

# *Internet Secrets*



# *How to Promote*

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# Introduction

## **Three Secrets to Internet Success Exposure, Exposure, Exposure**

You know the old saying about the three secrets to business success: Location, location, location. Well the times have changed, but the secret is still the same. Location was the most important ingredient for success for a brick and mortar business and exposure is the single most important for internet success. In reality they are the same thing.

Location for brick and mortar businesses did not necessarily mean the most prestigious street address – no. What it meant was the location where the most traffic (potential customers) will see your business. From that point on, marketing became easy – a great sign to attract all those people and you were on your way to a fortune.

Great brick and mortar businesses have been built without the benefit of location, but they had to go the same route that we all have to take on the internet – exposure, exposure, exposure. Simply put, exposure is just getting the word out – exposing all that traffic to your Automatic Builder site.

You've got a great product, you've got a great way to market that product using Automatic Builder and you've got an unlimited supply of potential customers. The only ingredient which you have to supply is channeling those potential customers to your Automatic Builder site. So, how do you do that?

We will discuss some of the more common, easy-to-use and inexpensive ways to generate that exposure right here. The information is presented in alphabetical order, so there is no particular priority to the methods presented.

## **Auto responders**

### **What is an Auto responder?**

The term “auto responder” is self-descriptive: It is simply a tool which supplies automatic responses to requests which are made of it. The Automatic Builder system uses a series of the tools to perform certain tasks. The easiest to understand would be the “Telefriend” series autoresponder that is set up for you in your back office.

### **How it works:**

Using the Telefriend as an example, the auto responder is loaded with a series of letters which are referred to collectively as a “campaign.” The Telefriend campaign has a series of four letters. These four letters are “scheduled” when they are loaded into the auto responder. Letter #1 goes out immediately when a “subscriber” name and e-mail address is entered into the system; letter #2 goes out two days later; letter #3 two days after that and so on. This schedule can be set for various numbers of letters and time frames. The auto responder then just chugs along on auto pilot, sending out the letters on the preprogrammed schedule. You can view the Telefriend e-mails and schedule in your back office, by going to “Telefriend” and clicking on “view letters”.

### **How do the “subscribers” get into the system?**

Each auto responder has a name and the address of its data storage system, known as a “cgi bin”. When you go to the Telefriend in your back office and type in the name and e-mail address of the person you want to receive information, that information will be transmitted to the Telefriend auto responder which has been designated for you. The subscriber (person you typed in) then immediately gets Letter #1 and is scheduled automatically for the remaining letters.

### **How can I know my subscribers are getting into my autoresponder and not someone else’s?**

When you log into your back office of Automatic Builder, you are essentially in your own “branch office” of the company. All of the tools in the system are already personalized for you. Your Telefriend auto responder system contains your information and has a name and address that is specific to you. When you click the “submit” button at Telefriend, that information is relayed electronically, along with the subscriber information.

### **How does the auto responder know how to address my letters?**

Auto responders can be set up with “personalization fields” (very similar to mail merge in word processing programs). The Telefriend is set up to “merge” the name of your subscriber and their e-mail address, as well as your information (such as your name, URL, e-mail address, etc.) into each letter. This is all part of the programming in your back office of Automatic Builder that is specific to you.

### **Can I change the Telefriend e-mails, using my own words?**

Because the Automatic Builder back office must be replicated literally thousands of times for each new member, it cannot be changed to suit each individual. When all of the AB

auto responders are included, there are hundreds of different messages which have to go out through the system for each person. It is just impossible to individualize that many letters.

**Could I set up my own auto responders so I can run my own campaigns?**

Yes, you can. As a matter of fact, we have been hearing a lot from members who want to do this very thing. We have been investigating auto responders and really putting them to the test. After our extensive research we find this one to be the best and here is why:

For reputation, price, security, lead generation and ability to earn money with affiliate program GetResponse is head and shoulders above anything else. Their lead generation program is unique in the industry and would specifically target Automatic Builder. The leads that are generated have already seen a small ad for our program and have requested to be opted in through GetResponse.

In addition, you would have the ability to instantly “acquire” campaign letters from Automatic Builder. Then, you could use our campaign as a template. Or, if you prefer, you can create campaigns that are completely your own, target campaigns to specific audiences, promote product, create your own newsletter or whatever else you choose to use your auto responders for. You can create unlimited numbers of campaigns.

If you are ready to “go to the next level” with your own campaigns and your very own auto responders, follow this link:

<http://www.GetResponse.com/index/AutoBuilder>

PS: If you go to GetResponse without using the link, you will not be tied to Automatic Builder and will not be able to share our campaigns.

## **Autoresponder Letters:**

Here are the letters you will be preloading when you purchase an autoresponder at GetResponse and use the "Preload" function with out letters. If you would like to do your own, you can add to these, edit and personalize as you see fit.

### **Letter #1**

[[firstname]], Here is the Information You Requested

Hello [[firstname]],

Our panel of internet and marketing experts spent months reviewing hundreds of America's best Internet businesses and discovered the Perfect Home-Based Business. [[pre\_url]]

Not only is this the best opportunity we have seen anywhere -- on OR off the web -- they have agreed to make this very special promotional offer, so you can actually test drive the business ~Free~ for 30 days.  
[[pre\_url]]

This is not one of those opportunities that you join free and end up promoting someone else's business so they make the \$\$\$ . You get REAL Products with REAL value:

~Free~ Product (\$29.95 value)  
~Free~ International Business (\$10.00 membership value) complete with two marketing websites  
~Free~ Automated Website that does 90% of the work for you. (setup and 30 days ~Free~ use -- \$24.95 value)  
~Free~ "Internet Secrets" course (\$49.95 value)  
[[pre\_url]]

That's Well Over \$100 worth of ~Free~ products and services! And you can start using them to make \$\$\$ the very first day.

For further details just go to:  
[[pre\_url]]  
and take the ~Free~ tour.

Sincerely,  
[[myname]]

[[myemail]]  
[[pre\_url]]

You are subscribed as [[name]], [[email]]

## **Letter #2**

Is This What You Were Looking For?

Hello [[firstname]],

Our intensive marketing and Internet research has shown that this business venture is the Complete Package. It has All of the essential ingredients that put \$\$\$ in your pocket today AND for years to come.

[[pre\_url]]

Here's why:

1. A dynamic 6-year-old international company with over 20,000 customers in 60 countries. A solid base poised for explosive growth.

[[pre\_url]]

2. Their Target Markets are the 250 Billion-Dollar Health, Wellness and Preventative Health Care Market. Their products are Innovative, Effective and Affordable. Basically the products make you look and feel 10 years younger. [[pre\_url]]

3. The Compensation Plan is Simple and Lucrative and designed to put \$\$\$ in your pocket right away, as well as developing a high end, recurring income stream securing your future.

[[pre\_url]]

4. Lastly they have a Proven Plan to Follow. They give you all the Tools to Market your Business Online. You don't have to call on friends and family. And you don't have to waste time talking to people who are not interested in an Internet business. The Marketing System does it all for you.

