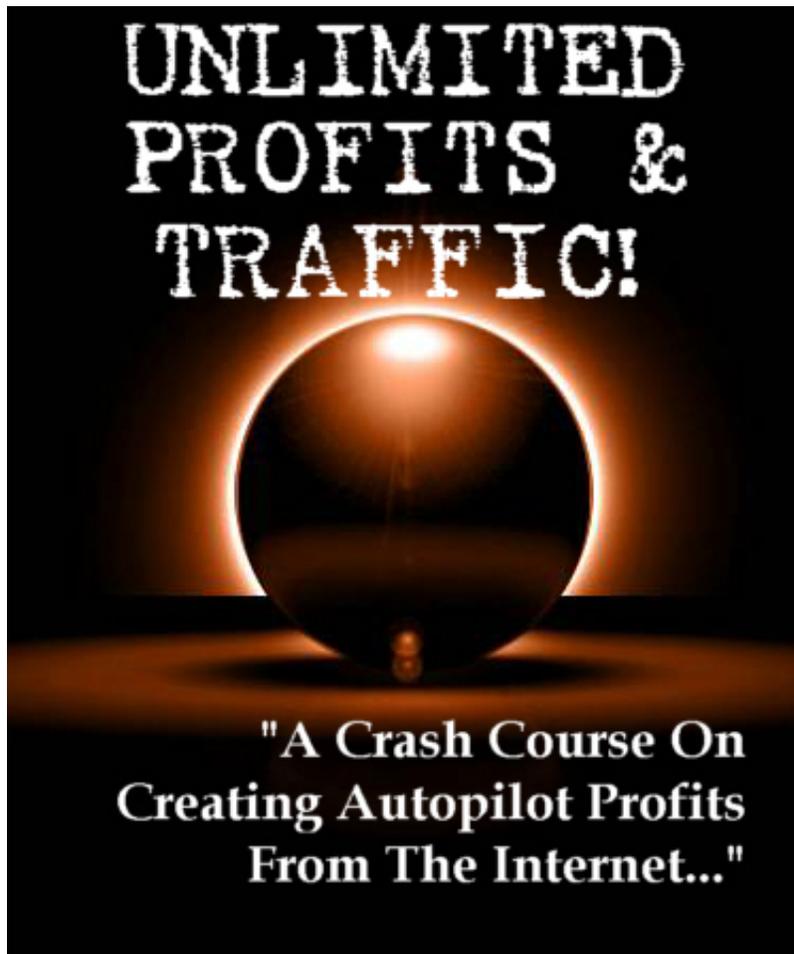


Unlimited Profits & Traffic!



**A "Crash Course" On Creating
Autopilot Profits From The Internet!**

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Simon Hodgkinson

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Please Don't Be Like Me... Don't Repeat My Mistakes

Whatever you do, do not skip over a single word in this report.

Please, please, please read every word of it.

I promise you, it will make the difference between mediocre profits and, well... *unlimited* profits.

One of the biggest mistakes I made, when I was younger, was in thinking that I already knew it all. HUGE mistake.

Eventually, I came to the question that... If I already knew it all, why wasn't I already making unlimited profits?! That's when I started to pay attention. And that's when the profits really started to pile on!

It is very possible that you may already know about some of the strategies I will share here, at least at the very basic level. If so, read through them anyway. You'll find that I will reveal some interesting **twists** and important concepts that will make those strategies even more powerful.

The other big mistake I made was in thinking that knowledge was power.

If you've been around the block a few times, or if you've listened to a Tony Robbins tape ;-) you know that knowledge is NOT power.

Applied knowledge is true power.

Just having the 'knowledge' of how to drive a car means absolutely nothing. You can read the driver's manual all you want. But, until you get in the driver's seat and drive around, you'll never really learn to get from point A to point B. You'll never reach your outcome.

If you skip through any section or paragraph, (even if you feel you already know about that specific strategy,) you'll miss out on some extremely powerful profit-pulling ideas.

I have tried to keep this report as concise and 'free of fluff' as possible so that you can quickly and easily put it to use, so there is no reason to skip through anything or rush through the pages.

