

# *Pay Per Text Marketing*

by Troy Pentico

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# ***Introduction***

In the many years that I have been marketing various products and services online I have found that many reports or e-Books that are sold online are filled to the brim with a lot of padding. But, like you, I also run an online business. And I really do not want to take up all your time making you read a ton of irrelevant information.

I am going to present the Pay Per Text Marketing Method to you in the shortest way possible. The idea here is to not only share the idea with you but, also to have your affiliate site up and running utilizing this method in less than 60 minutes. So I am going to present this to you with the least experienced web marketer in mind. This is fairly short so for those of you that catch on quick, it will go quick.

Don't worry though. After completing the lessons in this report you will definitely get your money's worth when applying them.

## ***Before We Start***

The whole idea of the Pay Per Text Marketing Method is to capture your affiliate web site visitors contact information so that you may follow up with them in the future. However, you will quickly come up with some own ideas of your own on how you can utilize this system to market back end products, promote an ezine, offer something free when they make a purchase, etc. For simplicity sake I am only going to show you how to setup your site to capture the leads information.

To fully utilize this system in a fully automated fashion I am going to recommend you use an auto responder system. You can feel free to use your own auto responder system for this if you wish. I am going to show you one that is low cost and also captures more than just the email address.

*\*NOTE\** during the time of this writing the auto responder system I am recommending went from a free service to a paid service. I was hoping to make things very simple and free beyond purchasing the report however, I am still going to recommend this particular service as it is simply one of the best out there and is a good value. As promised when you purchased the Pay Per Text system I have included many FREE auto responder systems at the end of this report.

Again I want you to get started using this system quickly and easily so I am not going to recommend a .cgi script or other software for this. It will be an online

system all you have to do is sign up for it. When you are ready you can upload your follow-up emails into the auto responder under your members log-in.

The only other things you will need before we get started are:

- (1) The text editor of your choice. Windows Notepad will work just fine.
- (2) The URL to the affiliate program you would like to target with Pay Per Text Marketing.
- (3) An FTP Program or other program capable of uploading files to your website. If you are using a free website host such as Hypermart or Geocities their built in upload utility will work just fine.

## ***Lesson 1:***

The first part of this marketing system is creating what is called a Java Script Redirect Web Page. Simply put when a website visitor follows the URL to this webpage they will seamlessly and instantly be forwarded to another web page. This is the base to the Pay Per Text system and you will learn how important this is in the next lesson.

Open your text editor. First we will add the proper HTML to build a web page. Simply enter the following into the text editor:

```
<html>

<head>

<title></title>

</head>

</body>

</html>
```

Note: Experienced users will notice I missed the opening <body> tag. No worries for simplicity we are adding it later. Please continue:

Now we will add a title to this page. It really is not important what the title of this page is. However, I recommend you keep it with the theme of the affiliate link you are going to be promoting. So simply place your title between the <title> and </title> tags. Here is an example:

```
<title>FFAMall Web Search Presents: Pay Per Text Marketing</title>
```

That's it for lesson one. For the next lesson you will need your Affiliate URL so have it ready.

## ***Lesson 2:***

Here we will enter the code that will take your visitor to your affiliate page. This just like every step is important so take your time and everything should go smoothly. Directly below the <title> and above the </head> tag of your page enter this:

```
<meta http-equiv='Refresh' content='1; URL=http://yourdomain.com'>
```

Here is our example of this tag:

```
<meta http-equiv='Refresh' content='1; URL=http://paypertext.ffamall.com'>
```

And here is how our page will look after this lesson is complete:

```
<html>
```

```
<head>
```

```
<title> FFAMall Web Search Presents: Pay Per Text Marketing </title>  
<meta http-equiv='Refresh' content='1; URL=http://paypertext.ffamall.com'>  
</head>
```

```
</body>
```

```
</html>
```

We are almost done with our Java Script Redirect Web Page. One Lesson Left! Ready? Here we go:

## ***Lesson 3:***

We are now going to add the actual Java Script code that will generate our pop up on our affiliate page. Again an important step so please take your time.

Right below the `</head>` and above the `</body>` tag in your page enter the following:

```
<script language="javascript">
<!-- Begin
function popupPage() {
var page = "URL TO YOUR POP UP PAGE";
windowprops = "height=245,width=460,location=no,"
+ "scrollbars=yes,menubars=no,toolbars=no,resizable=no";
output = window.open(page, "popup", windowprops);
}

// End -->
</script>
<body onLoad="popupPage()">
```

