



Garrie Wilson's

107 Terms For New Marketers

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107 Terms For New Marketers comes with Master Resell Rights. Which means:

[YES] You may resell this product.

[YES] You may giveaway this product.

[YES] You may sell/pass basic & master resell rights to this product.

[YES] You may edit the squeeze page/sales letter.

The only limitations are that you may not use unethical means to promote. Which includes but not limited to spamming in any form. You also may not reverse engineer, edit or modify this file or claim copyright.

001 AD COPY

Writing for an advertisement or sales page that tries to convince the reader to perform a desired action.

If you would like to learn how to write your own order pulling ad copy, [click here](#).

002 AD TRACKER

A tool or software which allows you to track the ROI (Return On Investment) of your links, autoresponders, pay per click campaigns, popups, articles, affiliates, reports, banners, ebooks, sales copy and even offline ads.

One such script is [Ad Tracking Pro](#).

003 ADSENSE

A revenue sharing program ran by Google that allows you to place contextually relevant ads on your site and pays you when visitors click on the ads.

If you are ready to learn how you can turn your website into a cash-in machine with AdSense, [click here](#).

004 ADVERTISERS

These are the people who pay for the promotion of goods, services, or any number of other things.

005 ADWORDS

A Google program that allows you to place ads on Google's website and partner sites.

006 AFFILIATE

Someone who promotes other peoples sites and/or products and earns a commission and/or flat fee based on results.

If you would like to learn more about making money as an affiliate, please [click here](#).

007 ALEXA

A website thats ranks other websites on by popularity. However, the stats only come from people who have the [Alexa](#) toolbar installed.

008 ARTICLE MARKETING

The process of submitting articles to article directories, with your resource box included, generating free traffic to your site, and increasing page rank.

If you would like to learn more about article marketing, I highly suggest you [click here](#).

009 AUTO-RESPONDER

A program or service that automatically sends email replies to sign ups for a mailing list and can send follow-up messages at predetermined time increments.

The two types of auto-responders are hosted, like [Mailing List Manager](#), and third party ones like [GetResponse](#).

I highly suggest the third party ones as they normally have a higher delivery rate and perform better.

010 BLACK HAT SEO

Using unethical means to gain an edge in the search engines.

011 BANNER EXCHANGE

A network of site owners displaying other sites banners using a predetermined exchange rate.

012 BUM MARKETING

Coined by Travis, is article marketing to advertise your affiliate links and sites. You can see his site [here](#).

013 BUSINESS PLAN

A business plan is a series of steps listed with all of your goals as to what you are going to do to become successful in your business.

014 CAMPAIGN

All the work you are doing to advertise a particular site, service, or product using a specific site and/or service.

015 CAMTASIA

Camtasia is a popular, yet expensive, program used to make video tutorials. You can learn more about it at techsmith.com.

A less expensive program many marketers use is [CamStudio IM Version](#).

016 CLICKBANK

ClickBank, often referred as CB, is one of the most popular 3rd party payment processors for digital products. They also have a built-in affiliate program and a marketplace that allows people to find products to buy or promote.

You can learn more about [ClickBank](#) by clicking [here](#).

017 CONVERSION RATE

The rate of how many visitors to your merchant's sites turn into customers.

Example: If you're making 1 sale for every 100 visitors, that's a 1% conversion ratio.

018 COPYWRITING

The writing you do for ads, sales letters and other marketing tasks.

If you would like to learn how to write your own order pulling sales copy, [click here](#).

019 CPANEL

CPanel is one of the most popular web host control panels. It allow you to install predefined scripts, manage email addresses, upload and delete file and other tasks related to your website.

020 CPC

This is how much you will pay each time someone clicks on your ads, links, or text when using an ad-buying program. Also known as cost per click.

021 CSS

CSS, short for cascading style sheets, allows you to set different aspects of the look and feel of a website.

