

1HourWealth.com™

1HourWealth.com™

Presents ...

How to Make up to Seven Hundred Dollars or More on the Internet in Only 7 Days or Less!



By

Jerome Chapman

<http://www.TopEzineAds.Com>

[Click Here To Read This Book](#)

Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Introduction

You've read everything you can find about earning money online. You're sure that affiliate programs are THE way to go... you've signed up for a few programs, placed some banners on your site and a couple of ads in an ezine... so, why aren't the orders coming in?

Sure, you've received an order or two, but it's nothing like what you expected. And it's nothing like how well others claim to be doing. Wondering WHY? Asking yourself, "What's wrong with me?"

NOTHING!

There is nothing wrong with your approach... you just need to find the right program for you, and learn to target your approach - in other words, you need to discover how to work less and make more money! And this ebook is going to help you do just that.

My name is Jerome Chapman, and I'm here to share with you some of the most closely guarded, profit-making Internet marketing secrets known today! These little known tactics for making a profit online using affiliate programs and targeted marketing are sweeping the country like a cyclone!

I'll show you, for example, how you can use an affiliate program to Make Up to Seven Hundred Dollars or More in Only Seven Days or Less! This isn't a lot of hype. This technique has been proven to work. And I'm going to share it with you.

As a successful Internet marketing consultant since the age of 27, and the owner of <http://60MinutesToRiches.com/>, <http://1HourWealth.com/>, <http://www.a1moneymachine.com/> and <http://TopEzineAds.com/>, I think differently than most online marketers.

Maybe you've realized that most netpreneurs won't share their techniques and concepts with you freely. They like to keep them close to their hearts and their pocketbooks! They treat their advanced marketing knowledge like heavily guarded cybersecrets. But I'm here to let you view these cherished gems... and I'm even going to help you mine your own real and lasting Internet marketing gold!

Why? Because, frankly, I got tired of wasting my time on the Internet, spending lots of money and getting very little in return, while just trying to make a few bucks for myself. And I'm sure you're tired, too!

That's why the majority of the information I'm going to share with you in this informative ebook will teach you how to jump start your sales and increase your profits WITH LITTLE OR NO CASH INVESTMENT on your part!

That's right! I'm going to share with you some secrets that will begin to earn you a profit IMMEDIATELY! Even if you have absolutely NO CASH to work with. I'm going to show you how to use...

- Affiliate programs
- TARGETED Ezine Advertising
- Article Submissions
- Ad Swaps

- and more!

... to increase the number of qualified visitors to your website, which will increase the number of click-throughs to your affiliate programs, and ULTIMATELY will increase your sales!

So, click here to view the Table of Contents, or print this ebook for easy reading, then grab a cup of coffee and sit back in your recliner for the most exciting and profitable reading you've ever done!

Jerome Chapman

Jerome Chapman

TopEzineAds.com



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Table Of Contents

[Introduction](#)

[Affiliate Programs - What are They?](#)

[Types of Programs](#)

[Why Join an Affiliate Program?](#)

[Choosing the Right Affiliate Program](#)

[More About Affiliate Programs](#)

[Pre-Promotion Preparation](#)

[Setting Up Your Website](#)

[Putting Banners on Your Site](#)

[Choose Your Banner](#)

[What to Look for in a Banner](#)

[Banner Placement](#)

[Copy and Paste the Banner Code](#)

[Text Links](#)

[Upload Your Modified Web Page](#)

[Get Organized](#)

[Sample Affiliate Program Tracking Log](#)

[Promoting Your Affiliate Program](#)

[Swap Banner Ads](#)

[Member Banner Swaps](#)

[Start Your Own](#)

[Caution About Banner Swaps](#)

[Write Informative Articles](#)

[You're the Expert!](#)

[Another Tip - Use a Simple Article Creation Formula](#)

[A Different Kind of Article](#)

[How to Get Published](#)

[Contacting Publishers](#)

[Submitting Your Article](#)

[Publish Your Own Ezine](#)

[What to Include in Your Ezine](#)

[Other Options for Producing a Newsletter](#)

[Find Free Content on the Internet](#)

[Other Ezine Publishers](#)

[Targeted Marketing - Advertising in Other Ezines](#)

[How Do You Target Ads?](#)

[Is Ezine Advertising Effective?](#)

[Types of Ads](#)

[A Crash Course in Effective Ad Writing](#)

[Create a Mission Statement](#)

[Writing Ad Copy That Gets Attention](#)

[More Attention-Getting Ad Techniques](#)

[Put it All Together](#)

[The Most Powerful Words a Copywriter can Use](#)

[Sample Advertisement](#)

[Using a Sales Letter](#)

[Ad Swaps](#)

[Managing Your Ad Swap](#)

[Trouble-Shooting with Ezine Advertising](#)

[What Can You Do With All This?](#)



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Affiliate Programs - What are They?

It's been said that affiliate programs (also known as associate, referral, partner, or revenue sharing programs) are one of the fastest growing segments of e-commerce because they create mutually beneficial relationships for the original seller and for the partner or affiliate.

An affiliate program is simply a way for a company to sell its products or services using contract workers without the expense of full or part-time employees. An affiliate is essentially a commissioned sales representative. You sell the products and/or services for a particular company and you earn a commission on all sales.

The nice thing about affiliate programs is that the company handles all the order processing, billing, shipping, lost order tracking, etc. You simply advertise the product or service - using an affiliate tracking code so the company knows who sold the product - and collect your commissions.

Affiliate programs are available to you all across the Internet. You won't have a boss breathing down your neck or monitoring your coffee breaks. You don't have to make cold calls on rude people who don't know you and don't care to. You don't have to suffer endless hours of telephoning prospects. See why affiliate and associate programs are fast becoming one of the HOTTEST ways to make profits online quickly?



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Types of Programs

Original

Typically, for most affiliate programs, you simply place a banner ad, graphic or text box on your site or in your newsletter with a link to the vendor's site. If a visitor to your site clicks on the link and buys the vendor's product or service, you earn a commission. The vendor processes the order, handles collections and shipping, and then sends YOU, the affiliate, a commission check in exchange for promoting the seller's product or service.

Some programs don't even require a purchase for you to earn your commission - some pay for the referral itself! This type of program is known as a "click-thru," "pay-per-lead" or "pay-per-click" program.

This creates a win-win situation for you, the affiliate, and for the company! The seller gains access to a broader audience, and the affiliate gets an EASY way to make money - what could be simpler? Sometimes, an affiliate doesn't even need to have a website to get started... many affiliate programs provide the complete package.

There are also affiliate programs that pay you to refer other affiliates.

Two-Tier Programs

As affiliate programs have developed, new systems have emerged that allow you to earn money in other ways. Two-Tiered Programs are affiliate programs that pay you commissions for the sales (or leads) that you generate, BUT they also pay a percentage of the sales generated by affiliates that you refer to the program.