There are some areas where more detailed explanations and examples were necessary; and I went into just enough detail so you could grasp the ideas better, without wasting any of your time.

Take a few minutes out to yourself, and take the time needed to really absorb and understand the strategies revealed within the next several pages.

It will be a powerful, and well worth, investment in yourself, believe me. It has taken me over a decade to learn these strategies. **And I am confident that anyone who really understands them, then puts them to use, will see incredible results.**

Onwards...

Maximize Every Strategy For Bigger Profits

Next, always remember that understanding a strategy fully... learning *how* it really works... and learning why a certain strategy is being used at a certain time, will usually **multiply** the effectiveness of that strategy many times over!

Many people out there are using a screwdriver to drive in a nail. Obviously, the problem is not with the tool. It's with the **application**. When you understand the proper use of the tool (or strategy,) and the mindset behind it, you can do some real damage!

The First, And Most Important, Lesson...

The very first lesson of this report is in the title of the report! I could have called it 'Unlimited Traffic & Profits' which, you'll agree, has a better flow to it, doesn't it?

But, I chose to call it 'Unlimited Profits & Traffic' to make one simple, but very crucial point... that your **profit** is more important than **traffic!**

The most successful marketers know this. The rest of the world does not.

Most marketers spend their entire lives chasing after more and more traffic, never really understanding the fact that...

Your main goal is not to get tons of traffic to your web site, or tons of people to hear about your store. Instead, it is to make the most profit...from the least amount of effort.

I see way too many marketers slaving away night and day to generate traffic to their site. Some are able to get it. But they still don't make a penny off that traffic.

On the other hand, marketers who understand how things really work are able to make a nice living from just a handful of visitors to their site per day. Some are able to make unlimited profits!

The point of this all is...

A great "traffic-generation" model linked to a **poor** "profit-generation" model leads to failure.

The site that gets the most traffic *does not* necessarily make the most money!

The site that is able to turn traffic into **buyers** usually wins, and wins big!

As is true for the most successful marketers, making a profit should be your primary goal. Getting new and fresh traffic to your site is just one way to get to your goal.

Because of the above, I will start by discussing the "profit" strategies first, and will go over the "traffic" strategies after that.

Here then are my best profit strategies...

Don't Sell A "Product"... Sell A Business!

Here's how the most successful marketers and entrepreneurs are able to make **10 times as much profit** from one tiny product than most people ever make from selling several products, combined! (It is a strategy I first learned from master marketer, Allen SAYS. And it has made me more money than almost every other strategy.)

While most people start off by selling just the product, the smart marketers offer resell rights or even master resell rights **from the very beginning**.

Think about this... if you could sell your product to 100 people today, would you sell just the product and make \$27 per copy? Or would you rather sell resell rights as well and make \$67 per copy?! Or even master resell rights for \$147 per copy?!

In other words, would you like to make \$27 per copy from 100 people or \$147 per copy?

Here's what's even *more* exciting...!

If you set up your product the right way, and add a powerful viral mechanism to it, you would now have 100 people selling your viral product and helping you to give that viral product a **flying** start!

This is how a handful of marketers can make thousands of dollars in one week, from **one** product, while most others are working hard at trying to sell their ebooks, one-by-one, at \$19.95 or \$27 a pop.

This is a classic example of a strategy that has nothing to do with trying to get more traffic to your site. That happens automatically!

It's really mind boggling, when you stop to think about it, isn't it?!

And it doesn't matter which niche market you are selling to. There is always a group of buyers (in any niche) that are interested in starting a side business, in making money, or at least making a few extra dollars.

Make Your Business Come 'Alive'

I'd like to build on a strategy that I touched on above.

This is another powerful strategy that most marketers are not using correctly.

The top marketers know how to "Turn On The 'Viral' Storm!" Everyone else *think* they know, but they really don't.

Viral marketing is nothing new. Yet very few people are able to use it effectively, if at all. (I'll tell you why most viral marketing products fail miserably.)

Smart marketers insist on adding some form of viral marketing to **everything** they do or create!

