



Special Report for Displaced Journalists



**How to turn your
writing and
research skills into
a successful
Internet business**



by Marcia Ming

About the Author



A former business reporter and marketing consultant, Marcia Ming has 25 years experience as a communicator and trainer. Ms. Ming strives to help small businesses look and operate like million-dollar enterprises using the best that today's information and technology have to offer.

Ms. Ming earned Master's degrees in Journalism and Library and Information Science from the University of Michigan. She has taken business courses and attended workshops at Michigan and the University of Pennsylvania's Wharton School. She covered retailing for the Detroit News, and wrote about banking, real estate, insurance, the economy and the stock market for the News Journal in Wilmington, Delaware.

Ms. Ming has worked with small businesses for more than 15 years. She taught marketing classes at the Small Business Development Center associated with the University of Delaware in Wilmington and worked with micro-businesses as part of Working Capital Delaware, a microloan program sponsored by the YWCA of Delaware.

She is the publisher of [Savvy Marketing Secrets](#), a website specializing in marketing tips and ideas for small businesses run from home, a small shop or on the road from a car or truck.

Other special reports:

[How to Succeed in Affiliate Marketing: Secrets of a Highly Successful Affiliate Marketer](#)

Notice: This is a FREE Special Report

**You may share it with anyone you like.
Please share it with anyone who has been
affected by the current economy**

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Introduction

I know you are angry, disappointed, and scared right now if you've recently lost your job as a journalist. And because of the structural changes occurring in the newspaper industry, there's not much chance that your job is coming back. It's not as if you can solve your problem by relocating to another state.

You must do what I did in 1990 when I lost my newspaper job -- you have to reinvent yourself. Your writing, interviewing and research skills will help you a lot, but they may not command the salary you want in today's marketplace.

That's why I have written this report. Before you curse Google for reshaping your world as you know it, think again.

In the internet marketing world there's a relatively common saying, "Google gives and Google takes away."

I mention that because if you understand search engines like Google, you will see that there is opportunity for you as an independent writer that your newspaper does not enjoy. Your newspaper needs to replace millions of dollars of advertising to stay alive. You don't.

You only need to replace your salary. That won't be easy but it is possible, and wonderful for you there are a bunch of new avenues to help you do it.

You are an expert already on the topics you were writing about as a reporter. You may be able to start a blog and monetize your blog with advertising from some of the very businesses that used to support your newspaper.

If your newspaper has closed leaving a gaping hole for information in your community, consider teaming up with some of your former associates to create a smaller news vehicle online featuring some of the local information that will go uncovered with the demise of the paper. But before you go this route, you will have to figure out how to get paid.

Whether you produce a single blog on a specific topic or join a team to create a larger vehicle, you need to understand the newer forms of online advertising.

First there's Google AdSense. Those are the little sponsored ads you see on some web pages. I mention Google AdSense to make you aware that anyone with a website or blog that writes on a topic of public interest can setup an AdSense account and place the JavaScript on their site or blog to earn money when someone clicks on the ad.

But before you think you're going to replace your salary, I need to warn you that AdSense is no where near as lucrative as it used to be. A couple of years back there was something called the Google slap and Google took back a lot of the money it had been paying AdSense Publishers.

Sponsored Links

- Web Content Writer** Proven Award-Winning Writer Gets Killer Response - Fast Turn-Arounds www.JsaCreative.com
- Need Website Content?** Quality content for your site. Over 10,000 sources and 500+ topics. www.AcquireContent.com
- Web Site Content Writer** Expert SEO web writing that speaks to both search engines & customers. www.RichardGoulde.com
- Need Web Content?** Get all the content you need from over 4,000 sources. Free Trial! www.YellowBnx.com
- Need Unique Web Content?** 100% Unique Web Content Writers

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You should be aware of AdSense but you can make more money elsewhere.

There are two great business models for you to consider:

1. **Earn money as an affiliate marketer.** You will still make a living as a writer, but you will focus on writing reviews of products you want to promote, email newsletters and blog reports for a targeted market.
2. **Create your own information products on varied topics to sell.** This is a lucrative business and I can tell you everything you need to know to get started.

Part 1 Affiliate Marketing

First let's talk about affiliate marketing. This is a great option if you are willing to learn more promotional writing such as copywriting. You also need to set up a blog or website to really succeed in this arena.

