



Table of Contents



[Click here to go to the Table of Contents for Site-Selling Volume.](#)

[Click here to go to the Table of Contents for Product Volume.](#)

[Click here to go to the Table of Contents for Traffic-Building Volume.](#)

[Click here to go to the Table of Contents for Store Volume.](#)

Once there, click on any chapter or sub-chapter **title** to hyperlink
to the first part of the corresponding section of...

Make Your Site SELL! 2002




MYSS! 2002... Table of Contents


Foreword	4
1. How to Use MYSS! 2002	6
1.1. Links to Spots within MYSS! 2002	6
1.2. Navigation Features	6
1.3. Viewing Features	11
1.4. Search Features	13
1.5. Print Features	13
1.6. Links to the Web	14
1.7. Sidebars	14
2. Introduction	15
2.1. Why You Need MYSS! 2002... Today	16
2.1.1. Already On the Web?	18
2.1.2. Just Thinking About It?	19
2.1.3. Save a Bundle!	20
2.2. E-commerce is Alive and Well!	22
2.2.1. It Doesn't Take Lots of Money!	25
2.3. MYSS! 2002 is For Everyone	27
2.4. Jump the Tech Ropes....	28
2.4.1. HTML -- Getting Started!	29
2.4.2. Graphics For "Do-It-Yourselfers"	33
2.4.3. Banners, Ahoy!	39
2.4.4. Site Design	43


2.4.5. Finding a "Techie"	46
2.4.6. Miscellaneous Webmaster Resources	48
2.4.7. Site Build It!	49
2.5. The Big 3 to Succeed on the Web	54
2.5.1. How to "Nail" The Big 3.	54
2.5.2. First, The Product	55
2.5.3. If I Can, You Can!	56
2.5.4. Next, Make a Site That SELLS!	57
2.5.5. Finally, Attract Targeted Customers	59
2.5.6. PennyGold As a Site Example	62
2.6. Join the 1% Who SELL!	65
2.7. Get the Most Out of MYSS! 2002	66
3. Most Wanted Response	69
3.1. Set Your Most Wanted Response	69
3.2. Get Your Most Wanted Response.	72
3.3. MWR Doesn't Apply to You?	74
3.4. It's Not Just the Number, It's the Rate.	75
3.5. Respond to the MWR... Fast	76
4. It Starts With Product	77
5. You Can Write to SELL!	79
5.1. Know Your Customer	80

5.1.1. So Who Is on the Web?	80
5.1.2. Language -- The New Internet Barrier	82
5.1.3. Web Page Translation	87
5.1.4. International Trade Issues	91
5.1.5. The Woman's Wide Web.	92
5.1.6. Access Speed -- Yes, It's Still Slow	99
5.1.7. Attitudes To Web & Shopping	102
5.1.8. An Informal Top 10 Web Activities...	107
5.1.9. Your Customer's Mindset...	109
5.1.10. Where is Your Target Coming From?	110
5.1.11. Write for your Target's Personality Type	111
5.1.12. How & Why to Thumbnail Your Target	111
5.2. Crash Course... Write to SELL!	113
5.2.1. Powerful Tools of the Trade	113
5.2.2. Benefits, Benefits, and More Benefits	116
5.2.3. Hot Copy SELLS , but...	118
5.2.4. The You : Me Ratio	119
5.2.5. Building a Long Term Relationship.	120
5.2.6. Turn the Info-Pyramid Upside-Down	120
5.2.7. Never Waver, Never Stray	121
5.3. Make Each Page SELL!	122
5.3.1. The All-Important Headline	124


5.3.2. How to Write Headlines that Hit	125
5.3.3. Joints --- The Key to Visitor Pull-Through	128
5.3.4. How to Write a Magnetic Joint	129
5.3.5. Measuring the Effectiveness of Your Page Joints	130
5.3.6. Summing It All Up.	131
5.4. The "Write" Tone	131
5.4.1. Turn Your Visitor Into Your Friend	132
5.4.2. Become a Story-Teller	133
5.4.3. Don't Make These Friend-Losing Boo-boos.	133
5.5. Cut, Chop, Axe, & Prune	134
5.6. Never Underestimate The POWER of Words	135
5.7. The 3 Rules for Words that SELL	137
6. Build Trust & "Likeability"	138
6.1. It Starts With Look & Feel	138
6.1.1. Two Tasty Examples 	140
6.2. Join the Big Leagues... Get Your Own Domain.	142
6.2.1. Www.yourcompany.sex?	143
6.2.2. Hunting for the RIGHT Name	145
6.2.3. Registering Your Name	151
6.2.4. The Multiple Domain Game	154
6.2.5. Checking Trademark Status	156

