

The 24KaratMarketer E-zine



Bringing the tools and information needed to
succeed in today's high tech marketing world.

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The #1 free work at home ezine offering valuable home business tips and advertising resources to help you make money.

January 24, 2008

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** Publisher's Notes:

Welcome to The 24KaratMarketer Ezine. If you have not received your welcome email with your free gift, let me know.

Don't forget about the January ad sale...

THIS MONTH'S SPECIAL!

12 Hour Solo Ad

your ad sent out within 12 hours

Get yours today before the month is over!

Have a great week! See ya next Thursday!

As Spock says... "Live Long and Prosper!"

Thank you!
Michelle

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** Weekly Quote

I'm like Sergeant Schultz, I know nothing. We are trying to share ideas around the world. We don't just come up with a great idea in Brazil and ignore it in the rest of the world.

Rick Wagoner

** My Squidoo Lenses

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** Feature Article 1

Choosing And Scoring Big Within A Specific Niche

Who are your clients? Do you have a target market? Who do you think would be interested to buy your product?

This is the first thing that you should know when you start your business – find your target market and specific niche. Often, business owners find themselves in a jam just because they don't see the need to market to a specific niche. They think that marketing to just about everyone can get them the leads they need to grow their business. Even if they don't get 100% positive response, at least a number would definitely react to their marketing brochures for example.

This is entirely false. When you start your business, you need to have an idea of who will buy your product or avail of your service. Do not assume that everyone would be interested in what you have to offer when you send them your brochures. When you do, that's when you start plunging into an early demise. Such a waste when you can do so much with niche marketing!

The key is to understand that you have to promote your business to a specific market group because not everybody will buy your product. The first rule is to closely determine who would most likely be your 'buyers'. When you target your group, you are able to focus your resources towards creating

the most effective marketing campaign tailor made to your prospective customers.

You can surely save a whole lot on costs and capital when you channel all your marketing efforts to a particular market niche. Imagine having your brochure printing customized to the needs of your target market? You would definitely get the attention of your target group because you'll be considered as an expert in your particular field. No one else can provide the same benefits as you. You are so into the needs and wants of your customers that no one else can match what your marketing brochures have to offer.

By targeting your market's needs and wants, you can sharpen up your business to be more effective providers of solutions to your customers. You can't be a Jack-of-all-trades and be an expert to none and then expect that your customers and prospects take you seriously. The only time that you can build a stronger relationship with your clients is when you start identifying a niche and then providing an answer to that particular issue.

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<http://abusinessmadeeasy.net?t=ezoneadsalesad>

** Feature Article 2

20 Simple Ways To Get Massive Traffic To Your Web Site

Embarking on an Internet marketing campaign doesn't have to be difficult, tricky, or complicated. Here are a few simple ways (twenty in fact) that you can easily implement to get tons of traffic to your site right now!

- 1) Write articles: believe it or not this is an incredible tool for driving traffic. Well-written, relevant articles can net quite a bit of activity to your web site. Don't forget to add your URL in your byline. Articles should be 500 to 2,000 words in length. You can send articles to sites like: Article City, Go Articles, Submit Your Articles and Ezine Articles.
- 2) Social bookmark *everything* - and I do mean everything - you can bookmark each page of your site and each blog entry you post. While this might seem tedious, it's worth it. You'll see a strong increase in traffic if you social bookmark each page on your site and each of your blog entries.
- 3) List yourself in the best directories - you'll have to pay for this but since most people don't do this (since everyone's looking for a freebie) you could really enhance your traffic by getting a listing: dir dot yahoo dot com, business dot org, botw dot org.
- 4) Get yourself listed at: DMOZ dot org - it's not easy to get listed there, but worth the effort.
- 5) Review: if you can review hot new products or books within your market, head on over to Amazon and start positioning yourself as an expert. In order to do this effectively you'll want to create an Amazon profile and make sure and sign each review with a reference to your URL (your web site). You can

also go to Epinions and Revoov to review products as well.