You should know that there are affiliate networks that will allow you to promote products through their networks using your affiliate link.

Those affiliate networks include:

Clickbank
Commission Junction
LinkShare
Performics

Believe it or not, you can even be an Amazon.com associate and promote all of the books and products they sell.

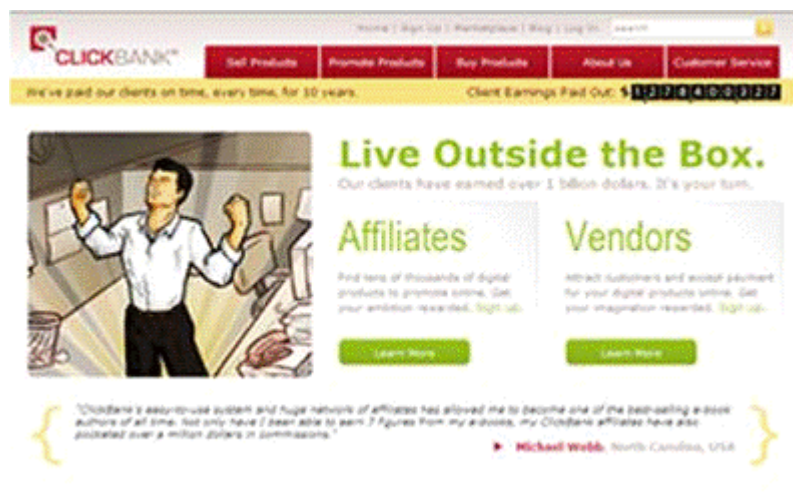
There are others and some companies operate their own affiliate programs as well. Many affiliate marketers use

paid search or pay per click ads to promote affiliate products. That's something for you to consider, but probably not right away. You need to know what you're doing before you launch a pay per click campaign, or you run the risk of losing your shirt. Google slaps paid search advertisers if their keywords or landing pages do not provide ideal results for the site visitor.

Other affiliate marketers promote products on their blogs or websites. Typically they buy the products first and try them before writing reviews to help others pick the best products for their needs.

These affiliates use a number of techniques to get traffic to their blogs or websites that include submitting articles to article directories, posting comments on other high-traffic blogs or forums in their niche, issuing press releases online, and building followers through social marketing websites. I'll tell you more about driving traffic to your blog or website later.

The key with affiliate marketing is identifying a profitable market or niche. This is probably one of the most difficult parts of affiliate marketing. A lot of people will tell you to pick a topic you are passionate about -- but that may not necessarily lead to profits.

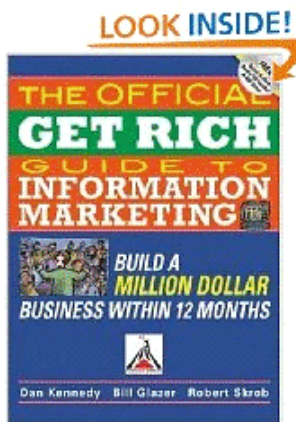


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You could search for a profitable topic, but then you may be bored to tears. Or worse, you may face staggering competition from super affiliates who know how to dominate a market. So your challenge will be to identify a market or niche that will interest you for a long time that also is a profitable one. It's best to concentrate your efforts in one market because of all of the things you will need to do to make money.

How do you identify profitable markets?

Do a Google search to see if there are sponsored links on the right side of search pages. That's one clue. Check to see if there are magazines on your topic. You can check here at <http://www.Magazines.com> or check the magazine rack at your favorite local bookstore. Finally, check Amazon.com to see if a fair amount of books have been written on your topic.



Here's a great example, The Official Get Rich Guide to Information Marketing by Dan Kennedy, Bill Glazer and Robert Straub.

Scroll down on the page and you will find this information, indicating that this book ranked 38,873 in book sales at Amazon.com. Other statistics show the book leads in various categories.

This information suggests that readers are interested in books about information marketing.

