

HOW TO...



2006  
EDITION

Internet  
Marketing

FOR

**DUMMIES**

HOW TO MAKE  
MONEY WHILE  
YOU SLEEP

BY  
FRANK  
FURNESS



WWW.DUMMYCOVERS.COM

Hi, I'm Frank Furness and I am an international speaker specialising in sales and marketing. My business has an extensive range of products to help businesses and individuals find [more prospects, sell more and make more money and to develop a positive mental attitude and stay motivated](#). About a year ago, I decided to add another dimension to my business by marketing my products and services on the internet as there are millions of potential buyers that could be interested. That is where my challenge started, I spent literally hundreds of hours visiting various sites, downloading trial versions of products and software and buying many that could help me and my business. Fortunately, this has impacted on my business in a positive way and sales are booming. My only regret was the hours wasted trying to find the right internet products or software that would suit my business as there were many incredible products available, but no centralised place where I could go to find these products or software on the internet. Having spoken to hundreds of businesses and individuals since then, I found that they faced the same challenge. I speak in 44 Countries, so as you can imagine I have plenty of time on aircraft and in airline lounges, so I decided to use this time to develop this ebook and share my knowledge.

This ebook shares my knowledge of the products and software that I discovered (and many times bought) so that this could save you the countless hours I had to spend on the web finding and trying many of them. Please also understand that this is not a recommendation of any product, but purely a resource with the relevant links for you to check out yourself. Where I have bought products or software and they have proved to be useful, I will share how they have impacted on my business and indeed recommend them. Remember that every business is different, so find the right tools and software that would suit your particular circumstances. Many of the sites I will share with you will also have a ton of free articles on a particular subject (like web optimisation or how to write an Ezine). You can also help me by sharing any products or software that you have tried which I can include in the ebook which will be constantly updated.

Let me explain my planning process and how I went about finding the various software and products. This was my plan of action for my business and how the internet could move it to the next level:

## **Website**

Redo my website to attract more traffic  
Find a tool that would show me the keywords being searched related to my business  
Find the right shopping cart  
Optimize my site to drive traffic my way  
Capture names of visitors that could sign up to my newsletter  
Develop products  
Find ways to market my products on the internet  
Audio – find out how I could add audio to my site  
How could I develop audio products to sell – CD's  
Video – how could I add video to my site  
How could I develop video products that I could sell, DVDs, VCDs & video  
What were the tools needed to develop these products  
What were the tools needed to market these products on the internet  
How could I develop a powerful sales letter that would get people to read it and buy my products?  
How could I develop one page websites that could market each product individually?  
Develop an Ezine that I could send to my clients  
Find the right content to put into my Ezine  
Find the right tools to market my Ezine on the internet and attract more subscribers  
Develop a link strategy

## **Lists**

How to build my list  
How could I get people to opt in to my list and where could I actually find products, tools or resources that would teach me how to do this

## **Ebooks**

Find out how they work and how to write them  
Find other resources to help me write Ebooks  
Discover a mechanism that could download them immediately on the internet  
See if there was any software or products that could help me promote them  
Find out how to price the ebook  
Promoting and bundling ebooks with other products

## Other resources

Find out what other resources were available that could help me promote and grow my business

See what the top internet marketers were doing to be successful and how this could apply to my business

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**Resources to grow your business – remember that you must be connected to the internet to be directed to the various sites.**

### Websites

**Website** – After having a website that did nothing for me for years, I decided to find a company that knew about website development, Emarketing, affiliate marketing and would give me a back office system that would allow me make changes whenever I needed to without having to incur a cost. I found a great company called Advenzia; the people are wonderful, great to work with and very reasonably priced.

For more information speak to Peter Smith on 0845 123 2956 or [click here](#) or go to <http://www.advenzia.co.uk> to link to their website.

Cost: Varies depending on the amount of work to be done

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**Shopping Carts** – Do you have a product or service you would like to sell online? Do you want to tap into the BILLION DOLLAR MARKET of selling your goods and services online?

1ShoppingCart integrates everything you need to do business professionally over the Internet - **an Internet merchant account, a payment gateway, a secure online order form, Affiliate tracking, ad tracking, detailed reporting, and much, much more.** It's perfect for selling shippable products or downloadable goods or online services on a one-time or recurring basis.

For more information [click here](#) or go to <http://www.frankfurnessresources.com/shoppingcart>

Cost: \$29 to \$79 monthly

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**Good Keywords** – Good Keywords is free Windows software for finding the perfect set of keywords for your web pages. Knowing the right keywords to target is very important because your site should provide what people are searching for. Good Keywords is completely free. There are no nag screens, no registrations, no advertisements and no payments.



Good Keywords makes use of various tools provided by search engines like the Overture Search Suggestion Tool, Search Engines Like Yahoo, Google, MSN, Ask and other services like Alexa. Please note that you can manually do most of the tasks performed by Good Keywords. However using Good Keywords makes it all **very simple, fast and straight forward**.