[[pre\_url]]

You can read and hear all the details by following this link and taking a complete tour of the business:

[[pre\_url]]

Sincerely,  
[[myname]]  
[[myemail]]  
[[pre\_url]]

P.S.: Through a special Promotional Offer we've arranged with the company, you can actually test-drive this business for the next 30 days for ~Free~. You get the business websites (\$10.00 value), the Automatic Builder system (\$10.00 value), a 30 day supply of Sublingual B-12, "the Hottest-Selling Health Product" as seen on TV (\$25.00 value) AND our "Internet Secrets" course, valued at \$49.95 (but it's really priceless) . . . ~FREE~. That's right . . . ~FREE~! And you could be making money immediately! Go now [[pre\_url]]

You are subscribed as [[name]], [[email]]

### **Letter #3**

Imagine The Perfect Business

Hi [[firstname]],

Have you ever taken the time to imagine what the perfect business would be like? Well we did and then spent countless hours researching, reviewing, developing and fine tuning \*The Perfect Home-Based Business\*.  
[[pre\_url]]

This is the way we see it: \*Reliable, \*Credible, \*Ethical, with a proven system that you can put on \*Auto-Pilot. It would be one that could generate a \*Six figure plus income. Our dream business would have the ability to \*Make \$\$\$ right away and would have to utilize the \*Power of the Internet.  
[[pre\_url]]

As we imagined it, the \*Perfect Business would have to be one where there is: \*No Selling - \*No Inventory To Buy Or Ship - One that supplies a \*Passive Income Stream and one which would \*Make \$\$\$ even while we slept.  
[[pre\_url]]

It would have to be one that \*Doesn't cost a lot to run every month - with \*No overhead - \*No employees. It would

have to be \*Global where we could \*Build a Business around the World  
[[pre\_url]]

Our \*Perfect Business would be \*Fun and we would \*Get to work with \*Great People. It would be \*Simple, \*Easy, and \*Straightforward with \*No Risk, \*Very Low start-up costs (maybe something we could \*Start for ~Free~ [[pre\_url]])

We found that \*Perfect Business and we are inviting you to join us. We think it is everything you imagined, too. Get the facts for yourself then decide.  
Just go to: [[pre\_url]]

Sincerely,  
[[myname]]  
[[myemail]]  
[[pre\_url]]

You are subscribed as [[name]], [[email]]

#### **Letter #4**

Be Your Own Boss, [[firstname]]!

Hello [[firstname]],

Just by taking the tour of our Business at [[pre\_url]] you will discover how thousands of people are already experiencing the benefits of this opportunity.

\*Make a Full Time Income from Home . . . \*Spend more Time with your family . . . \*Get out of debt . . .  
\*Build a retirement income . . . \*Take the vacation you've always wanted . . . \*Generate a passive, recurring income . . . \*Achieve financial security . . .  
\*Be Your Own Boss . . .  
[[pre\_url]]

. . . Maybe we should have listed that "Be Your Own Boss" benefit first, because when you are in business for yourself, everything else can be realized. But when you work for someone else, they hold your future in THEIR hands.

[[pre\_url]]

Sincerely,  
[[myname]]  
[[myemail]]  
[[pre\_url]]

P.S. Through a **\*Special Promotional Offer\*** we've arranged with the company, you can actually test-drive this business for the next 30 days for ~FREE~ (Over \$100 Value -- **\*Real Product and \*Complete Business System\***). Go Now:  
[[pre\_url]]

You are subscribed as [[name]], [[email]]

## **Letter #5**

Save Thousands on Your Taxes!

Hello [[firstname]],

In 1997 Forbes magazine stated: "Americans Fork Over an Average of 35.2% of their income paying taxes." That means sometime in May of this year, you will be done giving everything you earn to the various government tax agencies and actually pocket some of your own \$\$\$.  
[[pre\_url]]

The number one thing that you can do to get back more of your hard-earned money this year, is start your own home based business.

**\*The Average Additional Refund of a Home Based Business: \$3000 - \$5,000 per year.\***  
[[pre\_url]]

If you don't have a home-based business then you are throwing money away. If you already have one then you will easily see why our Program and System was Rated the **\*Number One Home-Based Business in America.\***

Go to: [[pre\_url]]  
for more info.

Sincerely,

[[myname]]  
[[myemail]]  
[[pre\_url]]

P.S. Through a special Promotional Offer we've arranged with the company, you can actually test-drive this business for 30 days for ~FREE~ You Get \*Real Product \*International Business with websites \*Business Building System and \*Internet Marketing Secrets \*Total Value of Over \$100.00 of real products and tools. \*Don't hesitate \*Go Now: [[pre\_url]]

You are subscribed as [[name]], [[email]]

### **Letter #6**

[[firstname]], Do You Really Want to . . . ?

Hello [[firstname]],

Do you really want to make \$\$\$ on the Internet or are you just playing pretend?

Does the idea of making \$\$\$ with a \*Totally Automated Business\* really interest you?

Does making \$\$\$ even while you're on the golf course, at the beach, or enjoying time with family and friends sound like an \*Ideal Home Business\* to you?

If you answered **\*\*yes\*\*** then there's only one thing to do. \*Visit\* [[pre\_url]]

Sincerely,  
[[myname]]  
[[myemail]]  
[[pre\_url]]

P.S. Through a special Promotional Offer we've arranged with the company, you can actually test-drive this business for 30 days for ~FREE~ You Get \*Real Products and Business Tools\* Valued at Over \$100! We're not just pretending. Go Now: [[pre\_url]]

You are subscribed as [[name]], [[email]]

## Letter #7

Save Hundreds of Hours and Thousands of ...

Hello [[firstname]],

Looking for a home-based business?

Well, so are millions of other people . . . Buying program after program . . . promise after promise.

Are you overwhelmed with the amount of information on how to 'Make it on the Internet' . . . pitch after pitch, e-books, ezines, newsletters, 400 page "How to Manuals" . . . the list goes on and on.

People are making a fortune selling tons of how-to-get-rich-on-the-Internet courses . . . Taking your hard-earned cash and caring less whether you ever make a dime from their programs.

Well, no longer will you have to Waste Money on Ideas and Techniques that could take years to generate any income. No more spending hours and hours trying to figure out how to make \$\$\$ on the Internet. What we offer you today will save you thousands of dollars and hundreds of hours of your valuable time.

This is the program you have been looking for. Go to:  
[[pre\_url]]

Sincerely,  
[[myname]]  
[[myemail]]  
[[pre\_url]]

P.S. Through a special *\*Promotional Offer\** we've arranged with the company, you can actually test-drive this business for 30 days for ~FREE~ This means *\*Real Products and Tools\** Valued at Over \$100. Real Opportunity is knocking. Go Now:  
[[pre\_url]]

You are subscribed as [[name]], [[email]]

**Letter #8**

[[firstname]], Have you ever heard the term "Spillover"?

Hello [[firstname]],

Have you ever heard the term "Spillover"?

It means you can benefit from a team effort.

My partners and I are investing in our business,  
we are building a team.

If you are really serious about building a business,  
making money online, building a recurring income,  
then we want you to benefit from our efforts.

\*Visit\* [[pre\_url]]

We can't do it all for you, but we promise to help you!

Especially in the beginning, as you get started.

And it's not that hard when you have a great system!

You have nothing to lose and everything to gain.

Remember [[firstname]], we are so confident that our system will  
work for you that we will let you try it ~Free~

\*Visit\* [[pre\_url]]

Sincerely,

[[myname]]

[[myemail]]

[[pre\_url]]

P.S. Through a special Promotional Offer we've arranged  
with the company, you can actually test-drive this business  
for 30 days for ~FREE~ You Get \*Real Products and Business  
Tools\* Valued at Over \$100! There is no risk to you.

GoNow: [[pre\_url]]

You are subscribed as [[name]], [[email]]

## Letter #9

### Reach a Secure Retirement Within 5 Years

Dear [[firstname]],

Do you know the #1 most common characteristic nearly all millionaires share?

If you said, "owning their own businesses" - you're absolutely right.

Nearly every millionaire today owns their own business. Coincidence? I don't think so. Why should you waste your talents and skills as someone else's employee...while you help make them rich? Let's face it: You're either building your dream, or your building someone else's.

Isn't it time you started your own business? It's easier than you think. And I'll prove it to you.

Maybe you're thinking: "But, I don't have the skills or education to make good money from my home."

Don't worry. Successful users of our program come from all walks of life: college grads, factory workers, stay-at-home moms, retired couples. All you need to succeed is the right attitude. We provide all the training materials. In fact, it's probably better that you come in with an open mind, willing to learn.

We have spent the last five years devising a low risk, high return system that anybody - and I mean anybody - can have success with.

Now maybe you're worried about losing the benefits of full-time employment, such as health insurance or a retirement package. Don't worry - we don't expect anyone to quit their current jobs -- at least not right away.