6.2.6. Copyright Protection	159
6.3. Win SALES With Valuable Content	161
6.3.1. The Information Balancing Act	166
6.4. Unique Ways to Use Photos	167
6.5. Prove It!	169
6.6. Explain the Incredible	172
6.7. Specifics Are Reassuring	176
6.8. R-E-S-P-E-C-T Privacy!.	177
6.9. Certification Boosts SALES.	179
6.10. More Confidence-Builders	180
6.11. Never Mislead... Not Even a Little	182
6.12. 15 Sales-Killing Ways That Erode Confidence	184
6.12.1. Don't Hype Your Friends	184
6.12.2. Quit Talking... Let Your Visitor Play, Too	184
6.12.3. Mistakes... Sure Sign of a Sloppy Company	185
6.12.4. Missing Graphics -- Amateurs Only	185
6.12.5. Outdated Info... Are You Still Open???	185
6.12.6. Guest Books, Tired & Tacky	186
6.12.7. Scrolling Marquees -- "Look What I Can Do!".	186
6.12.8. "Under Construction" -- Who Isn't?	186
6.12.9. "Site of the Micro-Second" Awards.	187
6.12.10. "Download Netscape" (or Explorer) Button	187

6.12.11. Don't Keep Asking for a Cookie!	188
6.12.12. Hit Counters -- Who Cares? So What?	189
6.12.13. Arggggh! The Dreaded Blinking Text!	189
6.12.14. Splash Pages	189
6.12.15. Not Too Sticky!	192
7. Make Your Site Usable	195
7.1. Your Server as Pizza Delivery Car	196
7.1.1. Get a Fast, Reliable Vehicle	196
7.1.2. What to Look for in a Web Host.	198
7.1.3. How to Find the Best Web Hosts	203
7.1.4. How to Make Sure Your Site is Up!	204
7.1.5. Get a Fast Driver (Web Designer).	206
7.1.6. Designers, Put the Pedal to the Metal	208
7.2. The #1 Usability Principle...	211
7.3. Make It Readable, Then Scannable	212
7.3.1. Long Scrollers ➡ What to Do	214
7.3.2. The Optimal Size for Text Blocks	215
7.3.3. How to Use Lines, Bullets and Other Mini-Icons	215
7.4. Do Your Links  Clink?	217
7.4.1. Link Rot... The #1 Sales Killer	217
7.4.2. Links in the Copy... What to Do	218

7.4.3. Embedded Links, A Big No-no!	219
7.4.4. How to Fool-proof the Destination	219
7.4.5. 8 Ways Links Can Cost You.	221
7.4.6. The Bottom Line?	223
7.5. 13 More Usability Ways to Kill Sales	223
	
7.5.1. Frames -- Netscape's Curse to the Web.	223
7.5.2. The Agony of Browser-Specific Sites.	224
7.5.3. Not Cross (-platform, -browser, -spec's)	225
7.5.4. Requiring Plug-Ins Will Plug Sales	226
7.5.5. Long, Messy URLs	227
7.5.6. Use of Full-Text Search Engines	227
7.5.7. Orphan Pages... So Now Where Do I Go?	228
7.5.8. No Link to MWR Closer Page on Every Page	229
7.5.9. "Best viewed with Explorer 4+ and Shockwave"	229
7.5.10. The Deady Horizontal Scroll Bar	230
7.5.11. The Dreaded 404 File Not Found	231
7.5.12. Popping Up New Windows Like Daisies 	233
7.5.13. The Impersonal Pre-Fab	233
7.6. Test, Test, then Test Some More.	234
7.7. And If It's Not  Usable....	236

7.8. Links to Usability Gurus	237
8. Navigation... Where Am I??	239
8.1. Points of Reference Help to Build Context.	240
8.2. The Anatomy of a Web Site	241
8.2.1. Content Page -- The Guts	241
8.2.2. Link Page -- Link Only.	242
8.2.3. Opening Page -- Grab their Attention.	242
8.2.4. MWR Closer Page -- Get the Order	243
8.2.5. Pathways -- Lead Your Customers	243
8.3. How To Build a Navbar	246
8.4. How to Build a Table of Contents	250
8.4.1. Text-based TOCs	250
8.4.2. Graphic-based TOCs	252
8.4.3. The Rule of 7	254
8.5. Uses for The Left-Side Margin	254
8.6. A Rock-Solid Navigation Structure	257
8.7. How to Use Links on Content Pages	262
8.8. Meandering = Lost Sales	265
8.9. Keep the Browser's Navigation Functions in Mind.	266
8.10. Other Navigational Aids	268
8.11. Special Content Sections.	270
8.12. Simple Structure	