6) Offer a freebie on Craig's List: you'll be amazed at how much traffic you get from a single Craig's List ad. The key here is to send people to a page on your site and make sure they have to sign up for something (like your email newsletter) before they can grab their freebie. That way you're not just getting traffic, you're also building your list.

7) Create a "recommended by" list on your Delicious page – you can do this by logging on and creating an account at there and then tagging articles, blogs and other content you think is important to your readership. Then offer this page as a resource site. You can add a link to this page in your email signature line or on your web site.

8) And speaking of your email signature line...do you have one? If you don't, create one. Believe it or not, people do follow these links. You'll be amazed how many folks read email signature lines. I have one and change it several times a year, depending on what we're doing or promoting or what books I have coming out.

9) Lend a helping hand: you can be an answer person at Yahoo Answers – you don't have to spend hours on there, but maybe a few minutes a week. Make sure and include a link back to your site following your answers.

10) Set up a social networking site using Facebook, LinkedIn, or Squidoo. It's free and easy to do, just don't forget the all-important link back to your site!

11) Make sure your blog has an RSS feed so if you capture a reader you don't lose them if they forget to bookmark your site or blog.

12) Join relevant groups at Yahoo groups. You'll find everything from groups on growing your small business, writing books, finding your passion, even underwater basket weaving. I dare you to find one that isn't right for what you're promoting. When you do find the right group, join and participate as you can!

13) Podcasting is another great way to drive traffic. Start a podcast by going to Audio Acrobat. There are other programs you can use, but I love Audio Acrobat. You can record the podcast over the phone quickly and easily and then hit the "send" button on your computer once it's recorded and the system will syndicate it to 27 podcast directories including iTunes. It's a great way to let people know about you and your web site!

14) Start a blog and then once you do, start commenting on other people's blogs, linking to them from your site or adding them to your blogroll.

15) Inbound links: don't squander your time (or a perfectly good link) on smaller low-traffic sites. Instead spend your time going after high traffic,

high quality sites. Good sites should have a PR (page ranking) of 4-6 depending on the market. You can find out what a site's page ranking is by downloading the Google toolbar which comes with a PR feature built in.

16) Start an email newsletter: while it may not seem like a newsletter that you email can drive traffic to your site you'd be surprised at the effectiveness of this type of promotion. If your newsletter (like your articles) is interesting and relevant to your audience, you'll find that it has a huge pass-through factor, meaning that it is passed from one email subscriber to another. Also, if you have an email newsletter you should never, ever go to a single event without your handy signup sheet. Yes, you can even use offline events to drive traffic to your web site.

17) And speaking of offline efforts: if you're ever quoted in a magazine or other publication, make sure and mention your URL as it's appropriate to the topic. Don't be too pushy about this, but do not forget to tell folks you have a web site that may be a great resource for the topic of your interview

18) If you have products to sell, why not get a store on eBay? This site gets a tremendous amount of traffic and on your sales page you're allowed to list your URL. It's another great way to get an inbound link and a way for people to find you.

19) Load a video on YouTube and 57 other video sites (the rest listed on my Red Hot Internet Publicity blog).

20) While this isn't a tip per se, it's still important. If you're going to go through all the trouble of getting traffic to your site, make sure your site is converting this traffic into something. Get folks to sign up for something, your newsletter, the RSS feed on your blog. Whatever it is, getting their email address will help you remarket to them when the time is right. Studies show that visitors landing on a site often don't buy the first time. That's ok! You want to get them into your marketing funnel so you can market to them again and again – not in a way that's obtrusive, offensive or downright annoying, but in a way that is helping them with their own mission.

An example of this might be an email newsletter. A helpful, informative newsletter is a fantastic funnel. A blog is another great way to keep people in your marketing loop without bombarding them with "please buy my stuff" email messages. Also, make sure you know what your traffic numbers are before you launch into any Internet marketing campaign. By traffic numbers I mean how many people are visiting your site. You want to know this so you can gauge a before and after view of your marketing efforts.

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Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a book marketing and media relations expert whose company has developed some of the most cutting-edge book marketing campaigns. Visit [AME](#)

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