This allows you TWO WAYS TO MAKE MONEY - by selling products or services yourself, and by referring others to sell the products or services!

An example of a two-tiered affiliate program is the one I'm currently offering at <http://www.topezines.com/affiliate>

At [TopEzineAds](#), we pay you \$20 for every sale that results from your link to our site. THEN WE PAY YOU \$8 from every sale made by an affiliate that you sign up as a result of offering our program on your site!

Many of our affiliates are averaging one sale for every ten people, and earning up to \$200 for every 100 visitors to their affiliate site! And it's ABSOLUTELY FREE to get started... talk about a win-win situation! This is quickly growing into one of the largest two-tier programs available to site owners on the Net today.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Why Join an Affiliate Program?

There are several good reasons why anyone who owns a website should consider joining affiliate programs:

1. Someone once said that "Content is King" in regard to web pages. If you want visitors to your site to become repeat visitors to your site, you need to make sure that you have interesting content. Affiliate programs provide news and information to help your visitors.
2. Affiliate programs allow you to add additional services to your site, while maintaining the theme of your own goods and services. By adding more value to your offerings, you will entice your visitors to come back more often.
3. Most Affiliate Programs are free to join, so you have nothing to lose by adding them to your site.
4. Finally, and most importantly, according to Jupiter Communications, "by 2002, 24 percent of the \$37.5 billion of consumer transactions on the Web will be generated from affiliate programs." This means that, within the next two years, \$9 billion dollars in online sales will be attributable to websites with Affiliate Programs!

I want to be part of that action! Don't you?



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



[Table](#) | [Home](#) | [Special Notice](#)

Choosing the Right Affiliate Program

The key in choosing an affiliate program to promote is in choosing the right one. In order for your affiliate program to be successful, you need to select one that complements the content already on your site.

If your website is about gift baskets, you'll want to choose an affiliate program that would be of interest to the gift-givers who visit your site. If your site offers information for golfers, you'll want your affiliate program to offer products for golfers. If your site is for Internet marketers and online businesspersons, you'll want your affiliate program to be something that will interest your audience. Get the idea?

There are many generic affiliate programs that offer products or services that appeal to a wide general audience, especially business owners, but that would fit on most any website. And since most affiliate programs are free, you can sign up for several and promote more than one at a time. An example of a FREE affiliate program for a general Internet business audience is the one at <http://www.topezineads.com>.

Once you've decided on the type of program you want to incorporate into your site, ask yourself the following questions:

1. Are there Terms and Conditions attached to the program? If so, do I understand them, and can I abide by them?
2. Is the program understandable... does it make sense? Does the seller make the offer clear?
3. Is there a commission for all sales? Is it, and the process under which it is paid, acceptable to me? For example, some affiliate programs pay only after a certain dollar amount sales level is reached - is that acceptable?
4. How do I receive notice if I make a sale, and do I have access to tracking statistics for this program? Successful programs always have some way for you to gauge your marketing efforts and keep track of the sales you are making.
5. What kinds of support materials are available to me? Many affiliate programs offer banners, ezine ads, sample testimonials and endorsements and other promotional items.
6. Does the seller provide a banner, or HTML code to easily place the info on my website? Better yet, does the seller provide sample ads for my use, or a sample sales letter?
7. Finally, and most importantly, do I believe in the product?

No differently than in your everyday business life, it's vitally important that you have a passion for the product or service that the Affiliate Program offers. This will ensure your motivation to promote it to your visitors!

Let's take a look at how [TopEzineAds](#) stands up to the challenge that those questions pose.

Terms and Conditions

[TopEzineAds](#) Terms and Conditions are clearly defined on the website. There are only four points, and they are common to many affiliate programs:

- The terms of the affiliate partnership
- Ways in which the agreement can be modified
- Limitations of liability
- An agreement that you've read and understood the terms

Clear Offer

[TopEzineAds](#) is a two-tiered affiliate program, and the commission percentages for both direct sales and signing up other affiliates are clearly stated.

Tracking

The Online Marketing Money Machine affiliate program at [TopEzineAds](#) includes FREE tracking software.

Support Materials

Banners, sample ads, testimonials and a sample sales letter are all part of the package at [TopEzineAds](#).

Looks like this affiliate program passes the test with flying colors!



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

More About Affiliate Programs

If you would like to learn more about affiliate programs in general, before I tell you more about one of the best opportunities on the Internet today, follow some of these links for more general information!

Definitions Relating to Affiliate and Associate Programs

http://www.affiliates4cash.com/Affiliate_Definitions.html

More Information about Affiliate and Associate Programs

<http://www.affiliates4cash.com/>

Directory of Affiliate Programs

<http://www.affiliate-programs-directory.com/>

About.com's Affiliate Program Information

<http://sbinformation.about.com/smallbusiness/sbinformation/msub68.htm>



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Pre-Promotion Preparation

Now that you've found the best affiliate program for you, you'll need to find ways to promote it to others. Without proper promotion, no one will be able to find your terrific program or even know it exists. You'll want to promote it as widely as possible for the greatest exposure and to create the greatest profit.

Use Your Signature File

One of the most immediate ways to promote an affiliate program is by including information about it in the signature at the end of your email messages. Most email programs allow you to create a signature file, which is then attached to all of your outgoing email messages automatically. Many programs are effectively promoted in this manner. It's inoffensive, unobtrusive and it has the feeling of an endorsement since it's basically coming from someone the reader knows.

Sample Signature File

Jerome Chapman

Don't Delay! Get your "Online Marketing Money Machine" at
<http://www.topezineads.com/>

Create a "P.S." for Your Outgoing Email

Similar to a signature file, a P.S. in your email capitalizes on the fact that people will ALWAYS read a postscript at the end of a letter. Instead of creating simply a signature file, your "signature" would have a P.S. marketing message attached.

Sample P.S. Message

Jerome Chapman

P.S. - I've already helped HUNDREDS of people earn THOUSANDS of dollars in my affiliate program. Wouldn't you like to join them? Find out how at
<http://www.topezineads.com/>

These are just two small ways you can get the word out about your affiliate program. Of course, you also need to include information about your program on your website.





1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Setting Up Your Website

Once you've chosen a program to participate in, you'll of course want to include information about it on your website. So, how will you make sure that your affiliate program stands out on your site?

The most obvious choice is to have a clickable banner that takes the reader to the affiliate program website with the purchasing information.

The original merchant, who sends you the HTML code to place it on your page, usually provides this banner. Some merchants have a choice of banners or buttons from which you can choose. Be sure to select one that complements your site, or is esthetically pleasing to your site visitors. If you click on the banner I've provided at the top of this page, for example, it will take you to the place on my website that explains the [TopEzineAds](#) affiliate program.

