Internet Marketing Survival Kit

2011 Edition

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Overview-

> "Beliefs have the power to create and the power to destroy. Human Beings have the awesome ability to take any experience of their lives and create a meaning that disempowers them or one that can literally save their lives"

-Anthony Robbins

Rather than merely (yet) another how to eBook on Internet Marketing, this Guide is niche neutral and specifically serves the sole purpose of arming it's readers with a well-rounded Internet Marketing "survival kit."
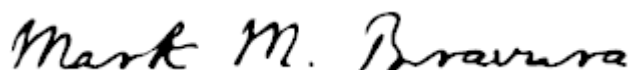
I've been a huge advocate of both the Public Domain movement, as well as the Open Source movement for several years now, as freedom is found in transparency. These two movement are all about freedom and transparency.

What follow is the very best solutions of their type; some are online-based, and some are software-based. In the case of the software-based solutions, each one is a commercial-grade, truly mature tool extremely well-suited for the task at hand (and most of them are cross-OS solutions – Linux, Mac and Windows.)

Survival is *never* an easy task, and this is especially so with fiscal survival. With patience, dedication, and audacity- you will prevail. Having the right tools and resources massively increases the odds in your favor.

May you experience massive success in your noblest online endeavors!

Best regards,

Mark M. Bravura

PublicDomainDetective.com
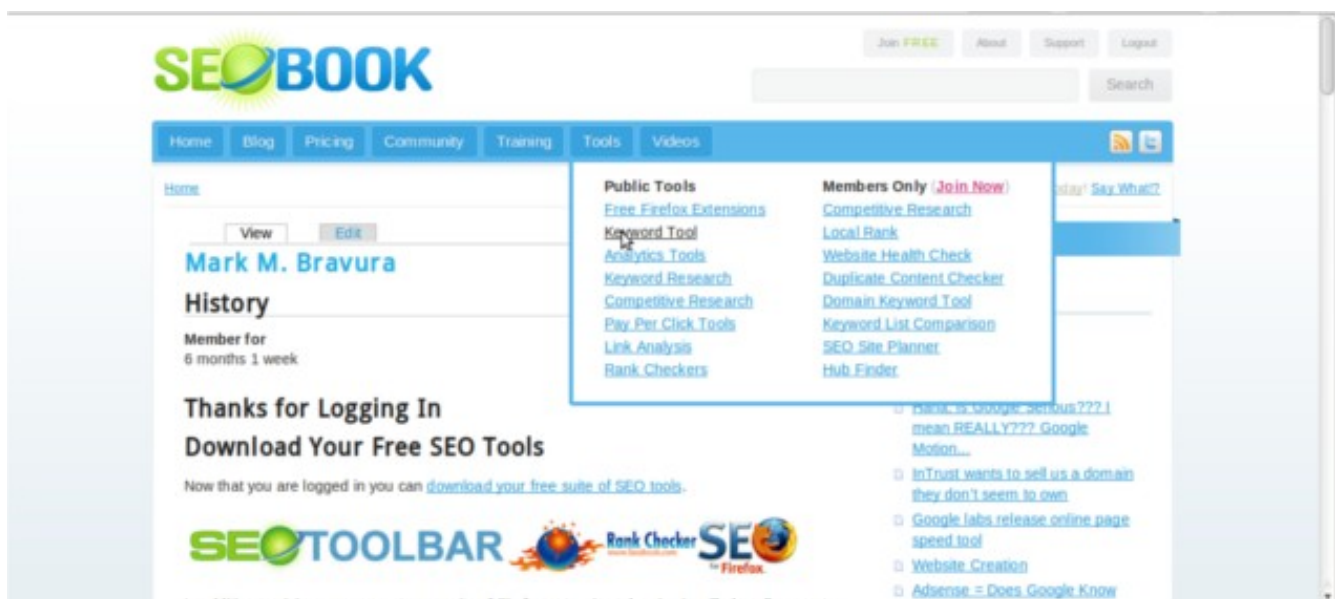**BibleResearchTools.Wordpress.com**

At *bare minimum*, your Internet Marketing Survival Kit should include the following necessities:

➢ **[SEOBook.com's simply excellent and free research tool](#)**.