With products, they offer branding/customizing of their reports and ebooks so that others can easily pass it on, by either selling or giving it away for free.

Great strategy. Use it!

BUT...in order for a viral product to spread all throughout the Internet at warp speed, it has to have a high-perceived value – it has to **appear** extremely valuable!

From the very first step of offering your viral product through your website, you must make sure that your readers understand the **high value** that it offers... the importance of them reading and acting on it right now! Not tomorrow or next week.

Firstly, your sales page, email (and even the contents inside the product) has to **sell hard** and *stress* on the **powerful benefits** of that product...even if you're offering the product for free! Otherwise, most people who download your product will **never** read it. And your viral system will come to a *grinding halt*. They have to read it and get excited about passing it on.

Secondly, your content actually has to be powerful and unique! If it's not, most people won't download or request for it. And, out of those who do, most will not do anything with it.

Thirdly, the key to getting your viral ebook spread all over the Internet is to **make it easy** for others to distribute it! And this is where most marketers fall short.

They *assume* that their distributors are all 'expert marketers.' They don't provide instructions on branding the viral reports/ebooks, they don't show them how to upload the report to their sites, or how to market the report/ebook to others, and they don't offer help to get them set up.

As a result, only one or two people (out of every 100 that download your viral report) are able to spread your report out to the world. The rest either can't figure out how to brand it, or just don't know how to pass it on to others.

You could have the *best* report or ebook, with a powerful message (or killer tips.) But without a proper distribution 'system' it will just sit on your readers' computer, collecting cyber-dust.

You'd be better off creating just one or two viral products the right way, instead of creating a bunch of them that never really go anywhere because the most important components of what make a viral product viral are missing.

A viral product that's designed correctly (as explained above) can come to life! It becomes almost *organic* – and begins to spread throughout the world like a living, breathing organism.

That's what **real** viral-marketing is all about. And that's how the most successful marketers are doing it. :-)

Turn One Small Report Into A Fortune!

Selling a front-end product is your first step to huge profits. It's also your most important step.

And while the front-end product is usually a low-cost item that makes you just a few dollars per order, don't let that limit your thinking.

Yes, you can use the above strategies and sell resell rights to your product, and make it viral. That's really great.

I want you to go further and really "**Think Big!**"

Any one of your short \$20 reports can be turned into a fortune if you go about it the right way.

The way to do that is to start with a front-end product that **you own**. It's important to own the product yourself (or at least own the resell rights to it) so that you can have 100% control over it.

You want to do this so you can have your very own customer list.

Next, you want to sell as many (useful and valuable) backend products to your customers as they will buy. Figure out the lifetime value of your list and continue to sell quality products to them.

There are 3 things you want to do for your business. I've known about these for many years.

But, I really understood the true power behind them when I heard master marketer, Jay Abraham talk about them:

1. You want to continue finding new customers. (I'll show you how to do **this** on autopilot as well!)
- 2) You want to sell to your existing customers **more frequently**.
- 3) You want to sell to your existing customers **higher-priced items**.

Most marketers only focus on #1. They're always busy trying to find "new" customers. (I wrote about this extensively in one of my very first marketing books "[Email Marketing Strategies Revealed!](#)")

Your real fortune is sitting with your **existing customers!**

The way to tap into that fortune is to think BIG. Instead of selling one product to your customers one time, build a business around any small report, ebook, or product.

I will show you how to do this on 90% (if not completely) **autopilot**.

Automate, Automate, And Automate!

The more of your repetitive tasks you can automate, the more money you will make. And, you'll also be working a lot **less!**

One of the easiest way to do that is to put your autoresponders on steroids!

Once again, everybody knows about autoresponders. Yet only the best marketers are putting this tool to full use.

I wrote [an entire ebook on just autoresponders](#) and how it can create serious profits for you.

My automated email system, by itself, brings in anywhere from 4 to 6 thousand dollars per month for me. That's no laughing matter, wouldn't you agree?

How long do you think it took me to set my autoresponder sequence up?

I wrote the entire thread of messages within a week. Then I tested, tweaked, and polished this thread over the next month. That's it! Every now and then, I review the thread and do some tweaks or improvements to it. But for the most part, they work on generating a profit for me completely on autopilot!

