea; and they will go where the opportunity is! The more willing and open you are to new ideas; the greater your chances of success. Business Ownership requires you, to take risks and get out of your comfort zone.

[Also, Successful Business Owners Never Stop Learning;](https://e1ulife.com/lead/sales2/?jal) and they're constantly looking for opportunities to expand their knowledge to grow their business. They aren’t afraid to hire people who are smarter than they are.

Most Entrepreneurs Who Make Business Decisions Out Of Fear Or Insecurity Tend To Fail.

**\*Stay Tuned For Our Next E-Mail:**Develop A Burning Passion For Your Business!

Here’s To Your Success!  
**The GWC Team**

Day 274) Develop A Burning Passion For Your Business!

Hi {First\_Name}!

Anyone can start a business if they have the cash to get it off the ground. However, Successful Business Owners, have a passion for the product or service they’re selling. They aren’t in it to make a quick buck; they’re in it, because They Believe In Their Enterprise.

That being said, let’s dig a bit more, shall we?

**Develop A Burning Passion For Your Business**

Take environmentally friendly cleaning products as an example. An Entrepreneur who actually cares about the environment and the toxins we breathe in; will appear more genuine than someone who is trying to ride a trend. The passion will shine through; resonating with like-minded consumers.

Business Owners who believe in the products or services they offer, tend to be more knowledgeable, understand the industry better, and can pivot when necessary.

If you don’t care about the products or services your business provides; beyond making money; you’re less likely to invest the energy and effort necessary to make it grow! Not to mention how much harder it will be to spot any changes or trends.

Passionate Entrepreneurs don’t give their products lip service; they actually use them! Truly loving what you do; will ensure Business Ownership doesn’t turn into the equivalent of taking just any old job.

Feeling Passionate About Something; Without A Business Plan, can often be more valuable than having capital, but no passion. Often, the joy it brings you, is the only thing you’ll have to fall back on when times get hard.

**Build A Solid Work Ethic**

Forget calling in sick or spending 20 minutes hanging out around the water cooler; discussing the Game of Thrones Finale. When you’re The Boss, you don’t have time to procrastinate.

You’ll have to commit a lot of blood, sweat, and tears to become a success; often working around the clock. It may feel like a losing battle sometimes, but the harder you work, the likelier you’ll create a Business Success Story!

Successful Entrepreneurs bring all sorts of things to the table; but a shared characteristic is commitment! Without it, you won’t be giving your business its best chance to thrive.

Many Business Owners stay in their current career; as they get their Small Business up and running. Since it can take a while to generate a profit; having another source of cash flow, is often necessary. It also requires you to work overtime; Another Reason A Strong Work Ethic Is A Must!

Giving up your career to start your own business isn’t something you decide overnight or on a whim! The successful ones, worked for someone else, until they were ready to work for themselves. They learned the ins and outs first; and they were confident that they could do it better later.

The last thing you want; is to feel forced to [Launch A Business,](https://rapiventas.net/globalonlinesales/mlabp/) because you’re jaded or just got laid off. Lots of people will leap; solely because they hate their job; assuming leaving it will fix everything! They still end up unsatisfied and resentful — a recipe for disaster for any Business Owner.

**\*Stay Tuned For Our Next E-Mail:**Identify Relevant Platforms.

Here’s To Your Success!  
**The GWC Team**

Day 277) Identify Relevant Platforms.

Hello there {First\_Name}!

Identifying Which Social Media Platforms Are Used By Your Customers, can give you a better understanding; as to which Platforms would work best for your [Social Commerce Strategy.](https://rapiventas.net/globalonlinesales/smss/)

While [Facebook](https://www.facebook.com/globalwebsitescorp/) Is Currently The Largest Social Commerce Platform, with [Instagram,](https://www.instagram.com/globalwebcorp/) [Pinterest,](https://www.pinterest.com/jalemusl/) [Twitter,](https://rapiventas.net/globalonlinesales/tc) Snapchat and TikTok following close behind; You’ll Still Want To Take Advantage Of The Platforms Used Most By Your Customers.

**Take Advantage Of The Available Data**

Research And Use The Available Consumer Data From Social Media Platforms; Including The Number Of Likes, Shares, Session Duration, Clicks And More.

**Boost Engagement On Your Social Media Pages**

Make Sure Your Social Commerce Posts Are Being Seen; so you first need to [Boost Your Social Media Pages To Engage More Customers With Your Business.](https://rapiventas.net/globalonlinesales/ptrama)

[Encourage Your Followers To Become More Involved With Your Brand Via Surveys,](https://www.globalwebsitescorporation.com/index6.html) Exclusive Discounts For Those Who Like, Share, Comment, Tag Followers Or Brands You Partner With And More!

**\*Stay Tuned For Our Next E-Mail:**Choose A Product To Promote.

Here's To Your Success!  
**The GWC Team**

Day 280) Choose A Product To Promote.

Hi {First\_Name}!

Once you've chosen your network, or you've decided not to go with a network; the next thing to do is to pick your product.

There are several considerations to think about and the best choice will ultimately depend on your goals and your current situation.

Here are some ideas you can leverage from {First\_Name}.

**Your Current Audience**

If you're reading this, then there's a good chance that you are already some kind of Internet Marketer or Entrepreneur.

In that case, there's a good chance you already have a website or blog, a mailing list or generally, some form of direct audience that you can sell to.

And as such, it makes a lot of sense to try and choose a product that will work for your existing audience.

[In Other Words, Pick Something In The Niche You're Already In, Whatever That Might Be!](https://www.rapiventas.net/globalonlinesales/nebp/)

My offer still stands by the way. As I told you before, if you are interested in getting your hands on some products to sell online; look no further!

We offer some of the best rates in the Affiliate Marketing Industry. Our members earn commission rates starting at 80% and get paid Instantly To Their Accounts! We’ve made it easy for you to get set up and start selling!

Here’s How It Works:

1. [Create Your Free Account By Entering Your Name And E-Mail Address.](https://api.leadconnectorhq.com/widget/form/ATjAaeCZlOiuzMAOxxgp)
2. [Find A Web Package Which Fulfills Your Business Needs.](https://go.e1ulife.com/home?fpr=jose77)
3. Once You Become A Member; You'll Have Reseller Privileges; Meaning You [Get Full Affiliate Power To Sell And Earn A Commission.](https://globalwebcorp.com/ap)
4. Connect With Stripe And Receive Your Commissions Instantly After Every Sale!

**>>>>You Can Create A FREE Account Now! By** [Clicking On This Link!](https://e1ulife.com/register/?jal)

Ok, where were we... Oh yes, Conversion Rates! Let's continue...

**Conversion Rates, E.P.C., Gravity And Other Stats**

Easily, the best way to determine whether a product is worth promoting, is to take a look at its product sales stats.

I will show you what to look for and how to read certain stats, before promoting a product. This essential skill should help you with most [Affiliate Programs.](https://www.rapiventas.net/globalonlinesales/amwtmi/)

**JVzoo**

**Factors To Look For:**

* **Number Of Copies Sold:** Usually a product that has sold a lot, means it's in demand.
* **Conversion Rate:** You definitely want to be looking at Conversion Rates, as this will determine whether your visitors will turn into customers.
* **E.P.C.:** Earnings Per Click Is [The Average Earnings You'll Receive, Per Clicks You Generate With Your Campaign.](https://www.rapiventas.net/globalonlinesales/ppcar/)
* **Commission Rate:** This will show what percentage rate you'll receive out of each sale.
* **Refund Rate:** This is one that’s overlooked, but it´s important; for it determines how satisfied customers are after their purchase. A low refund percentage rate, will likely mean more commissions kept in your pocket.

**ClickBank**

Click On The Marketplace Link. Now Choose A Category. For this example, you can choose: e-business & e-marketing.

**Factors To Look For:**

[For The ClickBank Marketplace,](https://rapiventas.net/globalonlinesales/malapro/) the main thing you want to look for is "The Gravity". The Gravity indicates how many distinct affiliates have made sales in the past 12 weeks.

You may also want to check out the indicators and features below its listing. You’ll find whether it’s one-time billing or recurring; whether the vendor provides Affiliate Promotional Tools, etc..

That is the technical part of looking for good offers to promote. With this knowledge, you should be able to confidently determine whether a product is worth promoting or not, on any Affiliate Network.

**Here Are Some Important Things That Shouldn't Be Left Unsaid...**

**Your Opinion Counts!**

Another important tip, is to pick something that you care about and that you're exited for. This is a good idea, because you'll find it's much easier to sell something that you genuinely believe is an amazing product.

If the item is something trashy or you think it's a waste of time and money; you can bet that your sales pitch is going to lack The Umph it needs to convince customers to purchase the product or service.

**Go With What Works!**

You also want to avoid being too obscure or taking too much of a gamble on your final decision. The point is, that there are some Online Marketers who have gotten rich selling specific products – and you have the option to sell those very same products.

For this reason, it doesn't really make much sense to sell anything else.

Is it exciting, original or daring? No – but it's proven to work and it's pretty straightforward. Sometimes that's all you need; especially when you're just starting out.

That doesn't mean that you can't [Pick Something In Your Niche That You Really Like](https://www.rapiventas.net/globalonlinesales/nebp/) though – just find the best selling options and try selling them yourself!

**Is It Desirable?**

If you're not sure how a product is performing, or you don't know whether you can replicate the success you've seen others achieve with it; then you should ask yourself, whether it's something that has the potential for making sales or simply ask yourself:

* Would I buy it?
* Would it help me in some way to purchase this product or service?

We'll get into selling later; as well as how to go about making someone, really want to purchase your product.

But Briefly, One Of The Most Important Tips, Is To Focus On "The Emotional Aspect" and "The Value Proposition".

In other words, how will you make people really want this item? What is it, that it will do for them?

[This Is Why "Making Money Products" Are So Effective; As Well As "E-Books"](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) – they offer you a very concrete and significant lifestyle change or upgrade on your current knowledge on a specific subject.

So, what you should be looking for is, a product or service that offers "The Answer" or "The Solution" to a problem or issue you might be dealing with.

**The Profit**

Of course another thing to think about is the potential profit you could earn from the product and from each sale. I explained in detail on stats and numbers to look out for earlier.

This is what makes selling a service or a membership so appealing; because if you look at your commission over that customer's lifetime, you can stand to earn thousands!

You might want to compare which one you can sell for more money or which one offers you 40% versus 50% Commissions for example.

Now Think About The Sales Volume – you'll sell a lot more e-books than desktop computers; so even if the profit is higher per unit; that doesn't necessarily make it the best pick.

**Free Materials**

Some Affiliate Companies Or Marketers, Are Willing To Give Away Extra Materials To Help You Generate More Sales; so it's worth considering the added value that such extras represent.

The Best Types Of Free Materials Are Those Which Can Help You Provide More Value To Your Customers.

For Instance: Some Sellers will give you things like "free reports" that you can use to incentivize a purchase.

**What's The Market Like?**

We've already looked at target demographics and markets; in the context of subject and niche, but there are other things you have to take in consideration too.

For Example: You need to figure out, what the people buying your products are like; and what else is there available for them to buy.

So if you're selling an e-book on "Making Money Online", you will largely be selling to: Entrepreneurs, Marketers, Startup Businesses, etc..

This is a very good audience; because they have disposable income and are generally impulsive buyers.

You also have the added benefit of selling them something that they'll profit from; meaning they can earn back the money that they just spent!

Additionally, This Audience Provides You With A Very Clear "Route To Market". That is to say, there are some very clear ways you can reach them – through forums, at conferences or via certain websites.

So what about another product? Well, [If You Had An E-Book On Making Money From Selling Audio Products In Clickbank](https://rapiventas.net/globalonlinesales/sapocb/) for instance, you could have an entirely different market.

You can do a lot of guess work when it comes to choosing which market is best for your product. Generally though, The Best Strategy Is To Actually Research The Market First.

This means, taking a look at the existing products on the market, checking out some websites in that niche, signing up for some e-mail newsletters in that niche and reading the statistics.

You'll likely find that you can [Learn A Lot About Each Niche And Which One's Best For You To Venture Into.](https://www.rapiventas.net/globalonlinesales/nebp/)

So... that's quite a lot to consider and it might seem quite daunting; but don't worry too much though; to Start With A Very Safe Strategy; [You Can Leverage On Becomming An Affiliate Now; No Hassle!](https://e1ulife.com/optin/marketing/index.php?jal)

**\*Stay Tuned For Our Next E-Mail:** Make Money With Amazon!

Here's To Your Success!  
***The GWC Team***

Day 283) Make Money With Amazon!

Hi {First\_Name}!

To Start Making Money With Amazon; You Need To Follow These 7 Steps.

**1. Install A Blog Software**– Why Blog Software? Because it will provide the necessary structure to make it easy for you to run an effective site and post new content easily.

[WordPress is the most popular. It's open source; which means it’s free, easy to install and it's extremely powerful.](https://rapiventas.net/globalonlinesales/wp24h/) Many web hosts have a one-step process for installation or just download and follow the instructions provided.

**2. Make It Look Good** – One of the perks to WordPress, is all the templates you have to choose from. In addition to the hundreds of free themes; there are hundreds of WordPress themes you can buy.

Pick a theme that looks good, ties to your Niche, has the layout you want and offers what you want to be able to do; in terms of tools.

**3. Create Your Categories** – [Your Blog Software should allow you to setup categories;](https://www.rapiventas.net/globalonlinesales/ba) which help you organize your entries so it's easier for your visitors to find what it is they are interested in reading.

For Example:Your Jack Russel Site might have a number of categories; such as training, eating, toys, etc..

**4. Become An Amazon Associate** – The sign up is simple and it’s free. Just go to The Amazon Site and at the bottom, click the "Join Associates" link. You’ll want to have your site set up – at least the basics with some content; as they are going to review your site.

**5. Create Blog Posting Links** – There are different ways to create your links. You can use the tools offered by your Blog Software, but the easiest way is using The Amazon Build A Link Tool.

Log into your Associate Page and find the product you want to review. Build Your Personalized Link. There are a number of options for link building; but most would tell you that the text links are most effective.

**6. It’s Time To Blog** – The time has come to write your Blog Review and post it. You will insert your link code to the product on The Amazon Site, that you are writing the review for. You will want to include a number of reviews.

**7. Promote Your Website** – [Make Sure You Take The Time To Promote Your Website/Blog.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) There are all kinds of online communities that can help you do this, [As Well As Social Media,](https://rapiventas.net/globalonlinesales/smss/) directories, etc.. The more exposure the better!

**\*Stay Tuned For Our Next E-Mail:**Get Started With The Amazon Affiliate Program!

Here's To Your Success!  
**The GWC Team**

Day 286) Get Started With The Amazon Affiliate Program!

Hello {First\_Name}!

Since you’re here reading this, you’ve likely already heard about How You Can Make Money With The Amazon Affiliate Program.

Perhaps you have already created your own website and hosted it; in hopes of making some good coin with The Amazon Affiliate Program.

If you are unsure exactly on how to do that; you aren’t alone. Here are some steps to get you started:

**1. Learn Basic HTML**– If you don’t know HTML already, now is a good time to learn it. It will help to keep your costs down and give you more flexibility.

Many sites are WYSIWYG; but the trouble is you lack any flexibility when it comes to creating hyperlinks, formatting text, and carrying out other tasks that can help you to Make Money With Amazon. There are tons of HTML Tutorials Online; so in no time at all you can learn the basics.

**2. It’s Time To Decide What Your Niche Or Topic Will Be** – If you are planning to make recommendations, product reviews or just talk about certain products or services; in an effort of selling them, [Make Sure You Choose A Distict And Narrow Niche That Will Be Easy To Target.](https://www.rapiventas.net/globalonlinesales/nebp) Such a Niche could be Latin Dance, Card Making, Jack Russell, Etc..

**3. Pick A Domain Name** – Make sure that you give this the thought it deserves. [Choose A Domain Name That Is Keyword Rich](https://www.globalwebsitescorporation.com/ourproducts/index.html) to help you with S.E.O.. [Choose A Name That Is Relevant And Matches Your Niche.](https://www.rapiventas.net/globalonlinesales/nebp/) Of course, it will have to be available; so have a few options that you’ll be happy with.

For Example: latindanceforbeginners.com, easycardmaking.com or ilovejackrussel.com; you can also be creative, in case The Domain you want isn’t available; by using hyphens, such as latin-dance-for-beginners.com or choose a different domain extension. There are tons – For Example: .net, .ca, .co, .org, .edu, .biz, etc..

**4. Register A Domain Name** – [Many Hosting Sites Are Set Up; So You Can Register Your Domain Right Away;](https://www.globalwebsitescorporation.com/ourproducts/index.html) if not, you can register it separately through many different sites.

Once You Register Your Domain Name, It'll Be Yours To Use. Registering A Domain For A Year; Ranges From $60 To $80 On Average.

**5. Set Up Web Hosting** – [If This Is Your First Time Building A Website; Then You Might Not Know What Web Hosting Actually Is.](https://www.globalwebsitescorporation.com/ourproducts/hosting/index.html)

Here’s A Quick Breakdown:

[When You Create A Website, You Essentially Create Many Different Files.](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) These Files Need To Be Stored Somewhere; In Order To Be Accessible On The Internet.

[You Must Pay A Hosting Provider To “Host” These Files For You On Their Servers.](https://www.globalwebsitescorporation.com/ourproducts/hosting/index.html) This Is An Annual Fee You’ll Have To Pay To The Hosting Company Of Your Choice.

**Hosting Companies Have A Collection Of Servers; Known As Datacenters.**

Beyond The Servers, There Are Lots Of Additional Elements; Such As:

* Network Connection Equipment
* Air Conditioning Systems
* Backup Power Supplies
* Security Measures
* And Much More!

Best Of All; When You Host Your Files On A Hosting Company’s Web Server, they’re available 365 days a year, 24/7; so Your Website Will Always Be Accessible On The Web.

Your Web Host Is Also Responsible For Things Like:

* Keeping The Software And Hardware Up To Date
* Server Maintenance
* Troubleshooting
* And Much More!

So You See; There’s A Huge Operation Behind Getting Your Website Online, And [Hosting Is The Back Bone Of It All!](https://www.globalwebsitescorporation.com/ourproducts/hosting/index.html)

**\*Stay Tuned For Our Next E-Mail:**Make Money With The Amazon Affiliate Program!

Here's To Your Success!  
**The GWC Team**

Day 289) Make Money With The Amazon Affiliate Program!

Hello {First\_Name}!

If you have been looking at The Amazon Affiliate Program and wondering if it's right for you, the only person that can answer that question is you; but we're going to provide you with all kinds of reasons why you should consider this program.

Let's check out some of these reasons...

**#1 Commissions**

Many don’t think the 4% Commission is adequate; but consider the difference it makes between a $10 disk; which commission is $0.40 Cents, and a $5,000 camera; which commission is $200 – suddenly the 4% doesn’t seem all that bad. In addition, it’s pretty easy to take the 4% to 6%.

All you need to do is sell seven items. Now consider this – if you sell your seven items, using low ticket items that sell fast, that puts you in place for the high ticket items at a higher price.

You'd have made as much as 8.5%; when you reach the higher end of the selling scale.

**#2 People Purchase More Than A Single Item**

One thing that is great about Amazon, is that it's a "One-Stop-Shop". You send them to the site – they buy your advertised item and then they shop some more – and you get paid!

Or if they leave the site, but come back within 24 hours and complete their purchase; you still get your commission!

So let’s look at an example. You send a potential customer to the site; to buy a book you've promoted.

When they get there, they not only buy the book; they buy a headset, and then finish their purchase with a new phone. Now you’ll get paid commission on all of those items!

**#3 Remember That Every Little Bit Adds Up**

Initially the commissions may seem small. You may think... how can you possibly make a living with such small commissions – after all 4% on a $10 item is $0.40 Cents.

Celebrate these little payouts; because before long, one item becomes ten items and ten items become a thousand items.

Soon your commission checks will grow and you'll enjoy the benefits of a steady income; So be patient. [Make Sure That You Provide Plenty Of Links On Your Website Or Blog;](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) to bring people to the products you are selling.

**#4 Many Links To Products**

Make sure that you're providing many links to the products you want your site visitors to click on and eventually purchase.

The More Links; The More Likely You'll Make Sales. Don’t be afraid to place your links strategically; within your content or article.

**\*Stay Tuned For Our Next E-Mail:**Increase Amazon Affiliate Sales Using A Best Seller List!

Here's To Your Success!  
**The GWC Team**

Day 292) Increase Amazon Affiliate Sales Using A Best Seller List!

Hello {First\_Name}!

Many People Have Turned To The Amazon Affiliate Program, Because Of The Potential Revenue Opportunity It Offers.

However, just as many don't understand, how they can significantly increase their Amazon Affiliate Sales and increase their commissions exponentially. That Well Kept Secret Is The "Best Seller List".

The actual technique isn’t new. Many businesses will create a "Best Seller List". The music industry and book industry, have been doing it for decades. Amazon does it too!