Paperback: 288 pages

Publisher: Entrepreneur Press; 1 edition (September 26, 2007)

Language: English

ISBN-10: 1599181401

ISBN-13: 978-1599181400

Product Dimensions: 7.4 x 5.4 x 1.1 inches

Shipping Weight: 12 ounces ([View shipping rates and policies](#))

Average Customer Review: ★★★★★ (26 customer reviews)

Amazon.com Sales Rank: #37,873 in Books (See [Bestsellers in Books](#))

Popular in these categories: ([What's this?](#))

#23 in [Books](#) > [Business & Investing](#) > [Small Business & Entrepreneurship](#)

#55 in [Books](#) > [Business & Investing](#) > [Industries & Professions](#) > [MIS](#)

If people are buying books in your subject area, that's an indication that there is money to be made. Take time to check out your competition. Look inside the books you find there. How well known are the authors? Are there gaps in the Table of Contents that would make a good special report or eBook? Or can you do what I am doing and target your message to a specific audience?

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Once you have identified your market, you will need to research the keywords or keyword phrases people use when they are searching for information on your topic. Part of your task as a writer will be to optimize your website, blog, articles, reviews with those keyword phrases so that your stuff can be found by search engines. Let me be blunt. If you can get your blog or site listed on that first Google search page, people will find your blog or site.

Now do a quick search on any topic. Note how many pages you will need to compete with. I don't have to tell you that getting on that first page will not be easy. Getting your keywords to rank well is called search engine optimization or SEO.

[Advanced Search](#)
[Preferences](#)

Results 1 - 10 of about 64,000,000 for [website content](#)

Trust me. There are people pulling down big bucks showing companies how to optimize their websites and content for search engines. It's a complicated process that keeps changing as Google and the other search engines change the algorithms, they use to improve the search process for their end users. I will tell you more about this process later.

You will need to use the keywords or keyword phrases you select in your content, website, blog tags, etc., to help your material surface on the Net. If you are building a website, you will need to use those keyword phrases to develop your site structure before you build a single page.

Don't throw up your hands, if all of this sounds challenging, I'll tell you how I can help you do all of this later in this report.

Once you have your market or niche and have determined the keywords you will use, you need to build your blog or website and begin to drive traffic to your website or blog. If you are not technical and know nothing about html, you may want to consider setting up a blog. Everyone seems to think a blog is easier. However, I have setup blogs and websites and I find websites easier. I am trying to get used to blogs because of their web 2.0 benefits.

What do I mean by Web 2.0? In the past, websites were static; meaning content was delivered in one direction. The author of the content spoke to the reader. The reader was not allowed to respond in most cases.

Now in the Web 2.0 world, communication is a two-way street. With a blog, you make a post and if your blog is set up for comments, people can post comments to your blog. Google loves blogs for that reason. The comments actually become part of a blog's content.

Create a popular blog that generates lots of visitor response, and you're home free. You'll have no trouble attracting advertisers who want to reach your audience.

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I don't have to tell you that won't be easy. The blogosphere is crowded with new entries on every topic under the sun. If you're a great writer with the ability to amuse, or arouse passionate discourse, by all means, give it a try. However, if you're not at that point yet, try your hand at affiliate marketing or information marketing.

If you're considering a blog, you should know that most internet marketers prefer **WordPress** over the other options because of the many **plug-INS** being written for that platform to add flexibility. Those same marketers prefer to get their own web host - companies that offer cpanel - where they set up their own blogs rather than using WordPress.com. I use [Host Gator](#), which offers cpanel – a type of control panel that provides lots of options for the user. I was able to set up a blog with one push of a button at no added cost. I also can host multiple sites in my account there. There are other web hosts for you to consider as well.



This is an example of affiliate marketing -- if you buy through my affiliate link by clicking on the words Host Gator, I will earn a commission. You will be able to do that too once you get started.

Unless you buy one of the newer blog themes on the market, your blog will probably be free. However, some of the plug-ins and extras you may want to add come at a price. Also, be aware that many technically-challenged bloggers pay others to set up their blogs. I found it challenging and I am still not completely happy with my results. You can check out my blog here: <http://www.savvymarketingsecrets.com/blog>. While you are there take a look at my website too.

Before you decide on a blog, or possibly in addition to a blog, you might want to consider a website. I have two great recommendations.



[SiteBuildIt \(SBI\)](#), also known as SiteSell, is a great option for someone just getting started on the Internet. It costs \$297 a year and includes everything you need to build and promote a website with a blog, including extensive training. This product was created initially back in 2002 or 2003. Many successful internet

marketers learned the ropes with the marvelous training offered by SBI. It's also one of the number one affiliate programs around.

