Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including

 the quotation marks one at a time and paste them in

 to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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**copy and paste phrases**

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"your first name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Forum Marketing Basics Crash

Course.

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"add your name here"

----------------------------------------------------------------

1

Subject line: First Lesson - Forum Marketing Basics

Hello "autoresponder code here",

Welcome to the first lesson in the Forum Marketing Basics crash

course.

Each day for the next few days you will receive a lesson that will help

you learn the ins and outs of online forum marketing, so that you can

successfully promote your business, products or services.

In this first lesson we are going to talk a little bit about what forum

marketing is and go over some of the advantages of using it as a

marketing and promotion tool for your business.

Forum marketing is a great method that many online business owners

use to market their own products and services online. In fact it is fast

becoming one of the most widely used free marketing methods on the

internet. It has many benefits and it costs virtually nothing for you to

implement. It just takes a little know how and determination from you

on a regular basis to begin seeing positive results.

Basically a forum is a community of people, sort of like a neighborhood

where the other members are your neighbors. People often use online

forums as a way of coming together to discuss a particular topic or

problem. As a forum marketer you should use forums to get

information, ask questions, make connections, as well as for promoting

yourself and your business.

The basic rule of thumb when it comes to forum marketing is that you

never jump right in an immediately start promoting your business. This

is

considered bad manners and will actually drive your potential

customers in the opposite direction.

Before you begin to promote your product or service on any forum, you

will need to establish yourself as a member of the community. There

are three basic steps involved in this process.

- First you need to find a forum and register as a member.

When looking for a forum to join you will want to find one that is

centered around a topic that is closely related to the product or service

that you are planning to promote.

After you have found a forum that you want to and have registered, you

should take some time to create a profile page about yourself. This

should include a good description about yourself and your business.

You will want to pay special attention when crafting your signature file,

because it will be at the bottom of every post that you make and it is

vital to the success of your campaign.

After you have registered and set up your profile and your signature line

you should take a few days to lurk around the forum before you begin to

post. Examine the posts and get a feel for the other members thoughts,

ideas and questions. It is also very important that you take time to

acquaint yourself with the rules of the forum.

Next, it is time to start posting.

After you have lurked around for a while it will be time to start posting.

Begin by responding to the other members questions and concerns.

Do not by any means start out posting by instantly promoting your

business. This can have a negative impact on the opinion other

members have of you and blatant advertising can get you banned from

the forum. Remember you want people to notice you not ignore you.

Next you will want to focus on building your reputation on the forum.

Starting with your very first post, you can begin to build your reputation

as an expert on the topics being discussed. The first and most

important thing you should do is introduce yourself. Then begin to help

other members with their problems and quickly answer their questions.

Keep in mind that the more respect you earn in the forum the more

visits you will get to your website and the more sales you will make.

As I mentioned above most forums do no permit members to promote

their products or services inside the post itself. This is considered

spamming and it may get your post deleted and you may also be

banned from the forum.

There are many excellent reasons why forum marketing is so effective

for many online marketers. Whenever you post, you have the golden

opportunity to help another person that might have a problem or

perhaps a question. This will not only give you a feeling of satisfaction

that you have done something to help someone else, it will also help

you build a good reputation on the forum.

The basic unspoken rule is that if you give to another member then you

shall receive when they click on your signature line and go to your

website.

Another side benefit of joining a forum is that you will find plenty of

valuable and very useful information that you can use to build your

business. As you read posts by other members you will be amazed at

how much free information that you'll receive. This information can be

an invaluable resource to improve your forum marketing strategy.

As you begin to post on the forum many people will be able to see your

signature line and click on it, which will lead them straight to your

website. This form of free advertising can add up to a nice amount of

free traffic as well as potential sales from forum members.

Another benefit is that search engines such as Google like forums and

whenever you create a hyperlink to your website from the you will get a

nice backlinks. These backlinks will increase your position in the

search engine results and the higher you are ranked on the search

engine the more traffic you will generate outside of the forum. This will,

consequently, lead to even more sales for your business.