First, sign up by clicking on the "Join FREE" button on the upper right side of the page and register. Once logged in you should see a screen like the one below:
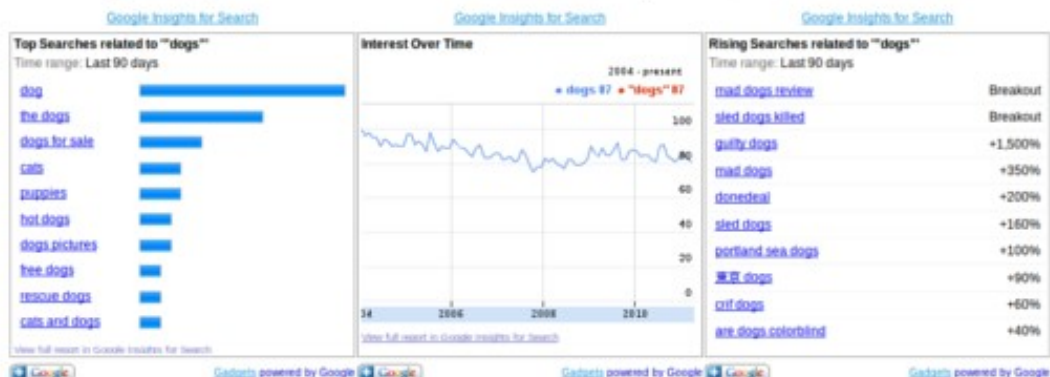

Next, go to the "Tools" drop-down and click on "Keyword Tool":

Next, click the "Show Google Insights" option right beside the search box (highlighted below, where mouse pointer is):

Next, type in your broad search terms, based on each of your listed items (I used "dogs" for example.) Notice all of the clickable options that come up with you search results – this contains a great wealth of useful info.

Also notice that keywords can be exported as a CSV spreadsheet (look for mouse pointer below – top left corner – that is the export link):

Continue to further dig down for even more (longtail) keywords by clicking on the individual keywords in the lefthand column.

Also **be sure to scroll all the way to the bottom of each of your searches** (with the Google Insights option always checked) to see the overall popularity over time:

A niche that is relatively steady over time (like "dogs") or even rarer, *and a real treat* – rises over time – is at least a niche with serious stay power.

Try to avoid niches that have a major decline over time unless you are prepared to do so intense overtime web promotion.

All of this great keyword info will indicate to you the overall popularity of any given niche, as well as a strong idea of the competition.

This, in turn, will help you determine the viability of the niche(s) that you are considering. **Spyfu.com**, and Amazon best-seller categories are also great marketing research resources.

Over time, you'll be able to naturally use your gut intuition to get a feel for where you will do your best on the Internet e-commerce playing field.

> ➢ **Your own Top Level Domain name** (U.R.L.)

➢ **A vast quantity of [free multimedia content](#) suitable for commercial use.**

➢ **[Tumblr account](#)** (free).

Tumblr is not only the smoothest, simplest, easiest blog platform bar none. And at the time of this writing, they're beloved by Google, with a *not so modest* PR8 (which means that your content will get indexed usually in minutes, and definitely within a couple hours.

Just a mere few of the many outstanding benefits of Tumblr, at the time of this writing, are:

1. Ultrafast, clean, and easy user CP... best I've seen so far, without a doubt.

2. No forced ads.

3. Allows you to host your domain for free (or even just top level sub-domains), without having to reassign your nameservers. Just make one small modification to your A Record.

4. Fully customizable and modifiable HTML themes, including the ability to create your own themes.

5. Embed audio, video, and even autoresponder code (using the **plain text HTML editor mode** – rich text editor is default and *strips out most HTML code*.)

6. Customizable re-direct capability.

7. The Tumblr community is growing exponentially, which means more potential traffic for you.

Downsides:

1. No ability to store/share PDF's.

2. No ability to create password protected pages.

3. No sticky posts

➢ **A free Wordpress blog.**

The main advantages to a free Wordpress blog are the main disadvantages to a Tumblog (and vice-versa), which is why I use both in conjunction with one another:

The main upsides to a free Wordpress blog are:

1. 3 gigs of file storage- including PDF's.

2. Password-protected pages.

3. Sticky posts.

The main downsides to a free Wordpress blog are:

1. Extreme bulky, non-intuitive user CP.

2. No customizable page re-directs.

3. Extremely limited HTML (no embedding audio, video, or auto responder code, for example.)

➢ **A reliable, commercial-grade [autoresponder service provider](#).**

The truly awesome part about MailChimp, is that they provide the same great delivery rate as GetResponse or Aweber, only with:

1. Better, more powerful features,

2. A shed load of helpful video tutorials,

3. Impressive Web2.0 integration,

4. And great customer support.

Moreover, they recently upgraded their *Forever Free* account to **double** it's previous size (now allowing for up to 2,000 subs a month, with up to 12,000 sends a month absolutely free.)