But with the income you'll be generating from using our program, you'll be able to pay for your own insurance, invest in your own retirement fund, even pay for a college education for your children or grandchildren. No more employer-selected coverage that never meets the needs of a family. You'll have the power to make those choices for

yourself.

More freedom: Spend time with your family and children. You can go on vacation when you want. You'll never have to request time off in advance or settle for a measly 2-week vacation every year.

More money: Even with annual raises, no employee ever became a millionaire. You make more with your own business and you decide how to spend it.

Empowerment: You set your schedule, you choose your salary, you work where and when you want without punching a time clock or working under the watchful eyes of a supervisor or boss.

Less stress: No deadlines (except the self-imposed variety), no boss, no co-workers, no cubicles, no stress.

Sounds great, right?

Here's what to do now...

Just visit [\[\[pre\\_url\]\]](#) and you'll find all the information you need to make an informed decision and requesting the information costs you absolutely nothing.

So go now and check it out. The first step to starting your own business and a secure income is only a click away.  
[\[\[pre\\_url\]\]](#)

Sincerely,  
[[myname]]  
[[myemail]]  
[\[\[pre\\_url\]\]](#)

P.S. It doesn't cost you anything to investigate this further. Who knows, it could just be the "break" you've been looking for and the freedom you deserve.

You are subscribed as [\[\[name\]\]](#), [\[\[email\]\]](#)

## Letter #10

Did You Forget to Get Back to Me [[firstname]]?

Hi [[firstname]],  
It's been two months since you visited my site:  
[[pre\_url]]

Have you forgotten about my offer to you? Just let me refresh your memory. Here is what you receive for the unbelievable price of just \$2.95 (shipping and handling):

1. A free 30-day supply of the amazing sublingual B-12 (a \$25 value)
2. A 30-day trial of our Automatic Builder system -- Build your business free for a month and you'll be convinced there is nothing like it anywhere on the web or anywhere else for that matter. (a \$30/month value)
3. An international business complete with two personalized websites for tracking and conducting your business. (a \$20/month value)
4. Complete support and training, including internet conferences, resources and educational materials. One e-book that doesn't supply half this information would cost you \$50 or more on the web. We give it to you for free.

You will never find an offer like this anywhere on the net. Guaranteed. Take the tour and see for yourself:  
[[pre\_url]]

Sincerely,  
[[myname]]  
[[myemail]]  
[[pre\_url]]

P.S. It doesn't cost you anything to investigate this further. Who knows, it could just be the "break" you've been looking for and the freedom you deserve.

You are subscribed as [[name]], [[email]]

## **Using Your GetResponse Autoresponder**

When you purchase your Autoresponder from GetResponse, you are getting your own system for communications. While the initial setup is designed to get you started, it is by no means the only ability you have to promote your Automatic Builder business using the GetResponse system.

This training is designed to show you how to set up your initial autoresponder, then give you ways and means to expand your use of the system. You have purchased not just one, but unlimited autoresponders with your account. There are many ways to use both the initial one and others that you can design for specific purposes. So let's get started.

### **SETTING UP YOUR INITIAL ACCOUNT**

After you purchase an account at GetResponse, you will have created a name and password for that account. This is the information you will use to log in at GetResponse. While you can create and name unlimited numbers of autoresponders within your account, you will always log in with that one name and password.

After logging in, you will see various tabs at the top of the page, for instance, "Home," "Campaigns," "Subscribers," etc. When this training refers to "tabs" this is where you will look.

### **CREATING YOUR CAMPAIGN**

1. Go to Campaigns Tab and hold the mouse over top of it. A pop-down list will appear. Move the mouse over the words "My Campaigns" and another pop-down menu will appear which lists each of the autoresponders you have created. If you have not created one yet, click on "Create New Campaign." If you have already created a campaign, click on it and you can modify it in the next page.
2. When creating a new campaign, you will be presented with a page that asks for the name. This name will identify your autoresponder with a unique address, so all of your replies, etc. will be to your account. It is kind of like choosing an e-mail address. After you have selected a name, select a title and description for this campaign. These are not unique, so you can use "automatic builder" for the title "information about automatic builder" for the description. Then click on the button, "Create a New Campaign" at the bottom.

### **PRELOADING YOUR ACCOUNT**

3. After you create a campaign name, you will be presented with a page saying "the new campaign has been created" and giving you options about the campaign. Click on the link "Preloading Messages." A box will appear asking for the account name you wish to pre-load from, labeled "Source" and a box with your account name, labeled "Destination". In the box labeled "Source," beside the word "Campaign" type in absite@getresponse.com (make sure you use all lower case letters). Then click "Login" below the box. Then click the button in the middle that says "All" and your account will be loaded with all of the messages

for AutomaticBuilder prospecting. Then click the button on the bottom, right that says “Save Settings.”

## **MERGING YOUR AUTOMATIC BUILDER LINK INTO YOUR LETTERS**

4. Go to the Subscribers Tab and hold the mouse over top of it. A pop-down list will appear. Hold the mouse over the link “My Subscribers,” and another pop-down menu will appear. Click on “Predefined Fields”. Scroll and click on the link that says “Set a New Predefined Field.” In the box “Field Name” enter url (make sure you use all lower case letters). In the box “Predefined Value” type in your complete Automatic Builder URL, for example:  
<http://www.automaticbuilder.com/1234> If you want to track your responses from this account, add a tracking link on the end. It would look something like this:  
<http://www.automaticbuilder.com/1234/?source=gr> Use anything after the “=” that will indicate to you that this is the account your visitors came from. It must be letters, numbers, or a combination. DO NOT check the box below about Automation. Then click “add” button and you are done.

## **AUTOMATIC UPDATES**

5. Make sure you get updates automatically any time the autoresponders at Automatic Builder are changed or new messages are added. To do this, go to the Campaigns Tab, and click on the “Automation” link. Then choose your campaign name from the list. On the next page click on the link “Add new Automation Rule” Scroll down to the last rule, “change messages” and click. Type absite in the box. Then click “add rule”. This will insure that your messages are the most up-to-date and accurate all the time. In the future, it will just be done automatically for you.

## **COLLECT YOUR FREE BONUSES**

6. Get Your Free Bonus from GetResponse. When you set up an account with GetResponse, you are entitled to some free bonuses. Get them. Anything free is good, right? Several are bonus e-books which give good information on e-mail marketing, etc. Another one is free bonus advertising. To get your bonuses, go to the Account Tab and click “Free Bonuses”. Follow the instructions to select the ones you want. For the “Free 500 Ad Exposures”, you will have to have an ad prepared to use. Here is an example of the one I used:

*We're so confident our system works*

*We'll let you try it for FREE*

*FREE product, websites, training, support*

*You pay only \$2.95 S/H for the product*

*Your Automatic Builder link OR Your GetResponse address here*

## PERSONALIZING YOUR CONFIRMATION MESSAGE

7. GetResponse is designed for sending messages only to people who have confirmed an interest in your opportunity. If you purchased a lead package at GetResponse, your leads are confirmed when they click on your ad (more about leads later). If, however, you intend to add unconfirmed leads from a list of your own, the prospects will need to give authorization to add them to your list by “confirming” in an e-mail from GetResponse.

This letter will then need to be “personalized” with a little information from you. GetResponse will prompt you to do this until you do. You will see a pink box appear at the top of your page asking you to create your confirmation message. Click on the link provided and you will be taken to a “settings” page. Scroll down to #6 – Edit your confirmation message.

In the Subject box, use the pop-up arrow on the right to choose the subject: “Confirm your request for information.” In the Body Template box, use the pop-up arrow on the right to choose, “Information Request.” In the Personalized Message box, type the message you would like people to receive for confirmation. Here is an example: *Please confirm your recent request for more information about Automatic Builder and the business that works for all of us -- no internet guru experience required!* In the Signature box, change it to whatever you want. Your name will automatically be added, so just change the “sign-off” part if you do not like “thanks.” When you are done, click the “Save Settings” button at the bottom and you are set.