022 DEDICATED HOSTING

This type of hosting is where you have your own computer located at a hosting provider that only you use.

An inexpensive dedicated host that I highly recommend is [HostGator](#).

023 DIRECT LINKING

When website A links to files located on website B. If this is done without permission it's stealing and known as hot linking/leeching.

024 DIRECTORY

A web directory is where several sites are posted and put into categories to make it easy for people to find the sites. These are sometimes used to get back links.

025 DOMAIN NAMES

This is the address of your website.

If you would like a better, more in-depth explanation and even some tips on choosing a proper domain name, click [here](#).

026 E-BOOK

E-book, also written as ebook, is an electronic book. They come in different viewing formats but the most widely used are PDF and EXE.

If you would like to learn more about creating your own ebook, [click here](#).

027 E-COURSE

A series of informational e-mails or lessons based on teaching a specific topic. Generally, they are used to build subscriber lists and promote related products.

One of the quickest ways to get your own e-course is to use exciting label ones. For a list of existing e-courses that you can use, [click here](#).

028 EMAIL MARKETING

A form of direct marketing where you send customers and/or prospects newsletters and/or sales letters using email.

If you would like to learn how you could successfully use email marketing to increase your profits, [click here](#).

029 EZINE

Ezine, short for electronic magazine, is an online magazine.

If you would like to learn how you could use an ezine to create loyalty and increase your income, [click here](#). .

030 FAVICON

A favicon, short for favorite icon, is an icon that is displayed next to a sites bookmark. To create them, you can use a program like [Favicon Creator](#).

031 FANTASTICO

An application that automates the installation of various web programs.

032 FFA LINKS

FFA Links, also known as free for all links, are places where anyone can submit their website URL.

033 FLASH

A popular way of setting up a website, where pictures, graphics, and words are often moving, colorful, and are all together more interesting to look at.

034 FORUM

A forum is an online discussion group where participants with common interests can exchange open messages.

If you would like to learn how you could use forums to market your products and services, [click here](#).

035 FORWARDING

Typically, this is the process of sending e-mail from your address to someone else's automatically but can also be used on web pages.

036 FTP

FTP, also known as file transfer protocol, is transferring your files from your computer to your web host. Generally, special programs like [AtomicFTP](#) are needed.

037 GIVE AWAY RIGHTS

These rights mean you can give the item in question away for free. Many times these items are used as bonus for buying a product or joining a list.

If you would like to get some products to give away, take a look at [Free Downloads](#).

038 GUERILLA MARKETING

Online marketing that is sometimes called into question because of the lack of ethics sometimes used. It is using the most minimal of resources to get the most profit possible.

039 GURU

A person perceived by others as being an expert in their field.

040 HITS

Each time an image, html document, or other file is downloaded and/or viewed, it counts as a hit.

041 HOSTING

A host is a place online where you store your website and related files to be accessible on the Internet. There are three types of hosting; shared, vps, and dedicated.

An inexpensive host that I highly recommend is [HostGator](#).

042 HTML

HTML stands for hypertext markup language and is used to make web pages. If you don't know HTML you can use an editor like [Nvu](#) to create your websites.

043 IM

IM is short for Internet Marketing and is the act of promoting products and/or services on the Internet.

044 IMPRESSION

Generally, it's the number of time an advertisement is shown but can be other things as well.

045 INBOUND LINK

This is a link on another website that is linking to your website.

046 JAVASCRIPT

JavaScript is a script language that can be placed in HTML to add extra functionality to a web page.

047 JV

JV stands for joint venture and is when you arrange a special deal with someone for helping you on a project or promotion.

If you would like to learn how to successfully get JV partners, [click here](#).

048 KEYWORD DENSITY

The amount of times certain keywords or phrases are used in a given amount of text.

049 KEYWORD RESEARCH

This is when you are searching for keywords that are related to your website and the analysis of which ones yield the highest ROI, return on investment.