Feel free to think outside the box and Create Your Own Best Seller List. This list can be posted on your blog, in your articles or within the content on your website.

Let's dig in deeper on this technique {First\_Name}.

**Why Do Best Seller Lists Work Well**?

Your Best Seller List Should Contain 6 - 10 Products In Your Category (You can have one or more categories).

* Consumers Love To Be Part Of Trends (They hate being left out).
* We claim we are unique individuals, but the truth is we are social creatures and we want to know what others are doing.
* We are lazy by nature; so we love shortcuts to find something that appeals to us.
* There’s a certain kind of wisdom that occurs in crowds (We like to see what’s happening within the crowd).

**Results Of Your Best Seller List**

There Are Several Results You Can Enjoy From Your Best Seller List.

Sales – Each time you produce a list, you should see an increase in your sales on Amazon. Of course that’s assuming, that the list links to the item on Amazon.

Conversion – While Conversion Rates vary; you should enjoy a Conversion Rate that was higher than prior to your list creation.

More Commission – A Higher Conversion Rate Means More Sales; And More Sales Mean More Commissions Owed To You. It Can Increase Your Commission Rate From 4% to 6%; since you're only required to sell 7 items, for that jump to occur.

**How To Increase Your List's Longevity**

This is an effective technique; but you want to get the most out of your list. You don’t want to have to be changing your list weekly; as this requires time.

A better option is to choose items for your list; which will stay popular at least for a 4 weeks period. Some items will even have a longer shelf lifetime; So Take Advantage Of It!

**\*Stay Tuned For Our Next E-Mail:**Did You Know That The Amazon Associate Program Integrates With Blogger?

Here's To Your Success!  
***The GWC Team***

Date 295) Did You Know That The Amazon Associate Program Integrates With Blogger?

Hello {First\_Name}!

Did You Know That The Amazon Associates Program Has Integrated Their Affiliate Program With Blogger?

This Will Make It Easier For Bloggers To Add Relevant Amazon Product Links To Their Blog Posts; without having to interrupt the editing process on their blogs.

Amazon Associates for Blogger can be found on your Associates Central Web Page. You will want to take advantage of this.

Sign Up Is Quick And Easy; assuming you already have an Amazon Associate Account, you can use your Associate ID. If you are new, you can have your Associate ID almost instantly!

For Existing Associates, it will only take you a couple of minutes to sign up, and you will instantly have access. You'll Be Able To Turn The Amazon Product Finder ON or OFF; depending on your preference.

This Tool Makes It Simple To Add Amazon Links To Your Blog Posts, either text or image links. There are just two steps.

First, Type And Highlight The Text In Your Blog Post That’s Relevant. The Amazon Product Finder will search through the millions of products on The Amazon Site; and recommend those, it feels are a close match with the text you highlighted.

Then you can insert an image or link to that product; which will include your ID. If You Are Using A Blog Editor, you might find it easier to write your entire post in the program and then post the draft on Blogger; then use The Amazon Product Finder.

By signing up for Amazon Associates for Blogger, you will also be able to add dynamic content in the sidebar of your blog; using the sidebar gadgets that are provided.

The Amazon Deals Gadget and Amazon Search Box Are Excellent Tools To Help Your Visitors Find Exactly What They Are Looking For.

If you want to add these to the sidebar, just got to "Add a Gadget"; and then type in Amazon to find the gadgets you want.

If there is a disadvantage to adding the gadgets to the sidebar, it´s that it can slow down your page load times. You will have to experiment and decide for yourself, whether the loading times are acceptable or not.

The Amazon Associates Blogger Tools, are going to make it easier to get your links in place and start earning revenue. Don’t get discouraged if things start slow.

It can take a bit of time to create a blogging environment that consistently makes money for you, but don’t give up!

**The Golden Rule To Making Money With The Amazon Associate Program**

If You Are Just Getting Started Using The Amazon Associate Program; before you begin promoting products, there is something you should know – The Golden Rule – Actually There Are A Handful Of Golden Rules You Should Follow; Which Will Help You Make Money With Amazon.

#1 The Products You Choose Should Always Be Over $100

Because The Amazon’s Commission Is Only 4%, for the item that sells; it’s important to sell higher priced items, if at all possible. That Percentage Can Go As High As 8.25%; if you sell sufficient product quantities.

You Will Make More Money When High Priced Products Sell; compared to low priced products. Amazon allows you to sort by price; making it easier to find the products you want to sell.

#2 The Products You Choose Should Get  A 4 Star Review, As A Minimum!

For Success, It's Key For You To Promote Products That Have Good Reviews. You Will Get A Much Higher Conversion Rate On Products With Good Reviews.

These days, people like to do a lot of research; before they decide what to buy. Therefore, if you are promoting products that have a Low Review Score; people simply are not going to buy them, because they know that there are better options out there.

#3 Always Create A Blog As If It Where A Review

Create A Blog With The Best Content And Use Text Links; Which Amazon Readers Prefer Over Widgets.

If you ask Bloggers Who Are Successful With Amazon, they Will Tell You that They Do Best, When Doing Product Reviews. That’s because people like to read reviews before they make their choice.

The More Compelling Your Review, The Faster You'll Generate Income. It’s Really That Simple!

To start your review blogging, you don't even need your own domain name nor to purchase hosting. You Can Start By Using One Of The Blogging Sites Which Host Blogs.

The one thing that you should do is Choose A "Subdomain" That Is Close To The Product´s Name.

For Example: If you are promoting XYZ Treadmills, then choosing a name like XYZ-treadmills would be wise.

[This Helps With Your Search Engine Optimization (S.E.O.);](https://www.globalwebsitescorporation.com/contactus/index5.html) Which Is Important For Potential Customers To Find You; Helping You Rank Well In Search Engines.

**\*Stay Tuned For Our Next E-Mail:** These Are 5 Mistakes Amazon Affiliate Marketers Make.

Here's To Your Success!  
**The GWC Team**

Day 298) These Are 5 Mistakes Amazon Affiliate Marketers Make.

Hi {First\_Name}!

The Amazon Affiliate Program Has A Lot To Offer; yet you'll still hear about those who don’t enjoy the success of revenue earnings worth talking about. Let’s look at The 5 Mistakes Amazon Affiliate Marketers Make, that can drastically reduce your income.

**1. Too Many Products** – it’s a common mistake beginners make. They Market Too Many Products.

Yes, you need to build multiple streams of income through different products; but the problem is, you can spread yourself so thin that you cannot properly manage all the streams you are attempting to create and maintain; thus setting you up for failure. [Choose Your Products Carefully; Making Sure They Fit Your Niche.](https://www.rapiventas.net/globalonlinesales/nebp)

**2. Not Testing** – Nothing will break the trust of your visitors faster, than being lead to a product that is junk or doesn’t work in the way that you or the manufacturer claims it does.

Before you promote a product, make sure you have either personally tested the product or done your research to see what others think of it.

**3. Not Tracking** – It's Important That You Assign A Unique Tracking Affiliate Link On Each Page You Promote A Product On; so that you can later determine where the sale came from. By doing this you can determine, which pages are converting.

It's Easy To Create A Unique Tracking ID With Amazon; just log into your Amazon Affiliate Dashboard, then click on "Account Settings" (top right), then click on "Manage Tracking IDs".

Now You Can Create A New Tracking ID; that will allow you to Track The Web Page And/Or Campaign where the item was sold on.

**4. Not Comparing** – One Of The Best Ways To Convert Visitors Into Buyers; Is By Using The Comparison Technique. When buyers are ready to buy, they tend to narrow their options down to 2-3 choices.

If You Create A 3 Best (Insert Product) For (Insert Use); you are in a position to help your visitors finalize their decision. Comparison Websites are profitable; so keep this in mind.

**5. Not Helping**– One Of The Biggest Mistakes Marketers Make, Is To Spend Their Time Trying To Sell; Rather Than Trying To Help Their Visitors. Take the time to help your visitors and learn about the product(s).

Why do you think Amazon Products do so well – those reviews are extremely powerful! People Respond Much Better To The Helper Sales Person; Than To The Shark Sales Person.

**\*Stay Tuned For Our Next E-Mail:**5 Best Kept Secrets To Increase Your Amazon Affiliate Earnings.

Here's To Your Success!  
**The GWC Team**

Day 301) 5 Best Kept Secrets To Increase Your Amazon Affiliate Earnings.

Hello {First\_Name}!

The Amazon Affiliate Program Can Generate Significant Revenue. But it’s not always as easy as posting a link and earning money.

Here Are 5 Of The Best Kept Secrets You Can Leverage From; To Increase Your Amazon Affiliate Earnings.

Let’s begin...

**#1 Traffic Is Important**

Of course, there is more than just the traffic factor, but it's an important one. After all, if you don’t have good traffic levels, you are not going to make money. Amazon pays between 4% and 8.5% with the average payout being 6%; so you can see that having an adequate traffic level is important.

[Consider How To Bring Traffic To Your Site And Get Them To Click On Your Amazon Link.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

**#2 Diversify**

[It's A Good Idea Not To Put All Your Affiliate Efforts Into One Product.](https://www.rapiventas.net/globalonlinesales/amwtmi/) After all, Amazon offers you an endless array of products to choose from. Instead, [Consider What Group Of Products Could Be Used Within Your Current Niche And Promote A Diversity Of Products.](https://www.rapiventas.net/globalonlinesales/nebp/)

**#3 Always Be Transparent**

You could post a disclaimer that your links are associated with The Amazon Affiliate Program (or any other Affiliate for that matter).

It's all about honesty and your readers want to know, that you are being honest and transparent with them. How that looks on your blog is up to you, but remember just how important it is.

**#4 Combine Revenue Streams**

[Don’t Be Afraid Of Combining Different Affiliate Programs That Will Work In Your Niche.](https://e1ulife.com/sales/english/index.php?jal) Of course, focusing on your Amazon Affiliate Program is important; but that doesn't mean you can’t [Include Other Affiliate Programs That Fit Nicely In Your Niche.](https://www.rapiventas.net/globalonlinesales/amwtmi/)

What You Must Do, Is Read The Rules Of Each Of Your Affiliate Programs. Some Don't Allow Cross-Promoting; So Know What The Rules Are Beforehand.

**#5 Always Track Your Results**

The Amazon Affiliate Program Offers Tracking Through Their Statistics Software. This is a very important tool, to help you know what is selling and what is not. There are other Tracking Programs; like Google Analytics which it’s free.

Using these types of software will help you be more successful; as you’ll stop wasting your time on what doesn’t work!

There you have it – The Five Best Kept Secrets To Increase Your Amazon Affiliate Earnings {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:** Improve Your Earnings With The Amazon Affiliate Program!

Here's To Your Success!  
**The GWC Team**

Day 304) Improve Your Earnings With The Amazon Affiliate Program!

Hello {First\_Name}!

There’s a lot of talk around earning money through The Amazon Affiliate Program. The amount you earn, can vary from a couple hundred to a full time income.

Here are some great tips to help you improve your earnings from The Amazon Affiliate Program.

Let’s have a look...

**\* Build Yourself A Good E-Mail List** – Over the years you might have heard this before. It’s not new,but [It's Much Easier When You Have A Website.](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)

[A Great Way To Get Your E-Mail List Going, Is To Offer Something For Free.](https://rapiventas.net/globalonlinesales/emme/) It might be a report on a product, a buyer’s guide, etc..

Anything that offers the consumer useful information works well. [E-Mail Lists Can Be Responsible For Up To 10 Percent Of Your Income.](https://rapiventas.net/globalonlinesales/lila) That’s A Nice Chunk!

**\* Take Advantage Of Holidays With Your Own Promos** – It’s pretty common to have thousand dollar days, during some of the main holidays; like Cyber Monday or Black Friday.

While other holidays like Valentine's Day or Mother’s Day are less lucrative; they are still much higher than the average day; and can be even higher if you create your own promos.

Target Every Single Holiday, To Get The Most Out Of Holiday Revenues.

You Might Write An Article Talking About The Top 5 Products, And Distribute It For Black Friday. You might offer a free item for Mother’s Day or You could offer discounts.

It’s up to you – don’t be afraid to think outside the box; but make sure you take advantage of the opportunity that holidays brings to your business.

**\* Increase Product Sales To Make More Money** – While this might seem pretty straight forward, the fact is that The Commission Rate Changes With The More You Sell; and that higher percentage means higher earnings for you.

The Rate For General Merchandise Is 4%, But Can Go Up To 8.5% With A High Sales Volume.

During Holidays, You Can Actually Reach That 8.5% With Less Effort. Selling just 7 items in a month; takes you to a 6% Commission.

Only 7 items! So you can see why holidays can be a real benefit for your income.

There you have it – just a few tips to help you improve your earnings with Amazon. You too could make a full time income, off The Amazon Site; like so many others are already doing!

**\*Stay Tuned For Our Next E-Mail:**Promote Your Amazon Affiliate Program!

Here's To Your Success!  
**The GWC Team**

Day 307) Promote Your Amazon Affiliate Program!

Hi there {First\_Name}!

Recently There Has Been A Lot Of Interest In The Amazon Affiliate Program – That's Because It Has The Potential To Generate A Comfortable Income; When Done Right.

But there are some things you should do to improve the likelihood of earning a good income through Amazon.

Don’t Choose Only One Product To Promote; Instead [Choose A Set Of Products; Which You're Going To Promote In Your Niche.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)

For Example: Let’s Say Your Niche Is Dogs; maybe you could Create Sub Niches – Those Sub Niches Could Be Dog Collars, Dog Leashes, Dog Beds, Dog Bowls, Dog Health Care Products, Dog Flea Treatments... You get the idea.

[Then You Need To Take The Time To Get To Know All About The Products In Your Niche](https://www.rapiventas.net/globalonlinesales/nebp) – after all, you will be talking about these products and doing reviews on them.

You Might Be Creating Top 10 Lists And More. When you get to know what you are talking about; you will become known as an expert and visitors will continue to come back to see what you have to say about the various products you promote and evaluate.

[Make Sure You Take The Time To Create A Good Landing Page.](https://www.globalwebsitescorporation.com/index5.html) Your Landing Page Needs To Sum Up Everything You Have To Offer And How It Will Help Your Visitors. Your Landing Page Shouldn't Be Over Selling The Products You Have To Offer.

If your visitors feel like all you care about is money; they are not going to have a very positive feel about you.

Always Create An Atmosphere That Builds Trust. By doing this; your visitors are going to be much more willing to do business with you.

Take The Time To Focus On Your Customers In Every Step Of Your Transactions; this means from the time your customers first visit your website, right through The Post-Sale Stage.

You'll Create A Repeat Customer Base; By Treating Your Customers Professionally, While Providing The Best Customer Support You Can.

\* This Is Key To Running A Successful Business {First\_Name}!

As An Amazon Affiliate, You Have The Opportunity To Run A Very Profitable Online Business. There are numerous people making a full time income through Amazon; leading a life that offers them more financial freedom.

**Why Should You Choose The Amazon Affiliate Program?**

There are Tons of Affiliate Programs out there to choose from; but one that gets plenty of focus is The Amazon Affiliate Program. Let’s look at some reasons why you should consider this program.

1. Amazon Is A Name You Can Trust – In fact it’s a name that consumers have trusted for a very long time. For You, That Means More Revenue; because they're more likely to purchase from Amazon, than from someone they don't know yet! You’ll [Enjoy The Benefits Of Earning Affiliate Commissions.](https://www.rapiventas.net/globalonlinesales/amwtmi/)

2. Easy To Integrate– The Number Of Plugins And Tools That Integrate With The Amazon Affiliate Program, Continues To Grow And That Means [It's Easy For You To Integrate Your Affiliate Links Into Your Website Or Blog.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)

3. Holidays Are Gravy – You Can Make A Killing On The Holiday Seasons With The Amazon Affiliate Program. It starts in October and ramps up in December. It's Known To Be The Hottest Month On Amazon. Enjoy it!

4. Payment Options – Amazon Offers Affiliates, The Option Of Being Paid In Cash Or Products. Now that comes in handy!

5. Amazon Is An Investment – Think Of Amazon Like You Would Any Investment. What I Mean Is, That The More Time You Invest In Your Amazon Business; The More You'll Reap From It!

Increase The Doorways To The Products And You'll Increase The Chances To Generate Revenue.

6. Wide Selection Of Products – Amazon has an endless array of products and what this means for you, is that [You'll Have No Problem Finding A Niche](https://www.rapiventas.net/globalonlinesales/nebp) and products that fit into it. You are certainly not limited by the products you can choose from.

7. Commission Increases With Sales – The General Sales Commission is 4%; but With Just The Sale Of Seven Items In One Month, Your Commission Jumps Up To 6%!

This means you can [Focus On Big Ticket Items,](https://www.rapiventas.net/globalonlinesales/mwp) but to get to that higher percentage; you must sell 7 lower priced items.

Your Commission Rate Can Actually Go Up To 8.5%. (Be Sure To Review The Commission Schedule On The Amazon Site).

8. Adding Links Is Easy – It Has Never Been Easier To [Insert Links In Your Content Or Articles.](https://globalwebcorp.wordpress.com/) It’s simply a matter of putting The HTML Code in place. It's a simple process that anyone can do; without any special skills or understanding.

Leverage From These Eight Simple Reasons Why To Choose The Amazon Affiliate Program; If You Want To Make Some Extra Income!

**\*Stay Tuned For Our Next E-Mail:**Is The Amazon Affiliate Program Better Than Others?

Here's To Your Success!  
**The GWC Team**

Day 310) Is The Amazon Affiliate Program Better Than Others?

Hi {First\_Name}!

Whether you are new to Affiliate Marketing or been around it for some time; if you find yourself struggling, you have just landed at the right place; because by the time you are finished with this training series, you will be ready to maximize your income with The Right Affiliate Program.

It's time you learned Why The Amazon Affiliate Program Is Better Than Others.

Let's get started...

The first thing you need to understand, is that [There's No Such Thing As Achieving Success As An Affiliate Marketer Through Luck!](https://www.rapiventas.net/globalonlinesales/amwtmi/) It doesn’t just happen for some and not happen for others {First\_Name}.

It comes from hard work and understanding what makes it work; and The Amazon Affiliate Program is certainly one that is worth understanding.

**Why Is The Amazon Affiliate Program Better Than Others?**

1. You Don't Need To Pre-Sell. There is a lot less skepticism from your visitors; when they are looking at buying physical products over digital products.

That’s because with digital products, you really don’t know what you are getting; until after you make the purchase. Where as with physical products; you know exactly what your getting.

Physical goods are also more popular; because the product is tangible – you can touch it, see it, hear it and smell it. It will stimulate all your senses; in a way that digital products can't.

2. There Is Zero Saturation. You’ve probably heard the stories yourself; about products that are "over sold online" to a group that is marketed to; such as with how to make money programs.

When You're Selling Amazon Products, you don't have to ever worry about too much competition; because it doesn't exist! Tens of thousands of a single product can be sold every year, and You Don't Have To Be Concerned With Any Marketer Cornering The Market.

3. You Don't Have To Do A Lot Of Selling Yourself. Most Of The Amazon Products Sell Themselves. [You Don't Have To Work Hard At Selling; Like You Do With Digital Products.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)

For Example: You don’t need a Sales Page and you don’t need to become best buds with all The Top Marketers.

There you have it - Three Excellent Reasons Why The Amazon Affiliate Program Is Better Than Many Others On The Market.

Amazon provides you with an opportunity to build yourself an excellent income source; with reputable products that are readily available.

**\*Stay Tuned For Our Next E-Mail:**Earn Income With Amazon!

Here's To Your Success!  
**The GWC Team**

Day 313) Earn Income With Amazon!

Hi there {First\_Name}!

Amazon Offers An Endless Array Of Products For Consumers To Buy. When you are a member of The Amazon Associate Program, you have the opportunity to earn income.

If You Leverage On These 5 Tips; You’ll Be Able To Earn Plenty Of Income, so let’s have a deeper look, shall we?

**#1 Choosing A Niche Is Key**

[The Very First Thing You Have To Do Is Decide What Your Niche Will Be.](https://www.rapiventas.net/globalonlinesales/nebp) In Fact, If You Don’t Pick A Niche You Are Destined For Failure. This is by far the most important decision you will have to make.

Once You Decide On A Niche; you can begin to move forward with your money-making agenda. That’s because it's a lot easier to make money through The Amazon Affiliate Program; when the people that reach your website or blog, are looking for a specific product; which your website offers.

When You Offer A Wide Selection Of Products; You Don’t Rank As Well In The Search Engines And You Don’t Have Targeted Traffic Arriving To Your Site.

**#2 Place Your Product Links Within Your Content**

[About 50% Of The Income Made On Amazon, Is Made Through Text Links Placed Within The Content Of A Website Or Blog.](https://globalwebcorp.wordpress.com/) Simple Text Links have proven to be the most effective way to get visitors to click on them.

When Surfers Trust The Content On Web Pages; they are much more likely to click these links; than they are to click graphic links.