So as you can see forum marketing is a fantastic method with a lot of

extra added benefits that you can use to promote your business.

We have a lot to go over in the next few days if you want to learn how to

use forum marketing to your advantage, so make sure you look for

your next lesson soon. We will be talking about how you can increase

your profits by using forum marketing.

Thank you again for joining,

"your first name here"

"your email address"

"your URL here"

----------------------------------------------------------------

2

subject line: Second Lesson - Forum Marketing Basics..

Hello "autoresponder code here",

It’s time for your second lesson. I hope you found lesson one

informative. In this lesson we are going to talk about how you can

increase your profits by using forum marketing.

As we discussed in your first lesson, forum marketing is a great

strategy for using online forums to obtain visitors and customers for

your business.

It's no secret that when you use an online forum to promote your

business it can lead to more traffic to your website and potential sales

of your product or service. This however will depend on the type of

website that you're trying to promote.

This type of marketing needs to be done in a very subtle manner and

without breaking any of the forum rules. It's important to keep in mind

that most forum owners keep a watchful eye out for spammers and if

you're found spamming you may be banned from the forum with no

notice.

It is advisable to use only your signature line to promote your product

and use the content of your post to answer questions or offer help and

ideas. If you adhere to this basic strategy, you will have virtually no

chance of your post being deleted and you will build a good reputation

with the other members on the forum.

You should be aware that some forums will require that you make a

certain amount of posts before you can create a signature line. This will

give you the chance to start establishing a good reputation before you

begin to promote your products.

If you are just starting you might consider avoiding forums with this rule

because you want to get your name out as soon as possible. But keep

in mind that even if you do join a forum that allows you to create a

signature line right away you will still need to develop your reputation

before promoting your products. If you carefully execute your forum

marketing strategy, it can be a highly effective marketing tool for your

business.

This type of marketing is effective simply because online forums usually

contain a high volume of members that are interested in the same

topic. If your site relates to the topic of the forum, it opens up the door

for you to a interact with potential customers in a relaxed and low

pressure environment.

Another reason why they are so useful is that you'll be able to get

information on problems that the community may be experiencing.

Once you have gathered this information, you can use it to create new

products that will help the other members of the forum. This is an

opportunity for the savvy business owner.

As I mentioned above, when you are first getting started you will want to

execute your forum marketing campaign with extreme care. You should

post a bare minimum of fifty times before you actually attempt to

promote your products.

This is the basic rule of thumb even if you belong to a forum that allows

you to create a signature line with under fifty posts. You need to

establish your reputation as an expert on the topic of the forum first

otherwise you will have less chance of success.

At the same time, you need to make certain all of your posts are

providing value to the other forum members. Don't make your posts too

brief or excessively long. Your goal inside your posts should be focused

on helping other forum members with a particular problem or concern.

You should begin your posts with straightforward solutions to their

questions or concerns. Once you feel confident, you can discuss your

own ideas and issues.

When you're creating your signature line it has to be interesting and

quickly attract the reader rather than being a sales message. Try and

excite the reader’s curiosity by saying you have a secret to share with

them that you will reveal when they visit your website. You can also offer

a free gift, ebook or download that relates to your business if the visitor

clicks on your link.

This is an excellent ways to get visitors to your website and when they

do you can entice them to subscribe to your list or purchase your

products.

When you advertise correctly through online forums you have the

opportunity to increase traffic to your website. It can also increase

sales, newsletters sign ups and have other beneficial outcomes that

you can't get from any other type of marketing without investing a great

deal in advertising dollars.

I really appreciate your joining me for this short ecourse. Don't forget to

look for another lesson soon. We will be talking about basic forum

etiquette and how it affects your marketing plan.

Until then,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

3

subject line: Third Lesson - Forum Marketing Basics

Hi "autoresponder code here",

It’s "your first name here", with your third lesson

Today let's talk about basic forum etiquette and how it affects your

marketing plan.