## GET RESPONSE LEAD PACKAGES

While it is not necessary to purchase the GetResponse leads to use your autoresponder, we have found them to be a very targeted, high quality lead. If you do purchase them at the time of signup, you will need to have a small ad ready to place in the system. The reason is that these leads are generated by GetResponse when someone asks specifically for more information after viewing your ad.

Here is an example of what many of us use, however you can make up your own. Just make sure the character count fits.

### **Lead campaign title (can be up to 45 characters):**

Tired of Outsourcing Your Income?

### **Lead campaign text (can be up to 145 characters):**

We're So Sure Our System Works We'll Let You TRY IT FREE! FREE Product, Websites, Training, Support - 6 Yr Debt-Free Company Pay Only \$2.95 S&H

You can change your ad content at any time during the campaign, by going to the Subscribers Tab, clicking on “Subscribers Campaign”. Then you can edit your ad by using the “edit” button. You can purchase more leads by clicking the link “buy more leads” below the campaign description. You can also see stats here that will let you know how much of your campaign has run.

## **OTHER METHODS TO GET LEADS ON YOUR AUTORESPONDERS**

1. As mentioned above, you can import leads into your system. They will not become active, however, until they have confirmed, so make sure you personalize your confirmation first.

**To import leads**, go to the Subscribers Tab and then the “Build Subscribers List link” in the pop-down menu. In the next menu, click on “Import Subscribers.” Read the instructions and make sure your leads are in the correct format before you use this feature. There are spam issues involved with imported leads, so be sure to read the policy at GetResponse for imported leads.

If your leads are in the correct format and meet the specifications outlined, simply follow the directions for importing them.

2. Another way to get a **prospect to subscribe themselves** to your autoresponder is through an e-mail communication. Since your autoresponder has an “address” to respond to, you can use e-mail to add them. This is how you do it.

**In an e-mail communication to your prospect**, you could detail a little bit about the opportunity. Then say something like this: *For more information, send a blank e-mail to [myname@getresponse.com](mailto:myname@getresponse.com)* (Replace “my name” with the **name of your autoresponder**, NOT your own name). When they do that, they will immediately receive the first message in your series and be placed on the autoresponder. That is one method which does not require a confirmation letter, as they are requesting the information through e-mail themselves. To see how it works, send a blank e-mail to your autoresponder and it will begin sending the messages to you.

3. If you have a **website of your own** (you cannot use your AutomaticBuilder affiliate website for this), you can **place a webform on your webpage** that works similarly to the e-mail communication above. When they fill in their name and e-mail address and submit, they are immediately added to your autoresponder as outlined above for e-mail subscribing. To get a webform already designed for you, go to the Subscribers Tab, choose “Build Subscribers List” and then “Capture Subscribers”. Then just follow the directions for creating HTML content to be added to your page.

4. If you have a **website that you own**, you can also **create pop-ups to capture prospects** entering or exiting your pages. You can do this by following the directions above for a webform, but select “PopUps” to create.

## **CREATING MORE AUTORESPONDERS**

There are three very good reasons for making use of more than one autoresponder at GetResponse. 1. Better tracking for your promotional efforts; 2. Disseminating information to your downline; 3. Developing campaigns of your own.

1. If you are advertising and promoting in many different places, you can have an autoresponder set up for each individual campaign. The easiest way to do this is to “replicate” the one you have, but give it a new name.

2. Just follow the instructions beginning at the top of this page for “Creating a New Campaign” and give your autoresponder a different name. Go through the steps for your original if you are using for AutomaticBuilder prospecting or insert your own messages etc.
3. Create an autoresponder to communicate with your downline. Want to send a weekly “stay in touch” e-mail to your downline or your own newsletter? Create one for this purpose and schedule your newsletter in advance. Then add your new members as they join.
4. Are you a great communicator and want to develop your own prospecting campaign that is more personal to you and the way you like to do business.

You can create unlimited numbers of these accounts. Just be sure to log in to GetResponse with your primary account name, then go to the “slave” accounts by clicking on the button “Choose Campaign” and choosing the account to work with.

Happy prospecting with your GetResponse autoresponder account. And don’t forget, you can use as many autoresponder slaves as you need or want. Use the educational information at GetResponse for more great tips and tricks. To get there, go to the Help Tab and select from the “Users Guide,” “Tutorials,” or “Frequently Asked Questions” to fill in anything we have not addressed here. If you still need help, GetResponse has great support and answers your needs promptly. Just use the “Customer Service” link under the Help Tab.

# Banner Advertising

## What is a Banner Ad?

A banner ad is one which appears on web pages you access and features advertisers who have paid to place their ad on the website. They generally appear as a strip across the top or bottom of the page, about an inch in depth. Sometimes the advertising is for the website you accessed, (for instance a banner promoting Yahoo Personals may appear at the top of Yahoo mail) but the space is also sold to other advertisers on a rotating basis.

While you may not be able to afford a banner on Yahoo or other major websites, there are companies which have formed networks of smaller websites that will place your banner advertisement at a very reasonable cost.

## How Do I Buy Banner Ads?

These spaces are sold according to the number of times they are displayed, called “impressions” and some sellers will target your ad toward a chosen audience. One such company can be linked to here:

<http://www.thetrafficstream.com/Traffic-Stream-C/index.htm?source=fw>

This is just one of many companies which perform this service and the prices vary. You can find more and compare prices by doing a search for “banner advertising.”

Often these companies provide many other internet services, so make sure you are looking at banner advertising. “Guaranteed traffic” generators do not use banners, but full web pages instead, and often require that you have your own website to promote. If you do own a site, banner exchanges are also available which place your banner in exchange for a placement of their banner on your site. You can search for these using the search term “banner exchanges”.

## Do Banner Ads Work?

Banner ads were the hottest commodity around for some time on the internet, but their popularity and their effectiveness have decreased tremendously over the years, mostly because they just don’t get clicked on often.

One company which hasn’t given up on them is Microsoft, who is now selling banners with guaranteed visitors. While this is far more expensive than “impressions,” you are buying actual “clicks” on your banner rather than just “views.” They continue to run your banner on their network of sites until you have received the number of visitors which you purchase. You can learn more about it here:

<http://www.microsoft.com/smallbusiness/products/online/bannerads/detail.mspx>

## What Do I Use For My Banner Ad?

Ah! That’s the easy part! Automatic Builder has made several banner ads in various sizes to work in your campaign. These ads are preprogrammed with the link to YOUR Automatic Builder site already in place within the html code. All you have to do is choose the banner you want to use, and “copy and paste” the corresponding html code

into your banner advertising order. Just make sure the one you choose meets the size requirements of your supplier.

## Classified Advertising

Classified ads, when used effectively, can be one of the quickest and least expensive ways to attract prospects, customers and increase sales. A well written classified ad can generate a lot of business, while only costing you pennies to run. In fact, you can even find good places to run your ads for free.

Many businesses rely exclusively on these small, low cost ads to generate all of their sales. The reason is simple; they work!

### Free Internet Classifieds

The internet is home to literally thousands of sites which do nothing else but classified advertising. Some of these sites are very popular, but most are so obscure that you have no hope of ever being found. The ones which do receive a lot of traffic are those which offer free classifieds. You can search for these sites by typing “free classifieds” in your search bar and checking out the results. Here are a few places where our members have experienced success:

<http://everydaybusinessonline.com/adsites.htm> is a directory of free classified ad sites where you can choose from hundreds of sites to place your free ad.

<http://www.adlandpro.com> Is the giant in the field and probably the originator of the free classified ad site.

<http://www.classifiedsforfree.com> Is another free classified site with a wide range.

<http://www.theadnet.com> Is another big site yet very well organized and easy to navigate.

One drawback to some of these sites is that nearly everyone visiting the site is there to place a free classified ad of their own, not people who are actually looking for what you have to offer.