**#3 Product Images Should Be Clickable Links**

[Product Images That Click Through, To The Affiliate Product Or Service; Make Up About 15% Of Amazon's Income;](https://www.rapiventas.net/globalonlinesales/amwtmi/) this is relatively easy to do Using HTML Code.

**#4 Create Several Links To Amazon.com**

The More Links You Create; That Redirect To The Amazon Site, The Better. Every link inside your article or content, is another opportunity to bring a potential customer to the product; generating an opportunity for you to make a commission. Six to twelve links in an article is perfect.

**#5 Highest Conversion On Product Reviews**

[If You Do A High Quality Product Review Within Your Niche,](https://www.rapiventas.net/globalonlinesales/nebp) you’ll get a much higher Click Through Rate; meaning You Can Increase Sales, As Well As Your Commission Rate.

These 5 Tips Are A Good Place To Start Generating Income, With The Amazon Affiliate Program {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:**Make Money With Amazon And Your Blog!

Here's To Your Success!  
**The GWC Team**

Day 316) Make Money With Amazon And Your Blog!

Hello {First\_Name}!

Are You Looking Into [How To Make Money With Your Blog?](https://www.rapiventas.net/globalonlinesales/ba) When you start blogging and your focus is to make some money; it can be a bit daunting finding revenue sources.

One Of The Quickest And Easiest Options, Is To Open Up An Amazon Associate Account!

Once You Open Your Amazon Associate Account, you can sprinkle your articles with Amazon HTML Links; which are based on the products you choose to promote on your blog.

These custom links send those who click no the item, to The Amazon’s Page; and if they purchase the product, you are paid a commission!

What’s Nice Is That These Links Are On Your Blog Forever; Meaning You Can Be Paid Commissions For An Endless Period Of Time!

Signing Up For Your Amazon Associate Account Is Pretty Easy. Look At Your Analytics To Determine Where Your Traffic Is Coming From. For Most People The U.S. Associates Account Is The Best Choice.

But If You Focus On A Product That Targets A British Market; Then You Would Want A British Associate Account.

[Once Your Account Is Set Up; You’ll Place Links In Your Blog,](https://globalwebcorp.wordpress.com/) which is pretty straight forward. You’ll log into your Amazon Account and you’ll find the product that you want to link to.

All you need to do is click "Link To This Page" and simply follow the instructions that are given to you; which will be based on how you want your link to look.

The text option is the most popular, because it also gives you the flexibility to change the text; but that’s up to you. Don’t be afraid to experiment; especially in the early times, to find what works for you.

Then you’ll simply take The HTML Code that's been given to you, and place it in your blog. Generally, The More You Sell, The Higher Commission Rate You’ll Earn.

General Product Commissions start at 4%, but after just 7 sales in one month; it increases to 6%. Then there are subsecuential increases of 0.5%; all the way up to 8.5%. Remember, This Applies To General Products.

Many Specialty Categories Such As Electrical Goods, Remain At 4%; No Matter How Many Units You Sell.

Then Again, Some Categories Such As Digital Goods Are Set At 10%; while others have a cap. Be Sure To Read The Amazon's Policy; So There Are No Surprises.

It Doesn’t Take Long To Start Making Money. It’s quicker than you might think! Things like "Favorite Picks" or "Top 10 Lists" can really begin to generate income quickly.

Don’t Be Afraid To Experiment {First\_Name}! There Are Bloggers That Make A Full Time Income From Selling Amazon Products On Their Blogs. You Can Too!

**5 Tips For Using The Amazon Affiliate Program On Your Blog.**

The Amazon Affiliate Program has become increasingly popular; because of the income potential it offers. Let’s look at 5 Tips On How To Use The Amazon Affiliate Program, And Get The Best Results From It!

Think About Who Your Audience Is

It’s a good idea to think about who your audience is – put yourself in your reader’s shoes – what are they looking for when they surf your blog?

If You Look At Things Through Your Readers Eyes; You'll Do A Much Better Job Of Targeting Your Audience.

**Personal Endorsement**

Personal Endorsement Is An Excellent Tool, For Generating A High Click Through Rate. You see, just adding links randomly throughout your blog may not be enough to generate that click; what will generate it, is trust!

When a visitor returns day after day and builds an online relationship with you; it's important to stay true with the type of products and solutions that you're offering.

In fact, if you want to throw all your hard work down the drain; just recommend that they buy something you don’t really believe in; or know beforehand that it doesn't work as promised.

If You Want To Increase Your Click Through Rate, And Your Conversion Rate; Talk About The Pros And Cons Of The Products You're Promoting.

People like to hear the good and the bad; so they can make their own decisions. If you do this, and endorse products you believe in; you will see a real change in your commission checks.

**Link To Top Notch Products**

Choose Companies And Products That Are Reputable. Nothing will send people away from your blog faster, than proving links to poor quality products.

**Deep Links Work Best**

Many think all they have to do, is put a banner across the top of their website or blog; and people will make their way to Amazon, making them money.

Actually, that’s not true at all! [What Does Work; Is Placing Deep Links Within Your Content.](https://globalwebcorp.wordpress.com/) It's more work but it also pays more; and that’s your goal Right?

**Consider Link Placement**

There Are Some Hot-Spots On Every Page – The Left Hand Side Bar, The End Of The Post, Or Inside The Content.

Make Sure That’s Where You Place Your Links To [Get The Highest Click Through Rate.](https://www.rapiventas.net/globalonlinesales/ppcar/)

[The Days Of Any Affiliate Program Making You Money; Without Some Work, Are Pretty Much Gone!](https://www.rapiventas.net/globalonlinesales/amwtmi/)

But it doesn’t have to be hard or complicated. These 5 Tips Are A Great Starting Point; To Making Your Amazon Affiliate Program Work!

**\*Stay Tuned For Our Next E-Mail:**Use Article Marketing To Increase Your Amazon Revenue!

Here's To Your Success!  
***The GWC Team***

Day 319) Use Article Marketing To Increase Your Amazon Revenue!

Hello {First\_Name}!

The Amazon Affiliate Program Provides An Excellent Opportunity To Build A Steady Revenue Source. Here are a number of ways to Incorporate Amazon Products Into Your Site; but one method that works very well is to Include Your Amazon Product/s Within Articles.

**Follow These Steps To Do Just That...**

1. First You Need To Log Into Your Amazon Affiliate Program At The Amazon Site; using your previously provided username and password.

2. Once You Have Logged In, you need to go to The Best Selling Products; which you can select from the drop down list. Then choose the product type you want to sell.

3. After You Select The Product, you need to click on "Get Link" to Copy Your Affiliate Link. Amazon has made this, a very easy process for you.

4. Now Copy And Paste The Link Into Your Document.

5. Start The Process Of Writing Your Recommendation. Make Sure That You Provide Details; And Talk About The Pros And Cons.

Make Your Article Between 300 And 500 Words. Don’t Go Much Over 500 Words; because you will lose your readers – their attention span is simply not that long.

6. [Now It's Time To Put Your Article On The Web For Others To Read.](https://globalwebcorp.wordpress.com/) There are a number of Article Banks out there, but Ezine Articles; is one of the most popular and recommended.

If you don't yet have an account here or at any of the other Article Banks; then you need to create an account. You will need to provide your information and photo; so your customers can feel like they know a little about you.

7. Paste Your Article, And Then, Add Your Amazon Affiliate URL Into The Signature Line; which you obtained earlier.

8. If you have another product, then repeat the steps again.

[If You Don’t Like To Write Or You Aren't A Good Freelance Writer;](https://www.rapiventas.net/globalonlinesales/becw/) there are many sites where you can Hire A Qualified Writer, to write your article for you.

This is an excellent way to ensure, you get a top quality article. You can also use Freelance Writers to write your content for your site too!

The Amazon Affiliate Program Offers An Excellent Opportunity To Earn Income, And With A Bit Of Work; You Can Turn This Into A Full Time Income Opportunity.

**\*Stay Tuned For Our Next E-Mail:**Increase Your Amazon Associate Income!

Here's To Your Success!  
**The GWC Team**

Day 322) Increase Your Amazon Associate Income!

Hi {First\_Name}!

If Your Goal Is To Generate Income Through Affiliate Programs, one of the programs you will want to investigate is The Amazon Associate Program – this one is certainly worthwhile to have a look at.

There are tons of Affiliate Programs out there, but not all of them are created equal. In fact, many don’t really generate a great deal of income; but The Amazon Associate Program is different.

[The Amazon Associate Program Makes It Easy To Drop Your HTML Code In Your Blog, Articles Or Content.](https://globalwebcorp.wordpress.com/) You make your selection for what you would like to see on your page and Amazon gives you the code – you just cut and paste it.

It Has Been Proven That The Text Links Do Best. What’s nice about this, is that you can actually change the text to fit your article, blog or content.

The Amazon Associate Program Has Plenty Of Options; even if you're just starting out. The 4% commission might not seem to appealing, but there’s plenty of potential; because when 7 items are sold in one month, that commission jumps up to 6%.

Let’s Unveil The Secret To Increasing Your Income With Amazon. [First, You're Gonna Want To Find Your Niche](https://www.rapiventas.net/globalonlinesales/nebp) and then, [Search Engine Optimize Your Pages For The Products You're Gonna Sell.](https://www.globalwebsitescorporation.com/contactus/index5.html)

For Example: Let’s say you're gonna focus on toasters. [Then You Need To S.E.O. Your Page To Bring Traffic To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

You Want To Focus On The Big Ticket Items For Your Main Commission; because 4% of $100 is much better than 4% of $10; so at least some of the items you're going to market, need to be [Big Ticket Items.](https://www.rapiventas.net/globalonlinesales/mwp/) Don’t be afraid to include thousand dollar items as well!

However, there’s a little trick that can help you increase your commission level and your overall income. We already mentioned how to get to the 6% commission rate; you only have to sell seven items a month.

You Also Know, That Smaller Ticket Items Always Sell Faster. Set yourself up; so that you can move tons of these small products easily. This will instantly bump your commission up; so that you are making more on those Big Ticket Items.

There's a higher rate of 8.5%, but that one’s a little tougher to reach; for you have to sell thousands of items, so focus on the 6%, at least in the beginning.

Amazon Offers A Wide Array Of Products; so many that [No Matter What Your Niche Is,](https://www.rapiventas.net/globalonlinesales/nebp) you should have no problem finding a product to promote and sell.

So make the most of what Amazon can provide – The Amazon Associate Program has a lot to offer; income-wise.

**Tips & Tricks To Generate Income** **With** **Amazon**

Earning Revenue Through The Amazon Associate Program, offers a great deal of potential to anyone who takes the time to really figure out how to get the most out of it. Let’s look at some tips and tricks that can increase your revenue.

[One Trick That Works Well For Many Is To Find A Way To Publish Recurring Deals.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) If you can frequently mention products on sale; it can increase your revenue. An easy way to do this is to post weekly deals.

You can include this in your content and make it appear in a way, that your visitors feel you are offering them valuable information.

If you have the time, you can do it as a daily deal; posting each day instead of weekly. You can also publish a monthly list of Best Sellers.

These might not always be in your Niche. It’s a bit like a trending list; in fact, you could call it that; if you like. If you want more visitors and more exposure; write an article on one or more of these bestselling products.

It’s a good idea not to make your list higher than 10 Best Sellers or it will lose its effectiveness.

Carousel Banner Ads Have Proven To Work Better Than The Static Banner Ads. The Carousel Widgets Are Interactive and will generally display about a dozen products in the banner.

It's Easy To Create An Amazon Carousel Banner; Right In Your Associate Account. You can even add products manually, if you want to; or just display those that are Best Sellers.

Don’t Waste Your Time Creating An Amazon Store. Many find the conversion rate is awful – less than 1% of the total sales.

If you aren’t convinced, you can try it yourself; but many of The High Income Earners don’t bother wasting their time with it.

You’ll do better just getting people over to Amazon through your text links. You can expect this to be your main focus for generating revenue.

When you send someone to Amazon and they buy within 24 hours of initially going there; you’ll get paid your commission.

If they add it to the cart, but they don’t complete the purchase; and they go back within 30 days to purchase it, you will get your commission too! This Is The Most Effective Way To Make Money With Your Amazon Associate Program.

It's Possible To Earn A Full-Time Income Through Amazon. These Tips And Tricks Are A Good Place To Start Moving You Towards That Goal {First\_Name}.

**\*Stay Tuned For Our Next E-Mail:** Get It Done With The Right Tools!

Here's To Your Success!  
**The GWC Team**

Day 325) Get It Done With The Right Tools!

Hi {First\_Name}!

If the thought of spending weeks or months finding a Decent And Reliable Programmer with whom to work with; sounds like a lot of work (and it SURE can be), you can go the other rout; if you have a keen interest in programming, you may consider learning it so you can do it yourself!

Granted; that is an option. However, it’s only an option if you are willing to spend years learning about design, coding, project management, security and everything else. You’ll also need to be very meticulous and detail-oriented.

In addition, you’ll also want to learn more than one programming language; so that you can have some flexibility on your projects.

Whether self-taught or trained professionally in an online setting; you can bet there's gonna be a big learning curve and it'll probably be very expensive too!

Chances are, you probably don’t have that kind of time or commitment. Wouldn’t you rather get yourself up and running in a matter of weeks or months; instead of years? If so, this is an option you can skip over!

Before we discuss other alternatives – you may run into software that creates software. Supposedly these software programs, allow you to click a few times, add in a few things and BAM... out pops your own software!

Sounds too easy, doesn’t it? And too good to be true? That’s because it is! If it was that easy, there wouldn’t be a need for Good Programmers.

These programs that create software, may be good for a small task; like creating a form for you – but they’ll never be up to snuff; when it comes to creating a fully functional, complex and reliable software that you can resell.

Don’t Waste Time And Money With This Stuff; PLEASE!

**Getting Resale & Private Label Right Software**

One of the easiest and least-expensive ways to start up your software business, is to acquire rights to preexisting software; as opposed to developing your own.

As you’ve probably already gathered; developing your own software will likely be either frustrating or a time-consuming process, expensive – or maybe all three!

Indeed, developing your own software can consume much of your time; so that you find yourself constantly developing, designing, coming up with new ideas, beta-testing the software, putting out new versions and so on.

If you’re constantly wrapped up in the development; that leaves you with little time for marketing. This means very little money in your pocket.

As such, getting rights to software can really cut down on the time, money and effort you dedicate to the development process; so that now you can focus on making money by selling it!

You don’t have to worry about constantly coming up with new ideas; because if you buy existing software, all you have to do is acquire rights to software that meets your customers needs.

Likewise, you don’t have to spend months twiddling your thumbs, during the development process; as you can find rights to just about any software you can imagine.

You don’t even have to worry about bugs, crashes or other nastiness; because if you do your due diligence, you’ll only be dealing with reputable companies.

So Where Can You Get Resale Rights To Software? There are memberships, that put out monthly software for resell. Other memberships put out one huge package, once or twice a year.

Sometimes you can find individuals who have software for resell. You might even be able to acquire rights to software that isn’t advertised as having rights.

For Example: There are some Programmers out there, who put out wonderful pieces of software; but their marketing stinks, so they don’t sell them.

[These folks can be found at the bottom of the heap; on places like Clickbank.](https://rapiventas.net/globalonlinesales/malapro/) You can contact them and make them an offer.

If they've sold very few copies, they’ll likely jump at the chance, to take an attractive lump-sum payment from you.

However, The Only Downside To Getting Resell Rights, is that you can’t personalize or otherwise brand the software.

If it’s called “Billy Bob’s Kick Butt Computer Scrubber”; then you’re stuck with branding it under that name. Being unable to personalize the software can certainly hinder your own marketing efforts.

The Solution Then? Instead Of Getting Resale Rights, Get Private Label Rights (P.L.R.) Software. [When You Have P.L.R., You Can Brand The Software With Your Company Name;](https://e1ulife.com/sales/english/index.php?jal) thus appearing more professional – and likely allowing you to make more sales!

Indeed; Starting Your Software Business With P.L.R. Software, Is One Of The Quickest, Easiest And Least Expensive Ways To Build Your Business.

You Can Find P.L.R. Software; The Same Way You Would Find Resell Rights – From Individuals, From Membership Sites, Or Even From Unadvertised Sources.

**\*Stay Tuned For Our Next E-Mail:**Let’s Introduce You To Pinterest!

Here's To Your Success!  
***The GWC Team***

Day 328) Let’s Introduce You To Pinterest!

Hello {First\_Name}!

Pinterest is easy and fun to use and anyone can become an expert in just a few hours of use. The interface has been designed to be intuitive and it quickly becomes second nature; almost like simply breathing.

Like almost all websites, Pinterest has a Homepage. Here you'll find some of the most recent and most popular posts.

[This Allows You To View Things That Lots Of People Like;](https://www.pinterest.com/jalemusl/promos-launches/) which normally include things that are a common interest, such as cooking recipes, fashion trends, or some new product that a lot of people need or want to buy.

There will also be a search bar at the top. There, you can search for recent or popular posts on a specific topic or interest that you might have.

This gives you the advantage of being able to search for something you already have an interest in or something you are trying to find out about.

There are also menus that you can use, to add to pin boards. [This Is Accompanied By The Social Media Part Of The Site.](https://rapiventas.net/globalonlinesales/smss/) You can click on people’s names to view their profiles and where they’ve posted.

You can also like their material, comment on their stuff or message with them; to talk about your common interests. Of course before you can do any of those things; you have to create an account.

Accounts on Pinterest have to be obtained through invitation; but invitations are extremely easy to get; because there is a button on the homepage for people without an account; that says "Get An Invitation".

Clicking on this button will send you an e-mail with instructions on how to get an account set up.

Once you have an account, there are several options available for you on every post. You can comment; which is of course, where you post your thoughts on a post and share your opinion.

You can like; which simply tells the world that you enjoyed this post; but doesn’t give any more specific info about your opinion.

Finally, you can Re-Pin. Re-Pinning is where you see a post you like and put that post on your own board, with a link to the original post. From here you can also add a price to a post.

If a post is a product, you can let everyone know exactly how much the product shown costs; without forcing them to go to the suppliers website; just by adding the price to it.

[Another Feature That's More On The Social Networking Side Of This Site; Is The Ability To favorite posts and follow people.](https://rapiventas.net/globalonlinesales/smss/) This allows you to never lose track of people you want to either stay in touch with or see more of their posts.

One Important Thing To Remember About Pinterest, is that it's designed with a form of endless scrolling; which means you can get lost for hours and never run out of things to find on the page.

**\*Stay Tuned For Our Next E-Mail:**Get Started With Pinterest!

Here's To Your Success!  
**The GWC Team**

Day 331) Get Started With Pinterest!

Hello {First\_Name}!

Pinterest is a kind of online pin board that can be used for a huge variety of purposes. It can be used just like a real pin board; for things like organization, planning, and showing things off to the world. It is also a Social Media Site With 450 Million Monthly Active Users, And Growing!

[Pinterest Is Extremely Useful For Learning New Things;](https://www.pinterest.com/jalemusl/promos-launches/) both about interests you already have and about completely new interests. On Pinterest you can post your images, articles and anything you find; onto a Pin Board for any number of reasons.

You can post it so you don’t forget it; to keep things organized, you can use it for planning and many other things. But on top of these functions, Pinterest uses what it finds out about you, through what you post on your Pin Board; [To Connect You With Other People With The Same Interests, Making It A Social Media Network As Well.](https://rapiventas.net/globalonlinesales/smss/)

Through meeting other people with your same interests, Pinterest lets you learn more about what you like; and discover completely new things that you would probably be interested in.

[Pinterest is also very useful for organizational purposes.](https://www.pinterest.com/jalemusl/) It can help you organize plans for things like trips and business. You can organize pictures of where you want to go on vacation or places you need to go when on a business trip.

Knowing what the place looks like, helps you a lot when it comes to getting there; and also the order that the pictures come in can show you where you need to go first and where you need to go last.

Because you can make your pin boards public, you can also use the pictures to show friends how to find your house. You can show them pictures of landmarks used for navigation.

For Example: “Turn right at this gas station” and show a picture of the exact gas station they need to turn at. This is literally the next best thing to being in the car with the person. It can also be used for getting an image of what something will look like; at the projects end, before even starting!

For Example: If you are going to refurnish a room; then you can put pictures of everything you will put in the room onto a pin board and see all of the things right next to each other.

This will let you see how the colors match and how each piece of furniture and each picture on the wall will look, next to each other.

So in short Pinterest is a website that can help you with anything you want it to; and also a place to meet people and learn new things. Simply put... a great forum to have fun on.

**\*Stay Tuned For Our Next E-Mail:**Brand Your Business With Pinterest!

Here's To Your Success!  
**The GWC Team**

Day 334) Brand Your Business With Pinterest!

Hi there {First\_Name}!

Pinterest Has A Massive Audience; And Is A Great Place To Brand And Market Your Business. This also applies to people who Freelance; And Is An Excellent Resource To Find Potential Clients.

[For Businesses That Sell Specific Products, you have the option of putting your products directly into a Pin.](https://www.pinterest.com/jalemusl/promos-launches/) You can then include a direct link in the post to the URL of where the product is being sold.