With SBI, you can learn:

- how to pick a niche
- how to research keywords
- how to write content that pre-sells your visitors so they want to buy your product or service,
- How to build your website and add a blog (included in the price)
- How to monetize your site so you can make money.
- Check out the [10-day action Guide](#) to learn more about the quality of SBI training. The guide is also available in video format.

[SBI](#) provides all the tools and training to walk you through the entire process. It helps you determine whether a niche or market will be profitable. Trust me \$297 is a

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tremendous value for this package. That said, I should also tell you what I consider the negatives to be. For that price, you can only build one website. You will need to pay the same price for every website you create, (unless you catch one of their two-for-one specials) and you will need to pay the same amount every year.

Once you get into Internet marketing, you will probably want to build more than one website or blog. I bought SBI for a year and benefitted greatly from all the training.

My experience may be different from yours. I studied web design online from Jones International University where I built my first website entirely from html code using the industry standard - Dreamweaver. I still own a copy of Dreamweaver which I use on occasion; typically when I need to work with the code of a sales page purchased as part of a private label rights (PLR) package (more on this topic later). But I would never build a website with Dreamweaver today.

Dreamweaver is fine for web designers who want to build beautiful websites for clients, but it takes many hours because you have to do everything. There are no short cuts. And you really need to know what you are doing.



If I build a website today, I use a program called [XSitePro2](#) which was created specifically for internet marketers who don't want to have to code their websites. It comes with everything you need to build your site, optimize it for search engines and to

monetize it so you get paid.

- You can add PayPal buttons without leaving the program once you have a PayPal account – an absolute necessity if you plan to sell anything on the web. Without XSitePro2, you would have to go to PayPal and create all your buttons on that site.
- You will need to stay in touch with your audience using email; an autoresponder lets you automate the entire process. Most successful Internet Marketers succeed by building large email lists. With XSitePro, you can input your optin script for your email autoresponder such as Aweber, Get Response, or others without leaving the program. I'll tell you more about this later.
- You can easily add your keywords to your title, Meta tags and description, and alt tags -- all those wonderful things you will have to learn to optimize your websites for search engines. With XSitePro you add all of that stuff upfront in a form before you create your webpage.
- The software automatically builds a sitemap for you. Search engines love sitemaps. People do too. It quickly lets them find other pages on your website.
- You can easily add audio or video and images.
- You can even adapt your site for mobile devices



If you are seriously considering this software, take the time to view this six-minute video about [XSitePro2](#) to learn more about what it can do.

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With XSitePro2 you need a little more marketing experience. You will need to get your own domain -- I use Godaddy.com some marketers use Namecheap.com. You will need your own web host. As I said earlier, I use Host Gator. If you buy through my link, I will throw in a video series to show you how to point your domain name from GoDaddy to HostGator. Just send me your receipt after buying the product.

With XSitePro you will need to do all of your own marketing. I can help you with that too. One of the benefits of XSitePro is you buy it once (for \$197 - it is supposed to go up to \$297 at some point) but you can build as many websites as you want. I've used XSitePro to quickly build about a dozen sites so far, including a couple of sites for clients. It's much faster than Dreamweaver or Microsoft FrontPage (which is no longer sold), because you create the look and feel of your website in the Page Layout panel and it appears on every page. Still, if you need to make a page look different, XSitePro 2 lets you ignore the basic site design entirely or customize portions. It can't get much easier than that.

If you purchase XSitePro2 through my link and want to add a blog to your site, email me your receipt and I will provide you with instructions showing how to do so.

You can check out XSitePro here. Just so you know, I am an affiliate for SBI and XSitePro2 too, so I don't care which one you choose. Review all your options before you make a decision.

Let's summarize: To get started as an affiliate marketer you will need to:

- Setup a blog or website (That means buying a domain, getting a web host or using Wordpress.com or Blogger.com -- and customizing your blog.)
- Identify a profitable market or niche to write about.
- Conduct keyword research to determine the keywords or keyword phrases people use in your market or niche to find information.
- Market your website or blog to get enough traffic to make money. That's a whole lesson in itself, but I'll tell you later in this report when I talk explicitly about traffic.