+ Clear Pathways = Never Lost	271
8.13. Cisco as Example	272
8.13.1. Table of Contents -- Outstanding!	272
8.13.2. Navbars -- Whoops!	276
8.13.3. Left Margin... a Variety of Uses.	277
8.13.4. Let's Go Product-Hunting!	279
8.13.5. Drill-Down and Click Again...	280
8.13.6. Lost at Cisco -- Which Way to Go?	284
8.13.7. Or... the Shortcut...	287
8.14. Let There Be Light! 	289
9. The You-Focused Opener	291
9.1. Fire Your Biggest Gun First	291
9.1.1. The Unique Selling Proposition... A "How-To"	294
9.1.2. An Opener that SELLS!...	295
9.1.3. "That's Where the Money is!"	298
9.2. Building a Killer Opening Page	299
9.3. "Talk About My Lawn, Not Your Grass Seed!"	300
10. Two Critical Sales-Builders	302
10.1. How to Make Testimonials SELL!	302
10.1.1. How to Secure Great Testimonials.	303
10.1.2. Get Maximum Mileage From Your Testimonials	305

10.1.3. How to Get & Use Product Reviews	310
10.1.4. When To Add Testimonials?	311
10.1.5. Articles on You, Your Company, Your Products	312
10.1.6. Using Other Third Party References...	313
10.1.7. Your Unsalariated Sales Staff...	314
10.2. The SALES-Clinching Guarantee	315
10.2.1. Developing the Perfect Guarantee...	315
10.2.2. How to Handle the Refund Request.	317
10.2.3. How to Reduce Refund Requests to Near-Zero	317
10.2.4. Summing Up....	318
11. Site-Sales Techniques	321
11.1. Build a Form that Works!	321
11.1.1. Make it Short	321
11.1.2. How to Qualify Your Prospect	322
11.1.3. Make it Clear	323
11.1.4. "Submit" is for Techies	323
11.1.5. How to Remove Worries	324
11.1.6. Verify the Data	324
11.1.7. Put Up a Response Page	325
11.1.8. Follow-up with an E-mail	326
11.2. How and When to Use Music	327
11.3. The RIGHT Picture is Worth 1,000 Words	330

11.3.1. Where to, Why to & When to Use Graphics.	330
11.3.2. Show Your Products in Their Best Light	331
11.3.3. Are Your Graphics Confusing?	332
11.3.4. Picture Perfect	333
11.3.5. Clip Art, Buttons, Backgrounds, Bullets, Etc.	334
11.3.6. A Few Basics About Graphics	334
11.3.7. Keep or Axe?	335
11.4. Give Your Visitor Something to Do...	336
11.5. A Rarely Used Powerful Tool	338
11.6. Build Community to Build SALES	340
11.7. Using FAQs to the Max	342
11.7.1. 5 Steps to a FAQ that SELLS!	343
11.8. Going, Going, Gone!	346
11.9. Post All Policies.	349
11.10. Affiliate Yourself with a Charity	350
11.11. Something Special for the Holidays	353
12. "Who Cares? So What?" <yawn>	354
12.1. The Product Features Page.	354
12.1.1. It's Not as Easy as It Sounds!	355
12.1.2. Two Compelling "Show & SELL" Techniques	356
12.2. The About Our Company Page	359
12.3. The Tech Support Page... Why NOT!	361


12.3.1. Live Support -- Why NOT!	362
12.4. How to Use a Disclaimer To Build Credibility	366
13. The Closer Page.	368
13.1. Build to the SALE	368
13.2. Skip to the SALE	369
13.3. No Distractions, Just Close!	370
13.4. Why Via the Web?.	371
13.5. How to Make an Offer They Can't Refuse	372
13.5.1. How to Use the Free Bonus.	373
13.5.2. How to Create "Buy Now" Anxiety	374
13.5.3. Bundles, Discounts, And Coupons	377
13.5.4. The Perfect Offer...	381
13.6. What's the Right Price? 	382
13.6.1. Pricing Strategy.	383
13.6.2. Make Your PRICE SELL!	384
13.6.3. Dynamic Pricing.	393
13.7. The Call to Action.	397
13.8. "And How Would You Like to Order Today?"	398
13.8.1. Secure vs. Non-Secure Server	399
13.8.2. Four Steps to SELLING Via Secure Server	401
13.8.3. Phone -- "I Just Wanted to Hear a Voice"	403

13.8.4. Fax -- "I Like to Send Paper"	405
13.8.5. Snail Mail -- "I Hate Giving My Credit Card"	407
13.8.6. No Matter How They Order, K-I-S-S!	408
13.8.7. How to Set up a Currency Converter	409
13.9. The A-B-Cs of Online Ordering	411
13.9.1. Order Forms and CGI Scripts (Made Easy)	413
13.9.2. Simplicity Rules... Unless....	417
13.9.3. Automate to Grow FAST	419
13.9.4. Scale... ESSENTIAL for Maximum Growth	420
13.10. No Clicks from Offer to Order.	422
13.11. The Thank You Note	422
13.12. The "Last Ditch" Pitch	424
13.13. Example of " How to Close "	426
13.14. If At First You Don't Succeed....	428
13.15. Summing It All Up....	429
14. The Backup Response	431
14.1. It's Now or Never . Unless...	433
14.2. Keep Your Eye on the Ball	434
14.3. The Perfect Products for Backups	435
14.4. Give, then Take	436
14.5. Match Product to Desired Response	437
14.5.1. The True Purpose of the Free Report.	438