This allows you to direct interested buyers, exactly to where they should buy it from! An extension of this strategy, is to also Offer Special Deals To Pinterest Followers.

This Can Be Done Using A Promo Code; Or [They Can Be Put Onto A Mailing List](https://rapiventas.net/globalonlinesales/lila) That Receives Coupons. The best way to do a Mailing List like that is to keep a consistent schedule with the coupons; like once a month for example.

Another Method For Branding Yourself Or Your Business On Pinterest, Is To Create A Brand Channel. This feature allows your business to have its own boards; which can be user contributed or entirely made by the company itself; helping you concentrate your material and create more focused pins in general.

This also gives you the ability to Take Advantage Of The Massive Number Of Analytical Tools Pinterest Gives You Access To.

This data can then be used to see what kind of demographic your product and marketing style is appealing to.

Also On The Note Of Gathering Demographic Data; [You Can Use Pinterest To Run Surveys And Essentially Get Free Market Research And Product Ideas.](https://www.globalwebsitescorporation.com/index6.html)

Not only does this let you see what your audience is interested in buying; but it also gets more people to join the group that is interested in buying your products, getting this group more involved. Buyer Involvement Is Key In Getting Repeated Buyers {First\_Name}.

Two Tips For Branding Your Services As An Individual Or Freelancer; are to [Get In Communication With Other Professionals in your field,](https://rapiventas.net/globalonlinesales/bnmrem) Using Pinterest To Arrange Collaboration With Others.

There is no shame in asking questions, and Pinterest allows you to ask questions about your profession to other people; in most cases people who are in your field but more successful than you.

Getting advice from these seasoned experts in the field, can make you immeasurably better at your job. Pinterest can also be used to arrange collaborations.

For Example: If you have a project deadline coming up, you could ask some people for help, and because of the tightly knitted nature of The Pinterest Community, you are likely to get some help.

Pinterest Can Be An Extremely Lucrative Marketing And Branding Tool; For Both Businesses And Freelancers Alike, With Free Analytical Tools, The Ability To Embed URLs Straight Into Posts And Countless Other Advantages.

All Of That On Top Of A Huge And Growing Audience; Of Over 450 Million Monthly Active Users; giving your business the key advantages it needs to succeed in the marketing department.

**\*Stay Tuned For Our Next E-Mail:**Boost Your S.E.O. Ranking With Pinterest!

Here's To Your Success!  
**The GWC Team**

Day 337) Boost Your S.E.O. Ranking With Pinterest!

Hello {First\_Name}!

Pinterest Provides A Variety Of Advantages For Individuals Or Businesses Trying To Boost Their S.E.O. Ranking.

[These Benefits Include In Depth Analytics; And The Ability To Provide Direct Links To Your Site;](https://www.pinterest.com/jalemusl) enabling you to add specific tags and create a Brand Channel.

It gives you the exact pin from which traffic was referred to your site. This can be used to your advantage in multiple ways.

For one, this allows you to connect with the people who are out there marketing for you, give them some advice, or even thank them with online shout outs, or even a gift package. It also allows you to see what kind of pins grab your audience’s attention.

[Another Thing That's Great For S.E.O. On Pinterest; Is The Ability To Create A Brand Channel.](https://www.globalwebsitescorporation.com/contactus/index5.html) This Allows You To Take Full Advantage Of A Very Targeted Marketing Strategy; and to keep track of how it’s running with statistics like follower numbers and number of likes on your pins.

This also allows people to re-pin things that you post, which spreads your marketing exponentially. The Layout That Pinterest Uses Is Perfect For Virtual Catalogs Too.

You could have an entire board of just pictures of some of your products; with direct links on where to get them.

Pinterest is also fully capable of being linked with a Facebook Account. [This Is Great For Bloggers Trying To Boost Their S.E.O.Ranking;](https://www.globalwebsitescorporation.com/contactus/index5.html) because it makes it so that anything you pin on Pinterest, will show up as a link; with a short preview of the content on your Facebook Timeline.

This Can In Turn, Promote Your Pinterest Account; which also promotes all of your other sites; creating a very large, strong network of cross promotion, which is great for increasing blog views; as well as your S.E.O. Ranking.

[S.E.O. Techniques Can Also Be Applied Within Pinterest Itself; By Using Tags And Keywords Which Apply To Your Business Or Blog.](https://www.globalwebsitescorporation.com/contactus/index5.html)

Using Keywords in this way, will increase your standings on the searches done by users within the site.

In Search Engines, The Higher Up You Appear; The More Likely You're To Be Found.

But one important thing to remember about what you post, is called The 90/10 Rule.

This Rule States That Only Ten Percent Of Your Pins Should Be Self-Promotion; any more than that and you just come across as pompous; and nobody will be interested in your content.

If you are getting a lot of follows and a lot of likes or re-pins, but you’re not seeing a big jump in the views on your site; then a possible solution would be running a competition.

The Competition should, of course, have some sort of reward for the winner; but should somehow be designed to direct the users to your website in order to win.

**\*Stay Tuned For Our Next E-Mail:**Promote Your Business With Pinterest!

Here's To Your Success!  
***The GWC Team***

Date 340) Promote Your Business With Pinterest!

Hi {First\_Name}!

Promoting your business, or even your services as an individual, can be hard, but It’s All About Having A Large Audience.

[Pinterest Is The Perfect Place For Marketing;](https://www.pinterest.com/jalemusl/global-websites/) Because It's A Very Large Website, With Over 450 Million Monthly Active Users In February 2023.

These Users Are Also Extremely Faithful Users. A recent study shows that The Average Pinterest User Spends An Average Of Fifteen Minutes A Day On The Site. What’s more, is that The Audience is of an Extremely Concentrated Demographic.

Pinterest Users Are Almost Exclusively Female; and almost entirely between the ages of 25 and 35. The Huge Audience And Dense Demographic Isn’t The Only Thing Pinterest Has To Offer.

If You Open A Business Channel On Pinterest; You Get Access To A Chest Of Invaluable Analytical Tools Completely Free!

These Tools Allow You To See How Much Traffic You’re Directing To Your Website From Pinterest, How Much Traffic Is Being Directed To Your Pinterest Account; And Exactly Where The Traffic On Your Pinterest Account Is Coming From.

This allows you to find people promoting your business and reward them in some way; which of course leads to more promotion from that person.

One great thing you can do to drive up your online popularity as a business for a while, is to run a contest on Pinterest.

[This Contest Ideally Would Include Prizes; Such As Packages Of Your Products,](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) Possibly Cash; and should somehow [Direct People To Your Company’s Website](https://rapiventas.net/globalonlinesales/ptrama) in order for them to win.

[You Could Also Have A Requirement To Sign Up For A Mailing List,](https://rapiventas.net/globalonlinesales/emme/) in order to have a chance at winning; which will then allow you to have continued contact with the people who interacted with you in your Pinterest Channel.

One Great Thing For Big Companies To Do, Is Make Their Brand More People Friendly. This can be done by posting pictures of people around the office, and using low quality images from things like handheld cameras; rather than using images that are obviously taken in a professional studio, using a model, and then extensively photo shopped.

You Could Also Do This By Hosting A Real World Event; like a company cookout for example, and promoting it on Pinterest.

This not only makes your brand seem more human; but also gets people to interact with your company in real life. [Cross Promotion Between Sites Is Always A Good Way To Increase People’s Loyalty To Your Brand.](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)

If Your Company Has A Facebook Profile; That Account Can Be Synced With The Company’s New Pinterest Channel, and people from The Facebook Page will see on your feed; that you’ve started to Pin Things On Pinterest.

They are then, most likely to go and check it out; further reinforcing their connection to your business. These are just a few of the ways you can [Use Pinterest To Further Your Business Marketing;](https://www.pinterest.com/jalemusl/global-websites/) and there are literally countless others.

But Remember, Creativity Is One Of The Best Ways To Have A Successful Marketing Plan.

**\*Stay Tuned For Our Next E-Mail:**Drive Massive Traffic With Pinterest!

Here's To Your Success!  
**The GWC Team**

Day 343) Drive Massive Traffic With Pinterest!

Hello {First\_Name}!

Website Traffic Can Be Greatly Increased Using Pinterest; because the site can be programmed to give a direct link to the source of certain content.

For Example: If you have some area of your website, where you want to drive traffic to; and you post it on Pinterest; [You Can Include With The Pin, The Original URL Where The Content Came From;](https://www.pinterest.com/jalemusl/global-websites/) which would be your website.

This Capability Would Be Extremely Beneficial For Both Bloggers And Businesses.

[Bloggers Can Increase Traffic To Their Sites With This;](https://www.pinterest.com/jalemusl/) By Posting An Interesting Image, Story, Recipe, Or Whatever Applies To Your Blog; Onto Pinterest, Providing Your Blog's URL With The Pin.

Businesses can take one of two approaches to their pins. One Of Those Is Putting The Product Onto A Pin And Provide The URL Of Where The Product Can Be Bought.

This works well for products that people will typically be willing to buy off The Internet; such as inexpensive jewelry.

This doesn't work so well for businesses that sell products that aren’t typically bought online or businesses that don’t have a product.

For either of these situations, the other method would be employed; being similar to The Blogger Method.

Post A Pin Of Something Interesting On Your Website And Provide Your Website URL As The Source.

If The Pinned Content Is Worthy, Interesting, Eye Catching And Unique; then people will be most likely to click on The Source URL you provided and visit your website.

[This Method Of Increasing Traffic Is So Effective For A Number Of Key Reasons.](https://rapiventas.net/globalonlinesales/ptrama) For One, The Number Of People Using Pinterest Is Huge!

Currently 450 Million Monthly Active Users. The User Base Is Also Growing At An Astounding Rate.

On top of the size and the growth of the number of users, each user is estimated to spend 15 minutes a day on average using the website.

With that many people spending that much time on a single website, people are sure to eventually stumble upon your link.

[The Other Advantage To Using Pinterest As A Marketing Method,](https://rapiventas.net/globalonlinesales/malapro/) is that it's a very specific audience that you will be marketing to. Women Aged 25-34 Represent 29.1% Of Pinterest's Ad Audience; Making Up, More Than 60% Of Pinterest's Global Audience!

Men In The Same Age Group Account For 6.4%. The Demographics With The Lowest Ad Reach, Are Men And Women Aged 65+.

It's Very Interesting To Know, That 1.5% Of Internet Users Call Pinterest Their Favorite Social Media Platform.

[As You Can See, Pinterest Can Be A Powerful Marketing Tool;](https://www.pinterest.com/jalemusl/) And The Best Part Is, That Marketing On Pinterest Is Free; and can be done discretely.

The person going to your site could not even know that what they just clicked on; was actually an Ad!

**\*Stay Tuned For Our Next E-Mail:** Become An Affiliate Marketer!

Here's To Your Success!  
**The GWC Team**

Day 346) Become An Affiliate Marketer!

Hi {First\_Name}!

To begin with, let´s answer this question... [What is Affiliate Marketing?](https://rapiventas.net/globalonlinesales/amwtmi/)

Simply put... Affiliate Marketing means Marketing as an Affiliate. [This Means Selling Products In Order To Receive A Commission](https://e1ulife.com/sales/english/index.php?jal) – just as you might do as a door-to-door Salesman for Cable TV.

Of course the life of a door-to-door Salesman is a rather unpleasant one, because they're travelling around all day, getting doors slammed in their faces and only earning money; if they get fortunate enough to land a sale.

As a Salesman, you live and die by your ability to persuade a cynical audience and you invest huge amounts of time to try and make the sale.

**Why Affiliate Marketing?**

The Facts And Figures You Need To Know

As An Online Affiliate, things are a little different. [Now You'll Be Selling Products For A Commission,](https://www.rapiventas.net/globalonlinesales/amwtmi/) but you'll be doing it through the web; letting your customers come to you.

You'll have any means necessary available to you to achieve this; and you'll be able to constantly tweak and improve the system you're using to make sales.

What's more, you can learn from the advice and mistakes of others and in some cases even use templates. In fact, you can even outsource the marketing process!

And because you're investing less time in marketing this way; you can take on as many different products as you want, thereby scaling up your income significantly.

Moreover, you can do this "on the side" to begin with; and not rely on it for your main income – making a wonderful supplement to your income.

**The Truth About Affiliate Marketing**

Facts And Figures

That's Affiliate Marketing in a nutshell, but what do the numbers say?

Affiliate Marketing has certainly been growing over the years with about 5.7% of Big Affiliate Marketers starting in 2006 versus 13.9% in 2012.

[Affiliate Marketing Is Still One Of The Most Profitable Options For Internet Businesses Today.](https://www.rapiventas.net/globalonlinesales/amwtmi/) As of 2023, The Affiliate Marketing Industry is worth $17 Billion!

It enables you to monetize your website while collaborating with some of the world’s largest businesses.

Most Affiliate Marketers are between 31-40 according to surveys; and target B2C products (business to consumer), rather than B2B (business to business).

[91% Of Affiliate Marketers Choose E-Mail Marketing As Their Primary Method For Contacting Customers;](https://rapiventas.net/globalonlinesales/bnmrem) while 60% work from home.

* Affiliate Marketing has a Market Value of over $17 Billion as of 2023.
* It's Estimated that Affiliate Marketing spending in 2023, will be around $13 Billion.
* 16% of Online Orders in The United States come through Affiliate Marketing.
* [Affiliate Marketing Is Used By 83% Of Marketers To Raise Brand Recognition.](https://e1ulife.com/sales/english/index.php?jal)
* Some of The Top Businesses in The World, Generate 5% to 30% of their Internet Revenue via Affiliate Marketing.
* 57.55% of Affiliate Marketers earn less than $10,000.
* 80% of Brands have an Affiliate Program.
* Bloggers and Review Sites are The Leading Channels for Affiliate Marketing.
* There are over 10,000 Affiliate Marketing-Related Services and Companies Globally.

The Bottom Line {First\_Name}? Digital Marketing is a highly lucrative job; which appeals particularly to young Entrepreneurs. There's a lot of money to be made and the industry is only growing with time.

**\*Stay Tuned For Our Next E-Mail:**How Does Affiliate Marketing Work?

Here's To Your Success!  
**The GWC Team**

Day 349) How Does Affiliate Marketing Work?

Hi there {First\_Name}!

To Get Started With Digital Marketing; all you need to do is to find a product you like and think you can sell, [Sign Up To The Affiliate Program](https://e1ulife.com/sales/english/index.php?jal) and then Paste Your Unique Link In Any Form Of Marketing, Advertising Or Other.

That could be a Facebook Ad, it could be an E-Mail or it could even be a Physical Flier. We'll look into the details in subsequent chapters, but that basically outlines how the process works.

**Affiliate Marketing In Technical Terms**

Essentially, [Affiliate Marketing](https://rapiventas.net/globalonlinesales/amwtmi/) relies on Cookies. Cookies are small files that you can store on the computer of any online web user. These Cookies can then be used to identify that user at a later point or to retrieve information about them.

Cookies are what enable sites like Facebook, to keep you signed in for example; and they can also be used by Advertising Companies to show you Ads, relevant to your browsing history.

In The Case Of Affiliate Marketing, Cookies are used in order to show, from where has traffic been driven to your Website or Advert; working alongside "Unique Identifier URLs"; which are your private gateway to that website.

**Affiliate Marketing In Layman’s Terms**

So in other words, you have your own address; which you use to send people to The Product Page.

They then get redirected to the main site, but during the process; a Cookie is stored In their computer; which is the digital equivalent of "Tell Them I Sent You!".

Then, when they buy a product, this is logged into your profile and at the end of the week/month/quarter, you get paid your due.

**Affiliate Marketers For Product Creators**

While reading this; you might find that your pupils have been replaced with dollar signs, as you consider the possibilities.

Truly, the ability to profit from someone else's product is in many ways an ideal situation; especially when you know, that product is a good revenue generator and you're getting your share of the profit!

But this might also have left you wondering...

* Why is it, that someone would put their products up for sale in this way?
* Why would they offer to give you most of the profit?
* What's in it for The Product Developer?

Knowing this can help you to better understand how the whole system works and to make even better use of it. So basically, when you let an Affiliate sell your product, it means giving away some profit.

But at the same time, the first thing to realise; is that they also aren't losing this profit. They're still gonna be able to sell the products themselves as well – so all the sales that you make for them are extra sales for them!

They can then market their product as much as they possibly can; earning 100% profit. But at the same time, they'll also have more sales coming in from your effort!

They might only get an extra 40% of those sales; but that's still 40% more, than they would have gotten otherwise. Now if the product is popular, there's a good chance there will be more than one Affiliate selling it.

Thus you may find yourself in a situation; where you're getting money from hundreds of people... all promoting your product!

And if one of them happens to be a Real Pro, they could conceivably bring in thousands of dollars on top of your usual profits.

This is obviously pretty awesome from the creator of that product; that's why they're happy to give away some of their profit and some of their control.

Also worth considering though; is why some people won't offer Affiliate Programs for their products. More often than not, this is about control of the brand and reputation.

If your sellers push too hard and are too forceful in their marketing, they can actually end up hurting your reputation and for this reason; you might choose to ensure that only you are allowed to sell your product.

When it goes well though, This Is The Ultimate "Win/Win" Situation and a truly symbiotic relationship. [Find The Right Product And The Right Seller; So You Can Both Benefit From This Opportunity!](https://go.e1ulife.com/home?fpr=jose77)

**\*Stay Tuned For Our Next E-Mail:**Compare Affiliate Networks Vs. Other Options.

Here's To Your Success!  
**The GWC Team**

Day 352) Compare Affiliate Networks Vs. Other Options.

Hello {First\_Name}!

One criticism against Affiliate Networks and Affiliate Schemes, is that they very often tend to focus on The Digital Marketing Niche more than any other.

[Browse Through E1U LIFE,](https://go.e1ulife.com/home?fpr=jose77) [ClickBank,](https://rapiventas.net/globalonlinesales/malapro/) WSO Pro or JVZoo and you'll find that the majority of what's there, falls into this category.

That's fine to an extent, but it does limit your Niche choices somewhat; meaning that this particular market is one that's very saturated.

There are a billion e-books on making money online and there are a billion different people selling them. Your challenge here is to find a way to stand out!

[If You Want A Broader Range Of Products To Sell,](https://www.rapiventas.net/globalonlinesales/amwtmi/) then you might Choose to look for Other Options as An Affiliate Marketer.

Here you have a few:

**Finding Products Online**

One option is simply to find products online and this will help you considerably; in terms of the types of products you'll end up selling.

Take a look on the web for protein shakes, for orthopedic shoes, for diabetes treatments, etc.; and you'll find that many of them have the option to ["Become An Affiliate"](https://rapiventas.net/globalonlinesales/amwtmi/) listed right down the bottom.

Now, all you need to do is sign up through their website and again; start selling in the exact same way with your own Affiliate Link!

The Same Goes For A Lot Of Services. Gambling Sites, Stock Brokers and others; will often offer Commissions On Referrals and the best part of this is, that Often This Commission Is For Life or while your membership is active.

What this means, is that if someone signs up to a binary broker online; using your referral link, you'll then get a percentage of all the profit they make subsequently!

This means you can feasibly stop marketing eventually and still be making a huge profit while you sleep… FOREVER!

The problem with finding Affiliate Products this way, is that you're relying entirely on the goodwill of the manufacturer; with no intervention of a third party. At the same time, you'll generally get a lower Commission Rate.

If you find shoes to sell online, you probably won't get 30% of every sale – apart from anything else, they have much higher overheads themselves to account for.

And of course, you might also decide to try and promote a product that doesn't have an existing Affiliate Program at all.

In other words, [Find Someone Selling An E-Book,](https://globalwebcorp.com/ap) a piece of software or a product that you really love, then you can just get in contact with them via e-mail and ask them if they'd consider letting you sell it for them.

This way you can also negotiate the terms of your own deal. I would definitely help you out if you were interested in selling these type of products.

[I'll Give You Up To 60% Of The Value Of Each And Every Poduct You Sell!](https://globalwebcorp.com/ap) Sounds Good?

The upshot of this, is that you get complete control over what you sell and you don't have to agree to a deal that won't work for you.

On the other hand though, it also means that you need to find a seller who is open to ideas and you never know what they're going to be like to work with, until you really get in the game!

**Amazon**

Another Way To Become An Affiliate Online, Is To Sell Amazon Products. Amazon has an Affiliate System; where you can sell their products on your site and receive a commission.

This of course gives you access to millions of different products; which you will find makes it much easier to fit your selling needs, with your existing online presence.

If you have a fitness site, you can sell dumbbells and running shoes. Likewise, if you have a website about computer games, you can sell all the games that you're recommending directly!

Amazon also has lots of great tools to make it easier for you to sell their/your products and to manage your sales. But it also doesn't give you a very high Commission Rate at all!

When Selling Products On Amazon, expect to receive a Commission Rate of about 4%. This is pretty low indeed and it means you can sell a lot of games, books, DVDs and protein shakes and still come away with just a few dollars to show for it.