* * * * *

Part 2 Create Your Own Information Product

The second great way to make money as a writer on the Internet is to create your own information products. It involves more steps and a slightly greater investment than affiliate marketing, but highly successful internet marketers say it is the best way to make real money.

You can create information products around almost any topic. You can write how-to books about your hobbies. Some people have written books about how to play golf, how to play poker, how to make your own jewelry, how to cook, etc.

If you care for an aging parent and have developed special expertise that other Baby Boomers may need, you could write an information product on that topic. You can tell people how to budget their money, how to invest, how to run a summer camp, how to start a non-profit organization, or how to write a book. You can do almost anything as long as there is a market of people looking for the information.

To succeed, you need to offer valuable information that people can't easily get elsewhere. If you do research that would take people many hours, it's perfectly acceptable to compile the information into a special report or ebook and sell it.



Your product can be in the form of a special report like this one, it can be a downloadable eBook, an audio that people can load into their iPod, a video, a home-study course with one or any variation of these products, or you could even offer a membership site such as the one I will tell you about later.

There are many advantages to creating an information product. There is no overhead. You create your product once and sell it over and over again. It's the perfect way for you to develop passive income that comes in while you sleep.

Before you create a product, you probably want to consider a specific market or niche you can sell to over and over again. You can research your market by visiting forums, doing searches on <http://www.Answers.Yahoo.com> and by putting up a survey to get input from people.

A great forum to learn about information products and Internet marketing is the [Warrior Forum](#). You can also do a search on Google or Yahoo to check for forums on specific topics or areas of interest.

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What you will need to create your own information product:

- Product (Your time and talent)
 - If it's written it should be a PDF, (the standard for downloadable reports or eBooks, other wise it could be an audio or video product.
 - Non writers often creating products by recording their thoughts and having them transcribed.
 - Others hold teleseminars where they interview a guest and turn the session into an information product. Sometimes they sell both the audio call and the transcript.
 - Others host webinars on topics of interest to their target market. They turn the webinar into a product.
 - As journalists, you're not only skilled writers, but you know how to interview folks, so this should be a no-brainer for you.
- Sales page (copywriting – takes time and talent to write. Expensive if you have to buy).
- Autoresponder – I use [Aweber](#). This service lets you capture names and email addresses so you can continue to promote to people who visit your website. You can get people to sign up by giving away a special report, ebook and or newsletter. Newsletters don't really get people excited these days, but a newsletter is a great way to stay in touch. The idea is to keep offering great advice, while periodically promoting whatever you are selling. An autoresponder lets you automate the entire process. (Signup for [Aweber through my link receive a free copy of Aweber Exposed -- 14 videos that will help you maximize your use of this valuable tool](#). (Most internet marketers consider their autoresponder the heart of their internet business.)
- E-cover and other graphics – could cost money if you have to hire someone to do it for you. Once you start building sales pages you will need to make them look as professional as possible. That will mean using headers, an e-cover or box for your product, and snazzy graphics such as check marks, arrows, etc. to highlight your sales message. (I can tell you where to get these. People who join my membership may get some of these products as gifts.)
- Clickbank, 2 CO, PayDotCom, or some other company to distribute your product
- Affiliate program to help you promote your product. If you use Clickbank, any of their many affiliates can promote your product.
- You may want to giveaway a free report like this one to promote your product.
- Help Desk or customer support.

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- PayPal account at the very least, and possibly a shopping cart and or merchant account. (If you join my membership site, I'll throw in video to show you how to open a PayPal account and setup PayPal buttons on your website or blog.

Part 3 Traffic

I promised earlier to tell you more about how to get traffic to your site or blog. This is a complicated subject that evolves with the Internet. Some of the ways people used to use to help people find their websites no longer work. Some of the methods that work today will not be effective a year from now.

Before I get into more detail on some techniques, here's a quick list of some of the more popular ways to drive traffic to a website or blog:

- Write and send ezine articles
- Create autoresponder sequences
- Write solo mailings
- Buy PPC ads
- Swap classified ads
- Interact at forums
- Market through communities (Myspace, Squidoo, etc.)
- Create viral videos (YouTube)
- Distribute free reports
- Cross promote
- Use polls and surveys
- Insert fly-in windows
- Send out newsletters

Essentially, there are two ways to drive traffic. Either you use Search Engine Optimization or SEO or you pay to get traffic to your website. A number of the strategies above help you achieve one of these two strategies.