050 KEYWORDS

These are search terms an/or phrases that people use in search engines to find what they are looking for. They are also related to an advertisement or ad copy.

051 LANDING PAGE

This where people “land” after they have clicked an advertisement. It’s not always the home page but can be.

052 LINK EXCHANGE

When you put other peoples links on your site and they put your website link on theirs. To find sites to exchange links with you should visit [Link Market](#) or [Link Exchanged](#).

Tip: For best results, you should exchange links with people in the same niche as you.

053 MAILING LIST

In email marketing terms, a mailing list, also referred to as list, is a database of email addresses that you send various types of information to.

A mailing list can also refer to database of names and postal addresses that you send various types information to.

If you would like to learn how to build and profit from your own email list, [click here](#).

054 MERCHANT

The merchant is the company or person who is selling the product or service.

055 META TAG

Meta Tags are placed inside your HTML code before the TITLE line and describe different things about your website such as description and related keywords. Meta Tags also help increase search engine rankings.

To create Meta Tags, you can use programs like [MetaWhiz](#).

056 MINI-SITES

These are very tightly focused websites that deal on one topic. Generally, they are one page sales letters but can be more pages.

To learn more about mini-sites and how to successfully use them to maximize profits, [click here](#).

057 MODERATOR

These are the people who help make sure a forum rules are followed.

058 MRR

MRR, short for master resale rights, allows you to sell the product and the resell rights as well so the person you sell to can also sell it if you choose to let them. Generally, anyone who owns the product can sell it.

If you would like to learn more about master rights and how you can profit from them, [click here](#).

Also, if you are looking for master rights products, visit JustResaleRights.com

059 **MYSQL**

This is an online database that allows programs to store and retrieve information.

060 **NEWBIES**

This word refers to people who are new to something such as Internet marketing.

061 **NEWSLETTER**

This is a publication, print or electronic, you send out to a list of people on a specific topic.

To learn more about creating your own newsletter for profits, [click here](#).

062 **NICHE**

The specific target you are marketing to. Generally, these are smaller target groups, like needle work, but done correctly can lead to huge rewards.

If you would like to learn how you could profit from niche marketing, for free, [click here](#).

063 OPT-IN

When someone joins your mailing list. Double opt-in is when they also have to confirm the request.

Tip: Double opt-in helps keep your list more responsive.

064 OUTSOURCING

Paying other people to do work for you. Such as writing your web pages, writing articles, writing ads and sales pages and other things you might find it is easier to pay for than do yourself.

Top two outsourcing sites: [Elance](#) & [Rent A Coder](#)

To learn more about how to successfully use outsourcing, [click here](#).

065 PAYPAL

PayPal, one of the largest 3rd party payment processors, allows individuals and businesses to securely, easily and quickly send and receive payments online from over 190 countries and regions around the world.

For more information on PayPal, [click here](#).

066 PAGE LOADS

The total number of times a page has been loaded.

While this isn't a good indication of visitors, it does help determine how popular a specific page is.

067 PAYMENT THRESHOLD

The minimum amount a person must be owed before a payment is issued.

068 PDF

This is a file format used by Adobe and is one of the most popular formats for e-books. You are looking at one now. 😊

069 PHP

Basically, PHP is used to create web based software applications.

If you would like to learn how to install PHP scripts, [click here](#).

070 PLR

PLR, short private label rights, means you receive the source files for a product and are allowed to modify it, add your own links, name, change the title, etc. However, the licenses for

PLR always vary so make sure you read and understand it before you buy them.

If you would like to learn more about PLR, you can receive a free ecourse by [clicking here](#).

Also, if you would like to purchase some PLR products so you can quickly and easily get your own product online, [click here](#).

071 PM

PM is short for private message and as the name implies, they are private messages between forum users.

072 PPC

PPC stands for pay-per-click and is when someone pays a certain amount every time someone clicks a link.