You will see that you must enter the URL of your pop up page in this code. Of course, we have not made your pop up page yet. We will get to that shortly. To make things easy we are going to call our popup page `pop.html`. So we will enter the URL to where we are going to put the pop up page on our web site. Here is our example:

```

<script language="javascript">
<!-- Begin
function popupPage() {
var page = " http://paypertext.ffamall.com/pop.html";
windowprops = "height=245,width=460,location=no,"
+ "scrollbars=yes,menubars=no,toolbars=no,resizable=no";
output = window.open(page, "popup", windowprops);
}

// End -->
</script>
<body onLoad="popupPage()">

```

And here is how our page will look after this lesson is complete:

```

<html>

<head>

<title> FFAMall Web Search Presents: Pay Per Text Marketing </title>
<meta http-equiv='Refresh' content='1; URL=http://paypertext.ffamall.com'>
</head>
<script language="javascript">
<!-- Begin
function popupPage() {
var page = " http://paypertext.ffamall.com/pop.html";
windowprops = "height=245,width=460,location=no,"
+ "scrollbars=yes,menubars=no,toolbars=no,resizable=no";
output = window.open(page, "popup", windowprops);
}

// End -->
</script>
<body onLoad="popupPage()">

</body>

</html>

```

Now save this file as “affiliate.html”. If you are not sure in notepad when you select “Save As...” from the files menu a pop up box will come up. Change the “Save As Type” drop down box to “All Files”. Then enter “affiliate.html” into the “File Name” box and then save the file.

## ***Lesson 4:***

To complete the following lessons you will need an auto responder system that is capable of accepting form inputs. If you are not sure what this is I recommend you sign up for the low cost one I recommend until you become more familiar with this. Go here and sign up for your auto responder:

[http://www.clicktopromote.co.uk/trial\\_1.htm](http://www.clicktopromote.co.uk/trial_1.htm)

\*Note\* at the time of this writing this auto responder system was \$4 per month.

## ***Lesson 5:***

Now that you have your auto responder account it is time to setup your information capture form that will pop up on the affiliate page you chose in Lesson 3. To make things simple we are going to make a small pop up box with whatever text you decide to use to entice the visitor to fill out the form. And of course the form code so that when they submit their information they will be signed up with your auto responder follow up system.

As I stated earlier you could also use this pop up to market a different product, offer a free download, or just about anything you can think of. It is up to you. But for now let's get to the creation your pop up form.

Open your text editor again and enter the following information:

```

<html>

<head>
<title>YOUR WEBSITE TITLE GOES HERE</title>
</head>

<body>

<table border="1" cellpadding="0" cellspacing="0" style="border-collapse: collapse"
bordercolor="#111111" width="460" id="AutoNumber1">
  <tr>
    <td bgcolor="#FFFFCC">
      <p align="center"><font face="Arial"><b><br>
WRITTEN CONTENT GOES HERE</b></font><br>
      </p>
      <form method="post" action="http://www.clicktopromote.co.uk/cgi-
bin/varpro2/varman.cgi">
        <table width="306" height="112" border="0" cellpadding="0"
cellspacing="0">
          <tr>
            <td width="115" height="25" align="right"><div align="right"><font
color="#333333" size="-1" face="Arial, Helvetica, sans-serif"><strong>First
Name:</strong></font></div></td>
            <td width="11">&nbsp;</td>
            <td width="180">
              <input type="text" name="firstname" style="background:#EFEFEF;
border:1px solid #999999; font-size:13px; color:#111111; width:100%" size="15"></td>
            </tr>
            <tr>
              <td width="115"><div align="right"><font color="#333333" size="-1"
face="Arial, Helvetica, sans-serif"><strong>Email
Address:</strong></font></div></td>
              <td width="11">&nbsp;</td>
              <td width="180">
                <input type="text" name="email" style="background:#EFEFEF;
border:1px solid #999999; font-size:13px; color:#111111; width:100%" size="15"></td>
              </tr>
            <tr>
              <td height="48" colspan="3" width="306"><div align="center">
                <input type="hidden" name="un" value="YOUR AUTORESPONDER
USER NAME GOES HERE">
                <font face="Arial" size="2">Just enter your information above and press enter.</font>
                </div></td>
            </tr>
          </table>
        </td>
      </tr>
    </table>
  </body>

</html>

```



When this is complete you will see that there are some places you need to fill in some information with in the code. The first is the Title of the pop up page. So enter your page title in between the <title> and the </title> tags right were it says "YOUR WEBSITE TITLE GOES HERE". Here is an example:

```
<title>Explode Your Affiliate Sales Today!</title>
```

Then you need to come up with about three lines of written text to entice your web site visitor to enter their contact information into the form and subscribe to your auto responder follow up system. Just change the writing in the code were it says "WRITTEN CONTENT GOES HERE". Here is an example:

```
<p align="center"><font face="Arial"><b><br>
Subscribe to our newsletter and learn the Explosive Pay Per Text Marketing
System that allows me to offer you this on any affiliate site that I
promote!</b></font><br>
</p>
```

We are almost done with this lesson! One thing left to do. Were it says "YOUR AUTORESPONDER USER NAME GOES HERE", you will need to enter the user name you chose when you signed up for your auto responder system. Here is an example:

```
<input type="hidden" name="un" value="troypentico">
```

Now again we need to save this page as an .html file. So from the file menu select "save as", change the "Save as type" to "All Files" and then enter "pop.html" as the "File name" and click on save.