14.5.2. Text of "Sales Letter" as "Special Report"	441
14.5.3. How to Use Mini-Apps to Drive SALES	447
14.5.4. Newsletters -- Building Your Business	451
14.5.5. How to Start & Grow Your Own Newsletter	452
14.5.6. The More The Merrier! Eyeballs, That Is!	461
14.5.7. Sample Newsletter Format	463
14.5.8. Getting Sign-ups for Future Notifications	468
14.5.9. Selling Your Newsletter	469
14.5.10. Attracting and Buying New Subscribers	473
14.5.11. Pop-up Invitation	476
14.5.12. Dressing Up Your E-zine	479
14.5.13. An Income Generator	479
14.5.14. Freebies -- Your Chance to SELL!... or SMELL!	481
14.6. Formatting Newsletters In HTML.	482
14.6.1. How HTML Formatted E-mail Works	485
14.7. Getting the Backup Response	487
14.7.1. The Compelling Offer	487
14.7.2. The Crystal-Clear Call to Action	488
14.7.3. Automate Your Reply to the Backup Response	489
15. "Well, that's done!"NOT!	490
15.1. How to Analyze Traffic to Boost SALES	491
15.1.1. The Ideal Log File Analyzer	493

15.1.2. The Best Traffic Analyzers for Your 	494
15.1.3. Data from Log File Analysis	496
15.1.4. Track, Track, Track.	500
15.1.5. Number of Visitors and the Conversion Rate	504
15.1.6. Do You Know Where Your Visitors Come From?	505
15.1.7. Use Visitor Behavior to Boost Conversion Rate	507
15.1.8. More Info On Analyzing Your Traffic	509
15.2. Quadrupling Your Conversion Rate	510
15.3. A Checklist for Quadrupling Your CR	511
15.3.1. How to Test and Measure Site Improvements	514
15.4. Update the Old and Develop the New	515
15.4.1. Borrow New Concepts and Technologies	516
15.5. Use Customer Questions to Increase SALES	518
15.6. How to Fix Invisible SALES-Losing Errors	519
15.7. Revisit Later with Fresh Eyes	519
15.8. Bottom Line... It's Never Done!	520
15.9. The Site Re-Org...	520
15.9.1. First Decision? Look and Feel	521
15.9.2. Second Decision? How to Get a Clean, Clear Layout	524
15.9.3. 3rd Decision? Navigation	527
15.9.4. Fourth Decision? Content	528
15.9.5. Conclusions After The Re-Org	530

15.9.6. How to Handle Minor Upgrades	530
15.9.7. Test to Be Best	533
15.9.8. Another Makeover... The Beverly Hills Hotel.	537
16. Use E-mail to Close the SALE	538
16.1. Power E-mail	538
16.1.1. For a Pro -Looking Letter...	539
16.1.2. Soften Your Writing	541
16.1.3. Write to SELL!	543
16.1.4. The Subject... Your E-mail " Headline "	543
16.1.5. Sig Files That SELL!	544
16.1.6. Composing the Perfect Sig File.	546
16.1.7. How to Hit Reply for Best Effect	548
16.1.8. How to Use the ">" Tag for Special Effects	551
16.1.9. Special Considerations for E-mail	552
16.1.10. How to Turn It Around in Hours	553
16.1.11. Putting Water on the Flames	554
16.1.12. How to Use Autoresponders to Get SALES	554
16.1.13. Follow-up For MORE Sales!	556
16.2. Real-Life Example of Closing the Sale	558
16.2.1. Letter From Interested Customer	558
16.2.2. The Three Rules of Power E-mail	559
16.2.3. Prompt, Friendly E-mail Reply	559








16.2.4. High-Tech Opens, High-Touch Closes	561
16.2.5. Prompt, Friendly E-mail Follow-up	561
16.2.6. It Was More Than Worth the Effort	562
16.3. Automate Replies to the "Same Old, Same Old"	563
16.3.1. Best Answer to the Request for More Info	563
16.4. Using Autoresponders to Reply NOW!	565
16.5. Real-Life Example of Losing a Sale.	567
16.5.1. First Letter to InfoSeek	568
16.5.2. InfoSeek's Reply	568
16.5.3. Second Letter to InfoSeek	569
16.5.4. InfoSeek's Reply	570
16.5.5. Third Letter to InfoSeek	571
16.5.6. InfoSeek's Reply	571
16.5.7. Fourth Letter to InfoSeek	572
16.5.8. InfoSeek's Reply	573
16.5.9. Fifth Letter to InfoSeek	573
16.5.10. InfoSeek's Reply	574
16.5.11. Excite Comparison	575
17. After the Sale	577
17.1. How to Get Paid 	577
17.1.1. Credits Cards - How You'll Be Paid!	577