But Remember, After Your 7th Sale, Your Commission Rate Goes Up To 6% And Up To 8.5%; Depending On Your Sales Volume. So, that being said... you need to carefully consider which setup is best for you.

**\*Stay Tuned For Our Next E-Mail:**Get Started With Affiliate Marketing!

Here's To Your Success!  
***The GWC Team***

Day 355) Get Started With Affiliate Marketing!

Hi there {First\_Name}!

The Main Method Through Which To Become An Affiliate Marketer; Is To Start Selling Products From An Affiliate Network.

[Affiliate Networks Are Basically Online Tools Which Make It Easy For You To Find Products And To Manage Your Sales And Income.](https://globalwebcorp.com/ap)

**Top Affiliate Networks You Need To Know About...**

Affiliate Networks give you access to popular products and they automate the entire process; so that you don't have to communicate directly with the seller. They streamline the process in other words.

When It Comes To Choosing An Affiliate Network, There Are Four Main Choices:

1. [E1U Life](https://go.e1ulife.com/home?fpr=jose77)
2. JVZoo
3. [ClickBank](https://rapiventas.net/globalonlinesales/sapocb/)
4. WSO Pro

We'll look at each of them in a little more detail below.

**E1U Life**

The Best I've Worked With Yet!

[E1U Life](https://go.e1ulife.com/home?fpr=jose77) Is A Community Where You Can Master Many Areas Of Business With Their State Of The Art Training System; And They Equip You With Quality Products To Generate An Amazing Income!

[This Company Has Put Together Three Different Packages For You To Choose From;](https://go.e1ulife.com/home?fpr=jose77) that have been making an impact for people around the world!

These packages include free tutorials and training courses to keep you up to date on some of the latest trends in the market!

To Further Empower Entrepreneurs, they knew it would be even more powerful to offer Specific Tools To Assist Your Marketing Efforts and therefore, they provide Marketing Tools, with each Package.

* [Built-For-You Websites](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)
* [Landing Pages](https://www.globalwebsitescorporation.com/index5.html)
* [Opt-In Pages](https://api.leadconnectorhq.com/widget/form/X9KhvzwPFNSEFXh8ul89)
* [Multi Page Funnels](https://rapiventas.net/globalonlinesales/sfbpt)
* [E-Mail Templates](https://go.e1ulife.com/home?fpr=jose77)
* [Custom Logos](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html)
* [Social Media Pack](https://rapiventas.net/globalonlinesales/smss/)
* [24/7 Customer Support Team](https://go.e1ulife.com/home?fpr=jose77)
* [Instant Payments](https://go.e1ulife.com/home?fpr=jose77)

**JVZoo**

JVZoo is arguably one of the best choices for the vast majority of Affiliate Marketers.

This is because it's fast and simple to use with a highly intuitive interface and because it has a broad range of products to sell. It also has fairly low fees compared to some other choices.

**ClickBank**

Very similar to JVZoo is ClickBank. ClickBank has been around longer than JVZoo and [Has A Huge Library Of Products](https://rapiventas.net/globalonlinesales/sapocb/) And A Community Of Marketers.

This stands in its favour and ensures that It Remains One Of The Most Popular Choices For Many Marketers.

On the downside though; ClickBank is also a lot more complicated and fiddly to use, and in some ways very dated.

It's enough to put a lot of people off using it; and it isn't a good choice for absolute beginners for this reason. At the same time, ClickBank also has the highest fees.

**WSO Pro**

WSO Pro, is a little different. WSO Pro Stands For "Warrior Special Offers"; which is referring to the very well known and prolific "Warrior Forum".

Warrior Forum is a forum specifically aimed at Internet Marketers and Webmasters. This is where they come to discuss the best methods for gaining exposure, the best ways to build websites, the best tools for Social Media, etc..

A lot of people sell products on this forum; on the section called "Warrior Special Offers" and they have the option to open the products up to Affiliates as well.

WSO Pro is a good choice, because the products are all created by other Marketers who know exactly which kinds of things sell well and how to make sales.

WSO Pro also has a very active community, where you can share tips and see how other people are making money.

But at the same time, WSO Pro also is the most limited; in terms of the types of products you'll be selling.

All these products are aimed squarely at Internet Marketers; meaning they'll be e-books on making money online.

**Other Networks**

There are also many other networks, for those who can't find what they're looking for on the four we've talked about.

Commission Junction Was Once One Of The Biggest Affiliate Networks, but was renamed to CJ Affiliate a while back.

They're one of the biggest networks, but aren't a great choice for beginners; being hard to get approved and being quite complex.

DigiResults is another interesting choice that is somewhat smaller than the others we've looked at.

They Pay Out Into Your PayPal Account. It's very flexible and free; but it doesn't have quite the same wealth of products to pick from.

**\*Stay Tuned For Our Next E-Mail:**Direct Marketing Is The Fastest Way To Start Making Money As An Affiliate!

Here's To Your Success!  
***The GWC Team***

Day 358) Direct Marketing Is The Fastest Way To Start Making Money As An Affiliate!

Hello {First\_Name}!

All the strategies we've looked at so far, focus on long-term plans to build trust, momentum; and eventually, to turn that into sales.

But What If You Want To Market Directly And Skip All The Fluff? You won't build the same long-term business model; but you'll make money fast and that's what a lot of people are keen to do.

Remember To Combine Any Of The Techniques We've Learned So Far. You can use a Blog and Content Marketing to Gain Trust and you can Use Direct Marketing To Make Shorter-Term Income.

[Direct Marketing Means Using Your Link And Showing It Directly To Your Audience.](https://www.rapiventas.net/globalonlinesales/amwtmi/) There are a number of ways you can do this.

**Paid Advertising**

The Most Obvious Way To Get Your Link Out There, Is With Advertising. [The Best Option Would Be To Use P.P.C.(Pay Per Click) Advertising.](https://www.rapiventas.net/globalonlinesales/ppcar/) With this Type of Advertising you Only Pay When Someone actually Clicks On Your Ad.

As a general rule though, you'll usually only pay a few cents or a few dollars at most for each click.

This means that if you're making $30 per sale on your [Affiliate Product,](https://www.rapiventas.net/globalonlinesales/amwtmi/) you'll be able to make a lot of "mistakes", before you stop breaking even. In general you can have less than a 2.5% success rate and still make a profit.

What's more, if you use your Advertising Platforms correctly, You Can Target Your Audience and thereby ensure that you're only advertising to people who are likely to want to buy your product.

**With Facebook Ads For Instance,** You Can Target Your Audience Based On Their Age, Sex, Location, Marital Status, Job Description And Even Hobbies.

This means you can make sure that your fitness e-book ad, only gets seen by young people, males and those who list "fitness" as their hobby.

Likewise, [You Can Ensure That Your Advert For An S.E.O. E-Book, Aimed At Small Business; Is Seen By Business Managers.](https://www.globalwebsitescorporation.com/contactus/index5.html)

**With Google AdWords On The Other Hand,** you can target by Search Term. This effectively allows you to get the same benefits as S.E.O. – but immediately; without any chance of it not working!

For Example: You Can Use AdWords To Target The Search Term "E-Book On Making Money Online". Remember, you won't get charged if no one clicks on your ad!

**As A Quick Tip:** [Consider Placing The Price Of Your Affiliate Product, Right In The Title Of The Advert.](https://www.rapiventas.net/globalonlinesales/amwtmi/) This way people won't click; unless they're at least theoretically willing to spend some money on whatever it is you're selling.

**More Direct Marketing Techniques**

There Are Tons Of Other Ways You Can [Start Making Money Immediately From Direct Marketing.](https://www.rapiventas.net/globalonlinesales/ppcar/) One example is to Sponsor A Big Blogger or Social Media Influencer to use your link.

[Another Way Is To Provide Guest Posts, With Your Affiliate Link Embedded In Them; Or A Link To A Landing Page](https://www.rapiventas.net/globalonlinesales/amwtmi/) – This Way There's Zero Up-Front Investment; So You'll Be Making Pure Profit. This Is Another Form Of Influencer Marketing.

You can also post directly onto forums, answer questions on sites like Quora, or post to Social Bookmarking Sites – just be careful not to get banned.

[You Can Create A YouTube Video and Get A Surprising Number of Views;](https://globalwebcorp.wordpress.com/portfolio-2/) without having to do any marketing or legwork and you can even hand out flyers and leaflets in person, containing your Affiliate Link or Landing Page.

**Another Trick Is To Give Out Free E-Books**. If your e-book provides real genuine value to your audience; and is filled with Affiliate Links, then this can be a great strategy.

Think About It: If someone e-mailed you an e-book about building biceps completely for free, you'd probably at least look at it.

And if it highly recommends a product; then some people would click on the link. If you're adventurous, you can even use Kindle to do this – giving away an e-book for free via Amazon and incorporating your Affiliate Links that way.

**Advanced Affiliate Marketing Techniques**

How To Win Affiliate Contests

Sometimes Product Creators will want to encourage a little extra effort on their Affiliates, to get them to push their products even harder.

This is especially common if they are launching the product for a limited time only; such as a 7 day special. They offer cash prizes for Affiliates, who bring in the most money; offering yet more incentive to this particular form of Advertising.

This Example Of An Affiliate Contest Shows The Prizes; Each Affiliate Could Potentially Win:

1st Place:         $500

2nd Place:        $250

3rd Place:         $100

4th Place:           $50

5th-10th Place:  $25

This particular example shows that there's "No Minimum". This means that no minimum sales are required to qualify for the cash prizes.

However, you will find other Product Owners' Contests; to have a Minimum Sales Requirement. A minimum is used as a Safety Guard; in case their Launch doesn't reach the expected amount of sales.

**So How Do You Go About Winning A Contest In Order To Win The Prizes?**

Basically, you have to think that you are not only trying to sell... you're also competing. That means you need to find a way to offer something extra; on top of what everyone else is offering.

[Try Incentivizing Purchases By Offering Bonuses To Buyers](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) – [Free E-Books For Instance,](https://www.rapiventas.net/globalonlinesales/emme) Discounts On Future Products, Videos… Anything You Can Think Of!

The Best Way To Go About It, Is To Offer Bonuses That Are Highly Related To The Product Being Sold.

For Instance: If you're promoting a product related to burning belly fat; you could offer bonuses such as e-books on how to get six pack abs.

Another Example – If you are promoting a membership plug-in; you could offer video tutorials on how to get started using the plug-in.

Offering Bonuses Not Only Separates You From Other Affiliates; But It Also Increases Conversion Rates, since your customers will be more inclined to purchase.

Building Your Audience Will Also Help You Get A Head Start On The Competition. [More Leads In Your E-Mail Database, Always Leads To More Sales](https://www.rapiventas.net/globalonlinesales/lga/) at the end, so [Always Make It A Priority To Build Your E-Mail Database](https://www.rapiventas.net/globalonlinesales/lila) or as Internet Marketers like to call it – “E-Mail List”.

Look for these contests and opportunities; as they can provide a good opportunity to make money, and competition will only push you to try harder and do better.

**\*Stay Tuned For Our Next E-Mail:**Affiliate Marketing Vs. Selling A Product; What Do You Think?

Here's To Your Success!  
**The GWC Team**

Day 361) Affiliate Marketing Vs. Selling A Product; What Do You Think?

Hello {First\_Name}!

The Commission Levels You Get From Affiliate Marketing Actually Are Very Good; And In Some Cases You Get A Larger Piece Of The Profit Than The Creator.

Creators and Producers give their Affiliates 50 to 60% of the income as the starting point; or [The Most AMAZING One I've Used Yet;](https://go.e1ulife.com/home?fpr=jose77) **With Commission Rates** **Starting At 80%!**

But then again, this still isn't 100%. So now the question becomes, why would you choose to use [Affiliate Marketing](https://www.rapiventas.net/globalonlinesales/amwtmi/) when you could be getting all of the profit by creating and selling your own product?

There are many answers to this question, but the first is that you don't have to go through the lengthy process of creating a product to sell.

[The Sorts Of Things That Sell Very Well Online, Are Quite Often Digital Products – Such As E-Books, Online Courses And Software.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)

Any of these things take a lot of time to create and a lot of skills – [If You're Not A Proficient Writer, Stop Struggling Trying To Write Profitable E-Books Yourself.](https://www.rapiventas.net) Outsorce it or ask someone you know; who likes writing, to write it for you.

Likewise, If You're Not A Programmer, you probably can't make the next must-have piece of software. [And If It's A Physical Product You Want To Sell,](https://rapiventas.net/globalonlinesales/sapocb/) you'll have to learn the entire manufacturing process.

**Now You Have Two Options:** One is to learn the necessary skills or just to work hard to overcome your limitations. [You Might Write And Rewrite Your E-Book For Instance;](https://rapiventas.net/globalonlinesales/becw/) get it proofread and then rewrite it.

But it will be a slow process. You could learn how to code meanwhile; or you could learn how products are designed and created.

[The Other Option Is To Outsource The Entire Process.](https://www.fiverr.com/rapiventas) If you can't write/program/design, you can find someone who can; by going onto a site like: Fiverr, UpWork, Elance or PeoplePerHour.

So Is This A Good Strategy?

Well Yes, it can be; but it will also cost you a big upfront investment and it will mean you will lose some control over the outcome.

The Best Programmer in the world can make you an amazing piece of software; but they can't read your mind – so this software may not be precisely how you imagined it to be.

Likewise, A Good Writer will try to stick to your guidelines, but unless you give them a full-length draft; they're always going to insert some of their own ideas and opinions, which may be contrary to your own.

And here's the thing; you can never know if a product is going to be popular or not. So, in other words; if you spend months and hundreds of dollars creating your product, you may yet find that there's no one interested in buying it.

Of course this will leave you at a huge loss and you'll have to either give up or invest even more money into another untested idea. It's actually quite a rough ride!

Smart Business Nous will tell you instead, To Use The "Fail Fast" Approach.

This means testing as many ideas and products as you can; to see what sticks, while not committing yourself financially to any project; unless you have some evidence that it's going to be successful.

When You Fail With Affiliate Marketing, You Lose Nothing; but you can keep trying different products until you find the one that generates the most profit!

Even Better; You Can Pick A Product That's Already Selling Well And Getting Amazing Reviews.

You can literally find someone online who is making a killing from selling an [Affiliate Product](https://globalwebcorp.com/ap) and then you can sell that exact same product; knowing that it's possible to generate revenue from that strategy.

When you sell your own product and it's not making the money you hoped it would; you may find, you can't tell whether it's the product or your sales strategy that is holding you back.

[With Affiliate Marketing You Know That The Product Works;](https://globalwebcorp.com/ap) so it's just a matter of finding the best way to peddle it!

Now, there are scenarios where it does make more sense to create your own product and ultimately; this gives you more freedom, flexibility and more profit.

But, [Affiliate Marketing Makes More Sense;](https://globalwebcorp.com/ap) At Least To Begin With.

**\*Stay Tuned For Our Next E-Mail:**Make The Transition From Affiliate Marketer To Product Creator.

Here's To Your Success!  
**The GWC Team**

Day 364) Make The Transition From Affiliate Marketer To Product Creator.

Hi there {First\_Name}!

I hope you haven't been procrastinating! You can find an Affiliate Product you like the looks of and start making money from it; with whatever marketing approach best suits you, and then tweak this until it's optimized!

Then, once you've got the income working 100%; you simply swap the product, for your own product and start getting 100% of each sale.

Let's see how you can go about doing just that, shall we {First\_Name}?

**Maintain Good Relationships With Product Owners**

One of the best ways to make sure you get the best treatment as an Affiliate, is to [Build Relationships With Vendors And Products Owners.](https://rapiventas.net/globalonlinesales/bnmrem/)

By Doing So, You’re Seen Not Just As A Regular Affiliate, But As A Loyal And Trustworthy Partner. The Keyword Here Is "Partner".

As a result, it’s not surprising that they will bump your Commission Rate higher than what they usually offer to Regular Affiliates. In essence, there’s always room for negotiation for extra benefits; by building good relationships with vendors.

**How Can You Maintain Good Relationships:**

* Subscribe To Their Affiliate/Partner Newsletter; to [find out if there are any Special Launches or Promotions.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) You want to be the first to take action on them!
* Let The Vendors Know Where And How You Are Promoting Their Product(s); as a way to showcase your ability and willingness to make sales.
* Request Promotional Tools That Are Unique To You. Typically, Vendors Offer Ready-Made Promotional Tools, which other Affiliates are using too! Vendors are usually more than happy to provide something more unique for you and your audience. This may include Slight Adjustments to Banner Ads, E-Mail Copy, Ad Campaigns and More.

Conclusion & Action Plan...

There Are Tons Of Different Methods You Can Use To Start Making Money From [Affiliate Products.](https://www.rapiventas.net/globalonlinesales/amwtmi/)

That's a lot of information to swallow though; so as a more direct guide, just try to follow these key points:

* [Choose Your Product by Considering Your Target Audience,](https://www.rapiventas.net/globalonlinesales/nebp/) the State Of The Market and the potential "Routes To Market" that you could advertise through.
* Think about the product that will offer you the most profit in the short and long term.
* If You Have A Channel With A Big Audience Already; Start Selling Through It!
* Set Up A Way To Start Making Direct And Immediate Profit; Most Likely Through Google Or Facebook Ads.
* Work On Creating An Audience For Yourself – [Begin By Creating A Blog In The Correct Niche.](https://www.rapiventas.net/globalonlinesales/ba)
* [Now Use A Combination Of Social Media Marketing, Content Marketing, Video Marketing, Influencer Marketing](https://rapiventas.net/globalonlinesales/malapro/) and others; to [Build Trust And Authority In Your Niche.](https://www.rapiventas.net/globalonlinesales/nebp)
* You should also take this opportunity to [Collect E-Mails (Build A Landing Page).](https://www.rapiventas.net/globalonlinesales/lila)
* Start Selling Directly To Your Audience; by recommending the products you've selected.
* Try selling another product.
* If you're interested in going one step further, you can also take your existing products that are selling well; and swap them with a product that you've actually created.

And there you have it! That's really all there is to it – you just need to know how to really persuade your audience and stick to the process; so that you fine-tune your approach.

Eventually, you can be making BIG Money while you sleep; from products you didn't even create yourself!

**IMPORTANT:** If You Want to Continue Learning about How To Set Up Your Company or Business Online; [Click Here To Get Access And Continue You Personal Training.](https://globalwebcorp.com/ap)

**\*Stay Tuned For Our Next E-Mail:**.Make Your Business Reachable!

Here's To Your Success!  
***The GWC Team***

Day 367) Make Your Business Reachable!

Hi {First\_Name}!

What’s the first thing most people do when they’re trying to find a local business? They Google it! So if you have a brick-and-mortar store; you’ll want to start by ensuring anyone doing a Google Search is able to find it.

**Google It!**

People expect to access information without doing a ton of research; so it’s important that all your key information, such as your location and store hours, appear in the search.

Google My Business is a website that allows you to enter basic information about your business, such as the address, phone number, type of business, and your business’s website.

Once you’ve visited the site and entered that information; potential fans can find your business when they perform Google Searches or turn to Google Maps.

You can even include photos of your store, your products; and allow visitors to write rave reviews about your fantastic customer service.

If you’re keeping your store open longer through December in order to prepare for The Holiday Rush; Google My Business will let you make adjustments to reflect the seasonal changes in your hours.

By Using Google My Business For Your Store’s Online Presence Management; you have the potential to increase the number of shoppers who walk through your door and make purchases.

**Go Social!**

Posting Your Business Info To Google Is Extremely Useful; but you’ll also want to build a Broader Online Audience. For this; Social Sharing Channels such as [Twitter,](https://rapiventas.net/globalonlinesales/tc/) [Facebook,](https://www.facebook.com/globalwebsitescorp/) [Pinterest](https://www.pinterest.com/jalemusl) and [Instagram,](https://www.instagram.com/globalwebcorp/) are going to be your best friends.

Start by considering which site to focus on. If You Create Visual Products; your best bet is a more Visual Platform such as [Facebook,](https://www.facebook.com/globalwebsitescorp/) [Pinterest](https://www.pinterest.com/jalemusl) or [Instagram;](https://www.instagram.com/globalwebcorp/) where you can show photos of your completed products.

[Twitter Can Be A Great Tool For Engaging With Your Potential Audience,](https://rapiventas.net/globalonlinesales/tc/) Starting Conversations, And Making Connections.

If your business is searching for Publicity via Bloggers; Twitter allows you to engage with them and Build An Organic Audience from those interactions.

You Can Search For Hashtags; Which Your Audience Would Be Likely To Use; such as #campinggear and #sportswear, and then start interacting.

Retweet Others’ Posts With Your Own Commentary; Ask Them Questions, And Engage; So That They Know Who You Are. That way, they’ll be more likely to think of you, the next time they’re looking for sports wear or camping gear.

And Remember: Staying consistent is ultimately more important; than which platform you decide to use. [Just Work On Growing A Strong Online Presence](https://www.globalwebsitescorporation.com/ourproducts/websites/index.html) on one or two [Social Media Platforms;](https://rapiventas.net/globalonlinesales/smss) rather than trying to win them all!