As I mentioned earlier, SEO is a complex process that involves the use of keywords and keyword phrases. Those phrases need to be built into your website or blog title and description, also referred to as Meta tags. The description is the paragraph that comes up under the title on a search page that tells people what the site is about. It is a good idea to have your main keyword phrase in your domain name.

You can also use keywords in the alt tags (alternative text) you place on images for people who are blind or who turn images off on their web browsers. In addition, you need to use your keywords on your web pages in a certain density to reassure search engines that site visitors will find what they are looking for on the page.

And that's just the beginning. Getting ranked highly by search engines is a complex process. Google and other search engines try to serve the best content to people who are searching for information. They try to present the highest authority sites in the rankings first. Most searchers never get beyond the first page.

In many cases, there are millions of web pages that refer to specific keyword phrases, so the challenge is to be one of the sites that come up on the first page. In your

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keyword research, you will look for keyword phrases you can rank on if not the main keyword.

For example, if you are writing about dogs, you will have to compete with millions of other pages if you use that keyword. However, if your keyword is for a specific type of dog, ie, Boston terrier, you may compete with a smaller group of websites making it easier for your site to rank on that first page.

There are a number of keyword tools to help you with this research. Some of the best are available from Google free of charge. You can use [Google's free Keyword Tool](#) to not only learn which keywords get a lot of searches but also to determine the amount of competition a paid search would face for that keyword.

Keywords	Advertiser Competition	Local Search Volume: April	Global Monthly Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance				
website content writer	<input type="checkbox"/>	480	1,000	Add
website content writers	<input type="checkbox"/>	170	390	Add
Add all 2				
Download all keywords: text, csv, xls, excel, csv				
Additional keywords to consider - sorted by relevance				
web content writer	<input type="checkbox"/>	4,400	2,900	Add
freelance writer	<input type="checkbox"/>	74,000	60,500	Add
web site content writer	<input type="checkbox"/>	140	110	Add
site content writer	<input type="checkbox"/>	Not enough data	140	Add
writers	<input type="checkbox"/>	1,830,000	1,830,000	Add
web content writers	<input type="checkbox"/>	590	8,100	Add
writer	<input type="checkbox"/>	4,090,000	4,090,000	Add
travel writer	<input type="checkbox"/>	14,800	18,100	Add
copywriter	<input type="checkbox"/>	201,000	245,000	Add
website content writing	<input type="checkbox"/>	880	1,600	Add
technical writers	<input type="checkbox"/>	14,800	12,100	Add
content writer	<input type="checkbox"/>	14,800	27,100	Add
article writer	<input type="checkbox"/>	6,600	6,600	Add
website writer	<input type="checkbox"/>	3,600	3,600	Add
web writer	<input type="checkbox"/>	12,100	9,900	Add

Here's an example of a search using the Google Keyword Tool that shows some of the other keywords returned when I searched for website content writer. The third and fourth columns show search volumes while the green bars gives you an idea of how many AdWords advertisers are bidding on these keywords.

Even if you have the best keyword phrases around, that alone will not be enough to get you on the first page of search engine results or SERPS as they are sometimes called. With millions of sites out there, Google pays attention to the number of sites that link to your website as a way to determine how important you are as a resource.

To rank for most terms, you will need links coming into your website from higher ranking authority sites that are related to your niche. You're probably wondering how you pull that one off. It's a process but it is doable.

You write articles using your keywords that you distribute to article directories and other websites out there. Many of the article directories get a lot of traffic. Ezinearticles.com, for example, gets millions of views daily. Some 110,000 writers contribute articles on their topics that are optimized with their keywords. You can visit ezinearticles.com to learn more about how to setup an account, and how to write articles that will drive traffic to your website. The site offers great blog articles to show you how to do this.

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- Ezinearticles.com is the largest, but there are hundreds of other article sites where you can market your website or blog. Here is where you can find some of the other directories.
- www.ezinearticles.com
- www.goarticles.com
- www.amazines.com
- www.articlealley.com
- www.articlecity.com
- www.articledashboard.com
- www.articledepot.co.uk
- www.articlefinders.com
- www.certificate.net
- www.freesticky.com
- www.ideamarketers.com
- www.affsphere.com

You also identify high-traffic blogs in your niche and periodically post helpful, well-thought out responses that include your signature. That signature should include a link to your website or blog.