17.1.2. Getting Your Merchant Account	578
17.1.3. Third Party Providers	581
17.1.4. Don't Step on These Credit Card Land Mines	585
17.1.5. How To STOP Credit Card Fraud	585
17.1.6. How to Eliminate Credit Card Chargebacks	592
17.1.7. A Word about Chargebacks	595
17.1.8. How to Do Real-time Credit Card Verification	597
17.1.9. Fraud and Real-time Credit Card Verification	599
17.1.10. Want to Scare Away Thieves?	601
17.1.11. Resources to Help You Avoid The Land Mines	603
17.1.12. Other Anti-Land Mine "Devices"	605
17.1.13. Next Generation of Credit Card Security	608
17.1.14. Accepting Online E-Checks!	610
17.1.15. Using 1-900 Phone Billing.	613
17.1.16. Online Escrow Services.	613
17.1.17. Catering To Teens	615
17.1.18. Microsoft's Wallet/Passport.	616
17.1.19. Person-To-Person Payment Services	617
17.1.20. Coming Soon To The Internet Near You!	622
17.1.21. A Time of Great Upheaval!	626
17.1.22. The Tried-and-True Boosts Income, Too!.	627
17.2. The "Final" Step... Fulfillment	629

17.3. Delivering it NOW!... Digital Fulfillment	634
17.3.1. Digibuy	636
17.3.2. Doing It ALL Yourself!.	638
17.3.3. Processing Orders Manually	638
17.3.4. Automating on Your Own!	641
17.3.5. Automating Digital Goods	642
17.3.6. Let Someone Else worry About It!	643
17.3.7. The Automation Manual!	644
17.4. Upselling... It's All in the Timing!	645
17.5. Nurture Your Customers to Grow the Relationship	647
17.5.1. Testing... Testing... Is This Thing On?	648
17.5.2. Automated, Yet Personal, E-mail Follow-up	650
17.5.3. Delivering Super Customer Support	652
17.5.4. Maximizing Support / Minimizing Time	657
17.5.5. The Best Way to Build A Long-Term Biz	660
17.5.6. Walk the Walk...	661
17.5.7. 5,6,7,8, Anticipate, Anticipate	661
17.5.8. Keeping Your Finger on the Pulse	663
17.5.9. An Example of Support OVERdelivery... And What It Brings You!	667
17.6. Customer Relationship Management	675
17.6.1. Personalizing Content	679
17.7. Where's My Order?	684

17.8. Make Return Shipping Easy.	685
17.9. Build a Business... NOT a "Back-End"	687
17.10. The POWER of Branding	691
18. Sites that SELL!	696
18.1. How Small Companies SELL!	696
18.1.1. The Success Clinic -- Do You Have Success Anorexia?	697
18.1.2. Web Pages That Suck.	698
18.2. How Big Companies SELL!	702
18.2.1. Dell	702
18.2.2. Amazon.com	705
18.3. Experience Speaks	716
18.3.1. Learning from the ShopIrish Webstore	717
18.3.2. Advice from Signature Software	721
18.3.3. The Success Clinic's "Words to Succeed By"	725
18.4. Words from the Wise	729
18.4.1. The Ten Secrets of Netsavvy's Sell It!	729
18.4.2. The Seven "Must-Remembers"	733
19. It Ends With Traffic	737
20. Wrapping It All Up....	739
20.1. When to Break the Rules	739
20.2. Manipulation vs. Ethical Sales	741

20.3. Practical Nuts-and-Bolts "To Do List"	742
20.3.1. The Min -- Enough to Get You Started	743
20.3.2. The Max -- The Whole Nine Yards	743
20.4. Building Your Web Team	745
20.4.1. Sales V.P. as "Head Designer"?!	746
20.4.2. Hiring or Assembling a Team	747
20.4.3. Experience Counts	749
20.4.4. The Legals	750
20.4.5. Maintain Your Site	751
20.5. Web Sales Newsletters & Sites... The Cream of the Crop	751
20.5.1. SELLING on the Web	752
20.5.2. Traffic-Building	754
20.5.3. General E-commerce	755
20.5.4. Miscellaneous, But Important...	757
20.6. The Future is Slo-o-o-o-ow... 'til 2004.	759
20.6.1. Bandwidth Forces Everyone to K-I-S-S	759
20.6.2. And Don't Be Tempted by "The Latest and Greatest"	762
20.7. A Great Way to Know You're Succeeding!	763
20.8. 11 Steps to a Site that SELLS!	764
20.8.1. Prepare... Don't Repair	765
20.8.2. Set, and Get, the MWR	767
20.8.3. Backup Responses...	767