And if all that wasn't enough, they're also fully scalable, up to an individual list size of 3,100,000 (million) subs: Simply excellent.

➢ **A high quality PDF file maker that leaves no advertising watermark.**

My personal fav is the OpenOffice Writer (part of the OpenOffice suite, available for free @ OpenOffice.org), as it is a fullblown word processor.

For Mac users, you might consider NeoOffice (a deriv of OpenOffice, specifically designed for Mac OS X.x).

As a last ditch effort, the [PDF995](PDF995) suite is another free viable alternative for Win users (no advert watermarks, just a splash screen asking you to upgrade, which goes away when you do.)

➢ **A pro-grade audio editor.**

Without a doubt, Audacity is the finest free, truly pro-grade audio editor I have found. And not only is it free... it comes in all three OS flavors.

➢ **A top-quality image editor.**

Unless you are already an avid Photoshop user, I cannot highly enough recommend the Gimp, which is not only free... and it also comes in all three OS flavors.

➢ **A truly universal multimedia player.**

With both Windows and Mac OS X, the one thing that consistently drove me nuts is the inability to play a wide range of multimedia, due to the whole codec issue.
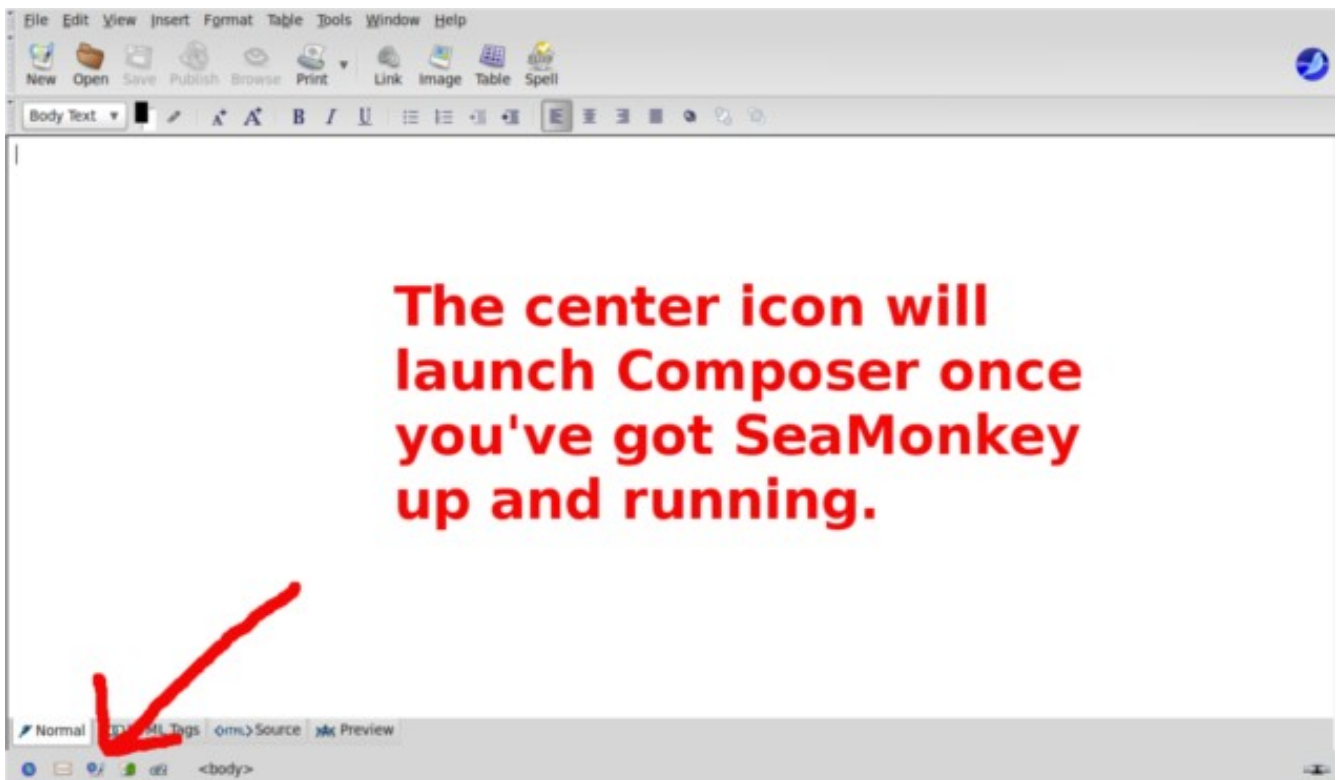
[VLC](VLC) bridges the gap and evens the playing field by playing practically every audio/video file imaginable.