Another drawback is that your free ad does not get listed forever. It must be placed many times during the week or even several times a day to ensure that it will stay in the top area that people view. For many people this is a nearly impossible, time consuming task. The alternative to doing this is to pay for the ad.

The final drawback is that many who actually succeed with “free classifieds” are those who join an affiliate program of the classified ad site. Ultimately an affiliate of these sites could spend more time and energy promoting the classified site than most of us can afford.

### Low Cost Classified Ads

You can place classified ads that have a better chance of being seen, some of which are also free, in three ways:

#### Ezine Classifieds:

If you want to advertise solely on the internet take a look at ezine classified advertising. Here you will find an audience that has asked to receive the ezine. They actually read it

and are more responsive than people just surfing the net. There are many ezines which do accept free classified ads and many, many more which charge a very nominal fee. Check out “Ezine Advertising” for more information.

### **Newspaper Classifieds:**

Almost every newspaper (the printed variety) has an online presence these days. Most of them will accept classified ads for their online edition only if you are running an ad in their print edition. But they generally charge little or nothing extra to run your ad online. If you keep your ad short you can get a place in both editions for a modest fee, even in some of the bigger city papers. This gives excellent regional visibility for your ad and very good “bang for your buck”. As with ezines, the people reading your ad are a more interested and targeted audience.

To find newspapers in your area, search using a city name, for instance “Phoenix newspapers”. But you don’t have to restrict yourself. You can advertise anywhere in the world. This is a global business.

### **Magazine Classifieds:**

The same is true of glossy magazines as newspapers. Their online editions are abbreviated, intended to attract print readers, but many do run their classified section on the net. Their advertising is more expensive than newspapers, but you might be shocked. There are some (especially “niche” magazines about specific topics) which are pretty reasonable. To find magazines, search using a topic, for instance “antiques magazines” or “business opportunity magazines”.

### **Sample Classified Ads**

Every outlet will charge by the number of words or characters, so keep it short. Free ads will also be restricted to a certain number of characters. Use your URL for contact. It is not advisable to use phone numbers or e-mail addresses, unless you are prepared for possible telemarketers and/or spammers. Here are a few possibilities:

LEARN TO MASTER Internet Marketing!  
Razor Sharp Automated Tools and Resources  
to help you market like an Internet Guru!  
<http://www.automaticbuilder.com/user-name>

Home Based Business Secrets Revealed!  
FREE training, FREE website and much more!  
<http://www.automaticbuilder.com/your-name>

BUILDING A BUSINESS ONLINE?  
Why not simplify things with automation?  
<http://www.automaticbuilder.com/username>

AUTOMATE YOUR BUSINESS!  
In less than 5 minutes you will be

Completely Automated & ready to go!

<http://www.automaticbuilder.com/username>

Simple Internet Business Solution

<http://www.automaticbuilder.com/user-name>

Too Much Month At The End Of Your Money?

<http://www.automaticbuilder.com/username>

FIRE YOUR BOSS!

Get the system that everyone is talking about (except your boss).

<http://www.automaticbuilder.com/username>

WHY SHOULD YOU WORK AT HOME?

<http://www.automaticbuilder.com/username>

JOB BURNOUT?

Get the Internet-based business with an attitude!

<http://www.automaticbuilder.com/username>

MORE LAYOFFS AT YOUR JOB?

<http://www.automaticbuilder.com/username>

COULD YOU USE ADDITIONAL INCOME?

<http://www.automaticbuilder.com/username>

LOOKING FOR AN ONLINE BUSINESS?

<http://www.automaticbuilder.com/username>

FRUSTRATED?

<http://www.automaticbuilder.com/username>

WORK FROM HOME ONLINE!

<http://www.automaticbuilder.com/username>

One last tip: The very best ad is still one which answers to the question, “How can I . . .?” or “How do I . . .?” For Instance: How Can You Make Money Online? We’ll Show you

at <http://www.automaticbuilder.com/username>

## Domain Names

### Developing You Own Web Presence

As your Automatic Builder business grows, you will inevitably want to have your own web address to use in promoting your opportunity. It is one of the few ways you can truly personalize the message you wish to convey to prospects and it serves as a forum to introduce yourself and the opportunity before linking to Automatic Builder. It also looks more professional to use your own web address.

In this age of criminalization of SPAM, e-mail and many other forms of internet communication have become risky business. There are actually people out there who are trying to make a fortune by filing and prosecuting SPAM complaints. So beware and be warned – your e-mail campaigns can be targeted by SPAM police, your list infiltrated, AND you can be prosecuted and fined.

But having a website is another story. There are many ways to promote and drive traffic to your website that do not involve e-mail campaigns. In addition, most of these techniques are more effective than e-mail and produce prospects and members at a lower cost. The conversion rate (the percentage of prospects who ultimately become members) is much better if you have a good personal site which directs visitors to Automatic Builder.

### The First Step – Getting your Domain

A domain name is simply the name (which is also the address) of your website. For instance [www.automaticbuilder.com](http://www.automaticbuilder.com) is a domain name. You should try to get a name that reflects the business you do, but is short enough to be remembered. Try not to get tricky (for instance using 2 for “to” or 4 as “for”) if you can avoid it. Write down several names you would like to try before you start your search. Believe me, a lot of the good ones are taken, so put down several variations of your name.

If you know of a provider you would like to supply your domain, go to their site and start your search. If not, you can conduct a Yahoo domain search by following this link (and you might find them on sale for \$1.99 for a while yet):

[Yahoo! offers domain names for only \\$9.95. Includes 24/7 support, web page and forwarding.](#)

In the search box provided, type in your first choice for a domain name. Do not put “www” or “.com”. The search will return an answer indicating whether your domain is available and in what format (i.e., .com, .net, .org, etc.) You want to get .com if at all possible. If .net is available and you cannot get any of your choices as a .com, then go for it. The other extensions are either inappropriate for a business, more expensive than .com or .net or just too obscure.

After you find a selection you want, indicate you want to purchase it and check out. It can take 24 hours or so for your domain to become active. You will then receive notification in an e-mail with instructions about using your new web address.

### **How Can I Use My New Domain Name?**

If you register only a domain name and do not have a website hosting package, there are two ways to use your new name. You can either (a) set your domain name to “redirect” to another site (for instance your Automatic Builder replicated site) or (b) create a one-page web site which you can use to introduce yourself and your business and then give a link to your replicated site. You can’t use it both ways at the same time, but you can change it anytime you want.

Getting your domain may be everything that you need or want to add to your “toolbox” for promoting Automatic Builder. But if you are a person who has a lot to say and really wants to run with it, you will need to have a website and have it hosted.

If you don’t already have this service and don’t know where to look for it, you can investigate by doing a search for “web hosting”. If you are a total novice in this area or don’t have the software, Yahoo provides site building tools and is really “newbie-friendly.” You can check out their services by following this link:

[Reliable hosting from Yahoo! Web Hosting.](#)

Now that you have your own web presence, learn various ways to promote it. Check out all the various ways to advertise and “sell yourself” in this e-book.

## **Ezine Advertising**

One of the best ways to promote the Automatic Builder system and introduce Nutronix to others may be sitting right in your E-mail. If you are like me, you have subscribed to at least one free newsletter (often called ezines) and probably several. It may be one specifically about health, for instance, or your favorite hobby. Perhaps you get a very large ezine about internet marketing or a very small one from a local club or organization.

Regardless of the size of the ezine, the potential is great for advertising your opportunity. Of course the bigger (subscriber-wise) the ezine, the higher the cost to advertise. But small ones often get better readership (more people actually open and read the content top to bottom) and therefore better “bang for the buck” than the big boys. Some will even run your ad for free if you are a member of their group or organization.

I recently placed a solo ad (more about solo ads below) in an ezine considered small (circulation about 6,000). From that ad I have had more than 20 people take the Automatic Builder tour and three signed up. Not bad results for \$10.95. And even though I placed the ad more than a week ago, each day I still get one or two people going to the site. They obviously saved the ad and returned to it later.