You'll want to place your banner for your affiliate program in a really conspicuous place on your website. The more visible it is, the more response you'll get.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Putting Banners on Your Site

Anyone with a text editor can place banner code into a web page, but in case you're not a technical person, or you've never done it before, let's take it step by step, so you can see just how simple it is. For ease in explanation, and to have a concrete example, we'll use the [TopEzineAds](#) affiliate banner and banner code for our sample.

By the way, you may have read information online about the ongoing debate as to the general effectiveness of banner ads. While folks are out there talking about it, I'm here doing it, making money using them, and showing you how you can, too! So if you want to join the debate team, you'll find plenty of places online to jump into the discussion. But if you want me to show you how to make seven thousand dollars in seven days or less, keep reading!



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Choose Your Banner

Visit the website that contains the banner code. For our example, that's <http://www.topezineads.com/banners.htm>. Simply select the banner you'd like to display on your site. Be sure to choose a banner that fits the "décor" of your site - one that matches the color scheme and overall design will give you the best results.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

What to Look for in a Banner

According to industry experts, a good banner should contain several elements. Think about these as you are deciding on which banner to display:

- Good banners must contain an attention-getting element, a call to action and a reason to click through.
- Bigger is better. Although there seem to be standard acceptable banner sizes, it has been proven that the bigger the banner ad, the more likely it will be clicked.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Banner Placement

Several online studies have been done regarding the best place(s) to place your banner ad on your web page(s).

1. The most recent finding seems to be to put banners in the lower right corner of the page, nestled down next to the two scroll-bar arrows.
2. Another consideration is to put them on your home page, if possible - banners placed further inside websites generally don't do as well.
3. If placing a banner in the lower right corner doesn't work well with your site design, the next most effective place to get readers attention is to place your banner centered at the very top of the page.
4. It's also been determined that if you place important content between two banners, the banners (which can be identical, by the way) will get greater attention. So, you might want to try one banner at the top of your page, and one banner at the bottom.

For more complete information about banner ad placement, you might want to look at a well-documented, detailed study conducted by webreference.com.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Copy and Paste the Banner Code

Okay, you've decided which banner to use, and you've determined the best place to put it on your website. Now, you'll need to copy the code. Highlight the banner code using your mouse and copy the text to your clipboard.

The easiest way to do this is to place your cursor on the first letter of the code, hold your left mouse button and drag your mouse to the last letter of the code. Click your right mouse button. Click copy. You now have the code available for placing in your document.

For example, copy the code for the first banner shown.

```
<A href="http://www.topezineads.com/cgi-bin/affiliate/b.cgi/xxx/"></a>
```

To paste the code, simply open your web page in a text editor program. There is a great shareware program called TextPad, which is available for free download at .

Place your cursor in the place you'd like your banner to appear. Then paste the code. The simplest way is to click your right mouse button, then click paste. Your banner code is in place!

Include YOUR Affiliate ID!

This is the most important step in placing banner or text links on your website! Be SURE you include YOUR affiliate ID in place of the X's shown. Otherwise, you won't get credit for the sale! For example, if your ID is 688, your code would look like this:

```
<A href="http://www.topezineads.com/cgi-bin/affiliate/b.cgi/688/"></a>
```

Your affiliate code is what allows the affiliate company's software to track your sales, so be sure it's included in every link and banner you put on your site. And be sure it's correct!

Sample Banner

This is what you'll see:



Now, when anyone clicks on this banner, they'll be taken to YOUR affiliate page and if they sign up, YOU will receive \$20 for the sale! What could be simpler?



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Text Links

Alternatively, if you don't want banners on your site, or if you don't like the ones provided, you can provide a simple text link to the site. If you place ezine ads, or want to include a testimonial or endorsement for the program, you'll want a text link, as well.

Sample Text Link

[TopEzineAds](#) will let you average up to \$200 for every 100 visitors! Instead of using a banner, clicking on this text takes you just as easily to the affiliate program information.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Upload Your Modified Web Page

Once you've made the changes to your web page, you must upload it to your server so that others can see it and click on it to earn you cash! Using an FTP program, such as WS-FTP, which is available as a free download at http://www.ipswitch.com/downloads/ws_ftp_LE.html



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Get Organized

You may have enthusiastically signed up for more than one affiliate program. If so, you'll need to make sure that you organize yourself before you begin to promote them so you'll know where your ads and banners have been placed and what type of response you're receiving from each ad or banner.

Setting Up Folders

A simple way to do this is to create a separate email or file folder for each program to which you belong.

Create a new folder in your email program. Be sure to file all contact information about that affiliate program there, including:

- the merchant name and contact information

- the website to which you must send your visitors to earn credit

- your affiliate ID and password

- links for members only or affiliate pages of the website where you can find banners and text ads

- payment information, so you can easily determine at a later date how much money you're making and if the program is worth your time

- newsletters or correspondence from the company

You might also create a table using your database, spreadsheet or word processing program that will help you track each program to which you belong.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Sample Affiliate Program Tracking Log

PROGRAM	CONTACT	ID/PASSWORD	PAYMENT INFO	MISCELLANEOUS
TopEzineAds.com	Jerome Chapman	12345 / mybrat	\$20 per sale - monthly \$8 per affiliate sale	XXX

You may decide to select only one affiliate program to focus your initial promotional efforts on, so that you can track what's working and what isn't in your marketing efforts. For example, you can start with the [TopEzineAds](http://www.topezineads.com) program at <http://www.topezineads.com> and expand to other programs as you choose later.

Now that you have a method to keep track of your programs, let's look at other ways of promoting them!



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Promoting Your Affiliate Program

So far, we've have created a signature file or a P.S. file to promote your program in every email you send, and have installed an affiliate program banner on your website so that interested people can click-through to learn more about your program.

What else can you do to tell people about this exciting opportunity you've found? Let's consider other tried-and-true methods that have worked for other Internet marketers.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Swap Banner Ads

One FREE way to get your banner ad out to the Internet public is to participate in Banner Exchanges or rotations. There are three basic approaches that you can look into:

In its simplest form, a banner exchange or swap can be set up by approaching other people you know who have websites that target your market, and asking if they would consider putting your banner ad on their website in exchange for placing their banner on yours. Small and home-based business websites target a wide range of individuals, so almost any business can find a variety of sites to approach about banner swaps. You will want to be sure that the products offered are not competitive, and of course, try to negotiate placement of your banner in an effective spot!

A little more complex, and not quite as effective, is participation in commercial banner exchanges. You might want to check out a few of the more popular networks:

[Link Exchange](#) is the most well-known banner exchange program. You won't surf the web for many days before coming across a Link Exchange banner.