Plus, it can often times even play the non-damaged portions of a damaged file (whereas Windows and Mac either lock up, or their Media Player crashes.)

➢ **A good WYSIWYG [HTML editor](#).**

If you are simply not into coding your own Web pages by hand, you will need a reliable WYSIWYG [what you see is what you get] HTML editor.

The HTML editor included in the SeaMonkey browser suite (Composer) is crisp, clean, has the familiarity of a typical word processor, and also comes in all three OS flavors:

The center icon will launch Composer once you've got SeaMonkey up and running.

➢ **A reliable product delivery system.**

Over the years, I have found two that stand and deliver consistently – **Payloadz.com** and **Tradebit.com**

Here's a brief comparison of the pro's/con's of each:

Payloadz Pro's –

1) Costs nothing out of pocket to instantly start using. After you make either $50 or $100 (I don't remember which, right off hand), only then do you pay a flat rate per month

for their mandatory premium upgrade ($14.95/month), plus 5% and $0.49 per sale.

Remember: You'll also have PayPal's fees on top of that which is ~2.9% + $0.30/sale.

This includes unlimited coupon codes, unlimited file storage, ftp access, toll free support, no transaction limits, etc.

However, if you do not generate a substantial amount of sales after the mandatory upgrade, you can always downgrade with no penalty the following month.

2) Does **not** make you jump through a bunch of hoops (think ClickBank).

3) Very easy user interface for creating offers.

4) All their premium upgrades include the ability to assign individual product coupon codes (makes a HUGE difference on your overall conversions, strategically.)

5) All payments go straight into your account.

Payloadz Con's –

1) **Not** the best choice if either you are a slacker on paying them often, and without fail. They'll invoice you once a month, but you always have the option of squaring up at any time via PayPal.

I definitely recommend preemptively paying them every time your total (gross) sales volume reaches $100 (or even once a day, if you're generating serious sales.)

I remember the first time I got invoiced from Payloadz years ago after making some decent money, and I about pooped my britches when I saw the bill.

Just a hard-earned word to the wise if you go with Payloadz.

2) Also **not suggested** if you plan on attracting affiliate

marketers to your own affiliate program.

There's a whole lot of affiliate marketers out there that
feel just like I do, and absolutely will not promote
anything that causes even the slightest concern.

Worrying about getting paid in a timely manner (let alone
if at all) is definitely cause for concern.

Payloadz Summary –

If you're in the early stages of IM (or simply not yet
ready to tackle all of the additional work setting up a
successful affiliate program that will actually attract
motivated affiliates entails) then...

Payloadz is a *wonderfully simple and easy way* to get up and
going **fast**.

It's also great for **testing the viability/demand of a
product that you created "on the fly",** before spending all
the necessary time and effort in creating an successful
affiliate program.

Tradebit Pro's –

1) One-time account setup fee of only $4.99, and a flat 30%
thereafter (or 20%, if you generate the sales through your
own affiliate link, or **only 7.5%** if you *generate the sales
off of your own site*.)

2) Although *they pay out weekly* (every Wednesday, like
clockwork), they automatically debit their cut and **pay your
affiliates for you**, (with no other surcharges.)

3) This makes them perfect for launching your own
affiliate program, especially given their outstanding
payment track record over the last 7 years.

4) What they pay you is what you actually earned. In other
words, **PayPal fees are included** *except for the 7.5% option*,
in which PayPal fees then apply (and you'll end up owing
Tradebit, instead of them paying you.)

5) Tradebit gets extremely well ranked by Google, gives you unlimited file strage, ftp access, and provides *outstanding* customer support.

6) In addition to PayPal and MoneyBookers, they also accept **direct** credit/debit/electronic check payments (via their own merchant account.)

Tradebit Con's –

1) Pays weekly (even longer, for direct credit card payments – 10 days waitout to help protect against credit card fraud, then they pay those sales the following Wednesday.)

2) No coupon code capability.