As we have been discussing in you other lessons, forum marketing is

one of the most effective methods to promote your business, products

or services for free.

That is why you don't want to miss out on this valuable marketing

method by not reading through the rules that are posted by the

moderators inside the forum. These rules give you guidelines on

what you can and cannot do on the forum.

Taking the time to go through them will make it easier for you to

understand your limitations when it comes to posting, so that you don't

break any of the rules by mistake. It will also establish boundaries so

that you know how aggressively you can implement your marketing

campaign.

As I have mentioned before, not following the rules of the forum can

result in you being banned from the forum. It can also leave a black

mark on your name and reputation.

It's extremely important that not only read the rules, but you understand

them clearly. This is the first rule of any successful forum marketing

campaign. You will usually find the rules for the forum right beneath the

guidelines or general discussion area. Most of the time they are simple

and easy to understand.

Along with the rules set forth by the forum moderators you should also

follow some simple rules of etiquette.

As I mentioned in your last lesson, most forums will instantly ban you for

any form of self promotion. The strictness of this basic rule will likely

vary on different types of forums. That is why reading the rules before

you post can help you save from experiencing any problems later on.

Breaking the rules is one thing, but you can also get banned if you

make any inappropriate, offensive or hurtful comments that may offend

another forum member.

It is also important that you read what is being discussed before you

decide to post. You have to pay close attention to details. For instance

is the posting formal or informal so that you can respond accordingly.

Additionally you should get to know a few of the other forum members

and begin a discussion with them before you approach the topic of your

business or website which should be done in a very subtle manner.

As you begin to follow the conversations you will discover that you have

an added bonus. If you're following, you can observe particular

questions that are being asked by other members. If any of these

questions fall under your expertise, you can provide them with an

answer to their question or a solution to their problem. You may even be

able to steer them to your website in a subtle way, so that you can offer

them an even better way to solve their problems.

Following the rules is an essential part of any forum strategy, but

following etiquette is a matter of principal. When you follow these

simple etiquette guidelines, you will quickly become a well-trusted

forum member and marketer.

Make sure you look for your next lesson soon, We will be talking about

some of the pros and cons associated with forum marketing.

"add your name here"

"your email address"

"your URL here"

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4

subject line: Fourth Lesson - Forum Marketing Basics

Hi again "autoresponder code here",

I hope you are learning a lot from the Forum Marketing Basics crash

course. Today we are going to talk about some of the pros and cons

associated with forum marketing.

Forum marketing is fast becoming an integral part of any successful

internet marketing campaign. As we discussed in your previous lesson

it allows you a free and easy way to access people who may be

interested in the product or service that you are promoting.

It involves little to no investment to get started and often yields great

results. But just like any type of marketing on the internet it does have

some distinct pros and cons.

The first and probably the best pro of forum marketing is the highly

targeted nature that it has to offer. When you begin to interact on a

forum that relates to the product or service that you are promoting you

will have the attention of the people that are most likely to buy your

products.

This will save you wasted time and effort on other less effective

marketing campaigns. Another excellent advantage of the targeting

factor is that for every person that actually takes the time to post there

could be as many as ten lurkers, or silent watchers just reading the

conversations. These silent watchers will often purchase your products

or services without ever saying a word.

As I am sure you have heard me mention before, forum marketing is not

only a great marketing method that will bring in new customers, it is

also a great way to tap into your market for new product ideas.

By simply keeping tabs on comments, complaints and problems that

other members are having on the forum you can easily identify the

needs of your customers and develop a product idea based on that

information.

You can then test market it by asking the forum members for their

opinions and the suggestions on the product. When the product is

complete you may even consider giving out a few review copies for

them to evaluate.

The ultimate pro of forum marketing is that there is very little cash

investment involved. Most forums are accessible without membership

fees and while some may require a small fee to join, you may well

discover that it is often money well spent and costs far less than other

types of marketing and advertising.