That’s the bonus for doing ezine advertisement. People recognize the sender because they subscribed for the newsletter. They read it because they are interested in the content or they would not have subscribed in the first place. Therefore, you already have one foot in the door – they feel comfortable with you because they trust the ezine, AND they are more likely to do business with you because you have been “referred” by a trusted source. If they are interested in your opportunity they are more likely to save it and return to it and possibly act on it later.

### **HOW TO GET STARTED**

The first and BEST place to start is in your own e-mail box. Take a look at the ezines/newsletters you receive. Make a list, putting your favorite at the top. Now take a look at each one. The best ad response will come from ezines who keep their message short and sweet. The average time spent on an e-mail, is 15 to 20 SECONDS! If a reader doesn’t find something there in that time, they will likely move on.

Most ezines are going to a “text only” format with links to websites to read the whole story. They often give only the first paragraph in the e-mail, then link to a webpage for the rest. This is a plus for your ezine ad if they do this, as YOUR ad will look very much like THEIR content or story. HTML content ezines are pretty, but not only are they expensive, your ad is less likely to be found. In addition, more and more e-mail providers are blocking HTML, either before it gets to your mailbox or blocking the graphics.

Don’t eliminate any ezine because you feel the subject matter does not pertain to Nutronix or Automatic Builder. For instance, don’t assume that an ezine about pets would not be good. After all, YOU get the pet ezine and YOU are in Nutronix. In the same vein, do not shy away from newsletters just because most of the recipients are

people you know and associate with. This is a great way to introduce the business to your social circle, especially if you are the shy type.

Check out each of your ezines, make a list from best to worst, then starting with number one, find out the cost of advertising in them. Most ezines will give you a link at the bottom of their e-mail or on their website about “how to advertise with us”. If you don’t see one, e-mail them with a subject line requesting advertising rates and information.

## **TYPES OF EZINE ADVERTISING**

**THE SOLO AD:** A solo ad is one which the ezine provider mails out to their subscribers on your behalf. It stands alone, has no other ads on the page and no content from the ezine provider other than a note at the top which explains to the subscriber that the ad is coming from them as part of their subscription.

This is the most expensive type of ezine advertising because you don’t have to compete with other advertisers. This is the type of ad I mentioned above. It is great if your ezine doesn’t charge too much. I paid \$10.95 for mine, but would probably consider \$20.00 a fair price.

Unlike an e-mail ad you would send from an autoresponder system, these ads are almost 100% deliverable. Therefore if your ezine has a circulation of 5000 you can be certain that nearly 5000 are getting through. And THAT is one of the biggest hurdles in e-mail advertising.

These ads can be no more than 60 characters wide and, depending on the ezine, can be from 50 lines to virtually unlimited length. No graphics are allowed in the ad, but the ezine will produce them nicely in a large font with color. They are very readable.

**TOP SPOT ADS:** As the name suggests these ads are placed at the top of the ezine and are the second most expensive ad. As with the solo ad, they are limited to 60 characters in width and usually five or six lines in length, depending on the ezine’s policies (they may or may not count your URL as one of the lines). A top spot in the ezine I mentioned above cost me \$5.95 per issue, but up to \$10.00 would be a fair price.

**FEATURED ADS:** Featured Ads appear in the middle of an ezine. They are less expensive than a top spot, but are not offered by every ezine. I like them for the same reason that some ezines won’t offer them: They break right in the middle of the ezine content. If the subscriber reads the ezine, they HAVE to see your ad.

I recently paid \$20 (my ceiling price) for one of these ads. It had the same requirements as the top spot as to line length (always 60 characters or less) and number of lines (six, which included the URL).

**Here is what I use for Top Spots and Feature Ads:**

We're So Sure Our System Works We'll Let You TRY IT FOR FREE  
FREE Product\* . . . FREE International Business  
FREE Websites . . . FREE Support and Training  
Six-Year Old Debt-Free Company -- Great Compensation Plan  
\* You pay only \$2.95 for shipping and handling of product  
<http://www.automaticbuilder.com/yourURL>

I use this same information on all of my ads. It keeps everything easy. I don't have to worry about what to say, I don't have to keep counting characters and it matches the information on the front page of my Automatic Builder site. There is a lot to be said for consistency. If I need to reduce it by one line, I take out the "Six-Year Old Company" line. I save it in a "NotePad" file and just copy and paste it into advertising forms.

**CLASSIFIED ADS:** Classified ads appear at the end of newsletters and ezines. They are the least expensive of any type of advertising. Some newsletters, like ones from clubs or groups, offer classifieds only. I won't pay more than \$2 or \$3, but prefer them free as just another way to get the word out.

Classified ads have the same requirement as to line length, but are usually restricted to three lines.

**The one I use is:**

We're So Sure Our System Works We'll Let You TRY IT FOR FREE  
FREE Product\*, Business, Websites; FREE Support & Training  
\*Product S&H \$2.95 <http://www.automaticbuilder.com/yourURL>  
If your URL is very long, you could drop the word "product" in the last line.

**DECIDE WHAT'S BEST FOR YOU**

Ezine advertising is a way to get the word out affordably, but it can add up if you get too carried away. I would start with just one ezine so you will be able to judge by the traffic to your site whether it is working for you.

Budget your advertising dollars. It is better to place four weekly ads if you can do it for the same money that you would spend on one solo ad. People generally have to see something more than once before they buy.

**FINDING EZINES TO ADVERTISE IN**

An easy way to subscribe to ezines in one place is by using an ezine directory. Here are three very good ones where you can choose your ezines by topic:

<http://www.listopt.com>

<http://www.ezine-dir.com>

<http://www.ezinehub.com>

We are checking out the best ones and will be offering a list of ezines we know have low cost advertising and/or free classifieds.

Subscribe to the ones that interest you and check out their advertising. If you decide you don't like it, unsubscribe. Just make sure that you are subscribed to any ezine in which you place an ad so you can "hold their feet to the fire" if they don't get your ad in when they say they will. It doesn't happen often, but if it does, you may want to reconsider doing business with them again.

When you find one (or two) that really get responses, you've got the gold! Then ask about discounts for placing your ad long term. Most will offer substantial savings for a guaranteed run of several weeks or months. Then do it! Take your savings and invest in another ezine ad and just keep on building.

One last tip: When I advertise, I never give an e-mail address, only my URL. Imagine 5,000, 10,000 or more people having your e-mail address who may want to bounce their message back to you. Yikes!

## **Pay Per Click Search Engine Advertising**

Pay Per Click advertising is a method which enables you to list an advertisement on the web which can be found by the search engines. Your ad can be featured in one of two ways:

1. It can be listed on the results pages of searches that are performed using a search engine (usually called featured or sponsored ads).
2. It can be displayed on a website (content site) which is compatible with and relevant to your product or service.

Pay per click advertising is purchased through a “keyword” bidding process (1) directly from a search engine such as Google or (2) from advertising networks who purchase “ad inventory” in bulk from content sites and resell it to you. In either event, before you can utilize pay per click advertising effectively, you should know how these mechanisms work, what powers them and how to get your ad placed on a search results page or on a content website page.

### **What is a Search Engine?**

A “search engine” is a complex data storage and retrieval system which enables internet users to find relevant information on the web. Internet browsers (like Microsoft Internet Explorer and Netscape Navigator) build some of this technology into their product, but there are companies which have made search engines the focus of their business.

The most famous (and arguably the biggest) one of these is Google. Unlike Microsoft or Netscape, Google doesn’t produce software or browsers or any other product (that is in the process of changing since they went public recently). Google was created to do one thing – search.

Searching the internet is accomplished when you utilize a search bar on your browser or at the website of a search engine provider such as Google, and type in a word or group of words that describe the information you would like to find.