[Traffic Exchange](#) is a free service created to drive traffic to your website. The way it works is simple - you display banners on your website for other members in the network and they display your banner on their website in return.

[HyperBanner](#) helps you exchange banner ads with other businesses around the globe. This is a powerful method of attracting Web traffic. Sharing banners on your site instantly gains your banner access to free advertisements on the websites of others.

Many commercially based banner swap programs allow you to use more than one banner design, give you tracking software, and allow you to choose the kinds of sites you want your banner displayed on (again, so you can reach your target market). In addition, you can usually choose the kinds of banners you're willing to display on your page (so you are not compelled to display any banners that may be offensive to you, or in competition with your site).



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Member Banner Swaps

Also, many online communities offer free in-house banner rotations in which you may be able to participate. For example, if you are a work-at-home mom (WAHM) and a member of discussion groups or email lists with others in the same category, ask if there are banner rotations for members.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Start Your Own

Can't find a banner exchange that suits you? Start your own! Approach other sites with a similar target market and ask them if they'd be interested in swapping banner ads with you.

Sample Banner Swap Proposal

Dear [list owner],

My name is Jerome Chapman. I publish [ezine name] and would like to propose a banner ad swap with you. My website currently gets [number] of visitors every [day, week, month, etc.]. I believe our target audience is the same and a swap would be beneficial for both of us. I could insert your banner in rotation at my site, if you will do the same for me and notify me when my banner will be placed.

For your convenience, here is the HTML code to add my [size - 460X80, animated or non-animated, etc.] banner to your site.

---BANNER AD START---

[HTML code]

---BANNER AD END---

If you would like to swap, send me your comparable size banner. I hope to hear from you soon.

Jerome Chapman
TopEzineAds.com



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Caution About Banner Swaps

Hopefully, you realize that not all banners are created equally. Many banners are large graphic files which will load slowly and increase the download time of your website. Others are of shoddy workmanship. Still others promote scams and pornography. You'll want to be selective in, not only the style of banners you place on your website, but also in the programs that they advertise.

Also, placing more than two banners - one at the top of the page, and one at the bottom of the page - gives your website an amateurish and unprofessional look and should be avoided at all costs.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Write Informative Articles

One of the most effective promotional tools available to you as an affiliate is writing free articles that you can post on your website, publish in your free newsletter or submit to other ezine publishers for reprint.

You'll want to be sure that you include a resource box with every article you submit for publication and that you don't allow anyone to publish your article without it. Your resource box is your payment for providing them with free content for their publications. Your resource box should include the following:

- Your name, email address and/or your website URL
- Copyright information
- A short biography

The purpose of a resource box is to entice readers to visit your website to learn more about you and your products and services, and hopefully, to encourage them to buy from you!

Sample Resource Box

© 2000 Jerome Chapman. All rights reserved. Jerome Chapman is the owner and webmaster of <http://www.topezineads.com/>, and a recognized Internet marketing professional who can help you earn up to \$200 for every 100 visitors to your website!

You might want to include subscription information for your ezine, if you publish one, or affiliate program information, or other special offers that you have for the reader.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

You're the Expert!

The most important thing to remember when writing articles for your newsletter or for others is to write about what you know!

If your site is about growing peonies, then write about growing peonies... YOU KNOW about soil conditions, how to prepare for various weather conditions, when to clip the blossoms, etc.

If your site is about car repair, DON'T write about playing tennis... unless you happen to be a closet pro and you want to attract tennis players to your website.

By writing about what you know, you'll quickly establish yourself as an online expert and your writing won't sound stilted or forced. It will sound natural and authoritative and will give your readers confidence that you know of which you speak.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Another Tip - Use a Simple Article Creation Formula

It's been said that people need to hear something three times before it soaks in to their consciousness. So when you're writing your article...

1. Tell them what you're going to tell them. In other words, give an overview of the topic you'll cover.
2. Tell them. That is, deliver on your promise of providing them with some particular information.
3. Tell them what you've told them. Review the information you've covered in a wrap-up sentence or paragraph.

Still not confident that you can write articles of interest to your audience? Use a simple, yet effective article template.

This sample article outline was adapted from a formula developed by [Dr. Kevin Nunley](#), a professional writer and well-known Internet marketer. It should help you create quick, simple copy for your newsletter.

1. Point out a problem the reader has.

For example, in an article about green practices in recreational boating, you might say, "Most boat bilge pumps come on automatically from time to time, spilling the contents of your boat's bilge - oil and other motor by-products - into open waters."

2. Make the problem seem worse.

"Bilge-pumping has been found to be seriously detrimental to marine life, and many boaters and marine yards are frowning on it. Legislation exists to provide green guidelines to boaters."

3. Suggest one to five solutions.

"You may not be able, or willing, to stop your bilge pump from coming on automatically, but what you can do is keep your bilge cleaner. By using specially-made absorbent sponges, which can then be disposed of at appropriate waste facilities, you can cut down on the damaging fluids being pumped into open waters. Another way to clean up your bilge is...."

4. Sum up your information, and end on a positive note.

"This article has discussed ways to practice environmentally-sensitive methods of taking care of your boat. There are many products on the market today to help you in your quest to go green. "

Still don't think you can write articles? Hire a professional to ghostwrite your articles for you, or even draft your articles and hire an editor to polish them. There is more than one solution to that problem... ANYONE can be a successful online publisher if s/he desires!



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

A Different Kind of Article

Instead of writing generic articles within your area of expertise and tying them to your affiliate program in order to bring traffic to your site, you can also write articles about the affiliate program itself and how it works for you, or how successful it is.

This kind of article is called a review, and may be suitable for publication in a wider range of ezines than simply a general affiliate marketing article. For example, computer or Internet-related ezines may be interested in an affiliate program review. Be sure you don't simply write a sales letter, however.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

How to Get Published

Keep in mind that the purpose of providing articles to other websites or ezines is ultimately to drive traffic to YOUR site, through your resource box, where you'll include information about your website, ezine or affiliate program. In order to do that, though, you must first provide interesting content in your area of expertise to another Webmaster.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Contacting Publishers

You'll need to find ezine publishers who will be open to receiving your articles or reviews for possible publication. There are numerous online ezine directories where you can search to find other ezines in your topic area. Start with these to locate publishers who may need content to satisfy their readers' quest for information.

E-Zinez

<http://www.e-zinez.com/>

eZine Search

<http://homeincome/search-it/ezine/>

TopEzineAds

<http://www.TopEzineAds.com/>

eGroups

<http://www.egroups.com>

Topica

<http://www.topica.com/>

ListBot

<http://www.listbot.com/>

There are many more ezine directories available online. Read *Over 65 Places to Promote Your Ezine* by Darlene Bishop for more ideas, or do a search on ezine directories in your favorite search engine.