Please don't miss this one. This really can make you some serious money!

Autoresponders are one of the tools that give me that power of leverage and automation, allowing me to do very little and get a whole lot done!

Most marketers use autoresponders to: send out special reports/articles upon request, and/or send out a "welcome" message to new subscribers of a newsletter/ezine.

That's it!

Those who use 'follow-up' autoresponders are usually not much different. Most of their follow-up messages usually include more reports, articles and maybe some resources and product promotions.

There's nothing wrong with doing that. As long as we realize that there's a lot more we can accomplish with autoresponders. A whole lot more!

You can create an entire year's worth of messages and load them up, so they will go out to your customers automatically.

That's a year's worth of income, completely on autopilot!

You can do backend selling, multiple follow-ups on the same offer, gather testimonials, do product surveys, and a lot more, all on autopilot.

Invest that little upfront time into this strategy and put it to use immediately. If you don't, you'll be leaving a huge chunk of profits for your competitors to grab.

Sequential Follow-Ups

I don't use this strategy often enough (shame on me) but everytime I use it, it results in doubling or even tripling my profits from any product.

You already know that most people won't buy from you on the first recommendation. Experts say that your message has to be seen up to 7 times for the customer to finally buy it.

Most people don't do it because they don't think it works, or because they're afraid of repeating their messages.

It works! It works extremely well! And you must use it.

And since you're contacting them via email, it doesn't cost you anything to convert them into buyers.

You can easily accomplish this using (again) autoresponders! Just add the sequential selling strategy to your autoresponder follow up system.

Just to clarify.... When I'm talking about 'sequential follow-ups,' I'm not referring to backend selling. I'm talking about sending an email about the **same product** to your list multiple times, over the course of a few weeks or months.

Your Own (FREE) Little Sales Force!

I'm guessing you've already heard about starting your own affiliate program. That's great.

What I want to stress here is that you can do so automatically! That's right, you can continue to recruit your affiliates on autopilot, so that your monthly income can continue to grow automatically.

How do you do it? Why, with autoresponders, of course! ;-)

Allowing others to sell your product/service is a very powerful strategy for building your business. And, who better to promote a product than an existing 'happy' customer!?

There are extremely successful sites out there that make huge profits every month just through their affiliates. They don't do anything else!

You too can build your own private 'power' sales team and have them bringing in lots of sales for you without any effort on your part!

Your first goal is to obviously provide the best product/service that you possibly can so your customers are truly happy & satisfied with the product, and the experience.

When you do that, some of your customers will naturally tell others about your product/service and their positive experiences. This will get you a few more new customers.

But, you can speed up the process dramatically and create an avalanche of traffic to your site by asking that same question..."How can I create more value for **them** so they can't help but spread the word?"

The answer is simple: offer them a cut of the profits. And if you have a product or service that requires a monthly fee, offer them a cut of the **monthly** profits!

A great product combined with a cash incentive is near impossible to resist.

Tell your customers about your affiliate program. Tell them how easy it is to set up and how easily they can start earning a commission. And where applicable, explain to them the power of generating a monthly income.

Remind them to take advantage of it every time you email them. (Or simply add a line about this into each email in your autoresponder sequence.)

A well executed affiliate program can make your business grow like wildfire! Use it! It will cost you a little off the front-end profits but it will be well worth the additional traffic, and customers that you continue to generate!

The easiest way to set up an affiliate program is to use clickbank.com. You'll find the details at their site.

You definitely want to contact your customers and ask them to join your affiliate program.

But, you can also submit your affiliate program/site to the following sources...

<http://www.associateprograms.com/>

<http://www.affiliatesdirectory.com/add-your-affiliate-program.shtml>

<http://www.atlnetwork.com/>

<http://www.2-tier.com/>

To be totally honest with you, if you only use this strategy effectively, and really push your affiliate program through your existing customers, you won't have to use any other strategies!

If you do it right, you will turn ordinary affiliates into super affiliates, and even into valuable JV partners.