Any time you advertise, especially with PPC, you should use a script to track your results. One such script is [Ad Tracking Pro](#).

073 PPL

PPL stands for pay-per-lead and is when someone pays a certain amount for leads. Normally, online, the leads are email address but can be for anything.

074 PPP

PPP stands for pay-per-post and is the act of paying someone to post messages to forums, blogs, comments or anything else.

075 PR

PR, short for page rank, is the number Google uses to measure how many links point to website and the “quality” of the sites providing the links.

076 PRE-SELL

Pre-selling can mean either 1) when you telling people about a product or service before they are sent to a sales page. 2) When you sell something before it's made.

077 PRESS RELEASE

A press release is when you announce who, what, where, when and why of a topic in hopes that media will do a story on it. Many people also use press releases to generate back-links to their sites.

If you would like to learn more about press releases and how you can profit from them, [click here](#).

078 PUBLISHERS

A person who publishes information as in a website or creates a product.

079 RECIPROCAL LINKS

When someone adds a link on his or her site or directory in exchange for a link on your site.

080 REDIRECTING

Redirecting is when you have a site, page or special URL send someone to a different location. This is normally done when you promote affiliate programs.

Normally when you redirect people, you will want to use a script like [Link Shrinker](#).

081 RESELL RIGHTS

With these rights, only you can sell the product and may not allow others to sell.

If you would like to learn more about resell rights and how you can profit from them, [click here](#).

Also, if you are looking for resell rights products visit [JustResaleRights.com](#)

082 RESOURCE BOX

A resource box, also known as a bio box, is a small area of text where you can put in information about you, your product or website at the end of an article.

Tip: Tell people about a second part of the article only located on your website. This will help drive more traffic to your site.

083 RETURN DAYS

This refers to the number of days people are tracked after they click an affiliate link. If it's 30 days, the person will be tracked for 30 days and if they order during this 30-day period, you will receive credit.

084 RSS

RSS, also known as rich site summary and really simple syndication, people the ability to broadcast information that can be read in a special program. Generally, blogs use this but other types of sites and programs can use it.

If you would like to learn more about RSS, especially how you can use it to increase traffic and profits, [click here](#).

085 SALES COPY

This is the information you have written on your sales letter to get visitors to purchase your product.

If you would like to learn how to write your own order pulling sales copy, [click here](#).

086 SALES LETTER

Also known as a sales page, this contains your sales copy, images and other elements to entice your visitors to make a purchase or complete another desired action like joining a list.

087 SCRIPTS

Scripts come in various formats like JavaScript, ASP, PHP and CGI and perform whatever function they are programmed to do.

If you would like to learn how to install scripts, [click here](#).

088 SEO

SEO, search engine optimization, is when you are making your website or page as search engine friendly as possible.

If you want to learn how to optimize your site for the search engines and other ways to create traffic, I highly suggest [Traffic Blueprint](#).

089 SERVER

The server is the main computer(s) that runs the software for all the computers in the network.

090 SHARED HOSTING

This is where your hosting account is on the same server as other people's sites and all share space and resources. This type of hosting is the most inexpensive and widely used.

An inexpensive host that I highly recommend is [HostGator](#).

091 SIGNATURE

Often referred to as a sig, is where you will put your name and link to your website or other information you want people to see on forms and in emails.

Tip: These are great to promote products without screaming "look at this" all the time.

092 SITE BUILDER

This is a software program that is used to create web pages without having to know HTML. One of the most popular, free, ones is [Nvu](#).

093 SOCIAL BOOKMARKING

Social bookmarking is a new way of saving favorites by adding them to a site where others can see them and share theirs. This can be an effective way to get traffic.

Some of the most popular ones are: [Digg](#), [Blinkbits](#), [Yahoo](#), [Del.icio.us](#), [Furl](#), [Ma.gnolia](#), [Technorati](#)

094 SPAMMING

This is the sending of unsolicited commercial communications. It can be done by email, PM, instant message programs, forum postings and any other means of communication.