Once you think you've found a list of appropriate publishers, visit their websites. Look through the archives (a catalog of back issues) to see what kinds of articles they have published in the past. Search for submission guidelines on the website. If none are listed, send a personal email to the editors, asking if they accept article submissions.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Submitting Your Article

Many editors won't read an unsolicited article, so you will do better to contact them first before simply submitting your articles. Otherwise, they may just delete your messages or ignore them and you'll be wasting your time.

Once you've located appropriate ezines, email them a simply note asking if they accept article submissions and if you could send them an article for possible publication.

Sample Article Submission Request

Dear [publisher - address this person by name if known]:

My name is Jerome Chapman and I have recently written an article about [insert the subject here, for example Internet marketing] that I would like to submit to you for possible publication in your ezine.

After visiting your website and reading your ezine archives, I believe my writing would match your readers interests very well.

Do you accept articles from other writers? If so, do you have specific guidelines, or may I send you my article for consideration?

Thank you for your time. I look forward to hearing from you.

Jerome Chapman
TopEzineAds.com

You will then want to create a mailing list of all publishers who have agreed to review your articles for publication. Then, as you write new articles, you can simply dash them off to each publisher - or to the entire list - and gain the greatest exposure for your efforts.

Be sure to allow the publishers the option of opting out of your publishers list at any time, however. You never want to be accused of SPAM.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Publish Your Own Ezine

Writing articles for others, in exchange for promoting your website or affiliate program, is only one small way to drive traffic to your site.

But instead of writing articles for others, some site owners have found that one of the single best ways to market a website is to create your own in-house newsletter or ezine.

You can build up your circulation by providing useful information to your readers, by making special offers, and by letting visitors know of updates to your site.

Here again, "content is king," so it is vital that your newsletter be full of interesting news and info, and that your visitors have opted in to your mailing list. (That means that they've left you their email address and agreed to be placed on your mailing list.)

In addition, a newsletter allows you to keep your name in front of your target audience on a regular basis, and gives you a forum to promote your affiliate program, and other additional ads, for more revenue.

Whether you publish weekly, bi-weekly or monthly, an ezine can become a valuable resource to your readers; they will look forward to receiving it regularly and remain loyal subscribers.

So you can see that creating a newsletter for loyal visitors to your website is really a way to develop a relationship with them... which, in turn, is the first real secret to Internet marketing - loyal visitors who become loyal subscribers will often become loyal purchasers!

So how do you go about creating an ezine?



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

What to Include in Your Ezine

What should you include in your ezine? Remember that your goal is to get your subscriber to read your publication - you'll want to include useful information and special offers that your readers won't find anywhere else. For example:

- Original or fresh articles on your chosen topic
- Quick tips and hints about the topic
- Reviews (products, books, software, websites, other ezines, etc.)
- Free product trial offers
- Links to websites and other products of interest
- News about trends in your industry
- Interviews with other experts
- Subscriber only specials on your products and services

Once you know your target audience, and you know what they like, you can come up with countless ideas for what to offer them. And don't forget to include information about your affiliate programs, and an invitation to visit your website to sign up!



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Other Options for Producing a Newsletter

You've decided you really are not cut out to be a writer? Well, don't let that stop you from producing an ezine for your readers! There are at least three other options available to you!



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Find Free Content on the Internet

While original content is best, there is lots of available fresh content suitable for any website owner's needs, and it is often FREE. Some of the most popular places online to find free content are:

EzineArticles.com

<http://www.ezinearticles.com/>

Article Resource Association

<http://www.aracopy.com/>

WriteBusiness

<http://writebusiness.com/>

Robin's Nest

<http://www.robinsnest.com/articlelst.html>

World Wide Information Outlet

<http://certificate.net/wwio/>

The Web Source

<http://www.web-source.net/>

eGroups

http://egroups.com/group/article_announce



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Other Ezine Publishers

Other ezine publishers will often share articles with you, in exchange for a byline and a resource box. If you do a search on your topic and find articles that interest you, simply visit the author's website to determine if reprint rights are available, or email the author directly for permission to use the article you liked.

If you do reprint someone else's articles, always make sure you have permission, and be sure to include the author's byline and resource information, as well as copyright information. In addition, through mailing lists and newsgroups, you may be aware of authors who are willing to share their articles in exchange for a plug for their business. Put some thought into what you are publishing and whether or not you want to promote someone else's business, but consider it an option, in any case.

Professional freelance writers are also available online. You can search for "freelance writer" or "ghostwriter" to begin the process of finding someone with whom you can build a rapport to work with. Make sure you gather enough information to compare rates, styles and professionalism. Then hire someone else to write for you!

Now, you're on your way to driving more traffic to your site by providing your expertise to others with the ultimate goal of advertising your products and programs as an online expert! But first, you need to learn to TARGET your marketing to the appropriate audience.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Targeted Marketing - Advertising in Other Ezines

Targeting your marketing efforts simply means determining very carefully whom you want to reach, and then finding appropriate ways to reach them.

It would be easy to simply send out your article, or your message, to every publication that you can find. But that wastes your time and possibly the publisher's time as well - and it could be detrimental to your efforts in the long run, particularly if others think your message is junk email, or worse, SPAM.

Why is it a waste of time?

At the very least, it's lousy communication.

- It may not reach the people who could be genuine prospects - potential publishers of your articles, or buyers of your services or products.
- It doesn't attempt to solve the reader's problem, which we've already determined is a key marketing technique.
- It offers the least amount of response, which means you must put more effort into reaching prospects and get a smaller return. That's definitely not working smarter.

In order to reach as many appropriate readers as possible, it may be useful to break down the larger market (i.e., everyone) to more manageable groups - for example, according to geographic area, age groups or industry. This will help your message stand out from the crowd, and will help you target your articles and promotions to the specific needs of the folks you want to reach.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

How Do You Target Ads?

Targeting your advertising requires determining whom you want to reach with your ads and finding ezines that reach that market group. For example, if you want to sell your product to small business owners, you would look for ezines related to business, Internet marketing, website promotion, etc.

To then find those ezines, you would search the ezine directories for publications in those topic areas.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Is Ezine Advertising Effective?

According to well-known Internet marketing sources, somewhere between \$3-5 million dollars was spent on Internet advertising during 1999. Smart marketers wouldn't be spending that kind of money if ezine advertising weren't EXTREMELY effective!

Before we discuss the types of ads you can place, there's one more set of criteria to cover regarding how to decide in which ezine you should advertise, which will help you figure out the potential for your ad effectiveness.