But why not set up as many "autopilot" profit systems as you can, right?

Residual Income Streams

When most people think of autopilot profit systems, they only think of residual income streams.

Most people don't realize that all the other strategies I mentioned above can also create residual income streams for you, or at least bring in ongoing profits.

But, since residual income streams is really an important area to focus on, I'll go ahead and discuss it here.

To really create serious wealth online, you should consider selling a product that generates residual income for you.

You see, you will spend the same amount of resources promoting a product that pays you a *one time* commission as you would promoting a product that pays you *every single month*. You sell to a customer just *once* and you profit from it *every single month!*

Again, you would choose products (or services) that the customer *absolutely must have*, products that he cannot do without.

For example, some great products/services to sell to the Internet crowd would be web hosting, ISP (connection to the Internet,) etc. **These are also products that require people to pay a monthly fee for.**

Over the years, I've noticed that the individuals who make the most profits **consistently** are those who charge a monthly, recurring fee.

This can either be in the form of a monthly access fee to a product-based membership site or it can be a service that requires a monthly payment (for example, a hosting service, Internet access, advertising service, and so on.)

Anything that creates a **residual** income source.

It also takes much less effort to make a profit using this system because, again, you're selling to an existing customer who has

already willingly paid for that product or service. Instead of having to sell to the customer every month, all you have to do is keep providing a good product and service. Compare that to always having to find **new** customers, or even selling new products!

If you can find a way to provide a product or service that charges a monthly fee - be it just a few bucks a month - you can really begin to maximize your profits from the traffic stream that comes your way.

A predictable monthly fee, even as small as 9 bucks per month, is a lot better than a "probable" sale of \$27, 2 or 3 times per year.

Start using bigger numbers and you'll really see big differences.

Oh, by the way, this monthly access product or service does not necessarily have to be your own. You can also join a dependable affiliate program and just as easily earn a monthly residual income.

To really make this system powerful, use the other strategies I mentioned above to promote your residual income streams. Now you're really starting to heat things up!

More Autopilot Traffic for Your Business

All the strategies up to this point have been focused on creating **profits**. Many of them also have the side benefit of generating some quality traffic to your site.

Now, I'm going to give you a few of my very best *traffic* strategies, that result in generating profits for me, mostly focusing on "autopilot" profits.

You already know that a great "traffic-generation" model linked to a **poor** "profit-generation" model is a waste of time.

Your goal should always be to turn traffic into buyers.

Yes, it's true that it's a numbers game. i.e more traffic can mean more profits. But, only if you have that 'profit-generation' model set up ahead of time. **Don't waste your time on getting traffic to your site until you have that system in place.**

And of course, the more targeted the traffic is to your product and business, the more money you'll make, and the less time you'll need to spend on "convincing" them that your product is right for them.

The best type of traffic, within the targeted group, consist of people that are already looking for you, or for a product like yours!

When they're actively looking for you, you don't have to convince them much into buying what you have. Not as much as you'd have to convince a cold prospect anyway.

It is easier to sell to people who are taking the initiative to look for *you*, and they are usually **ready to buy** when the two of you meet.

In the online world, these prospects are the ones who visit search engines, shopping sites, eBay, classifieds ad listings, etc. They are already out there actively "looking", searching for what they want.

They are "hot", or at least more inclined, to spend their money!

The problem is that getting listed high enough in the search engines, and staying there, is not easy. But, I'll show you how to find both groups of targeted prospects without spending a lot of money, and sometimes, even for free.

You also want to use only the best traffic-generating strategies, and forget about the rest. **There are hundreds of techniques out there. Don't waste your time on them.**

Use only those strategies that produce massive results with little work. Strategies that have been put to the test, and continue to produce results year after year, after year.

And, moreover, use strategies that once set in place, can continue to generate traffic for you on autopilot!

The highly successful marketers don't use hundreds of techniques. Instead, they pick just a handful of the best ones - the diamonds among the dirt - and they **master those techniques! Sure, they'll try a new technique every now and then, for testing purposes. But, the core of their strategy usually remains the same.**

This is a very important lesson we need to grasp. The new marketer jumps from one technique to another almost on a weekly, if not daily, basis.