Even though you'll have to spend time reading and posting on the forum

this particular marketing method can be done on your own time

schedule. Once you get a feel for this system it requires less than a 30

minutes of your time to read and respond to posts.

It's important that you remain patient when it comes to this type of

marketing, because it can sometimes take several months to get your

campaign efforts to pay off, but it’s well worth it when you consider the

initial investment that you had to make.

There are very few cons when it comes to forum marketing however

they are equally as important as the pros. The first con and perhaps the

most significant is that this is not a task that you will want to allocate to

an outside provider.

It is vital to your success that you personally take the time to build a

relationship with the members of the forum before they will even

think about purchasing your product or service. For this reason is not a

tactic for anyone who expects to see traffic and sales right away.

Another con is that as the product owner you will need have good

communication skills as well as the ability to present yourself as a

knowledgeable and trustworthy person. If you haven't had a chance to

hone either of these skills, you might want to practice in smaller forums

before you attempt to promote your product on popular more forums.

As with any marketing method, before deciding if forum marketing is

right for your business it is important to consider both the pros and

cons. Most importantly, if you don't have the time or communication

skills that forum marketing requires you may want to consider other

ways to promote your products. However, if you do possess these skills

(which I am quite sure you do) then forum marketing is a great way to

promote your product or service.

for your next lesson soon, We will be talking about the potential power

of forum marketing for your business.

I'd love to hear from you! Please let me know what you think and if you

have any questions please feel free to ask,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

5

subject line: Fifth Lesson - Forum Marketing Basics

Hello "autoresponder code here",

How are you? We are winding down to the end of this short course. But

we still need to go over a few important things. That is why today I want

to share with you some of the different ways that you can tap into the

potential power of forum marketing for your business.

As you well know by now, forum marketing is one of the best ways to

promote your business online for little or no money. Knowing how forum

marketing works the key to having a successful forum marketing

campaign.

A successful campaign is more than having a great signature line that

will attract people to your website. The potential positive results from

your forum marketing campaign can be so much bigger.

You may not have realized this yet, but forums can potentially help you

get your new product or service off the ground. It solves just about all of

the issues that are related to the launching of a new product. Let’s take

a look at some of side benefits of promoting your products this way.

- Testing

As we discussed in your previous lesson, by simply asking a few

people on the forum to test your new product and give you an honest

review on how they liked it or didn't like it, will help you in a number of

ways.

They can let you know what results they experienced after using it. They

can also point out any weak spots that may be in it, providing you with

the opportunity to fix the problems before officially launching the

product. These are two of the main problems associated with launching

a new product and the forum can help you eliminate them. During this

entire process you will be discreetly promoting your new product and at

the same time earning the trust of other members.

-Testimonials

When you launch any new product buyers want to see the testimonials

of others that have tried the product and liked it. This is especially true if

you're promoting a money making system. People want proof that

others have made money using it.

Here is where the forum comes into play. You can post to a few of the

members that you have built a relationship with and ask them if they

would test out your product or service. All they would have to do in

return is write an honest testimonial on how the product worked for

them. Now there will be testimonials about your product available for

everyone to see.

- More On Traffic

I know that we have discussed the traffic benefits that come along with

forum marketing in your other lessons and that you are aware that a

good signature line will bring you some traffic, but in order to generate

a lot more traffic to your site without spamming, you will want to post

and reply to other posts as frequently as possible.

This simple action will increase the amount of times your signature line

appears and more likely than not a forum member will click on your link.

This really is a great way to generate a nice client base for your

business.

So as you can see forum marketing is not only good for generating

traffic and leads, it also saves you a lot of time and trouble when you

are trying to launch a new product.

That's it for today's lesson. Don't forget to look for your sixth and final

lesson soon. We will be talking about choosing the right forum to join for

your business, plus a quick overview of some of the top marketing

forums that you can lurk around in while you are learning the ropes.