As an example, click on this link and go to Google: <http://www.google.com>

In the box provided, type in something you would like to know more about, for instance “pay per click”. When you do that, Google’s search engine goes to its data base of websites searching for the words “pay per click.” You will see that they found more than 70 million website pages that have the term “pay per click” included. Mind boggling, huh? If you were doing research on this topic, trying to find a pay per click provider, it would take you about 2.5 YEARS to view all of them, even if you only spent ONE SECOND on each page.

And what if you were selling (instead of purchasing) pay per click advertising? How would you like to be number #70,000,000 on the list? That is just one small example of the difficulty of being found in a search engine result, especially if you are just a small

business owner. So, search engines have leveled the playing field somewhat, by allowing us to advertise on their search results pages.

### **Sponsored Advertising**

Look to the top and to the right on this “pay per click” search results page. You will see two “sponsored links” at the top of the page (they are highlighted in blue) and eight more sponsored links on the right side of the page. These are businesses which have purchased pay per click advertising directly from Google through a “keyword” bidding process. The two at the top pay the highest price (although in this case Google took the top spot for itself) and the eight on the right paid the next highest prices (in descending order). Ten spots only are provided on each page of the search results.

Don’t spend too much time looking – after all, we don’t have 2.5 years – but as you go farther and farther back, you will see that there are sponsored links on other pages as well, but the first page (top ten) is where you want your ad to end up if at all possible. The bidding process to get there will be discussed later.

### **Content Websites**

Now, look at the “search results,” which make up the bulk of the page. These are NOT pay per click ads and are NOT paid for. These are the addresses and descriptions of websites that the search engine found to be most relevant to your search term “pay per click”. Of course this is only #1-10 of over 70 million. These are “content” sites.

If you operated a website that sold pay per click advertising, (for example) you would want to be listed on the first page of the search results. But you can’t buy these positions. These websites have to earn these positions through their relevance to the search term (keywords) and many other criteria. Just remember that searches (based on your search words) will result in pages that have both sponsored advertising AND content page links.

### **Pay Per Click on Content Sites**

Since the term “pay per click” is a very commercial one, all of the websites in the “content” section may allow advertising on their site, in addition to their own. If they do, they make that space available for relevant PPC ads. But, individual content site owners can’t deal with every individual who might want to advertise with them, so they sell their “ad inventory” to advertising networks, who in turn, sell it to us on a pay per click basis.

Those content websites who consistently make the first page in a search can demand big bucks for their space; others, not nearly as much. Therefore the advertising networks can set up a system where we, the pay per click customer, can purchase that space through a bidding system. Sometimes the bidding is based on keywords and sometimes on site popularity which is monitored by the network.

### **Purchasing PPC on Search Engines**

There are tons of companies out there who make all kinds of claims about search engine marketing. There are some who offer to get your ad on as many as 300,000 of them. I don’t even think there are 300,000, but it is possible. How? Because search engines can

be installed at any website; many of which are at educational facilities to search their libraries, medical facilities to search their records, ad infinitum. I don't think they would run your ad. Don't be fooled!

In reality, there are only a handful of major search engines. Google and Yahoo Search both claim to reach 80-85% of the internet audience. How can that be? It is because each includes the databases of smaller (though popular) search engines such as DogPile. In addition, some of the smaller search engines tap into Google or Yahoo to get their results. So on any given day on the internet (without knowing it) you may use the services of several search engines to reach to same sites.

There are some good search engines that reach very respectable numbers of internet users and often give more relevant results than either Google or Yahoo. They include Ask Jeeves (Ask network), Kanoodle, Excite, Submit Fire, AdSonar, Enhance, Search 1-2-3, DogPile, Mamma. I've probably missed your favorite.

Some of these are included in the pay per click network at Yahoo or other search companies, but some offer pay per click advertising strictly for their own sites. The ones who do offer it become a great place to advertise because the competition for keywords is less intense and therefore, less expensive. In addition their traffic is high quality and loyal – which is important as well.

### **What You Need to Have Ready When You Decide to Purchase**

To use pay per click, you must set up an account and deposit a minimum amount of money from which the payments for your “clicks” are drawn. Your account is debited for your bid amount each time someone clicks on your ad. You must also decide if you want to automatically replenish this account (from a credit or debit card) when it is empty or if you want to set a flat amount that you will spend during the month. If you choose the second option, your ad will simply quit running until you add funds to your account.

The process for purchasing pay per click advertising, whether from the search engines themselves or content advertising from ad networks is basically the same. You will be asked to provide:

1. an ad that features a headline and body text restricted to a certain number of characters (each provider has guidelines which they will advise you of when you make your initial deposit);
2. your target URL. The target URL is your AutomaticBuilder website address (<http://www.automaticbuilder.com/yourid>) Be sure to add source code so you know where your tour takers originated;
3. keywords (for search engines) and/or categories (for ad networks) that you want to bid upon.
4. Then you will be asked for your maximum bid for each keyword or category. Every site has a minimum bid ranging from 1 to 10 cents. Your ad placement is determined by your bid.
5. You may also be asked to specify target countries for your advertising.

Once you submit your ad, you may have to be approved before you will be listed. Some companies require this to ensure the quality of the site you are sending people to when they click on your ad. This may take 24-72 hours, but often is done much more quickly. Then you can kick back and see how many of those clicks become tour takers at your AutomaticBuilder site.

### **Writing Your Ad and Bidding on Keywords**

This information is currently being updated because of recent changes in the way that the major search engines list. More on this as we receive new information.

## Permission E-mail

By Diane Slinko

Here is a simple no cost method for using classified ads to build your business.

Also this is a very simple way to respond to emails that you get everyday.

### Outline

**Step 1:** Go to a search engine, google, yahoo etc. Type into the search Bar - "Free Classified Ads" or "Paid Classified Ads."

**Step 2:** Scroll down the list of advertisers and click on one.

**Step 3:** Do a search within their website. Choose: Work from Home or Network Marketing or MLM etc.

**Step 4:** Don't advertise, click to view other peoples ads. Look for ads which publish an email address.

**Step 5:** Send them a permission email. (sample email 1) DO NOT send your AutomaticBuilder url at this time.

**Step 6:** When they send you an email requesting more information, send them the 2nd email. (sample email 2) This email includes your AutomaticBuilder url

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### Diane's First Email.

Subject: More Info!

May I send you information about my Program and Explosive SYSTEM? If this isn't the best business opportunity and \*DUPLICABLE\* SYSTEM you have ever seen, show me yours and I'll join with you.

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Here is the second email Diane uses.

Subject: The information you requested

Hello,

If you don't have much time now and are just sorting through your e-mail, save this and read it later. It's that important to you. There is no fluff, baloney or hype. I'm NOT going to ask you for money or sell you anything. In fact, to prove to you the credibility behind this, I'm gonna give you all my contact information upfront, right now!

My name is (Your Name) and I work part-time as a Network Marketing Specialist.

My email address is : (Your Email address)  
My Phone Number is:

There are a lot of companies out there offering to put you in your own business, but I'm so certain you will make a SERIOUS INCOME that I'm willing to roll up my sleeves and help you begin--NOW!!

I believe this SYSTEM is most incredible Online Automated Recruiting System ever devised and this system happens to bring people to THE RIGHT COMPANY that just so happens to have THE RIGHT COMPENSATION PLAN backed up by THE RIGHT PRODUCTS!

I believe some of our products can save your LIFE!  
I believe some of our products will extend your LIFE!

I'm so certain that our system will work for you, not only will I give you a FREE demonstration, I'll show you EXACTLY how it works!

The company I work with is one of world's top Health and Nutrition Companies:

\*\* With Our Company, you can make a profit your FIRST month in business and have the opportunity to earn fast start commissions, bonuses and Six Infinity Bonuses.

-- Solid as a rock! An incredible 6 YEARS in business  
-- Learn how to use new business tools and create

momentum!