And [Since Your Ultimate Goal Is To Draw Visitors To Your Own Website,](https://www.rapiventas.net/globalonlinesales/ptrama) make sure The URL is clearly listed in your Bio; and directs people to your Homepage or Contact Form.

**Driving The Search**

You Gave Google Your Business Information, And Then Began Building Your Audience. Now it’s time to focus on Search Results; which is where The Google Search Console comes in.

The Google Search Console helps website owners “monitor and maintain their site’s presence in The Google Search Results”; this basically ensures, that Google has access to your website and can better position it in Google Searches.

It also lets you see what terms, users type into Google Search, to land on your website; learn which other websites link to your site, monitor your website for malware or spam issues, and alert Google if you have new content you want to show up in searches.

The Google Search Console Offers A Tool Called "Fetch As Google". You type in your business’s website; which tells Google to check out the website and include it when people search for Keywords.

There’s Also A Handy Tool Called "Search Analytics"; Which Shows You Which Other Websites, Link To Your Online Store.

The most important thing to remember when using these tools is that your website should remain the center of all the action.

Although Powerful; They’re Intended Primarily To Complement Your Website; [Drive Traffic To It, And Eventually Give Your Business More Reasons To Thrive.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

**\*Stay Tuned For Our Next E-Mail:**Make A Podcast Out Of Your Blog.

Here's To Your Success!  
**The GWC Team**

Day 370) Make A Podcast Out Of Your Blog.

Hi there {First\_Name}!

Making A Podcast Out Of Your Blog Breathes New Life Into The Work You're Already Doing. You can make your unique blogging voice actually audible!

[By Converting Your Blog Into A Podcast;](https://www.rapiventas.net/globalonlinesales/ba) You're Leveraging On The Power Of Audio, To Grow Your Brand, Audience, And Income; Without Any Extra Work.

Hundreds of millions, listen to podcasts every day; and they're constantly looking for fresh voices and perspectives.

Whether you have a Built-In Word Press Audience to bring over or not; an audio extension of your blog means another avenue for exposure to your existing followers and new ones.

[A Podcast Version Of Your Word Press Blog;](https://rapiventas.net/globalonlinesales/wp24h/) also introduces an entirely different audience to your work, and frees listeners up to do what readers aren't able to: Multitask!

There are, of course, many benefits for readers fully immersing themselves in the written content of a blog. Audio enables listeners to consume your work while performing everyday activities; like going for a walk, driving, cooking, relaxing or simply exploring something new.

Your Blog can almost literally do the talking for you, with direct text-to-speech, similar to the audio transcription of an article.

This is a great option for blogs less dependent on top-notch production value, and more focused on the content itself; such as well-researched news, sports, essays, and wellness stories.

With Text-To-Speech Conversion; Your Blog Can Be Podcast-Ready In A Few Minutes!

You can get more creative, too; by Using Your Blog As A Jumping-Off Point, To Host An Audio Discussion About The Blog Topic.

Or Let Your Blog Serve As An Inspiration For A More Traditional Podcast; where you host and interview guests, record scripted segments, and much more!

There are a number of different ways to [Turn Your Word Press Blog Into A Podcast.](https://rapiventas.net/globalonlinesales/wp24h/) The amount of work it takes, can be surprisingly minimal or more hands-on if you like.

Whether you just want to create an audio version of your blog, expand your blog concept to a different platform, or simply try your hand "and voice" at a new medium; there's a podcast structure for you.

Most importantly, your written work means you're not starting from scratch!

**\*Stay Tuned For Our Next E-Mail:**Monetize Your Blog.

Here's To Your Success!  
**The GWC Team**

Day 373) Monetize Your Blog.

Hello {First\_Name}!

Perhaps Your Blog Just Started Out As A Passion Project; and now you’re wondering whether you can start making money from it?

Maybe Your Small Business Or Startup Already Has A Blog; and you want to transform it into a Steady Revenue Stream?

Or Perhaps; You’re Looking For A New Side Hustle; and you’re considering [Starting Your Own Blog From Scratch?](https://rapiventas.net/globalonlinesales/wp24h/)

**When To Start?**

Whatever your reasons; [It’s Always A Good Time To Monetize Your Blog.](https://rapiventas.net/globalonlinesales/ba) There’s nothing to wait for; there isn’t a set milestone time, or set number of page views you need to achieve, before you start monetizing.

That said, you’ll find it much easier when you [Start Generating A Steady Flow Of Traffic.](https://rapiventas.net/globalonlinesales/ptrama/) You don’t need hundreds or thousands of visitors every month; but a 1,000 should be enough to work with.

[The Same Goes For Having An E-Mail List](https://rapiventas.net/globalonlinesales/lila) (even a small one); so if you haven’t started capturing your visitor’s names and e-mail addresses, now’s the time to start!

Interestingly enough, those generating over $50,000 a year from their blogs; are most likely to focus on growing their e-mail subscribers, (in comparison to lower-income bloggers). [So Take It From The Pros And Turn Your Attention To E-Mail Marketing!](https://go.e1ulife.com/home?fpr=jose77)

**Best Practices**

If You’re New To Content Marketing; And [If This Is Your First Time Launching A Blog,](https://rapiventas.net/globalonlinesales/ba) bear these best practices in mind:

1. Pick A Niche

[Pick A Niche For Your New Blog And Adhere To It!](https://www.rapiventas.net/globalonlinesales/nebp/) Almost Three-Quarters Of Pro Bloggers, tailor their content to meet a particular group of people’s needs and interests.

By portraying yourself as a ‘specialist’ rather than a ‘generalist’; you make it much easier to [Establish Yourself As An Authority.](https://www.rapiventas.net/globalonlinesales/ba)

To build enough trust for people to purchase from you; it’s imperative to demonstrate valuable expertise in your field! This Means Establishing Credibility, by showing that you know what you’re talking about.

[As You Go About Picking Your Niche,](https://www.rapiventas.net/globalonlinesales/nebp/) be aware that some are more lucrative than others. If Your Blog’s Sole Purpose Is To Generate A Full-Time Income; Then Selecting A Niche That Pays Well; Goes Without Saying.

For Instance: It’s unlikely to bet lots of money in writing about obscure music genres; whereas [A Blog About Business Practices, Could Be Far More Profitable!](https://www.rapiventas.net/globalonlinesales/wp24h/)

2. Conduct A Market Research

[Before Committing To A Niche,](https://www.rapiventas.net/globalonlinesales/nebp) Do Some Market Research To Assess Its Profitability. Head To Google Trends And Plug In Niche-Related Keywords.

So, let’s say you’re interested in photography. You could type in things like ‘photography’, ‘how to take better photos’, ‘the best cameras to buy’, and so on.

The graphs generated by Google Trends will give a more accurate feel for how many people are interested in the subject matter. You’ll also see at a glance; whether the topic is rising, declining, or plateauing in popularity.

Needless to say, you’ll want to Avoid Topics Dropping In Interest. See whether The Niche has shown a Steady Increase or Plateaued Over The Last Five Years; with a Constant Stream Of Interest. [These Topics Tend To Be The Most Stable Niches](https://www.rapiventas.net/globalonlinesales/nebp/) to opt for.

You’ll Also Want To See; Whether Other Businesses Are Purchasing Ad Space For Keywords; Pertaining Your Niche. You Can Check This, By Logging Into Your Google Ads Account And Using Google’s Keyword Planner.

This Is A Surefire Indicator That The Sector You’re Considering Is A Profitable One!

Although It’s Essential To Pick A Profitable Niche; It’s Equally Important To Select A Niche That's Interesting To You. This way, you'll savour the time you spend working on it; eliminating the chance of procrastinating!

3. Add Value

[Every Blog Post You Publish Must Provide Value.](https://globalwebcorp.wordpress.com/) This Means Writing High-Quality, Authoritative, And Engaging Content For Your Readers.

Educating Your Audience Is The Most Effective Way Of Adding Value!

Always go back to your draft and assess; whether your Target Audience has all the info they need to apply (whatever it is you’re talking about), to their own situation.

Whether it’s A Step-By-Step Tutorial, A Live Q&A; (which you later post on your blog), Or An Entertaining Video; There Are Tons Of Ways To Provide Valuable Content.

4. Understanding Monetization Strategies

[There Are Two Blog Monetization Strategies You Can Implement;](https://rapiventas.net/globalonlinesales/ba/) Which of them you implement, comes down to your Brand Image and Market Niche.

These Two Strategies Are:

* Selling High Volumes Of Low-Value Products.
* Selling Low Volumes Of High-Value Products/Services.

Do Some Research On The Market Rates For The Kinds Of Products Or Services You’re Selling; Making Sure You Match The Current Rates.

If You’re Predominantly Selling A Service; Research The Hourly / Per-Word / Per-Project Rates, That Experts In Your Niche Are Charging.

Now that we’ve covered the basics; Let’s Take A Look At Some Of The Specific Revenue-Generating Strategies You Can Implement:

* **Start Selling Your Own Physical Products.**

[Almost Half Of Successful Bloggers Sell Their Own Products Or Services](https://rapiventas.net/globalonlinesales/asoln/) (compared to just 8% of lower-income bloggers). So, do you make and sell your own physical products?

Whether it’s baking cakes, knitting sweaters, or handmade greetings cards; whatever you’re creating – [A Blog Is The Perfect Starting Point For Marketing And Selling Your Merchandise.](https://www.rapiventas.net/globalonlinesales/wp24h/)

If you haven’t already; over time, you’ll build a loyal following; and develop a narrative about how you make your products. This works wonders for generating a closer connection with your audience and scoring more sales.

Pro Tip:

[It Doesn’t Matter Whether You’re Selling Physical, Digital Or Affiliate Products;](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) always round off your blog posts with a [Strong Call To Action;](https://www.rapiventas.net/globalonlinesales/mlabp/#order) directing customers to where they can purchase your products, or find out more information about them.

* **E-Books**

Perhaps you don’t have your own physical products to sell yet. If so, why not write an E-Book on a topic related to your Blog’s Niche?

You Could Easily [Leverage On Your Existing Blog Subscribers And Your E-Mail List](https://rapiventas.net/globalonlinesales/lila/) To [Promote Your E-Books.](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) You could even get your readers involved; by reaching out to them and asking which topics they’d like you to write about.

This Is Great For Building A Stronger Rapport With Your Audience. Plus, you’ll know from the get-go that there’s a market for your e-Book – Win-Win!

[One of the best things about writing e-Books, is that they’re relatively easy to create.](https://rapiventas.net/) You just Launch A Word Doc, write your content, convert it into a PDF, and create an attractive book cover; Using Free Graphic Design Software; Like Canva. It honestly couldn’t be simpler!

Plus, e-Books are usually sold as low-ticket items; making them affordable enough for most visitors to purchase. This makes them the perfect gateway product for building trust!

They’re a low-risk option for customers who are on the fence, about your [Higher Ticket Items.](https://www.rapiventas.net/globalonlinesales/mwp/) If they like what they get, there’s a better chance they’ll invest in more expensive products or services later.

[That said, if the thought of writing your own E-Book is too daunting;](https://www.rapiventas.net) Consider Hiring A Professional Blogger From A Freelancing Platform Like [Fiverr,](https://www.fiverr.com/rapiventas) to ghostwrite it for you.

Pro Tip:

[While Growing Your New Blog, You Should Also Start Building Your Social Media Presence](https://www.rapiventas.net/globalonlinesales/smss) – [Facebook,](https://www.facebook.com/globalwebsitescorp/) [Instagram,](https://www.instagram.com/globalwebcorp/) [Pinterest,](https://www.pinterest.com/jalemusl/) [Twitter,](https://www.rapiventas.net/globalonlinesales/tc) etc..

[This is Another Excellent Avenue For Driving Laser Targeted Traffic To Your Site;](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) Increasing The Likelihood Of Generating Sales.

* **Start Selling Online Courses**

[You Can Ramp Things Up, By Creating And Selling Online Courses.](https://globalwebcorp.com/ap) E-Learning Has Never Been So Popular; in fact, the sector’s predicted to reach approximately $325 Billion by 2025. So now’s the right time to capitalize on this growing market!

If You’re Unsure What Topic To Base Your Online Course On; [Identify Your Audience’s Needs.](https://www.rapiventas.net/globalonlinesales/nebp/) You can do this either indirectly (competitor research) or directly (just ask your audience).

Pro Tip:

To enhance the sense of community surrounding your course, Create A Private Facebook Group; where students can network, ask questions, and share important milestones; as they make their way through your course content.

* **Coaching**

[Alternatively, If You Know Your Niche Inside And Out; You Can Launch A Coaching/Consultancy Service.](https://www.rapiventas.net/globalonlinesales/mwp/) This requires you to provide tailored and actionable advice; focused on individual client needs.

As this takes a lot of time and involves offering customized advice, you can charge far more for one-on-one consultancy (in comparison to Selling Online Courses and E-Books).

This Is Definitely A Route Worth Considering; If You’re Operating In A Niche, Where People Often Want More In-Depth And Personalized Advice.

Bottom Line: If You’re An Industry Expert And Know How To Market And Package Your Consultancy Services Effectively; there’s lots of money to be made from Online Coaching!

Pro Tip:

Most Bloggers Start With Launching An E-Book Or Online Course And Graduate By Offering One-On-One Consultancy. So, if coaching seems like a daunting prospect; never fear, start small and work your way up!

* **Membership Sites**

[Launching A Membership Site Involves Creating And Publishing High-Quality Content;](https://e1ulife.com/sales/english/index.php?jal) Which Only Paid Subscribers Can Access. Typically customers pay subscription fees on a monthly or annual basis.

You Can Launch A Membership Site For Any Niche. There are online membership products and services; for virtually everything: from fishing tips, to advice on [Becoming A Full-Time Freelance Writer.](https://www.rapiventas.net/globalonlinesales/becw/)

Take Netflix, Spotify, and Birchbox, for example. These are all examples of well-known membership/subscription products and services sites.

If you can produce and market content, which your audience is willing to pay for; Creating A Membership Site Is Certainly Worth Considering.

To Get The Ball Rolling; here are a few ideas for the types of content you could offer subscribers:

* + [Great Articles](https://globalwebcorp.wordpress.com/)
  + Podcasts
  + Live Q&A Sessions
  + Actionable Advice, Checklists, How-To's
  + Infographics
  + [Digital Products](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html)
  + [Videos](https://globalwebcorp.wordpress.com/portfolio-2/)
  + Reports
  + [Webinars](https://www.rapiventas.net/globalonlinesales/mwp/)
  + Forums
  + In-Person Meetups
  + 'Behind-The-Scenes' Content

You also provide customers the added benefit of enjoying a sense of community; which comes with connecting with like-minded people.

It’s human nature to want to be something bigger than ourselves; and that’s precisely what online memberships achieve.

* **Internet Advertising**

Internet Ads Are The Fastest Way To Make Money Blogging. You can begin generating a surprisingly significant stream of passive income in a relatively short time.

[This Is A Great Sideline To Have; Besides Your Other Blog Monetization Methods.](https://www.rapiventas.net/globalonlinesales/ba/) Publishing High-Quality Internet Ads; Is Made Easy With Ad Networks Such As Google AdWords.

* **Affiliate Marketing**

If you don’t have the time or the inclination to sell your own products and services, then you can sell someone else’s; earning a commission on every sale you make! [This Is Called Affiliate Marketing,](https://www.rapiventas.net/globalonlinesales/amwtmi/) and It Accounts For As Much As 15% Of The Digital Media Industry's Revenue!

Think about the kinds of products and services your audience could benefit from. [E-Books?](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) Clothes? Gadgets? Whatever it is; [There Are Plenty Of High-Quality Affiliate Programs Out There!](https://e1ulife.com/optin/marketing/index.php?jal)

[You Just Sign Up, Generate An Affiliate Link, And Insert It Into Your Blog Content.](https://globalwebcorp.wordpress.com/) When customers follow the link and make a purchase; you’re credited with the sale!

If You’re Already Using Products And Services, Related To Your Niche; contact their providers to see whether they have an Affiliate Program up and running.

Alternatively, There Are Plenty Of Affiliate Products And Services You Can Promote Using Affiliate Networks; Such As:

* [E1U Life](https://e1ulife.com/sales/english/index.php?jal)
* Rakuten Marketing
* Amazon Associates
* ShareASale
* E-Bay Partner Network
* [Clickbank Affiliate](https://www.rapiventas.net/globalonlinesales/malapro/)

Pro Tip:

[Always Optimize Your Blog Posts For Keywords;](https://www.globalwebsitescorporation.com/contactus/index5.html) boasting plenty of monthly searches and little competition. This is the easiest way to rank quickly on Search Engines; like Google and Bing.

* **Sponsored Posts**

As your blog grows, you can start charging companies, for writing about their products or services on your blog. This is a specific form of Influencer Marketing.

As such, [Unless You’re Already Driving Vast Volumes Of Traffic To Your Blog;](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) this isn’t a suitable Monetization Strategy for New Bloggers. However, it’s certainly worth bearing in mind for the future.

When we think of Influencer Marketing, we usually conjure images of our favorite Instagrammers and Youtubers. However, Influencer Marketing; in The Blogosphere is Huge!

Over 63% Of Businesses; Are Already Using This Marketing Method Plan, To Increase Spending This Year!

On a similar note, if you’re producing great content; that showcases your writing chops; you may [Start Scoring Freelance Writing Gigs.](https://www.globalwebsitescorporation.com/contactus/index.html)

For Influencers And Full-Time Freelancers Alike; these opportunities can be incredibly lucrative; with some Freelancers charging as much as $200 per 500 words!

* **Tools To Help You Monetize Your Site**

[You Can Add PayPal Buttons To Start Accepting Customer Credit / Debit Card Payments.](https://www.fiverr.com/rapiventas/create-your-paypal-pay-buttons-in-48hrs) It doesn’t matter whether you’re selling physical or [Digital Products](https://www.globalwebsitescorporation.com/ourproducts/promosandlaunches/index.html) or collecting donations. PayPal enables you to start processing online payments in a flash!

**\*Stay Tuned For Our Next E-Mail:**Start Selling On E-Bay!

Here's To Your Success!  
***The GWC Team***

Day 376) Start Selling On E-Bay!

Hello again {First\_Name}!

Let's figure out the basics to Start Selling on E-Bay, shall we?

**Selling Options**

You have two options when selling on e-Bay:

* **Online Auction –**Works by setting a reserve price for a sale, which is the lowest amount you’ll accept, and an end date. Buyers make an offer, just like at an in-person auction, with the highest bidder purchasing your product.
* **Buy it Now**– Fixed-price selling; you set a price and shoppers pay. It’s that simple.

**E-Bay Seller Fees**

E-Bay seller fees can be broadly broken down as follows. For a detailed description of the exact fees for individual items, check out e-Bay’s own selling fees guide.

**Insertion Fees**

Whenever you list a product for sale, you pay an insertion fee. But you get 200 free listings each month (more if you have an e-Bay store). Insertion fees are non-refundable, even if your item doesn’t sell.

For most items, you’ll pay $0.35 per listing. If you set up a “Good ‘Til Cancelled” listing, that means that your listing will automatically be reposted each month, and it counts towards your free insertions.

**Final Value Fees**

This is a percentage of the final amount that you make on each sale, including shipping costs. For most items, you’ll pay 12.35% of your final total. Here are the exceptions:

|  |  |
| --- | --- |
| Books, DVDs Movies and Music | 14.35% |
| Some Business and Industrial Categories | 4.35% |
| Guitars and Basses | 5.85% |
| Some Clothing, Shoes and Accessories Categories | 0% if sold for over $100; 12.35% if sold for under $100 |

**E-Bay Store Fees**

If you’re serious about selling on e-Bay as a business, you might want to set up an e-Bay store. You’ll pay a monthly subscription fee, and in exchange, you’ll get:

* Branding on your e-Bay store
* More zero insertion fees each month
* Discounted final value fees

**There are 5 store subscription levels:**

|  |  |  |
| --- | --- | --- |
| **Store Type** | **Monthly Renewal** | **Annual Renewal** |
| Starter | $7.95 | $4.95 |
| Basic | $27.95 | $21.95 |
| Premium | $74.95 | $59.95 |
| Anchor | $349.95 | $299.95 |
| Enterprise | N/A | $2999.95 |

**Ad Fees**

There are a few ways to advertise your listings, each one with a different fee. Fees begin at around $0.10 per listing, per month, depending on product category, selling price, and type of upgrade. The average item will cost $1 to upgrade for 1-3 days.

**What Can You Sell On E-Bay?**

E-Bay has a set of rules governing what can and can’t be sold on their platform. Some of the forbidden items include:

* Firearms and Weapons
* Counterfeit Items
* Drugs and Drug Paraphernalia
* Any Material Related to Ilegal Activities
* Any kind of Lottery, Mystery Product, or other Chance Items
* Contact Lenses
* Contracts

Other items are restricted!