20.8.4. Design & Usability	767
20.8.5. Write the Opening Paragraph	768
20.8.6. Write the Pathway	768
20.8.7. Re-write ⁴ -- Tighten and Activate	770
20.8.8. The 10-Point Pathway Checklist	771
20.8.9. HTML and Usability Testing	773
20.8.10. Showtime!	774
20.8.11. Build Targeted Traffic	774
20.9. The Top 6 Rules in 17 Words	775
20.10. For the Advanced Netpreneur... Why Visitors Don't Buy AFTER You Do It All Right!	775
20.10.1. Overall Results	779
20.10.2. The Major Reasons... Sitesell.com vs. General Findings	785
20.10.3. What We Did About It	789
20.11. The Bottom Line	791
 So... What Do You Think? . . .	793
 MYKS!	794
 MYPS!	795
 MYWS!	796
 Site Build It!	797
 MYNAS!	799
SiteSell Discount Directory	800
 "Best On the Net"	801


1. Products that SELL!	2
1.1. Where Do YOU Stand?	3
1.2. For LOVE or For MONEY?	3
1.3. Your Product Or Someone Else's?	5
1.4. The Best Digital & Knowledge-Based Goods	7
1.5. Hard Goods... Only These Kinds	10
1.6. So What's Selling Now?	13
1.7. So What's Not Selling Now?	15
2. 16-Point Checklist	17
2.1. Checking Out the Competition.	22
2.1.1. Get the Dirt on Known Competitors	24
2.1.2. Finding Unknown Competitors.	28
2.1.3. For More Info...	28
3. Your Product... Your Business!	29
3.1. No Product?... No Problem!	33
3.2. Picking the Right Affiliate Programs.	35
3.3. PREsell Your Way to Affiliate Profits	43
3.3.1. Theme-Based Sites vs. Mini-Sites	50
3.4. Selling Your Brain-in-a-Book Online	55
3.4.1. Give 'em Both Barrels!	61
3.5. Auction Action	62

3.6. Online Stores - Get Behind a Digital Counter	63
4. Bad Products --- Why Bother?	64
5. Setting the Price	65
5.1. How and Why to Price High	66
5.2. How and Why to Price Low.	67
6. How to Test A Product, Free!	70
6.1. The LIVE Test	74
6.2. Now What?	76
7. Your Product is Your Future	77

1. Intro to Building Traffic	2
1.1. So What Do We Know For Sure?	4
1.2. #1 Traffic-Building Reminder	6
2. Online Ways to Build Traffic	9
2.1. Time and Money Wasters.	10
2.1.1. Banner Ads	10
2.1.2. Banner Exchange via Banner Networks	21
2.1.3. E-mail Marketing	23
2.1.4. Two-Way E-media.	27
2.1.5. Classified Ad Services	28
2.1.6. Sweepstakes and Promotions	29
2.1.7. Buying Keyword-Related Ads	33
2.1.8. Real Names	34
2.2. E-mail Sig File	37
2.2.1. Designing a Sig File	37
2.2.2. Testing a Sig File	39
2.2.3. Sample Sig Files	39
2.3. Affiliate / Associate Programs	41
2.3.1. Why Affiliate Programs?	42
2.3.2. First, Is This For You?	44
2.3.3. Third Party Affiliate Providers	46
2.3.4. Three Important Thoughts	50



2.3.5. How to Build, and Keep, Your Affiliate Sales Force	51
2.3.6. The 5 Pillar Program	59
2.3.7. The High Reward, Low Risk Answer	68
2.3.8. Stay on the Cutting Edge....	70
2.3.9. Getting The Word Out	71
2.3.10. Affiliate Link Popularity	74
2.3.11. A Stellar Newsletter	75
2.3.12. Standing Out Above The Crowd	76
2.3.13. One Final Thought...	78
2.4. One-Way E-media	78
2.4.1. Ads -- The Seven Step Process.	79
2.4.2. Articles	85
2.5. Endorsement Marketing	88
2.5.1. Endorsement Partners -- The Quest For The Super Affiliate	89
2.5.2. First Contact!	98
2.5.3. With A Little Help From Your Friends...	100
2.6. Viral Marketing	102
2.6.1. Powerful Pivotal Principles.	105
2.6.2. What's the Plan, Stan?	109
2.6.3. Helping the Virus	110
2.6.4. Ah-Choo! The Bottom Line....	111
3. Search Engines... Bargain of the Millennium?	113