Or worse, he uses 100 of them at once.

As a result, he remains a newbie even years later, or he just gets burned out. The seasoned marketer works on mastering the strategies that provide the most **leverage**.

My criterion for picking the "diamonds" among traffic generators requires the strategy to be:

- 1) simple, quick, and easy to understand & implement.
- 2) high-leverage. i.e. it can produce massive results with little work.

3) viral or 'autopilot' in nature i.e. it continues to produce results indefinitely/automatically.

Here then, are the strategies that I use to create autopilot, or almost autopilot, profits.

If you have skipped the previous sections of this report just to see which strategies I recommend, you have missed out on an **avalanche** of profit opportunities!

I'm not kidding. This book will be of little use to you **unless** you read and understand the previous sections. If you haven't done so yet, please do it now before you read any further. Your profit potential depends on it.

And, as I mentioned earlier, you may have read of, or heard about, some of these strategies I discuss. You may even be using some of them right now, to some extent.

But, if you dismiss what I'm sharing with you just because you've heard of some of them before, it will definitely cost you massive profits, down the road.

You'll also miss out on the little twists I've added to them to make them really powerful.

Remember, it's not the tool (or strategy) that produces results. It's how effectively you implement it.

Search Engine Traffic For Non-Experts

I have no interest in trying to figure out all the new algorithms that the search engines are using to rank web sites. They'll just end up changing it all tomorrow.

But ... since traffic from search engines is one of the most targeted and responsive pools of traffic you'll find anywhere, it's worthy of our time.

As discussed earlier, the individuals that make up this traffic pool are usually ready to buy now! They are going to the search engines looking for the product or service!

They're seeking **you** out!

Therefore, ignoring such a traffic pool wouldn't be wise.

Here's a way you can take advantage of the highly targeted traffic from search engines, **without ever having to worry about getting listed with them:**

Go to the people who have figured out how to get top positioning!

This is what you do...

- Pick the keyword(s) that your target market would search for and run a search for it using the search engine or directory you're interested in.
- Go through each of the top ten (or 20) listings and write down the name and email address of the contact person for each site. Note down any other unique information you find about them.
- Use <http://www.linkpopularity.com> to find out which sites are the best ones to affiliate with.
- Send each person a **personalized** email offering joint venture with them in some way. One of the best ways that seem to be working right now is to offer them 100% of the profits from your product sale... for the first X number of sales (where 'X' is 10, 20, 50, etc. depending on the site's ranking and their customer base.)

Warning! Do not create a form letter and spam everyone with it.

Find out who the "person" behind the website is and personalize the email using his/her name, the website address, what the website is about, and whatever else you can gather to make the email personal.

One of the fastest ways of building your customer base is to seek out mutually- beneficial joint ventures. **That's what the above strategy allows you to do.**

If the businesses you approach (that are similar to yours) are not open to your joint venture offers, you can go after businesses who are selling products *related* to yours, not in *direct competition* with yours.

Example: If you're selling oranges, don't approach a business owner who's also selling oranges. You'll be in direct competition with each other. Instead, go to someone who's selling lemons. (It's a "related" business, but not exactly the same. i.e. there's no direct competition.)

Many people have tried using this strategy. Most have failed miserably.

I'll tell you why.

The problem with most people is that they are only focused on what **they** can get out of the deal. **You'll never get it if that's what your focus is on.**

When you're working on forming alliances, focus on the **other** party and ask yourself "What do **they** need? What can I offer **them** that would be of value to them?"

Sure, you can just offer the other person a cut of the profits if they agree to endorse your product to their list.

But that's what **everybody** does!

And these days, that's not enticing enough.

How is **your** offer **unique**?

**Create value for them! Make it worth their while.
Make them an offer they can't refuse!**

If you can get these sites to put a permanent affiliate link for your product on their site, you've just created an autopilot income stream! How many of these would you like to do in a month? ;-)

Instead of offering them up to 50% of the profits per sale, like everyone else, offer them up to 75% if needed.

