

# The 24KaratMarketer Ezine



**Bringing the tools and information needed to  
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\*\* Publisher's Notes:  
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Thank you!  
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\*\* Feature Article 1  
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### **How I Outranked My Competition at Google for My Main Keywords**

Recently Google delivered whopping blows against thousands of websites whose owners have ambitiously used paid text links in order to boost their PR for their precious keywords. Were you one of them? If yes, there is still hope of recovery. If not, you are about to learn how my website stood its ground and began rising while everyone else's website was falling.

Allow me to rephrase: while countless website owners have suffered from a major blow that I just mentioned above, my website went the opposite direction! Yes, that is correct. My website rose to the top of the first page to 5th, 4th, and 3rd place at Google for my main keyword after sitting on 13th place on the second page, practically invisible.

What is my secret? There is really no secret to explain.

What I did differently from my competitors was only one simple step too easy and cheap to pass by that worked extremely well at Google. Since Google in particular, dislike text link buying to boost your PR of keywords, they obviously would favor any website owner who uses a natural approach, and would be handsomely rewarded with better PR.

Here is my simple strategy: Take advantage of a unique article distribution service that distributes your article to massive number of websites that are related to your website subject; everyone knows how links related to your website's subject is extremely vital for achieving high search engine ranking. This service alone has been responsible for literally thousands of unique links that Google took notice of and that would have been too costly to afford otherwise.

Imagine adding thousands of new links, each one containing your precious keywords and the approach that Google loves to death. Why? Because this approach is definitely a natural way to build links for your website and it is so unbelievably cheap in comparison to paying for hundreds of text links on a monthly basis.

Article Marketers is an incredible article distribution service that I used to build over eight thousand links for one of my most productive websites that dominates not only the most coveted keyword in my niche-health field, but for several other keywords such as acai berry, acai juice, acai fruit, acai product, acai benefit, and many more.

If you are in doubt and want hard proof, go to Google and see where my website [www.acai.vg](http://www.acai.vg) ranks for the before mentioned keywords. Nothing speaks louder than practical realities.

Important Note: In addition to utilizing articlemarketers service to build mighty link muscle, I used several hundreds of reputable web directories such as Yahoo directory and Bullseyelistings and many others that can be found at DirectoryCritic. This is vital, if you really want to rise high for your main keywords.

For more details about Article Marketers, visit the link below in the resource box.

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Find additional details on Article Marketer at

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\*\* Feature Article 2  
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## **Secret Marketing Strategies Exposed!**

by Larry Dotson

The following article includes five secret marketing strategies. The most important thing is to study each marketing strategy with an open mind. The more you understand about any strategy, the more useful and beneficial it will be. A careful reading of these strategies could really make a big difference in your profits.

### **1. The "Sell And Raise" Strategy**

The "make at least (no.) affiliate sales and I'll add another \$(no.)

commission to each sale..." strategy tells your prospects that they can make a higher commission rate if they reach your sales goal. It will really motivate them to promote your affiliate program and give them something to strive for.

## **2. The "Reader Warning" Strategy**

The "warning: just reading this letter could give you (a physical reaction)..." strategy tells your prospects that reading your sales letter could give them chills down their spine, goose bumps, the shakes, etc. People will want to read it to see what type of information could possibly do this to them.

## **3. The "Negotiation" Strategy**

The "after hours of negotiating I finally talked (business person's name) into giving you a special deal..." strategy tells your prospects you gave up a lot of your personal time to get them a discount. They will appreciate that and likely respond to the time you gave up to save them some money.

## **4. The "Beta Version" Strategy**

The "if you order the beta version now, you will get a (no.)% discount..." strategy tells your prospects they will get a copy of your product that might contain a few bugs but will be cheaper. You could always tell them they will get the final version of your product when it's complete.

## **5. The "Do The Math" Strategy**

The "quality product + affordable price = great value..." strategy tells your prospects a single math equation that will help them understand just how good of a deal you are offering. Sometimes presenting your offer as something other than a normal sales pitch will persuade them to buy.

I hope that reading all five of these strategies was both educational and inspiring for you. The day will come when one or more of these strategies will have a beneficial impact on your business.

Keep in mind that marketing can change over time, so be sure you keep up to date with the latest marketing strategies. The more you know about marketing, the more successful you will become.

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