Tradebit Summary –

Tradbit is definitely the way to go once you're ready to launch your own affiliate program, or simply would rather get paid owing nothing (albeit on a weekly basis.)

➢ **A quality video editor and video screen capture program.**

Up to this point, all of the IM Survival Kit necessities have either been online, or cross-platform (in the case of software.)

All of them are free, and the software solutions are even open source (of which I am a HUGE advocate of.)

However, when it comes to non-linear video editors (NLE's) and video screen capture solutions, there is no convenient cross-platform solution.

So before I present to you what I have found to be the **ultimate solution**, please bear in mind that I was a Windows user for over 15 years (3.x through Vista) and a Mac user for nearly two years (OS X/Leopard.)

Which is to say that I am not about to go through all of the dozens of "free" solutions for Windows, and virtually none for Mac (particularly when it comes to video screen capture.)

Insofar as stock out-of-the-box NLE's go, Mac's got Windows beat by a mile *even despite the fact that the stock iMovie was actually crippleware*. Win Movie Maker is a complete joke, and just plain stinks.

However, in both cases, I was looking at shelling out some serious cash for anything even halfway decent (such as Premiere, Sony Vegas Pro, or Final Cut.)

As for video screen capture (with Win XP, at least), CamStudio Pro worked reasonably well. When I got to Vista however, not even. With Mac there just was no suitable (free) video screen capture to be found, period.

It was this, heaped on top of a whole bunch of other issues that ultimately drove me one way straight into the loving arms of Linux. And though it seemed not so initially, it was the absolute best computer decision I have ever made.

I am now a happily-converted and fully-committed Linux user.

Actually my relationship started with Ubuntu (9.04/9.10), then went on to (Lucid) Puppy, AV Linux, and a host of others before I finally fond my one true love... Linux Mint (which is a superior sibling of Ubuntu, and 100% compatible.)

“Ahhh, yes... true love at last!”

Along the path, I discovered 7 NLE's, each of which has earned it's place in my IM Survival Kit (my personal fav's are [Cinelerra](#), [OpenShot](#) and [Kdenlive](#), in no particular order.)

As for video screen capture... at long last my search was finally over when I discovered [RecordItNow](#). Plus Linux Mint 10 has a stock image screen grabber that works beautifully.

And with Windows, I always had to go out of my way to install Firefox, OpenOffice, and the Gimp. Now they're automatically installed, configured and ready to roll with each new Mint install. OH YEAH!

Now, if you've got a *single core* computer, you'll want to download the main (Gnome) **32 bit** live version, If you've got a *dual-core* (or better), then you'll definitely want the main

(Gnome) **64 bit** live version.

What the live version will allow you to do, is to check out the core Linux Mint prior to actually installing it; experience Mint before you decide to to *install it side-by-side with your current OS*.

When you boot Mint off of a live CD/DVD for the first time, you'll notice an installer icon. If you go through the installer wizard using the default settings, you will end up with a dual-boot system.

Optionally, you can eradicate whatever OS is current on the HDD and just install Linux, as well as even create a bootable USB stick (referred to as a "bootable key").

Also, if you're comfortable with altering partitions, you will be given a link that will allow you to customize the partition size, etc.

However, if all this is foreign to you, simply go with the standard install, which is suitable for most situations. Here's the download page: **http://www.linuxmint.com/download.php**

On a side note, if you've got a DVD burner and a blank DVD, then go for the **Live DVD** install (either 32 bit, or 64 bit as applicable.)

Otherwise, go for the **Live CD** install, and click on the "upgrade to DVD version" as soon as it's fully up and running (found on the splash screen at the bottom left corner – see picture below.)

And be sure to set your computer's CMOS/Boot device Manager to boot of the CD/DVD **first**, then whatever order you prefer.

The awesome part, is that because Mint is a direct "sibling" derivative of Ubuntu (3rd most popular OS), everything that applies to/works with Ubuntu applies to/works with Mint. And even more awesome, is **Mint just plain works out of the box**.

This naturally includes Ubuntu's massive repository of truly free software (of which you will fall instantly in love with, once you've experienced the sheer installation ease/comfort.)

Secondary IM Survival Kit Resources

Misc:

[Webmaster Toolkit](#)

[Browser Shots](#)

http://www.oswd.org/

SEO:

[Search Engine Roundtable](#)

[SEO Chat](#)

[SEO 20/20](#)

Encouragement:

[A word from Steve Jobs](#)