Or offer to give them 100% of the profits for the first X number of the sales (the number "X" will depend on how large their list is and how well you think their list will respond.)

Keep in mind that...although the above strategy increases your chances of striking a deal astronomically, not everyone will say "yes" to your offer. I've approached some people who just had too much on their plate to begin with and just weren't able to work with me. It happens.

Don't take it personally.

Forming powerful, mutually-beneficial alliances with successful marketers is the best strategy available to us. And it is well worth your time to continue pursuing joint ventures until you strike a deal or two. But, you don't have to stop there either. **Get as many as you can.**

Remember, you are not just seeking a one-time deal here either. You're seeking an **alliance!** Great ongoing business deals and friendships can be formed this way.

Note: Joint ventures and other alliances have an added bonus in that you get instant credibility in the eyes of the other person's customers.

*If these customers trust the list owner, you'll usually get favorable results. **On the flip side**, if the list owner does not have a very good relationship with the customers, it can actually hurt your image as well. **For this reason, be careful whom you decide to pick as your joint venture partners.***

Make it your goal to form at least one joint venture per week.

Send out at least one joint venture proposal per day. This really is one of the fastest ways to really start making some serious cash online. But **FEW** people do it, and even fewer do it right.

If all you do is focus on this one strategy, it will be all you need to succeed online. I'm not kidding at all.

Free Publicity & Press Releases

Some say it's great, so say it's not. Some say it's easy to use, some say it's impossible.

Those who have used and benefited from press releases can't stop talking about how powerful it is!

Publications, newsletters, magazines, etc. all need content. Some of them create their own content but many of them don't! Radio stations and TV talkshows need guests.

You can provide them with the content and/or guest appearance they need.

Ask yourself "What do **they** need?" instead of what most people do, which is wonder "*How can I get on that show?*" or "*How can I get on that magazine?*"

This small shift in your mindset will do wonders for your business!

Give them an article or news that's worthy of their interest and they'll beg you to come on! (Also, find a way to tie in your press release to current events whenever possible - whatever's hot at the time and is getting a lot of coverage by the media.)

The great thing about publicity is that once your article gets published by someone, there's a good chance that others will want to publish it in their publications. That's aside from the publicity you'll get from the *original* publisher! **There's the snowball effect.**

Getting free publicity may sometimes take a few tries. But, don't quit. It is well worth your effort because just one of your published articles (or guest appearances) in the right place can be all you need to create an endless traffic stream to your site! The exposure you'll get will be well worth the effort.

The key here, again, is to have **unique** content.

Don't try to sell anything through the article or report.

Instead, **inform** the readers, **educate** them. And have your resource box at the end of the article that gives them your website information.

Your press release has to be "news worthy."

Here's a way you can make (online) publishers feel special.

Tell them that you're only submitting the article to them. Also tell them that you will approach other publishers only if they (the first publisher) decide not to publish your article. **And keep your word.**

Again, this will make you stand out and may even score you some additional points.

Remember, just one press release can create an avalanche of publicity for you. It's not uncommon to watch that publicity snowball into more and more traffic and prospects.

Distribute Unique Articles and Special Reports

Just write a one-page article or mini report related to the product you are selling (or are "thinking" of selling in the future!)

How hard is it to do this?

Not hard at all. Pick a subject that you're really interested in and know a lot about - something that others would also find interesting. **And start writing about it.**

And it doesn't have to be a formal article either. You can just throw together a "tips" list that contains a few tips listed one after the other.

(Example: 6 Easy Ways to Get Organized and Accomplish More.)

At the end of each article, insert your 'resource box.' (A paragraph containing your name, copyright information, web site address, email, etc.)

One extra tip I'll give here is...include information in your article that was a little harder for you to dig up. That way,

you'll differentiate yourself from anyone else who may have decided to write about the same subject. (You know how it is, most people will grab the low-hanging fruit and run with it, wondering why no one wants to accept their article. You know why: It's because their article is exactly the same as the other 67 articles on the subject.)

The better and more unique your report is, the more people will want it. Try to present it from a different perspective. Give people something to think about. Shake them up a little. Offer great value that proves you're an expert in this area.