Criteria for Selecting "Good" Ezines

1. Make sure that you, personally, like the ezine... Is it well-written, informative, and interesting? Does it flow well? Chances are that if you like it, others will, too, and it will be a well-read publication.
2. Is the subscription base 100 percent opt-in? That is, did all of the subscribers choose to be on the mailing list for the ezine, or did someone harvest the email addresses and sign them up without their consent? You DON'T want to participate in SPAM, so be sure that the ezine's subscribers are willing participants!
3. Is the content of the ezine related to your product or service in some way? You only want targeted readers to view your ad.
4. Is the ezine content original? Does the ezine appear uncluttered? If it is "too much" or uses "rehashed" articles, it is less likely to be read. If you've seen the articles elsewhere, chances are the other readers have, too.

So, when you realize what makes a good ezine, and you find an ezine in which you'd like to place your ad, it's time to consider the different kinds of ads.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Types of Ads

There are three different categories or types of ads generally available in ezines:

- Classified Ads
- Sponsorship or Top Ads
- Solo or Exclusive Mailings

Classified Ads

These are typically a 5 or 6-line ads, which are often placed at the bottom of an ezine in a group, much like the classified section of your local newspaper. Classified ads may be the least effective form of ezine advertising, as some readers have a tendency to just skim through them; on the other hand, lots of readers look specifically through the classified section.

Sponsorship or Top Ads

Sponsorship ads usually stand out from the ezine copy by being placed at the top or bottom of the ezine, and sometimes by being "framed" or underlined. Most ezines sell only one or two sponsorship spots per issue. An example of a sponsorship ad might look like this:

This issue of [Name of newsletter] is SPONSORED BY TopEzineAds, <http://www.topezines.com/>. Owner Jerome Chapman invites you to check out his highly lucrative and successful affiliate program for ezine publishers - find out how YOU can earn \$700 or MORE in Only 7 days or LESS!

Sponsorship ads are usually more expensive than classifieds, but they typically generate a greater response and are worth the additional expense.

Solo or Exclusive Mailings

Exclusive or solo ezine ads are one-time-only mailings that are sent separately from the regular newsletter or ezine. They often include an endorsement of the product or service by the publisher or list owner. This is definitely the most effective form of ezine advertising because it is a stand-alone testimonial to your product or service. When you place Top/Exclusive ads, you automatically stack the odds in your favor for getting instant targeted traffic to your website!





1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

A Crash Course in Effective Ad Writing

Even if you publish your own ezine, you may still want to run ads about your affiliate program in other ezines to gain more exposure for your program.

Before you place any kind of ad, you need to think about what to say. It's important to learn to write a KILLER ad for your product or service to make your advertising effective and to get the greatest response.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Create a Mission Statement

In order to narrow down exactly what product or service you have to sell to your audience, write a short mission statement for your business. Think in terms of the standard reporter's questions - the five W's: Who, What, Where, When, Why - and add the H - How.

Sample Mission Statement

[TopEzineAds](#) was created to provide ezine publishers and Internet marketers with an abundant resource of ezines that accept top, solo and sponsor advertisements, including sales and swaps, in addition to marketing booklets and other special offers, plus a profitable affiliate program to help online business people create their own wealth in the shortest time possible."

This allows you to begin to focus in on what you have to offer.

Once you've determined your goals for your business and written your mission statement, put yourself in your readers' shoes.

What BENEFITS will your reader or prospect find in doing business with you?

Write down every benefit you can. This creates the second part of your mission statement.

Sample Benefit Statement

Becoming a member of the [TopEzineAds](#) community will help my readers:

Save time

Save money

Build their online business

Gain new ezine subscribers

Have access to important research statistics and proven marketing information

Work less and earn more

In order to create an effective ad campaign, you'll need to learn some of the copy-writing secrets that Internet marketing experts have known for a long time. I'll share those secrets with you now so you can get started WRITING KILLER ADS!







1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Writing Ad Copy That Gets Attention

You already have all the information you need, contained in your mission statement and benefits list. It just needs a little enhancement! Here are two of the most well-known techniques for writing ad copy that gets attention:

1. Use "action" words. It seems to be human nature to respond at a gut level to verbs! Words like discover, build, find and create will get your readers attention.
2. Incite the reader to action by using what's known as command copy. TELL the reader to DO SOMETHING: "Act now!" "Move on this offer quickly!" and "Click on this link to order you copy today!" are all examples of powerful and effective command copy that you easily can incorporate into your ads.
3. Create a picture or image in the readers mind. "Want to make buckets of money?" "The sun is setting on another dismal day... another day that only saw three hits on your website. Don't sit there waiting for another minute!"

Incorporate these tips when you write your ad copy, and you'll almost be able to watch your readers ears perk up!



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

More Attention-Getting Ad Techniques

Depending on the size of your ad, there are numerous other ways to get the reader's attention.

Use Testimonials

You can talk all day about how wonderful your product or service is, but you run the risk of being seen as tooting your own horn if you do, and no one likes a braggart. Instead, ask someone who has purchased from you to write a few sentences about what they think of your product or service, or how they have benefited. Getting someone else to blow your horn is much more effective than doing it yourself!

If you do this, be sure your client understands that his or her quote will be used in your advertising, and get permission before you use it. Offer a link to their websites and you'll have plenty of volunteers who'll offer to let you use their original endorsements of you and your products.

Provide New Information

If you can, tell your readers something they don't already know. For example, at the beginning of this ebook, I mentioned that within the next two years, \$9 billion dollars in online sales will go to websites with Affiliate Programs! You probably didn't know that already.

Use Headlines

There are essentially three types of headlines - like those that you see on the front page of your morning paper - that are adaptable for use in ezine ads. Three basic headlines are used to pull readers into newspaper stories and the same type headlines will pull readers into your ads. Adapt these for use in your ad copy, and watch the responses roll in!

Ask a Question

For example:

"Would you like to hear how I made \$700 in seven days... with no cash outlay?"

Break the News

For example:

"Amazing Scientific Formula Creates Unprecedented Opportunity for Ezine Publishers!"

Share your Expertise

For example:

"I'll show you how to make \$700 an hour with one simple letter!"



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Put it All Together

Finally, combine your great headlines with these no-holds-barred methods from the masters of attention-getting ad copy.

- Show your enthusiasm. Excitement sells!
- Use short sentences and easy-to-understand words. Did you know that even the New York Times gears most of its writing to about a 15-year-old's English language level?
- Become an authority - you already are one, and your ad copy should instill your buyer with confidence in YOU!

There is only one more thing you need to know before you start writing dynamic ads... that is something Internet marketing experts already know.

What is this gem that marketers don't often share?

That there are certain words in our language that bring an emotional response from us when we read them... and YOU can use these words to give YOUR ads and articles greater impact and emotional appeal, and to make them much more persuasive!

For example, the word "FREE" is probably one of the most powerful words in the English dictionary!