3.1. Pay-Per-Listing/Pay-Per-Inclusion	115
3.1.1. Directories That Charge...	118
3.1.2. Engines That Charge...	119
3.2. The Single Most Important Overlooked Fact...	122
3.3. Understand How Surfers Search	123
3.4. How to Generate Keywords	127
3.4.1. Put On Your Customer's Shoes.	127
3.4.2. Check Out the Competition	129
3.4.3. Get the Search Engines to Help	133
3.4.4. Helper Tools	137
3.4.5. Review Your Own Log Files	140
3.5. Picking the Best Traffic-Building Keywords	142
3.5.1. Categorize -- General vs. Specific Keywords	143
3.5.2. Prioritize -- Building Your Edge.	146
3.5.3. Combine -- Increasing Your Advantage	148
3.5.4. Prune -- Eliminate Keyword Overlaps	150
3.5.5. Delete -- Final Keyword Selection	150
3.5.6. Hone -- One Last Step	152
3.6. Don't Hurt Your Best Friends	154
3.7. The Engines -- Where are We Now?	155
3.7.1. What Do The Engines Do, Anyway?	156
3.7.2. The Evolution of Optimization	159

3.7.3. Phase III Pages... Ethically!	165
3.8. An Introduction to Theme-Based SE Ranking	167
3.8.1. Your "Theme-Based Sales Site"	171
3.9. The Theme-Based Content Site	173
3.9.1. The VPP -- Valuable PREselling Proposition	176
3.10. Building a Theme-Based Content Site	180
3.10.1. How to Get Keyword Demand	181
3.10.2. How to Get Supply Data	189
3.10.3. At Last... Your Theme!	192
3.11. Build a Sales-and-Theme Empire!	199
3.11.1. The Sky's the Limit!	202
3.11.2. What Does the Gravy Cost?	203
3.12. How to Make the SEs Love Your Site(s) 	204
3.12.1. Find-Click-Click-kaCHING!	205
3.12.2. One Keyword Per Page...	207
3.12.3. Score Higher and Higher	211
3.12.4. Plan It Out First.	212
3.12.5. Serve Customers and Search Engines	215
3.12.6. Be Flexible -- Fit The Situation	217
3.12.7. A Special Circumstance... Attracting Non-English Customers	222
3.13. Example of an Engine-Optimized Page.	225
3.13.1. Build It and They Will Come!	229

3.13.2. <TITLE>	230
3.13.3. Use the <TITLE> To Your FULLEST Advantage	232
3.13.4. <META Keywords>	232
3.13.5. <META Description>	236
3.13.6. <H1/H2> -- The First Headline	238
3.13.7. <Body> -- Main Body Copy	241
3.13.8. <Body> -- Keyword Density	242
3.13.9. <Body> -- Keyword Prominence	247
3.13.10. <Body> -- An Example	248
3.13.11. Using the <ALT> Tags	252
3.13.12. Even in Links!	253
3.13.13. Tricks Are For Kids	254
3.13.14. </Body> -- When to Close	255
3.13.15. What Does Not Matter	257
3.13.16. K-I-S-SE	257
3.13.17. Some Helpful Tools	259
3.13.18. Nothing Is Cast in Stone	261
3.14. Submitting to Search Engines And Tracking Performance	261
3.14.1. The "Big 7" -- Don't Bother with the Rest	262
3.14.2. How to Submit to the SEs	267
3.14.3. How to Check & Monitor Presence	271
3.14.4. How to Evaluate Keyword Performance	276

3.14.5. Improve and Resubmit	279
3.14.6. Submitting - When NOT To!	281
3.14.7. Track Keyword Performance Over Time	282
3.14.8. What to Do If You Drop in Relevance Ranking	283
3.14.9. Make Posting & Monitoring A Snap	285
3.15. Get Ahead of the Curve.	289
3.15.1. How to Reverse-Engineer the Search Engines	289
3.15.2. Each Engine is Different... What to Do	291
3.15.3. Staying Up to Date	292
3.16. Specialty Search Engines	293
3.17. Search Engine Positioning Companies	294
3.18. Link Popularity	299
3.18.1. On Being Popular...	299
3.18.2. 3 Top Ways to Build IN coming Links NOW.	304
3.18.3. Build a Link Exchange Program	306
3.18.4. Finding Link Partners.	311
3.18.5. How to Automate Your Link Exchange Program	317
3.18.6. Let's Summarize...	319
3.18.7. What About Click Popularity?	319
3.19. The Bottom Line on Building Traffic Via the SEs...	321
4. Directories... How to Get Listed	323