Congratulations! We are now ready to upload the pages to your web site and begin utilizing the Pay Per Text Marketing System. Easy wasn't it? But wait until you experience the power you now have!

The only thing you have to remember is that you must upload affiliate.html, and pop.html pages to the same directory on your web server. You can have them in separate directories if you wish as long as you make sure you put the exact location of pop.html in the code.

However, I do not recommend you place these two pages on different servers as this will slow the load time tremendously. You want this system to work as seamless as possible.

After uploading the pages all you have to do is promote the URL to your affiliate.html file. It will take care of the rest.

Make sure you test out the system to make sure it is working properly. And also test the form to make sure the auto responder system is receiving the information correctly. If not verify the code with this report.

I stand by this system 100%. If you have the web pages setup, verified everything is correct, and it still will not work for you please send me an email and I will personally assist you with in 24 – 48 hours. If you use MSN Messenger Service please include your user name and best time to contact you in the email and we can discuss the matter live. Please do not use this email for anything but support. Although I do not anticipate that there will be many support inquiries I want to be available as quickly as possible for those that need it. Here is the address:

[paypertextsupport@ffamall.com](mailto:paypertextsupport@ffamall.com)

Last but not least by any mean make sure you insert your follow up sales letters into your auto responder system. There are very easy to follow instructions available on how to do this if you need help once you log in to the members area of your auto responder account.

## ***In closing***

As you know by now (or you would not have purchased this report) this system can be used for more then just promoting Affiliate Web Sites. However, when used in conjunction with Affiliate Programs you do not have to build a web site and still get the same results as if you did. If you are not involved with any affiliate programs right now I have included a select few that I really believe in below. Check them out and make your own decisions.

No matter what you do the power of the Pay Per Text system is going to change the way you market for years to come. Good luck with all your current and future endeavors and I wish you all the best.

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<http://search.ffamall.com>

# ***Free Auto Responder Systems***

*\*Disclaimer\** I have not tested all of these auto responder systems. I have listed them here because they were available for free at the time of this writing. I am by no means recommending or endorsing the use of them. I also do not know if each of them offers the ability to capture information from forms. Use of any of these systems is your own decision.

Get Response:	<a href="http://www.getresponse.com/">http://www.getresponse.com/</a>
Free AutoBot:	<a href="http://www.freeautobot.com/">http://www.freeautobot.com/</a>
Information By Email:	<a href="http://www.informationbyemail.com">http://www.informationbyemail.com</a>
SendFree:	<a href="http://www.freeautobot.com/">http://www.freeautobot.com/</a>
Auto Respond-It:	<a href="http://www.autorespond-it.com">http://www.autorespond-it.com</a>
AutoReply2U:	<a href="http://www.autoreply2u.com">http://www.autoreply2u.com</a>
Aweber:	<a href="http://www.aweber.com">http://www.aweber.com</a> (Free 30 Day Trial)
AutoResponders-UK:	<a href="http://www.auto-responder.co.uk">http://www.auto-responder.co.uk</a> (Free 7 Day Trial)

# ***Recommended Affiliate Programs***

The Internet Marketing Warriors: <http://paypertext.ffamall.com/imw.html>

The Internet Marketing Warriors is one of the oldest and most respected business opportunities on the Internet. Not only will you be provided with an over abundance of information and marketing tools but, you will gain access to the famous Warriorforum.com. Were you will rub shoulders with the largest collection of Internet Marketing Guru's ever assembled in one place. Ask questions, learn, and share your own ideas. This forum a lone is responsible for many people becoming successful in online business and is worth the monthly fee by itself. **HIGHLY RECOMMENDED!**

Mechanized Marketing: <http://paypertext.ffamall.com/mm.html>

Mechanized Marketing has assembled one of the largest collections of powerful internet marketing tools available in one place on the Internet. From Opt-In Mailing Lists and Traffic Exchanges, to Auto Responders and Click Bank Programs its all here! The owner of this site has even created a plug –n- profit

feature for these tools. Simply enter your affiliate program I.D. for a huge amount of various Affiliate Programs and put all the tools to work for you at one time. Simply Amazing.

Under Oath: <http://paypertext.ffamall.com/oath.html>

One of the hottest Internet Marketing eBook affiliate programs of the moment. This eBook contains some of the most unique ideas to drive traffic to your website and close sales then have been revealed in one place in a long time. This is one of the best investments you will make this year.