What are some other words that work on an emotional level? How about breakthrough, money, easy, cash, discovery? There are many more! In fact, here is a list of 175 words that will practically force your customers to respond to your ads.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

The Most Powerful Words a Copywriter can Use

abracadabra
absolutely
accurate
advantage
aggressive
already
amazing
annihilate
approved
attractive
authentic
bargain
beautiful
better
big
bonus
celebrate
challenge
colorful
colossal
commanding
complete
confidential
convenient
crammed
delivered
dependable
direct
discount
easily
effective
electrify
enchancing
endorsed
enormous
essential
everlasting
excellent
exciting
exclusive
expand
experienced
expert
exquisite
extraordinary
extravagant
famous
fantastic

fascinating
foolproof
force
foremost
fortune
full
gallant
gargantuan
genuine
gift
gigantic
golden
greatest
guaranteed
helpful
highest
honor
huge
hypnotize
immaculate
immediately
impressive
improved
incredible
indescribable
informative
inspect
instructive
interesting
invincible
largest
latest
lavishly
liberal
lifetime
limited
limitless
lowest
magic
magnificent
magnify
mammoth
matchless
maximum
miracle
noble
noted
odd
outperforms
outstanding
overpower
personalized
pioneer
popular
powerful
practical
preferred
private
professional
profitable
profusely
prosper
proven
quality

quickly
radiant
rare
recommended
reduced
refundable
reliable
remarkable
revealing
revolutionary
scarce
scorecard
seasoned
secrets
security
selected
sensational
simplified
sizable
skilled
solid
sparkle
special
spirit
startling
stimulate
strange
strong
sturdy
substantial
successful
superior
surprise
tantalize
tempting
terrific
tested
timeless
trailblazer
tremendous
turbocharged
ultimate
unconditional
unearth
unique
unlimited
unparalleled
unprecedented
unsurpassed
unusual
urgent
useful
valuable
wealth
weird
whopper
wonderful
wondrous
you

Use as many of these emotion-laden words in your ad copy as possible, and especially combined with each other, and you'll create unstoppable ads that get the results you crave!



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Sample Advertisement

Here is an example of an ad that works for me, using all of the techniques I've described.

Want to make buckets of money? (Headline; creating an image) Discover (action word) the secret (emotion word) to increasing your website sales by 1700%! "Absolutely astounding profit potential!" says Eric L. of Delaware (testimonial). Click here now (command copy) - learn more at !

What Makes This Ad Work?

It has all the elements we've just discussed. Take a look...

It has a headline that creates an image:

Want to make buckets of money?

It uses action words:

Discover

It uses emotional words and phrases:

the secret

to increasing your website sales by 1700%!

"Absolutely astounding profit potential!" says Eric H. of Delaware.

It uses command copy:

Click here now- learn more at <http://www.topezineads.com/>!



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Using a Sales Letter

Here's another example of a complete sales letter I've successfully used, with all the elements of an attention-grabbing ad.

(subject line)

Important Time Sensitive Announcement

(body)

Dear Friend,

If you're scratching your head wondering how YOU can tap into the huge bundle of money being made on the Internet... OR... you have a website that just isn't making money... I have personally found a program that makes Internet wealth as simple as following a few easy steps.

The incredible new *Online Marketing Money Machine* shows you how to increase your web sales by up to 1700% or more in just a little over two weeks.

This one works! I used this simple system to quickly increase my web sales by over 1,840% in only 17 days. If you have a web site on the Internet and need to drive huge amounts of traffic to it in the quickest possible way... this is the most important site on the Internet.

Heck... you don't even have to have your own web site!

They have the most complete turnkey packages available for making huge money on the Internet... with your own business, if you don't even have your own web site to promote.

The remarkable *Online Marketing Money Machine* gives you over nine essential Internet business programs. Use them to power your own business, then sell them to others for your own instant line of profitable products.

I know to some this may sound too good to be true. But remember OMMM cleverly leverages the most powerful feature in the entire Internet economy. You will literally learn to use the most remarkable wealth-building machine of the 21st century.

Check it out NOW for a limited time offer. Get OMMM for the lowest ever 90% off discount at...

<http://www.topezineads.com/>

Sincerely,

Jerome Chapman

PS - Don't miss the deadline for a huge discount... free software... and free special bonus reports!

Why Is This Sales Letter So Effective?

Let's look at the successful elements of this sales letter that you can use to promote YOUR affiliate program:

1. The use of verbs (action words) throughout and emotion words - e.g., increase, drive, remarkable
2. The call to action on the part of the reader - eg., "CHECK IT OUT NOW"
3. The image created - eg., "if you're scratching your head..."
4. The new information - eg., "I have personally found a program..."
5. The enthusiasm - eg., "This one works!"
6. The short sentences - eg., "You don't even have to own your own website."
7. The voice of authority - eg., "OMMM cleverly leverages the most powerful feature in the entire Internet economy."



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



[Table](#) | [Home](#) | [Special Notice](#)

Ad Swaps

Just like you, there are many other ezine publishers on the Internet who don't want to have to pay for advertising if they can help it. But many of them enjoy a form of bartering, an online version of the old adage, you scratch my back, and I'll scratch yours, known as ad swaps. All things being equal, you agree to run an ad for other publishers in exchange for your ad turning up in their ezines. This can be especially effective (and lucrative!) if you spend some time looking for publishers who are willing to swap top or exclusive ads with you.

There are, essentially, three ways to start this ad swap process:

1. You'll need to search for other publishers that are willing to swap ads with you. This is easy, with a visit to [TopEzineAds](#), where you will discover a GUARANTEED ezine advertising system to help you track down publishers.
2. Many of ezine directories list advertising information that may tell you whether a particular publication is open to ad swapping.
3. Subscribe to ezine ad swap lists by visiting eGroups (<http://www.egroups.com>) and searching for "ad swap." There will be several potential lists, so keep in mind your target market before you sign up!

Once you have a potential list of appropriate ezines that may be willing to participate in an ad swap with you, you'll need to approach the publishers by email, and propose an ad swap.

Sample Ad Swap Letter

Here is a sample letter you can use to approach publishers about setting up an ad swap:

Hello, [Publisher's name]

My name is Jerome Chapman, and I am the publisher of a weekly ezine called [Name of publication]! This email newsletter has a circulation of [# of subscribers] (entirely opt-in) loyal subscribers, and is growing every week!

I find your ezine to be equally informative and entertaining, and I believe I could reach more of my target market by advertising in it. Perhaps if you visited my website and checked out the archives of my ezine, you might feel the same way about mine!

I would like to propose a mutually beneficial arrangement that will help both of us increase our subscribers, and in turn, our profits - at no cost to either of us! With your agreement, we could simply swap Top Spot ads for a period of no less than three months, in order that we can both track the results of this arrangement.