- Don't stock your garage just your bank account!
- Your desire + our compensation = SUCCESS AND \$\$\$
- Residual Income @ The Speed Of Technology!
- Customer Service Department is the best in the industry, second to none!
- Company has a management team with billion-dollar and Global experience!

You've got nothing to lose, and EVERYTHING to gain!

Let's get started, visit the following website to secure YOUR downline!

(Your URL here)

We will ALL succeed together.

Sincerely,  
(Your Name)  
Your Email address  
(Your Automaticbuilder website)

Any questions? Please call or email me.

Name  
Phone Number  
(your automaticbuilder website)

## **Another Enticing Permission E-mail**

Subject: My Pledge to You

Dear Friend and Fellow Marketer,

If you have been looking for an online business and are tired of investing so much time and resources on the internet, here is my pledge to you: "From now on, you will not struggle to build an internet business."

Our simple system is a powerful and duplicatable marketing system for anyone who wants to build a successful business on the internet . . . as simple as 1-2-3!

1. You get prospects to visit your marketing website
2. Your site takes care of all the presentation and follow-up for you

### 3. Your new members duplicate what you have done

Everything will be set up for you so you can concentrate on getting traffic to your website, which means that you can be generating signups almost immediately.

And this system is specifically designed so that any and all of your downline members can instantly duplicate it and start to generate their own referrals and signups as well.

With our fully automated system:

1. You will have your own “back office” and one single URL that is easy and convenient to promote and gives you incredible responses.
2. When a new prospect opts in for more information at your website, they’ll get the information automatically.
3. When the prospect applies for the system and then joins your downline, it happens automatically.

The new member now starts to promote the system, just as you have, duplicating and growing both their internet business as well as yours. Could it get any easier than that?

To further demonstrate that this is a system you can get up and running quickly, we are putting our money where our mouths are. You will receive a great product, a 30-day trial of this fantastic automated system and membership in our six-year old rock-solid company for an unbelievable \$2.95 to help defray the shipping and handling of the product.

Just reply to this e-mail with your name, e-mail address and the words “keep your pledge” in the subject line. I will send you the information that will enable you to access a ~free~ tour to learn every detail of our automated system, the company and the products.

But don’t delay – I don’t know how long we can keep offering this “sneak peak” for just \$2.95. If you truly have the ability to resist even the ~free~ tour, then just do nothing and click “delete”. This is not an automated message and you will not be contacted further. But aren’t you just the least bit curious? Hey, I said “the tour is ~free~.”

## Signature Files

### What is a “Signature File” and how should I use it?

A signature file is a line or two of type that can be added automatically to the bottom of every outgoing e-mail. A signature file can work great as a subtle little advertisement for your Automatic Builder and Nutronix business. All e-mail providers offer this way to personalize your messages. Each may do it a little differently, but the basic way to set them up is the same.

### What do I say in my Signature File?

Something catchy, yet descriptive is good, but you have to keep it short. You will be limited by the number of characters you can use. An example might be: “Everyone told me there was no such thing as a [free lunch](#) . . . but boy were they wrong! I found mine at <http://www.automaticbuilder.com/yourURL>”

### How do I set it up in my e-mail?

Each e-mail supplier will offer a link to change your e-mail preferences. Yahoo, which I use, lists “mail options” as the link. Once you get there, just select “signature file” from the list of preferences you can change. Then you will be asked to type it in, select whether to add it to all outgoing mail and save. You are done.

### Will the URL be “clickable” in my Signature File?

If you notice the sample above, both the words “free lunch” and the full URL are “clickable.” To make a word or group of words clickable (like “free lunch”), first highlight the text. Do this by left-clicking and holding down the button on the mouse and dragging the cursor across the selected text (a highlight color will appear across the text).

Then click on the icon of the globe with a link of chain on it. A box will come up to enter the address that you want your word to be linked to. Type in <http://www.automaticbuilder.com/yourURL> and click OK. You will notice the highlighted text in your signature file becomes colored and underlined. Your link is successful.

In the second example, you simply type your URL as part of your signature text and it will automatically become clickable as soon as you place a “space” or “enter” at the end of the text. Make sure to save your signature file or click OK when done. Your “signature” will now be placed at the bottom of every e-mail you send. Double check by sending an e-mail to yourself to make sure it is being applied and that the links are good.

## Telefriend E-mailing:

The purpose of Telefriend is exactly that – to communicate with people you know about the opportunity. It is not a place to input the names and e-mails from a list you have purchased or otherwise acquired. This is a violation of our SPAM policy and will be treated as such. Please observe the rules or you risk your business and ours.

Most free e-mail companies such as Hotmail, Yahoo, MSN, and Lycos (to name just a few) will sort incoming mail into “Inbox” and “Bulk” areas for their clients. They also use scanning software which will, on occasion, block harmless e-mail. One of the criteria for determining whether an e-mail will go to “bulk” is if it was generated by an autoresponder. (Telefriend messages are generated by an autoresponder.)

If you would like to “tell a friend” about the opportunity who has one of these free services, it would be wise to let them know that the likelihood is great that the mail will arrive in their “bulk” e-mail.

A good solution is to send the letters from your personal e-mail box. Just click on “view telefriend e-mails”, then click on the first one. Copy and paste this letter into your e-mail, make the necessary changes and send it to your intended recipient. (You do not want the “removal” information on a personal e-mail because they are not on the autoresponder and cannot be removed with the link provided.) Keep a copy in your “sent” or “draft” folder and you can use it over and over from your own e-mail box.

If you are personally communicating using an autoresponder, always ask recipients to “white list” your e-mail (see “white listing” in training) to prevent future problems. In addition, your e-mails MUST fully comply with our SPAM Policy (see [SPAM Policy on your AutomaticBuilder.com website](#)) and adhere to the following:

1. You must be in full compliance with the [Can Spam Act of 2003](#)
2. Emails must include your physical address within the body of the email you are sending.
3. Emails must contain a clear, conspicuous and functional “unsubscribe” mechanism so that the consumer may be removed from future mailings. This unsubscribe link must remain “live” for at least 30 days after the delivery date and you must process opt-out requests before the next scheduled mailing to avoid SPAM complaints.
4. The information in your “from” line must be valid and traceable to your company.
5. The “Reply To” email address must be a functioning email address where you can be contacted.
6. The email must contain a Subject Line which should reflect a clear statement of the content of the email.

## White Listing

### **Are you or your prospects missing important e-mail? “White List” them!**

If you are like me, you receive tons of e-mail that is relegated to your “bulk” or “junk” folder of your e-mail. You HAVE to wade through them because there just might be one or two in there that you really want.

Here is something you can do to help ease the burden: White listing. Of course we all know what black listing means, but white listing? It is a way to guarantee that you get those e-mails that come from an autoresponder (like Automatic Builder) that you really want . . . and it only takes about ten seconds.

White listing is simply adding the desired e-mail addresses to your address book. It is simple. When you receive an e-mail you would like to add, simply click “add to my address book” link beside their return address. Add any additional information when prompted, save to your address book and you are done. This mail will always arrive in your “inbox” in the future and never be blocked by spam filters.

If you have prospects or customers who are missing important e-mails from you, ask them to “white list” your incoming e-mail. If you communicate regularly, add a line to your e-mail: “To help ensure proper and timely delivery, please add us to your address book. We wouldn’t want you to miss any of the excitement at Automatic Builder and Nutronix.”

## **A Final Note:**

There are four other methods of promoting that you can use right from your AutomaticBuilder website. They are:

**Audio Postcards**

**Business Cards**

**Lead Packages (including the phenomenally successful GTTs)**

**URL Rotator (for developing shared campaigns)**

You should visit the link at your AutomaticBuilder Website for details on purchasing these four advertising mediums. Click on the “How to Promote” link and then click the appropriate button for information on each of the above.

Always make use of the weekly conference calls which are available via telephone and the FREE internet conference software. Learn more about the calls and updates of all kinds at the [official ezine for AutomaticBuilder](#):



*Happy Prospecting and much success in your endeavors.*