For example, only authorized vendors can sell alcohol, while there are rules for the types of event tickets that can be sold.

E-Bay follows local sales laws, so some items can be sold in one country but are prohibited in another country. Always check the rules before placing an item for sale in a new region.

**Now let’s talk about What You C*an* Sell on E-Bay!**The choice is broad, from garden equipment to new and second-hand clothing to homemade art.

Some of the most popular categories are:

* **Second-Hand Items**, including vintage clothing and music, and antique furniture.
* **Collectibles,**like stamps and coins, Matchbox cars, and classic electrical items, like old Game Boys.
* **Clothing**is always popular. People come to e-Bay both for vintage items and for new, brand-name goods.

**What Are The Different Seller Levels On E-Bay?**

After you start selling on eBay, you’ll be placed in one of the following categories:

* **Below Standard** – Indicates that you’re not meeting the minimum customer service requirements.
* **Above Standard** – Indicates that you’re meeting the minimum customer service requirements.
* **Top Rated** – Indicates you’re providing an exceptional level of customer service and are eligible for Top Rated Plus listing benefits, including a 10% discount on standard final value fees.

To Qualify As Top Rated, You Need:

* An E-Bay Account That’s Been Active For At Least 90 Days.
* To Comply With All E-Bay’s Selling Policies.
* At Least 100 Transactions And $1,000 In Sales; With US Buyers In The Last 12 Months.
* To Stay Below A Minimum Transaction Defect Rate, Late Shipment Rate, And Cases Closed Without Seller Resolution Rate.

**What Are PowerSellers?**

PowerSellers are some of the most successful e-Bay sellers, with the highest rated customer satisfaction scores. To become a PowerSeller, you must:

* Have kept your E-Bay Account in good standing and active for at least 90 days.
* Follow all of E-Bay’s Policies.
* Keep your positive feedback score at 98% or above.
* Completed at least 100 transactions and $3,000 in sales with US buyers in the past 12 months.

As a PowerSeller, you’ll get extra help from e-Bay and more tools to grow your business, including:

* Shipping Discounts From UPS.
* Private Community Forums To Share Tactics.
* Marketing And Selling Tools.
* VIP E-Bay Customer Service.
* Group Health Insurance.
* Marketing Templates.
* Priority Help From E-Bay Billing And Complaints Department.

>>> Note:The PowerSeller has been discontinued since July 20, 2021.

**\*Stay Tuned For Our Next E-Mail:**Find The Right Products To Sell On E-Bay.

Here's To Your Success!  
***The GWC Team***

Day 380) Find The Right Products To Sell On E-Bay.

Hi {First\_Name}!

There’s a lot of competition for the most popular products on e-Bay, which makes it quite difficult to turn a profit.

[E-Bay Selling Tips Recommend Finding An Untapped Niche,](https://www.rapiventas.net/globalonlinesales/nebp/) like popular products which aren’t being sold in a particular area, or new products which are about to trend.

When you’re thinking about what to sell on e-Bay, keep these points in mind:

* E-Bay Shoppers are usually looking for a bargain, so pricing is very, very important.
* Many people come to e-Bay because they can’t find certain products locally.
* Bundled Items are very popular, such as those related to arts and crafts or baby clothes.
* E-Bay Shoppers are often willing to take a chance; so you can sell things like old video cassettes, video game cartridges, or vinyl records, without needing to list each one separately.

There are two main options for selliIg products on E-Bay:

* **Sell New Items**, either through dropshipping or by ordering to a warehouse or your home, and then repackaging and shipping yourself.
* **Selling 2nd Hand Products** from yard sales, thrift stores, and antiques stores that you can sell for more on e-Bay.

**Selling New Items**

The first option – to Sell New Items – is a classic E-Commerce Business Model. Use Product Research Tools like E-Bay’s own Trending Items Tool or Google Trends to see what’s popular in different regions.

You can also search e-Bay itself for specific items, and then look to see how many listings were sold or completed within the last 90 days. Divide The Number of Sold or Completed Listings by The Number of Active Listings to get The Sell-Through Number.

For Example: If there are 100 Active Listings for stress relief balls, and 70 Sold or Completed Listings, your calculation should be 70 / 100 = 70; which gives you a 70% Sell-Through Number.

Items with a Sell-Through Number of 50% or more; Sell Quickly, which Means Demand is High!

**Selling 2nd Hand Products**

If you’re wondering what to sell on e-Bay and you prefer to sell more unusual items, you can explore thrift stores and yard sales in your area. You can use EstateSales or GarageSaleFinder to look for nearby Yard Sales, or ask neighbors if you can look in their attic.

The Best Tool for this purpose is The E-Bay App itself; so download it to your phone. When you find something interesting, scan the barcode or take a photo of the item, and then The E-Bay App will show its current listings.

That way, you can quickly discover if the abandoned guitar that’s going for $20 in the thrift store is really a rare item selling for over $100 on e-Bay. Make sure to check The Sold and Completed Listings; to see how much these items really sell for, and not just what hopeful vendors are asking.

**Managing E-Bay Product Listings**

Your Product Listings Are Key To Selling Successfully On E-Bay. Product Listings are how customers find your products; and can often go a long way towards convincing them to buy from your store.

When Creating Your Product Listings, Be Sure To Include:

* **The Right Keywords** for each item. Consumers use Keywords to search for items; so make sure to cover all the ones that are relevant for your product.
* **High Quality Product Photos** that show the item from every angle.
* **Detailed And Honest Descriptions** of the product condition.
* **Payment Options**, like which payment methods you’ll accept and whether the customer can Pay on Pickup.
* **A Detailed Explanation Of Your Return Policy.**
* **Shipping Policies**, including the Delivery Services you offer and how long it will take for a purchase to ship.

If you’re unsure of how to word your listing, you can find a similar product on e-Bay and click “Sell One Like This”. This creates an automated copy of the other listing.

But Don’t Post It As Is! Change the wording so that you aren’t using a duplicate of someone else’s post.

You should also never use someone else’s product photos; and check that The Condition Description, Weight and Size Measurements, are accurate for your item.

**\*Stay Tuned For Our Next E-Mail:**Ship Products Sold On E-Bay.

Here's To Your Success!  
**The GWC Team**

Day 383) Ship Products Sold On E-Bay.

Hi there {First\_Name}!

Shipping Methods for the products you sell on E-Bay are entirely up to you; E-Bay doesn’t get involved in shipping.

You can send items through The Regular Postal Services or use Delivery Services; such as UPS and FedEx.

Whatever Your Method, You’ll Need To:

* Package Items Securely. You don’t want your goods to arrive damaged.
* Print a Shipping Label that Includes:
  + The Customer’s Name and Full Address
  + Tracking Details if relevant
  + Product ID
* Mark Your Order As Shipped On E-Bay.

You can make everything easier by purchasing Shipping Labels through The E-Bay System. You just need to enter the weight and size of your package and print the label.

Unless your items are low-cost; it’s best to use Tracked Delivery, so that you and your customers can Monitor Package Location.

**Scaling Up Your E-Bay Business**

There is no quick and easy way to scale up your E-Bay Business. That said, the following tips can help you plan your expansion; while helping to Ensure Your Store’s Long-Term Survival.

**Start Slow**

E-Bay puts limitations on new sellers. You can only list 10 items a month and can’t use E-Bay’s Bulk Listing Tools for 90 days; after your first sale, and you have at least 10 Positive Reviews.

Additionally, there are restrictions to how many items you can list; when you enter a new category.

**Build A Positive Feedback Score**

E**-**Bay Shoppers Place A Lot Of Value On Your Feedback Score; making it critical that it’s above 90%.

It’s best to begin by selling a few small, inexpensive items to Build Positive Ratings. It’s unlikely, that people will be willing to buy anything expensive from a new seller who doesn’t have much feedback.

**Focus On Customer Service**

Good Customer Service is crucial. Respond quickly to Customer's Questions and Complaints; as slow replies will likely affect your ratings.

If a customer opens a dispute, it’s not the end of the world; you just need to respond to their complaints and make sure to resolve them satisfactorily.

**Enhance Your Listings**

Good Listings Drive E-Bay Sales. It’s worth it to invest in a good quality digital camera; if your phone camera isn’t very good.

Customers are also more likely to buy from you; if you give a lot of information about the product, including Accurate Measurements and Good Descriptions.

**Speed Up Your Shipping**

Everyone wants their products yesterday; so Fast Shipping can be a good way to beat your competition.

Overnight Shipping is very popular; but don’t offer it unless you know that you can deliver on time. Customers are much more annoyed when products arrive late, than if they expect to have to wait a while.

**To Learn More On How To Sell On E-Bay, Check Out Our FAQs Below...**

**FAQs**

**How Should I Package My E-Bay Items?**

Make sure that your items are well protected. If you’re sending anything fragile; use a Padded Envelope and/or plenty of Packing Materials inside a Strong Box.

**What Does E-Bay Do To Protect Sellers?**

Sellers Appreciate E-Bay’s Strong Seller Policies; which include Protection Against Abusive Buyers, Help Mediating Buyer Disputes, Protection From Losing Money Through Chargebacks, And A Commitment Not To Make Any Changes To The Items For Sellers’ Listings.

**Which Is Better, Auction Or Buy It Now?**

It depends on what kind of items you’re selling. Rare or Unusual Items are Best Sold, Using The Auction Format; because Passionate Collectors And Fans Will Drive Up The Price, By Bidding Against Each Other.

But New Items are Best Sold for a Fixed Price; because consumers don’t expect to have to bid for them and usually won’t be willing to wait until your auction ends.

**How Long Should I Give For Returns?**

E-Bay Allows Sellers To Choose Between 5 Return Policies:

* No Returns
* 30-day Buyer-Paid Returns
* 30-day Free Returns
* 60-day Buyer-Paid Returns
* 60-day Free Returns

Customers always love a Long Returns Window, but it might not work out for you to offer 60-day Returns on a regular basis.

30-day Returns are typical on e-Bay, but if you’re Selling Overseas; bear in mind that it might take a couple of weeks for returned items to reach you.

Some Countries have Statutory Rules for Returns, like The UK; where customers have a 14-day Return Window for anything they buy from a trader; so make sure you comply with local laws.

**Can I Sell Items For Local Pickup?**

Yes, Just Choose “Local Pickup” As An Option In The Shipping Details; When Creating Your Listing. When the customer pays for the item, E-Bay sends them a QR Code and a 6-Digit Code.

When they arrive to pick up the item; just scan The QR Code or enter The 6-Digit Code into your E-Bay App to confirm delivery.

**Can I Sell In Other Countries?**

Yes, you can use your E-Bay Account to sell in Any Country that E-Bay Serves; without needing to add more accounts.

When you create a listing, just choose which countries you’ll ship to; in the “Ship Internationally” Section.

E-Bay Has A Global Shipping Program Which Handles Sales Tax And Import/Export Fees On Your Behalf. Just Remember To Adjust The Shipping Costs For Overseas Shipping.

**\*Stay Tuned For Our Next E-Mail:**Create Surveys And Send A Press Release To Increase Traffic!

Here's To Your Success!  
***The GWC Team***

Day 386) Create Surveys And Send A Press Release To Increase Traffic!

Hello {First\_Name}!

[By Creating Surveys, You Can Increase User Engagement.](https://www.globalwebsitescorporation.com/index6.html) Keeping Users Engaged Is Important for bringing in regular traffic to your site, as people like interacting with brands.

But What Type Of Surveys Should You Create? And [How Can You Drive Traffic](https://rapiventas.net/globalonlinesales/ptrama) From Them?

We Found That [Running Online Surveys Doubled Our Engagement And Increased Our Web Traffic.](https://www.globalwebsitescorporation.com/index6.html) First, we selected a topic that was relevant to our business.

To Make It Appealing For Everyone, We Looked Up Trending Hashtags And Added Them To Our Tweets To Increase Its Reach.

Using The Results From Our Survey, We Created A Content Piece. Then To Promote It, We Sent Out A Press Release. As a result, our piece of content was picked up in Google News and other High Traffic Websites.

Then We Created Content And Used Free Press Release Websites To Promote It!

[You Can Checkout Our Survey Platform And Get More Info On How To Create Your Surveys By Clicking On This Link.](https://www.globalwebsitescorporation.com/index6.html)

**Add Quizzes On Your Website**

One Way To Get An Instant Traffic Boost, Is To Add Games To Your Website. But which type of games should you use to [Grow Your Website Traffic?](https://rapiventas.net/globalonlinesales/ptrama/)

Quizzes Are The Hottest Type Of Games You Can Run On Your Website. They Can Quickly [Go Viral On Social Media And Flood Your Website With Traffic!](https://rapiventas.net/globalonlinesales/smss/)

**\*Stay Tuned For Our Next E-Mail:** Re-Purpose Your Existing Content For Social Media.

Here's To Your Success!  
**The GWC Team**

Day 389) Re-Purpose Your Existing Content For Social Media.

Hello {First\_Name}!

One of the problems many Content Ceators face, is Coming Up With New Topic Ideas. But what if I told you that [There Is A Marketing Trick To Drive Traffic Using Your Existing Website Content?](https://rapiventas.net/globalonlinesales/ptrama/)

To Start, Simply Go To Insights, Then Reports, And Under The Overview Report; Scroll Down To See Your Top Content. Then, you can re-purpose an old piece of content for different channels.

For Instance: If you have a blog on 10 tips to clean your car, you can re-purpose that content by [Creating A Video Tutorial On YouTube](https://globalwebcorp.wordpress.com/portfolio-2/) Or Create Short Videos For Facebook And Instagram.

Next, You Can Create Slides Of The Tutorial And Share It On SlideShare. Another Approach Could Be To Turn The Content Into A Podcast.

There Are Unlimited Options, and you just need to find the right content type for the channel you’ll be using for your promotion.

**Reach A Whole New Audience**

Have you ever created an amazing piece of content that you know your audience will love; If you could only get their attention?

Here Are A Few Ways To Promote Your Best Content To The Right Audience; So You Can [Drive More Traffic To Your Website.](https://rapiventas.net/globalonlinesales/ptrama/)

**Find Partnership Opportunities From Referral Traffic**

By now, you must have read, in many places; that you should be doing Guest Posts. That’s True; As Guest Posts Help Promote Your Brand, By Getting Back-Links From High Authority Websites; Which Can Drive Tons Of Traffic To Your Website!

But How Do You Find Which Type Of Content Gets You The Most Back-Links, And Generates More Traffic From Guest Posts?

**Find Popular Forums And Participate In Driving Traffic**

Another Marketing Trick For Driving Traffic Is To Actively Participate In Forums. If you’re just starting out and don’t have many followers; then Forums Are [A Great Way To Drive Traffic To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

There Are Many Types Of Forums You Can Join; but it all depends on your industry. Some Popular Forums like Quora and Reddit; cover numerous topics, and you’re most likely to [Find Your Niche There Easily.](https://www.rapiventas.net/globalonlinesales/nebp/)

But if you’re finding it hard to find a forum for your topic; you can try entering: forum+[your topic] in Google. It will bring up different forums results; relevant to your topic.

Once you’ve found the forums; start participating and become an active member to build a profile. Then, share relevant links, as a solution to answers in the forum, to build trust.

But do remember to follow the rules of the forum or you'll risk getting banned.

Some forums let you create original content. You can write a post and link your website as a source. This will not only get you traffic; but also help you get a back-link for your website.

**Go On A Podcast As A Guest**

If you’re looking to build a healthy community and create relationships with your audience, then Podcasts are a great option.

They Can Attract Visitors, Help Build And Promote A Brand; While Making You An Influencer.

The Beauty Of Podcasts, Is That They Can Be On Any Topic! But Creating A Podcast, Attracting Listeners; While Managing It; Takes Time.

[To Get An Instant Boost In Traffic;](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html) A Simpler Marketing Trick Is To Go On Other’s Podcasts As A Guest.

To Go On A Podcast, the first thing you’ll need to do; is to Find Podcasts That Your Audience Would Listen To.

You can visit different platforms like iTunes, Spotify, Google Play, and Search Your Topic to Find Podcasts.

Next, Visit The Website Of Each Podcast, And Find Their E-Mail Addresses. They’re Usually Available In The Contact Us Section; Or You Can Visit The Podcast Host's Social Media Page To Get In Touch.

Then Draft An E-Mail And Pitch The Podcast Host. In The E-Mail, Tell Them How Interesting Their Podcast Is And How You Can Contribute To Their Podcast As A Guest.

You Can Also Add Your Experiences And Stories In The E-Mail To Make It Interesting.

For Instance: You can include things like How You Grew Your Revenue by 105%; or Using This Simple Trick... We Tripled Our User Engagement!

After Sending The E-Mail; you can follow up (politely) if you don’t get a response.

By Continuing This Practice And Appearing In Multiple Podcasts; You Can Start Building An Audience, Establish Yourself As An Expert On A Topic; And [Promote Your Website To Grow Your Traffic.](https://rapiventas.net/globalonlinesales/ptrama/)

Another Benefit Of Going On Other's Podcasts; Is That You Get A Mention Or A Free Back-Link In The Podcast Notes. This Sends A Good Signal To Search Engines; Which Then Boosts Your Rankings!

**\*Stay Tuned For Our Next E-Mail:**Find Relevant Conversations.

Here's To Your Success!  
**The GWC Team**

Day 392) Find Relevant Conversations.

Hello {First\_Name}!

The first step in joining a cultural conversation is to figure out what topics your fans are passionate about and what conversations they’re engaging in.

These online discussions may center around pop culture topics like TV Shows, Movies, Books; or they might be based on more serious topics like World Events or Politics.

As suggested above, finding trending conversations can be as simple as seeing what news finds you naturally.

If there aren’t any news stories naturally coming to your attention; there are also tools you can use to find trending topics online.

For Instance: Google Trends Provides A List Of The Most Popular Daily Searches; and you can narrow down the lists to what’s popular in each country.

**Best Practices To Follow (Brand)**

There are certain rules that businesses should follow when engaging in cultural conversations; especially ones that have potential to be controversial.

1. Choose The Right Platform

Many people participate in online discussions about popular topics; and if you want your brand’s message to be heard, It’s Important To Use The Right Platform.

You’ll want to find The Social Channel where the bulk of the discussions are taking place; whether it’s [Twitter,](https://www.rapiventas.net/globalonlinesales/tc) [Facebook,](https://www.facebook.com/globalwebsitescorp/) [Pinterest,](https://www.pinterest.com/jalemusl) [Instagram,](https://www.instagram.com/globalwebcorp/) Reddit, or somewhere else.

[Twitter Is The Go-To Platform For Live Updates On TV Shows;](https://rapiventas.net/globalonlinesales/tc/) while Reddit is home to a lot of political commentary.

2. Stay True To Your Brand

It can be tempting to jump into cultural conversations; just because everyone is talking about them, but the “bandwagon” mentality often gets brands into sticky situations.

It’s Often Better To Stick To Topics That Are Within Your Niche; And Are Relevant To Your Brand And Its Customers. You’ll also want to maintain consistent messaging.

If your brand is known for its fun, tongue-in-cheek tone; it may not be the best idea to switch gears and provide social commentary.

You don’t want to make light of a serious situation; and it’s important to stay true to your brand, in order to show fans who you are and what you stand for.

3. Get Ahead Of Conversations

Once you’re comfortable participating in these types of online discussions; you may want to try facilitating your own cultural conversation.

If there’s a topic in your industry that you feel is worth talking about; [Try Planning A Marketing Campaign That Could Spark A Social Conversation With Your Followers.](https://rapiventas.net/globalonlinesales/malapro)

Taking part in cultural conversations can seem daunting at first, because of the high stakes involved. But if you follow these guidelines, you’ll help protect your brand and may find yourself becoming part of a big cultural moment.

**\*Stay Tuned For Our Next E-Mail:**Organic Traffic Vs. Pay Per Click Traffic; What Do You Think?

Here's To Your Success!  
***The GWC Team***

Day 395) Organic Traffic Vs. Pay Per Click Traffic; What Do You Think?

Hello {First\_Name}!

The primary difference that exists between P.P.C. Traffic and ordinary Organic Traffic, is the cost. When it comes to Generating Traffic Through P.P.C. Advertising, as The Advertiser; you have made a small payment each time a user clicks on one of your Ads.

On the other hand, All of The Leads and The Clicks that are Generated by Organic Traffic are Completely Free.

**P.P.C. Advertising** can [Generate A Lot Of Traffic Very Quickly,](https://www.rapiventas.net/globalonlinesales/ppcar) It can also add up fast and can become very expensive; if not managed correctly.

When it comes to Generating Traffic From Your P.P.C. Campaign; there are Three Things That You Should Keep In Mind:

* P.P.C. is an Excellent Method for Marketing; which can create a large amount of buzz around a particular product or service very quickly.
* P.P.C. tends to be relatively inexpensive; especially in comparison to other methods of Traditional Advertising and Marketing.
* You can run Short Term or Long Term Campaigns; depending on what your needs are.