When people read such reports that offer great value and reveals to them things they really wanted to know about, they will want more from you.

You can approach ezine publishers and web site owners that already have a large audience, provided their publications are related to your product, of course.

Or, the easier way is to many article directories and sources online that list publishers who are seeking articles. **And submit your articles to those directories.**

This is really a fairly easy and **extremely powerful** technique that very few people understand, and even fewer use. Most others are still blind to it or have just "assumed" that it's not that effective.

Just a handful of strategically placed articles can create a steady, continuous stream of visitors to your site. The more articles you can get out there, the better.

Work on getting at least one article out every month. If you can do more, do it!

Want to make it viral? Offer anyone who reads the article the option to distribute it to others, provided they publish it with your

"resource box" (your copyright information, website, email, etc.) at the end of it. ;-)

How about offering everyone an opportunity to customize the links in the report (or resource box) so they can also earn a commission every time someone visits your site through their links?!

The very first time I correctly used this strategy on one of my reports, I had hundreds of links all over the Internet leading back to my site, **within a few weeks!**

You can also allow your affiliates to publish your articles to their lists or web sites. Offer them the option to customize the links in your article/resource box so they can earn a commission.

Get Off The Internet

Offline marketing is still the most ignored by online marketers, and still one of the most powerful ways to get traffic and exposure.

Contact stores and companies who can carry your ad or sign in their buildings. (Another autopilot strategy.)

Offer to speak at gatherings, engagements, etc. in your area. At the end of your speech, you can talk briefly about your business and your web site.

Tell your friends and family about your business and ask them to help you spread the word about it. (You can give them free membership to your site. :-) You can even ask them to display a decal on their cars as well.

Here's another killer offline idea...

Turn your business card into a mini flyer or ad!

Instead of passing out the standard, boring business card that only displays your business name, address and phone number, create little cards that offer them a free report or ebook when they visit your site!

Joe Girard, one of the most successful salesperson, claims to give out 1000 cards per month! It's no wonder he's at the top of his game. (And, he's probably passing out those 'regular' cards! Not the souped-up version that I mentioned above.)

Final Thoughts on These Strategies

Some of the strategies I have discussed may take a little effort up front, in order to get it to create the snowball effect. But when they do, it'll be all worth it!

As I said before, pick only a handful of the **best** strategies and invest all your time into them. Forget the rest. They'll only waste your time. **Only focus on autopilot, or near autopilot, strategies.**

Every strategy you use should offer high leverage so you can get massive results with little work up front ... and/or ... have the capability to create a viral/snowball effect so that it can continue to work for you indefinitely.

The great thing about using the viral marketing strategy is that you can make a profit from just about any ad, article or ebook that you publish. It reduces your advertising risk. So, if you don't make money immediately, it's okay.

As your virus continues to spread, it will continue to generate traffic, and profits, for you. Therefore, whenever possible, try to add the viral twist to all your marketing strategies.

Always remember that the best strategies are not necessarily the sexiest, or the newest, or the most complex. They are usually simple and straightforward.

If you're **not** getting the kind of results you'd like and you **seriously** want to get more, put these handful of strategies to use.

Don't let the simplicity of some of them fool you. These techniques are very powerful - if you apply them correctly, and with a little creativity.

Understand the *mindset* behind them and understand *why* they work so well. Give them the added twists that I describe. Then, unleash them and watch the magic!

I've revealed some of my very best profit strategies to you that took me over a decade to put together. These are the strategies of the best marketers and entrepreneurs that create unlimited profits from them. **It can do the same for you.**

Focus on getting at least **ONE** order per day **on autopilot!**

Do everything in your power to get that one order. Then, take it up a notch. (If that's too low a number for you, pick something higher... 5 orders per day, 10 per day, or whatever you decide on. And make that your "absolute must have" number!)

Unlimited profits and autopilot income really is possible. And for many marketers, it's a daily reality.

But it has to start in your mind. If you don't yet have these systems in place, make it a priority in your mind.

Just a year, or even a few months, from now, your bank balance will thank you for it!

Here's to your unlimited profits!