4.1.	 How to Get Listed in...	324
4.1.1.	Does Your Site "Cut It"?	326
4.1.2.	How Yahoo! Works...	327
4.1.3.	How & Where to List	334
4.1.4.	Almost There!.	341
4.1.5.	Just Before You Submit	343
4.1.6.	Easy-to-Follow Steps for Submitting	346
4.1.7.	Troubles? Still Not Listed?	349
4.1.8.	Getting Listed in Yahoo! for FREE!.	352
4.1.9.	 Congratulations!	353
4.1.10.	Yahoo! Paid Sponsorship Listings!.	354
4.1.11.	Changing Your Yahoo! Listing	356
4.1.12.	Yahoo! Bottom Line	359
4.2.	The Open Directory.	359
4.2.1.	Find the Right Categories	362
4.2.2.	Submission Basics	364
4.2.3.	Great Expectations.	367
4.2.4.	Be FOUND!	368
4.3.	 looksmart	369
4.4.	Ask Jeeves	373

4.5. NBCi/Snap.	373
4.6. Go/Infoseek	375
4.7. Other Directories	375
5. Pay-Per-Click Search Engines	376
5.1. In a Nutshell...	379
5.2. GoTo Insists!	383
5.3. Figure Your Bid Cap	384
5.4. Bid-For-Keyword List	385
5.5. How to Submit for Success	387
5.5.1. Title and Description	388
5.5.2. Destination URL	390
5.5.3. Submit Them!	391
5.6. Monitor and Maintain	393
5.7. Bring in The Clones.	394
5.8. SBI! Manager	397
5.9. Conclusion	403
6. Offline Ways to Build Traffic	404
6.1. Lessons from the BBC	404
6.2. The Second Best Way to Attract Targeted Traffic	408
6.3. Word of Mouth	409
6.4. Classified Ads	409

6.5. Your Catalog	410
6.6. Be Inventive, Natural... And Cheap	411
6.7. Offline vs. Online? A Rule of Thumb...	411
7. News Releases... Offline (and On)	412
7.1. The Press Problem c. 2002!	414
7.2. How to Make the Editor Buy Your News Release	416
7.3. The Three Pages of a Professional News Release	418
7.3.1. Page 1 -- News Sheet	418
7.3.2. Sample News Sheet	424
7.3.3. Page 2 -- Bio Sheet	426
7.3.4. Sample Bio Sheet.	426
7.3.5. Page 3 -- Question Sheet	428
7.3.6. Sample Question Sheet	429
7.4. Offline Media ➡ List and Send	430
7.4.1. Local and Niche Media	431
7.4.2. National and International	433
7.4.3. Free Resources to Build & Send Your List.	434
7.4.4. Paid Resources to Build & Send Your List.	435
7.5. Online Media ➡ List and Send	439
7.5.1. Build the List	440
7.5.2. E-mail Them	440
7.6. Distribution Tips	441

7.6.1. Your “To Do” List 442

7.6.2. The Top 13 “What **Not** To Do” List 443

7.6.3. Do This Just Before You Release 445

7.7. What to Do When They Call 445

7.8. **Showtime!...** The Interview. 447

7.9. **TIME** -- Wow! Now What? 448

7.10. Or You Could Just Hire a Firm 449

7.11. The Worm’s, er... The Reporter’s Eye View 450

8. The Grand Finale... **3 Secrets** to High Traffic 451

1. Same... But Different	2
1.1. The Store's The Product.	3
1.2. Photos... Get Them Just Right	9
1.3. As Always... Set and Get the MWR	10
1.4. The Backup Response.	14
1.5. Write Words That SELL!	18
1.6. Write A Winning Opener	21
1.7. The 2-Level Description	26
1.8. Design and Usability... More Important Than Ever	32
1.9. 3-Click Navigation	39
1.10. The Path to the Checkout	51
1.11. Checking Out... CLICK-CLICK-CLICK-kaCHING	52
1.12. Check the Checkout	55
1.13. Re-write ⁴ -- Tighten and Activate	56
1.14. 10-Point Store Checklist.	57
1.15. Pre-Live To ShowTime.	58
2. Surefire Store-Selling Tactics	59
2.1. HTML Formatted E-mail	59
2.1.1. How to Get the Signup	59
2.1.2. Make It Work!	62
2.2. No Surprises!	65

2.3. Reassure Your Customer	65
2.4. Smart Use of the Net	67
2.5. Promote Special Offers and Incentives	71
2.6. Be Different	72
2.7. Change The Front Window Often	73
2.8. Fast, Efficient Fulfillment	74
2.9. Other Keys to a Successful Store.	75
3. Building Your Store... Virtual Hammers and Nails	76
3.1. Free Web Store Template Providers	76
3.2. Malling-it Online	78
3.3. Shopping Cart Software... The Basics	82
3.4. Shopping Cart Software... Recommendations	84
3.5. Store-Building Packages	86
3.6. E-Commerce Servers	88
4. Summing It All Up!.	89