There are several different key elements that must be considered, when it comes to  The Initial Setup of Your Campaign, and these are:

**Ad Creativity**: It's vital that your Ad be well written, focused and creative.

**Landing Page**: [Having a Landing Page that's well thought out, before you set your Pay Per Click Traffic Campaign up is Absolutely Essential.](https://www.globalwebsitescorporation.com/index5.html) Your Landing Page should have content that relates to your Online Advertisement. A good Landing Page can mean all the difference; when it comes to generating a high number of conversions.

**A** **Call To Action** Is [A Prominent And Necessary Element Of Your Page;](https://rapiventas.net/globalonlinesales/sfbpt/) which should be located "above the fold"; rather than requiring that visitors have to scroll down, before a Call To Action is offered.

**Testing**: You should always test your Website, New Ads, Your Landing Page Capabilities, [Call To Action Locations](https://www.rapiventas.net/globalonlinesales/mlabp) and how these different elements affect your Conversion Rates; when it comes to [Generating Pay Per Click Traffic.](https://www.rapiventas.net/globalonlinesales/ppcar)

The difference between a Successful P.P.C. Campaign and one that is unsuccessful; often has to do with Whether Or Not You're Testing New Options; Such As Ads And Calls To Action. These details really do make all the difference in the world; when it comes to Creating An Ad Campaign For P.P.C. That Is Going To Generate Results.

**\*Stay Tuned For Our Next E-Mail:**Improve C.T.R. By Using Power Words In Your Headlines.

Here's To Your Success!  
***The GWC Team***

Day 398) Improve C.T.R. By Using Power Words In Your Headlines.

Hi there {First\_Name}!

Did you know that if your headline is 6 – 8 words, it can increase your Click-Through-Rate (CTR) by 21%? Amazing, isn’t it?

You can look up your website pages' CTR in The Search Console Reports; and then see which posts are performing the best and which posts needs optimization.

To Improve Youe CTR, You Can Add Power Words In Your Headlines. These are words that spark an emotional response and persuade users to click on your link.

For Instance: Power Words like Ridiculous, Simple, and Less Than, Make The Headline Attractive and will lure visitors to click on your URL.

You can check out Power Words to Increase your Website’s CTR and Boost Traffic.

**Add FAQs To Address Common Questions**

Another Marketing Trick To Increase Organic Website Traffic, Is To Add (People Also Ask) Questions On Your Content.

As you enter a topic in Google, you’ll see a list of questions (usually 4 at a time), shown by The Search Engine. The number of questions increases as you click on any one of them.

Using these questions is [A Great Way To Drive Traffic To Your Site.](https://rapiventas.net/globalonlinesales/ptrama/) You can use them as Subheadings if you’re writing a new article.

But The Easiest Way To Add These To Your Existing Content, Is By Adding A Frequently Asked Questions Section At The End.

Make Sure To State The Question Exactly As It Appears In The Search, and then answer the question in a simple and brief way, directly after it.

[If Your Content Appears As Answers To These Questions; You Will See An Immediate Increase In Traffic!](https://rapiventas.net/globalonlinesales/ptrama/)

**\*Stay Tuned For Our Next E-Mail:** Use LSI Keywords In Your Content.

Here's To Your Success!  
**The GWC Team**

Day 401) Use LSI Keywords In Your Content.

Hello {First\_Name}!

Another Marketing Trick To Boost Search Engine Rankings And [Increase Your Website Traffic](https://rapiventas.net/globalonlinesales/ptrama/) Is To Use L.S.I. Keywords In Your Content.

L.S.I. or Latent Semantic Indexing Keywords; are words or phrases Google’s Algorithm Uses, to Understand The Quality and Relevance of User’s Search Terms.

For Example: If you search for the best burgers, Google will look for words like a beef patty, crispy chicken, jalapeno, tomatoes, cheese, fries, and lettuce.

These are words used in The Top Search Results and help The Search Engine match what the users are searching for.

[You Can Find L.S.I. Keywords For Your Blog;](https://www.rapiventas.net/globalonlinesales/ba) by using Free Online Tools like Answer The Public and L.S.I. Graph.

A Premium Tool Like SEMrush; Will Give You More Tailored Suggestions; Based On What’s Already Ranking On Google.

Just Enter The Search Term And These Tools Will Bring Up A Ton Of Results. Then use these words and phrases throughout your content to [Rank Higher And Drive More Traffic To Your Site.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

**\*Stay Tuned For Our Next E-Mail:**Display Social Share Counts On Your Posts!

Here's To Your Success!  
***The GWC Team***

Day 404) Display Social Share Counts On Your Posts!

Hello {First\_Name}!

Another Marketing Trick To Show Social Proof And Boost Your Traffic; Is By Displaying The Share Counts Of Your Posts. It helps in building credibility and showing the popularity of your posts.

Social Share Counts Show The Number Of Shares Your Content Received; and you should include Social Buttons for Different Platforms.

[It Also Encourages Visitors To Share Your Post On Their Social Media, Accounts;](https://www.rapiventas.net/globalonlinesales/smss) Driving More Traffic And Followers To Your Posts.

A Simple Tool To Display Social Buttons And Counts; Is By Using A WordPress Plugin Called "Share Counts".

It’s easy to use and implement on your website. With its Wide Range of Customization Options, you can select how you want to display your Social Share Buttons.

**Create Videos On Facebook To Get More Engagement**

Facebook Is The Leading Social Media Platform And Gets 8 Billion Video Views Daily!

This Shows, That If You’re Going To Promote Your Brand Or Website On Facebook, You’re Better Of Creating A Video.

[You Can Create Simple Videos](https://globalwebcorp.wordpress.com/portfolio-2/) Using Any Device Or Software and upload it on your page to get engagement.

Facebook also reports that users spend 3x more time watching live videos, than normal videos. Live videos are even easier to run; as you can use your smartphone or laptop to start a live stream from anywhere!

To Drive Traffic To Your Website From Facebook Videos, do [Remember To Include A "Call To Action".](https://www.rapiventas.net/globalonlinesales/mlabp/#order) You add the link to your site in the description and ask the viewers to click on it for more information.

**Answer Questions On Facebook With Your Relevant Content**

Comments play a huge role in how successful you are in [Promoting Your Content On Facebook.](https://www.facebook.com/globalwebsitescorp/) It’s a big part of its algorithm. And it means The More Comments You Generate, The More Reach You’ll Have.

A Great Way To Generate More Comments, Is By Asking Questions In Your Replies. And to direct traffic from comments to your website; you can post links to relevant and useful guides to user’s questions.

For Instance: If a user comments on your Facebook Post about [Landing Pages,](https://www.globalwebsitescorporation.com/index5.html) you can reply to their query and leave a question at the end, like which is your favorite platform?

If the followers reply, where can they find your favorite platform for creating Landing Pages, you can give them your favorite as a solution.

This Creates Engagement And More Users Will Participate In The Discussion. What happens As A Result, is that Your Facebook Post Gets Attention, And Generates [More Traffic To Your Website.](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

**\*Stay Tuned For Our Next E-Mail:** Consider Adding A.M.P. Compatibility.

Here's To Your Success!  
**The GWC Team**

Day 407) Consider Adding A.M.P. Compatibility.

Hi there {First\_Name}!

Is Your Website Mobile Optimized? No? Then you’re missing out on a lot of traffic!

Mobile is an important part of today’s Digital Marketing Strategy. Even Google has gone Mobile-First in its Ranking Algorithm.

With the increasing use of Mobile and people consuming more content on their Smartphones, Your Website Should Provide A Great User-Experience On Mobile Devices.

A useful trick to make sure you don’t lose any Mobile Traffic is to Implement A.M.P. or Accelerated Mobile Pages on Your Site.

Although it isn’t the best option for everyone; since it removes some of the features of your website, to speed up the loading time of your webpages on Mobile Devices. But it does provide a better Mobile Experience for users.

Using an A.M.P. WordPress Plugin, you can Enhance Your Mobile Website Experience. This Increases Your Chances Of Ranking On Search Engines And Attract Visitors.

**Encourage Social Sharing**

[Another Great Source Of Traffic, besides Search Engines is good old fashioned Social Sharing;](https://rapiventas.net/globalonlinesales/smss/) getting your visitors to share your content with their friends, family, and followers.

If you can convince enough people to share your stuff, you just might go viral {First\_Name}!

Here’s How…

**Create A Viral Giveaway To Attract Visitors**

Giveaways are a Great Marketing Trick for Increasing Your Website Traffic. You can create contests and offer rewards to visitors for their participation.

Giveaways not only Generate User Engagement, but they also help you [Increase Your E-Mail Subscribers And Promote Your Brand.](https://rapiventas.net/globalonlinesales/lga/)

There are many Giveaway Tools that you can use to Build a Campaign, but the most user-friendly and lightweight plugin is RafflePress.

It’s the best WordPress Giveaway Plugin to create beautiful giveaways; thanks to its Drag and Drop Builder.

To encourage your visitors to share the giveaway, you can ask them to:

* [Follow You On Twitter](https://rapiventas.net/globalonlinesales/tc) or [Pinterest](https://www.pinterest.com/jalemusl/)
* Refer a friend with a special link
* Tweet a specific message
* [Visit you on Facebook](https://www.facebook.com/globalwebsitescorp/) or [Instagram](https://www.instagram.com/globalwebcorp/)

For each action, they’ll get additional entries in your giveaway. You can even allow daily entries to [Get Even More Viral Traffic!](https://www.globalwebsitescorporation.com/ourproducts/drivetraffictoyourwebsiteorlink.html)

**\*Stay Tuned For Our Next E-Mail:** Create An Explainer Video!

Here's To Your Success!  
***The GWC Team***

Day 410) Create An Explainer Video!

Hi {First\_Name}!

No matter which current research you look at, Online Video Is A Huge Trend. [Video Gets More Attention Than Text And Keeps People Engaged And On Your Site For A Longer Time.](https://www.globalwebsitescorporation.com/contactus/index5.html) That’s why it’s important to include the creation of an explainer video in your business branding plan.

As the name suggests, [An Explainer Video Is A Short Video That Clearly Explains What Your Business Is About.](https://globalwebcorp.wordpress.com/portfolio-2/) There are three main issues you must address if you want your explainer video to meet viewers’ needs:

* Who Is Your Audience? (which customers are you talking to with the video?)
* What Problem Are They Experiencing?
* What Solution Do You Offer And How Does It Work?

Think about the answers to those questions and have them ready as you get to the next stage of preparing your explainer video.

To deliver the right message to your audience, and the answers to those questions, you’ll need to handle the three core components of every video:

**First, There’s The Script,** which is your outline for the video. This includes all words spoken and any directions about actions or delivery. At this stage, you’ll think about the most appropriate tone for your message, whether that’s passionate, serious, humorous or something else.

[Second,There’s The Voice.](https://www.fiverr.com/rapiventas/createthe-best-voice-over-4-you-in-48hrs) How do you want the person who’s reading the text to sound? This may change depending on whether your script calls for professional or humorous delivery. Other factors to consider including the gender of the video narrator and their location. You wouldn’t use an American voice-over for an explainer video for a UK audience, would you?

**Third, there’s the video imagery,** which goes with the narration to deliver your message. There are several styles of video production to choose from, including [Whiteboard Animation,](https://www.globalwebsitescorporation.com/contactus/index5.html) 2D animation (with characters and a story), kinetic typography (where the words on the screen move) and many more.

Your Next Steps:

* Write A Script
* [Get A Voice-Over For Your Explainer Video](https://www.fiverr.com/rapiventas/createthe-best-voice-over-4-you-in-48hrs)
* [Create An Awesome Explainer Video](https://www.globalwebsitescorporation.com/contactus/index5.html)

Insider Tips For Using Explainer Video Services:

* Even though this won’t apply to all industries, don’t be afraid to include humor in your video.
* The funnier your video is, the more likely people are to share it.
* With people watching countless hours of videos on YouTube and Facebook, you definitely want your explainer video to be shareable.

Let your Scriptwriter and [Voice-Over](https://www.fiverr.com/rapiventas/createthe-best-voice-over-4-you-in-48hrs) actor know who your audience is and tell them the kind of language they need to use to connect with your audience.

Whether you’re talking to sports fans, artists, students, children, or seniors, each group has its own language with a unique vocabulary and appropriate tone.

Use the right language and tone in your script and voice-over to engage your audience and make them feel safer with and more connected to you.

When you upload your video to YouTube, remember to optimize your video so it will get as many views as possible.

Change your call to action depending on where you plan to upload the video. You might use the same video on your homepage and on YouTube, but what you want viewers to do will be very different.

On your site, your call to action might ask them to sign up for your E-Mail Newsletter or buy a product or service. On YouTube, you’ll mainly be interested in getting people to your site.

**\*Stay Tuned For Our Next E-Mail:**Build A Landing Page To Promote Offers As An Affiliate.

Here’s To Your Success!  
***The GWC Team***

Day 415) Build A Landing Page To Promote Offers As An Affiliate.

Hello {First\_Name}!

At this point, you should now have a good working understanding of [Affiliate Marketing](https://www.rapiventas.net/globalonlinesales/amwtmi/) and how it works.

At the same time, you should also have some ideas; regarding how you're going to find your product and how you're going to choose the right one.

Make sure to spend time on this part; as it will really make the difference between success and failure. You need to take the next step, which is actually selling the product.

You have your Referral URL and your Account with your Seller/JVZoo/Amazon/Clickbank… so how do you begin generating money from it?

As you'll see, there are various options and each has different advantages; more or less suited for different types of products.

One Of The Most Common, And Most Popular Methods, Is To Build A Landing Page and then use this as your main "tool" for generating sales.

**What Is A Landing Page?**

[Landing Pages are also known as "Sales Pages", "Opt-In Pages" or "Squeeze Pages".](https://www.globalwebsitescorporation.com/index5.html) Their role is essentially to offer you a single point, from where you can convert your visitors into buyers.

This is different from an E-Commerce Store, because it's not a "shop". Rather, it's a page of text or images; which promotes one single product.

The text mean while, is going to be entirely "sales oriented"; and with the sole purpose of converting visitors into buyers, and making the product sound amazing!

This will be interspersed with "Buy Now" buttons; which will contain your Referral Link.

Over time, you’ll tweak and add to your Landing Page; letting you create something that is optimized, in its ability to make sales.

Eventually, what you'll be left with is a single destination; which gives you the best shot at turning visitors into buyers.

You can then focus your Marketing Efforts on getting people to that Landing Page.

[The Idea Of Using A Landing Page is to “Pre-Sell” Your Customers](https://e1ulife.com/sales/english/index.php?jal) or in other words, warm up your visitors; so that by the time they land on the actual product being promoted, they already know what to expect.

**Design Tropes Of A Landing Page**

Lack Of Chrome

For starters; a Landing Page will usually have no other "Chrome" on it at all. Chrome refers to things like borders and menus that break immersion; but provide the user with more control over their experience.

Whereas on most websites, you want your visitors to travel around and see different pages; the aim of a Landing Page is to keep them right where they are. Thus, There Are No Menus, No Adverts, And No Links.

The only link that can take someone away from your Landing Page, will be the "Buy Now" button.

They can leave the site by clicking back or closing the tab of course, but even that will often result in a pop-up window asking if they're sure they want to leave!

Thin, Narrow Design

Another common design trope of Landing Pages is to be long, thin and narrow. The idea is that the visitors will be hooked by your text as soon as they land on your page and from here; they'll have to scroll gradually through the site.

The reasoning for this type of design is that it’s more effective at immersing your visitors in your text; while getting them committed to buying.

As they scroll further and further down the page, they’ll feel as though they're investing more of their time and effort into learning about your product.

Narrow text is also eminently readable, as it breaks it up; preventing it from being too dense. What's more, our eyes will naturally want to flit to the next line when they get to the end of an unfinished sentence.

Finally, the narrow design of a Landing Page also means, that your audience gets taken further and further away from the top of the page – which on a mobile devise will make it harder for them to leave, depending on the browser they're using.

Color Scheme

Colors can make a difference. Commonly, the color scheme of a Landing Page will be either red or orange largely. The reason for this is that these colors have been shown to make us more impulsive.

Simply seeing the color Red has been shown to make people more impulsive and to raise their heart rate – as a result your audience will be significantly more inclined to click "buy" and to keep reading through the site. On the other hand, blue can symbolize trust and honesty.

Positioning

Where should you put your "Buy Now" button? Think it doesn't matter?

[The rule is actually quite strict; other than being interlaced throughout the website, the “Buy Now” button should go at the bottom.](https://www.rapiventas.net/) This is what's known as the "Terminal Point"; because it's the last point that your eyes will reach when you're reading through the page.

Positioning your button is important, because it means that after they've read all your [Sales Copy,](https://rapiventas.net/globalonlinesales/becw/) they'll end up right on the “Buy Button”; rather than having to track around for it or read backwards.

If you take a look at Landing Pages online, then you should find plenty of examples; and if you mimic that style, you'll be good to go!

Creating A Landing Page

[The most important part of a Landing Page is actually The Text.](https://www.rapiventas.net/globalonlinesales/becw/) We're not going to discuss that here though; as persuasive writing is a general skill that applies to a number of different aspects of your Affiliate Marketing Strategy. We'll come to that later…

[Now, We'll Focus On How You Can Go About Creating The Landing Page;](https://www.globalwebsitescorporation.com/index5.html) which you're going to sell from. The good news is that the nature of Landing Pages makes them easy to create.

There Are No Menus, No Animations, And No Fancy Layouts – Just A Long, Narrow Tower Of Text And Images.

**\*Stay Tuned For Our Next E-Mail:** Tweak Your Launch For Maximum Profits!

Here's To Your Success!  
**The GWC Team**

Day 419) Tweak Your Launch For Maximum Profits!

Hello {First\_Name}!

Launch Day is the day where you will reap whatever you’ve sowed; it's the day you have been building towards and looking forward to. There are limited words to describe how excited you are for The Launch.

Let's take one step at a time, to see how Launch Day can be structured for success ok?

**Step #1: Set Your Launch Date And Time (And Stick To It!)**

[Setting Your Launch Date And Time, Is Said To Be Of The Utmost Importance, When Preparing Your Launch.](https://www.rapiventas.net/globalonlinesales/mlabp)

There is no hard and fast rule that you must consider; however, if you have a due date or goal to head towards; you'll be motivated to finish the job on time, without procrastinating!

Some Internet Marketers choose to jump straight into Product Creation first; especially when they already have a clear-cut idea of the type of product they want to create.

However, research has proven that setting a goal can increase the engagement and motivation of a person, towards the job assigned.

Also, When You Have A Launch Date And Time Defined; [You Can Schedule Your Promotional E-Mails Ahead Of Time, Uploading Them To Your Auto-Responder.](https://go.e1ulife.com/home?fpr=jose77)

This way, you can free up your time, to do other important tasks; while your Pre-Launch Promotional Materials do the work for you.

There is a myth about The Best Day To Launch A Product. I believe you may have heard about this before – [The Best Days For Poduct Launching Are Tuesdays And Wednesdays;](https://www.rapiventas.net/globalonlinesales/mlabp) because those are the days where people aren't that busy at work.

While Monday is too soon after the weekend and people are still getting settled at their respective jobs; Thursday and Friday are too close to the weekend.

And From That, Came The Conclusion That Tuesdays And Wednesdays Would Be The Best Days To Launch Your Product.

Whether You Launch Your Product On Monday, Tuesday, Or Even Sunday; as long as you’ve mailed out The Launch Date and Time to Your Subscribers List in Advance, Any Day Is A Good Day To Launch. Don't let this myth limit your plans.

**Step #2: Conduct A Pre-Launch Campaign**

This Is Especially Important For Newbies In The Internet Businesses. Conducting A Pre-Launch Is Essential; because it's the process where you will announce your Launch Date and Time to Your Subscribers.

As mentioned earlier, announcing your Launch Date and Time in Advance, is really important. In The Pre-Launch, The Promotional E-Mails that you send to your subscribers; are to stir up the excitement for Your Product Launch.

Let them know there will be something special and new for them coming soon!

To complete the bigger picture of what a Pre-Launch is; I want you to imagine this scenario: When you are informed that next Wednesday it's going to be Christmas; will you start looking forward for the holiday?

It doesn’t matter how small the excitement is, you're already excited for the holiday that's coming soon!

Same theory applies to The Pre-Launch, when you inform your subscribers ahead of your Launch Date and Time; they will start feeling the excitement for The Product Launch as well.

[In The Pre-Launch Campaign, It's Good To Keep In Touch With Some Of The Joint Venture Partners That You Usually Work With.](https://www.rapiventas.net/globalonlinesales/bnmrem/) This way, you can [Collect New Leads To Grow Your Mailing List](https://www.rapiventas.net/globalonlinesales/lga/) as well.

A Pre-Launch Campaign That Runs Smoothly; Will Lead You To A Profitable Product Launch, so [Make Sure Your Pre-Launch Campaign Is Effective.](https://www.rapiventas.net/globalonlinesales/mlabp/)

**\*Stay Tuned For Our Next E-Mail:** {First\_Name}!

Here’s To Your Success!  
**The GWC Team**