See you then,

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

6

subject line: Sixth Lesson - Forum Marketing Basics

Hello "autoresponder code here",

Well, we have come to the final lesson in the Forum Marketing Basics

crash course. I sure hope that you have learned a lot from your lessons

and that you feel confident enough to start using this fantastic method to

promote your business, products and services.

Today we are going to jump right in and talk about choosing the right

forum to join for your business, plus a quick overview of some of the top

marketing forums that you can lurk around in while you learn the ropes.

When it comes to launching your own successful forum marketing

campaign it is essential that you do your research and find the right

forum to join for your business.

Forum marketing doesn't mean that you should only focus your attention

on the forums that generate high traffic. This type of marketing is not

based on the quantity but rather by the relevance and quality of the

forum that you are posting on When you begin your search for the

perfect forum, look for one that you think will help you in your overall

marketing campaign.

As we have discussed before, it is important that you join forums that

are closely related to the product or service that you are promoting.

You will want to invest most of your time and effort in forums where you

can easily project a trustworthy image and build a good reputation for

being an expert on the specific topic that relates to your product or

service.

Once you gain the trust and confidence of the other forum members you

can look forward to a lot of traffic to your website coming from the

forum. Remember to always keep in mind that forum marketing is all

about sharing information and making contacts as well as providing

access to your products or services to your target market.

When you first begin marketing on forums you may want to choose just

one forum to post on. After you have honed your skills you can then join

additional forums and repeat the process. When you are promoting

your products on several forums you will want to prioritize the forums

according to where you think you will gain the best opportunities to

grow your business, and improve your products and services.

In the beginning it can be challenging to find the perfect forum to use for

your campaign. This is especially true if you are looking for a specific

niche that you can tap into. It is important to keep in mind that forum

marketing involves many skills and strategies that must be learned and

practiced before you will begin to see significant results.

Before we close this final lesson I want to share a few of the top

marketing forums that you can lurk around in while you learn the ropes.

These are mainly focused on business and marketing. By simply

visiting the sites and reading the posts you will be able gain some very

useful insight into the wonderful world of forum marketing.

The Warrior Forum

<http://www.warriorforum.com>

This forum is one of the biggest online marketing forums available. You

will discover marketing experts, entrepreneurs and home based

business owners from all over the world on this forum. It provides a

wealth of information on just about any type of marketing that you want

to learn about. It also has a very popular advertising section called the

'Warrior Special Offer Forum' where you can post your promotional

offers for your product or service, for a small fee of course.

Conquer Your Niche Forum

<http://www.conqueryourniche.com>

This is one of the more popular forum marketing sites. The founder of

this site is Russell Brunson. One of the foremost experts on internet

marketing. One of the biggest advantages of this forum is that it has a

referral program as well as an advertising rotation. This means that you

can get paid while you're browsing and interacting on the forum.

The Better Networker Forums

<http://www.betternetworker.com/forums>

This forum was developed by Mike Dillard, a well known internet

marketer that has been around for several years. This site provides

information on a variety of topics and allows business owners to

connect

in a friendly environment which puts you more at ease than just about

any other website out there.

Last but not least, the Work At Home Forum

<http://www.work-at-home-forum.com>

This forum has been online since May of 2004 and it appears on the

search engines all of the time. It has thousands of work at home

business owners from all over the world as members. While it may not

be as popular as the other forums above it has a huge following and

can provide you with a ton of useful information on many niche topics.

Take some time and lurk around the forums listed above and you will

discover plenty of information that you can use to create your own

forum marketing strategy.

I have to say it one more time before we close this final lesson. "Forum

marketing is a great way to meet potential customers get traffic and

promote your products and services". If you use it correctly, you can

have a very successful business without spending a small fortune on

advertising.

Just make sure you follow the rules, mind your manners and you will

have no problem launching your own successful forum marketing

campaign.

Wising you the best of luck in all of your business and promotional endeavors.

Sincerely,

"add your name here"

"your email address"

"your URL here"

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