If you would like to learn more about SPAM and how you can help stop it, [click here](#).

095 SQUEEZE PAGE

A squeeze page is a special type of landing page that tries to get a persons email address before they see a sales letter. Normally, this also allows people to personalize the sales letter with the person's details.

If you would like to learn more about creating squeeze pages, you should take a look at [Creating A Squeeze Page](#).

You might want to also look at [Poor Boy's Squeeze Page](#) to see an example.

096 SUBDOMAINS

A subdomain, also known as a second level domain, is a subset of a main domain.

Example: domain.com would be the domain and my.domain.com would be a subdomain.

097 TEMPLATE

A template is a set of files already with images, and headers for a website or ad. All you need to do is fill in the blanks, usually with your own text.

If you would like to see some templates available, [click here](#).

098 TRACKING CODE

This is a way many affiliate programs work. They put your tracking code into a link, and when there are purchases through that link you get paid.

You can also use tracking code to determine which advertising campaigns are making and losing you money by using a program like [Ad Tracking Pro](#).

099 TRAFFIC

This is getting people to visit your site. Driving traffic is actively finding ways to get more visitors. Many times more visitors means more sales.

To see a list of compressive courses about generating traffic, [click here](#).

100 **TURNKEY SITES**

These are sites that are all set up for you, for the most part. You might have to add your own order code, type your name, and add your own legal notices but over all, the site and product are ready for you to drive traffic to.

101 **UNIQUE VISITORS**

This tool tells you how many unique IP addresses have been to your site.

102 **VIRAL MARKETING**

Viral marketing is technique that encourages people to pass on a marketing message. Sometime this can be forced like when Hotmail is advertised on the footer of outgoing emails.

If you would like to learn more about viral marketing, [click here](#).

103 **VPS**

VPS, short for virtual private server, is a type of hosting account that functions like a dedicated server but is really a standard server partitioned into multiple servers.

Using a VPS has many advantages like the ability to host multiple accounts each having their own control panel and resources.

An inexpensive VPS host that I highly recommend is [HostGator](#).

104 WEB 2.0

This is a term often applied to the ongoing technological change on websites that serve high-technology web-based applications to the end user. Web 2.0 sites are generally site's where users are able to submit and control content.

If you would like to learn more about Web 2.0, [click here for a free report](#).

105 WHOIS

WHOIS shows the details of a domain owner, where it's hosted and other information. Most registrars have a WHOIS lookup tool but I suggest you use the one located [here](#).

106 WORDPRESS

[Wordpress](#) is one of the most popular blogging scripts available and is free.

If you would like to learn more about Wordpress, [click here](#).



WYSIWYG stands for What You See Is What You Get and refers to accurate screen to printing. It is also referred to when talking about HTML editors that produce all the code for you.

That's it but before you go, remember, you have master resell rights to "*107 Terms for New Marketers*." Which means you can sell it from your own website and keep all the profit or give it away to build your list.

However, if you do not wish to set your own site up to sell it from, you can participate in the 100% commission affiliate program.

To do so, you simply refer people to our site using your affiliate link and for every person that purchases the report; you will receive 100% of the payment directly to your PayPal account. PLUS you will receive the full payment for 75% of all the orders placed using your affiliate link for the private label rights OTO.

Below is your affiliate URL:

<http://www.mini-reports.com/107Terms/?e=YourPayPalEmail>

You need to replace ***YourPayPalEmail*** with your [PayPal](#) email address. .

By participating in the 100% commission affiliate program, you are agreeing to our [Affiliate Agreement](#), which can be read by [clicking here](#).

In order to help stop people from stealing your commission, I suggest you use a program that will redirect people to your affiliate UL. One such program you could use is [Link Shrinker](#)

If you have any questions feel free to contact me at <http://ais-support.net>.

To your success!

Garrie Wilson

Other Products Available