I hope that you will seriously consider this proposal, and I'm looking forward to hearing from you!

Sincerely,



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.





1 Hour Wealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Managing Your Ad Swap

You will likely get several publishers to agree to an ad swap with you, so again, you'll want to set up a database to track the ads you're running in your ezine, and to track your ads in theirs. In regard to their ad that you will run, make sure that your records reflect:

- The content of the ad that will run
- The publisher's name and contact info (email address, website)
- The name of the ezine
- The date(s) that the ad will run
- Details of the ad swap arrangement

To make sure that your ad is running as promised, request that the publishers send you a copy of the ezine that is running your ad.

Managing your ad swaps is crucial to effective promotions. One really easy way to do this is by using the Ultimate Ad Tracker v2.1 software, from <http://www.TopEzineAds.com> It will simplify the management of your ad swapping arrangements, and help you administer your swaps efficiently.



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com™

1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

Trouble-Shooting with Ezine Advertising

If, after a period of time, you discover that your affiliate program ad has not had the desired results, you need to consider why it didn't work.

Was it placed in among a group of ads at the bottom of the ezine? Ad placement matters a lot, and ads at the top of an ezine will have a far greater response rate.

Were there simply too many ads in the publication, and yours got lost in the shuffle? You definitely don't want your ad to be grouped in with a lot of others, or readers will tend to just skim over the section, and miss your message entirely.

Did you target the publication as appropriate for the audience you want to reach? If you didn't choose the publications carefully in the beginning, your ad may have ended up in a publication that isn't reaching your potential clients.

You may need to go back to your mission statement, your ad copy, and your correspondence with ezine publishers to determine what happened, and start your ad campaign over.

There's just one more vital question left to answer ...



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.



1HourWealth.com

[Table](#) | [Home](#) | [Special Notice](#)

NOW, What Can You Do With All This?

Now that you understand the process of choosing an affiliate program and promoting it, you can see how easy it is to let someone else hold the inventory, process the orders, and take care of the customers.

Let's say that you make \$20 on each sale from your site, which is what [TopEzineAds](#) offers you. This is what your income could look like:

Daily Sales	Income Monthly	Weekly Income	Annual Income
1	\$140	\$560	\$6,720
2	\$280	\$1,120	\$13,440
3	\$420	\$1,680	\$20,160
5	\$700	\$2,800	\$33,600
10	\$1,400	\$5,600	\$67,200
15	\$2,100	\$8,400	\$100,800

Do you see now how you can make up to \$700 in seven days?

Do you want to break even, make a few bucks on the side, or make a living with an affiliate program? Your success level will be entirely up to you! Whatever your goals, an affiliate program and targeted marketing can help you reach them.

The Solution

If you really want to make up to \$700 in 7 days, you owe it to yourself to check out the exclusive program available to you at [TopEzineAds](#). You'll save yourself hours upon hours of research time and spend your time making more money, either by becoming a member, or by signing up for our RISK-FREE affiliate program.

Watch the money come rolling in when you take advantage of my ONLINE MARKETING MONEY MACHINE!

- I'll pay you \$20 for every sale that results from your link to us!
- I'll pay you \$8 for every sale others make when they sign up as affiliates under YOU!
- I'll give you the ads
- I'll give you the banners
- I'll give you a proven sales letter that can have you earning up to \$700 an hour
- I'll give you access to 6 million+ opt-in ezine subscribers
- I'll give you marketing rights to several software programs, including the Ultimate Ad Tracker v2.1, which you can then re-distribute by selling it to YOUR clients
- Many of our affiliates have been earning \$200 COLD, HARD CASH for every 100 visitors to their site. Do the math. How many visitors will it take to earn as much as \$700 in 7 days or less? It's as simple as following all the steps outlined in this ezine!

But don't take my word for it, read what others are saying about the ONLINE MARKETING MONEY MACHINE offer at [TopEzineAds](#).

What Others are Saying

"I have already made \$400 within 2 days using your ezine advertising methods alone." Hello, I am Hal Friedman and I have been trying to make money on the Internet for quite a while now. I have spent thousands of dollars on different marketing courses etc. but nothing ever worked. Until You! I have already made \$400 within 2 days using your ezine advertising methods alone... thanks for developing a great product and most of all, for giving me hope that I really can make money on the Internet.

Sincerely,
Hal Friedman
Moto869@aol.com

"The Online Marketing Machine is literally the best affiliate program that Top Biz News has promoted. The income that was generated within the first three weeks was phenomenal! Jerome provided us with a killer sales letter and we started the marketing process. We promoted The Online Marketing Machine through Top Biz News, added a signature line, put a popup window on our main site and use the same sales letter on our free for all (ffa) link pages, plus we placed a few classified ads in other newsletters. Thanks again, Jerome, for giving us a tremendous product that sells like "hot cakes" and also a product that is very much needed in the marketing world!

Teresa Williams
Editor of Top Biz News
<http://www.topbiznews.com>

"I would like to commend you on your service and integrity. Your service has become an invaluable resource for me. You have the complete advertising solution every serious marketer needs."

Thank you.

Fawn Brown
Ezze.Net VIP brownbf@msn.com

"Needless to say, we have become VERY happy customers." My partners in Passport to Savings and I have been in the promotional products business since 1993, and our advertising budget in off-line publications was between \$8,000 and \$10,000 per month. In September of 1999, we were relative newcomers to Internet marketing, and, quite frankly the plethora of so-called ezines was a confusing jungle. Fortunately we happened across the "Top Ezine Ads" website, and joined your service. Within three months we found that by using solo advertising in targeted ezines we were able to generate the same number of sales for one-fifth the money we were spending in off-line periodicals! THIS WOULD HAVE BEEN IMPOSSIBLE TO DO WITHOUT THE RESOURCE OF YOUR "TOPEZINEADS" SERVICE.

Stan Stuchinski,
Passport2Savings@cs.com
<http://www.ptspromotionalproducts.com?C9/>

Heard enough? What are you waiting for? Visit [TopEzineAds](#) right now to see for yourself what these successful affiliates are talking about and join one of the fastest growing affiliate programs on the Internet today!

Conclusion

Stop staying up late at night worrying about those elusive Top 20 search engine placements.

Quit worrying about placing your site with free for all link sites... classifieds... directories... newsgroups... etc... all for little or no real results!

Start today, instead, by launching an extremely lucrative website using your own "Online Marketing Money Machine!" Get it now, at [TopEzineAds](http://TopEzineAds.com).

I guarantee you'll see amazing results!

Jerome Chapman

Jerome Chapman
TopEzineAds.com



Copyright © 2000 Jerome Chapman - All Rights Reserved.
No part of this publication may be reproduced in any form
without prior written consent from the copyright holder.