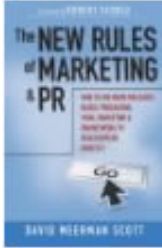
Another way to get links involves posting on forums in your niche. Do this carefully. Be for you post a single comment, join the forum and read other posts to get a feel for the forum. Become one of the members before you begin sharing helpful information. As a former journalist you should be able to provide special insight based on your years of interviews with experts and ordinary people. Be careful though, not to come across as a know-it all.

When you create a special report or information product, distribute a press release on and offline. Use sites like PressExposure.com, to distribute your press release free online. PressExposure.com is a companion site to EzineArticles.com.



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If your budget allows, pay the money to distribute a press release on PRweb.com, which will get you even wider distribution. Distributing a press release online with a link to your website or blog is a great way to generate back links from a high-traffic authority website.



When you distribute articles at Ezinearticles.com set it up so that each article gets tweeted on Twitter. Do the same at Aweber, so your newsletters and broadcasts get tweeted on Twitter.

The more vehicles you have working together, the more traffic you will generate. There are lots of others as well. To really understand why this works, read The New Rules of Marketing and PR by David Meerman Scott. You can read my review of his book [here](#).

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Getting Started

I'm not going to tell you that creating an Internet business will be easy. I've spent almost four years and more than \$20,000 learning about Internet marketing. It has sometimes been frustrating, time-consuming and not always lucrative. However, my struggle to create an Internet business makes it possible for me to offer you a shortcut.

I know what it takes to market a website on the Internet. I've been reading everything I could get my hands on and I have a thick notebook filled with valuable information that you can use to start your internet marketing business.

I am creating a **fixed-term membership site** where I will show you step-by-step how to promote other people's products as an affiliate marketer. My membership site will also show you how to develop your own information product – starting with small reports of 7 to 15 pages (like this one) and turning those small reports into more comprehensive projects.

If you sign up, you will receive one lesson a week by email for an entire year. My membership site will cost \$27 a month, which you can pay through PayPal, or with a credit card. People who would like to pay for the whole year upfront will receive a 20 percent discount.

In addition to the weekly, step-by-step lessons, you can email me with questions anytime. If I get the same questions from many participants, I will include the answers in an upcoming lesson. If the question is more specific, I'll send you an individual email.

I will also offer a special coaching program for people who need more individualized help with the process. We can talk by phone, at a rate of \$125 an hour.

This membership will come with a 30-day guarantee and you can cancel your membership at any time. But I am hoping you won't want to cancel when you see all the great material you're going to get.

I will offer bonuses for people who stick with me through the entire program. Those bonuses will include other eBooks, software and videos to help you learn and establish your own internet business. You will receive those bonuses at the end of each quarter with a giant bonus at the end of the 12-month period, as a reward for sticking with my membership site.

If you stop and want to restart later, you will need to start again from the beginning because the lessons are delivered in sequence by email through my autoresponder. Once you see this model for creating an information product that earns you monthly income, I am sure you will want to create a fixed-term membership site yourself. As you can see, I am practicing what I preach.

I don't think you could find a better guide. I have been immersed in this stuff and I can tell you about most of the internet marketers out there. You can learn from them if you want, but you will pay a lot more than the \$27 a month I plan to charge you.

Special Report for Displaced Journalists

Well, don't hurry too long. Newspapers are folding or cutting back daily. If you are still lucky enough to have your job, it's a good idea to start building your Internet business now. My lessons are designed to take you about three hours a week and will include assignments to make sure you make progress.

For those, who need or want an accelerated pace, I will offer a special package that front loads enough information to help you get started quickly. That package is my gift for having you join me in this special membership site.

Act now. For those who join me by **July 1**, (date could change) I am offering a special incentive. Sign up now and you can be building your new business quickly. At 3 hours a week, you will have time left over to look for a job or to do your job if you still have one.

[Click here](#) if you would like to receive priority notification by email when I launch my membership site.

You have my best wishes as you set a new course for your career.

Marcia Ming,
www.savvymarketingsecrets.com

If you didn't do so earlier, grab a copy of my other special report:

[How to Succeed in Affiliate Marketing: Secrets of a Highly Successful Affiliate Marketer](#)