You can also use Good Keywords as a **meta tag creation tool**. Keep adding the keywords you need into the **Keyword Pad** available within the software. Once you are done, a simple click will get you the required keyword meta tag... ready to be pasted into your HTML file. (Note: This is a legacy option. Most search engines no longer bother about the meta keyword tag)

Good Keywords is **Freeware!** No registrations, No advertisements, No crippled features, No payments and No DLLs!

To download this great programme [click here](#) or go to <http://www.goodkeywords.com>

Cost: **Free**

**Optimising your website** – You can try to find someone to optimise your site, but with the constant changes taking place, the only way of guaranteeing that your site gets seen by the search engines is to pay per click. The two major players are Google Adwords and Overture. Both have extensive tutorials.

Google Adwords - Google AdWords ads connect you with new customers at the precise moment when they're looking for your products or services.

With Google AdWords you create your own ads, choose keywords to help us match your ads to your audience and pay only when someone clicks on them.

To find out more about Google Adwords [click here](#) or go to <https://adwords.google.com/select>

To find out more about Overture Yahoo Search Marketing [click here](#) or go to <http://www.content.overture.com/d/>

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## **The Definitive Guide to Google Adwords**

Have you advertised on Google - and perhaps found it frustrating?

I've used Google's AdWords system to generate traffic for my website, but it's something you definitely need to get the hang of, and there are some techniques you need to know before it really performs for you.

Perry Marshall has written a 5-day email tutorial on Google AdWords and it covers some of the most important things you need to know. The course is free and I think you'll find it very helpful:

To find out more, [click here](#) or go to <http://tinyurl.com/jal2w>

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## **The Dowser**

This is a tremendous programme for generating keywords. Generate 1000's of Profitable Keywords and Manage All Your Keywords In The "All-In-One" Ultimate Keyword Research Tool *Absolutely FREE!*"

To find out more, [click here](#) or go to <http://tinyurl.com/kl6lg>

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**60 Second Sales Letters** - This is an online service that helps you create long copy sales letters very quickly. Even people already good at copywriting use this because it saves lots of time. If you sell products or services on the internet and mess up the advertising copywriting, you will fail miserably. You **MUST** be able to write the words that move people to action . . . in most cases we want them to pull their wallets out of their pockets and give us money. The 60 second sales letter saves enormous amounts of time and helps you organize your thoughts quickly. It used to take me a week or more to write a good sales letter and this tool has reduced that time to a few hours at most.

[Click here](#) for the link which will take you to the page where you can read about the tool and purchase it or go to <http://www.frankfurnessresources.com/salesletter>

Cost is \$97.00

Here is a site I created with 60 second salesletters.

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Professional and public speaker Frank Furness shares tips, techniques and coaching on presentation skills, marketing and how to become an international speaker

**Need to Kickstart Your International Speaking Career?**

Frank Furness is not only a marvellous, successful professional speaker, he knows all the insiders information about speaking globally. If you are dreaming and planning to become an international speaker, you will treasure and benefit from every word. I wish I had Frank's great ideas before I made my first international presentations. It always pays to get expert advice from a successful expert who has been down the trail before you.

Dottie Walters CSP - International Speaker, Author, Consultant

**Here's how to earn a substantial income and have a great lifestyle.**

**Speak For High Fees in Many Lands. It's No Accident. In 10 Hours, I Can Show You How To Become A Professional Speaker**

When I started my speaking career 8 years ago, I made every mistake you can imagine. Why....because I didn't know where to start, how to do it or where to find the speaking engagements. Now I speak in 45 countries around the world, live an incredible lifestyle and earn a substantial income. I developed this series to help other speakers and there are countless tools, tips and techniques to help you reach your speaking goals.

**Speak for High Fees in Many Lands**

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**Textpad** - this is a free text based word processor that has special features needed to do your online work properly. Many people don't know how bad their text emails and messages look when they get to the recipient. Sure they look OK when you send them, but you must learn that some formatting elements must be put in to make sure they still look professional when they are received. This program puts those formatting elements in automatically saving you time.

[Click here](#) to download or go to <http://tinyurl.com/2z19>

Cost - Free

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**Headline Creator**



I produce many products and have to create a great salesletter to promote them. I also need to promote myself as a speaker and in letters, so have to produce great headlines to grab my prospect's attention. Unfortunately, I am not the most creative person around so I use many tools and resources to help me. I have been using Headline Creator for a number of years now, and find that it is brilliant. I need to follow four quick steps and within seconds I have a hundred headlines to choose from.

To go directly to the resource page, click <http://www.headlinecreator.co.uk>



**Header Generator** - Header Generator is a new tool that gives you the winning edge over your competition. You will find that it:

1. INCREASES your conversion ratio by 300%.
2. ALLOWS you to INSTANTLY LOOK MORE PROFESSIONAL.
3. TAKES only minutes to use.
4. GIVES you the BRANDING SOLUTION you will need to make more of an impact.
5. MAKES your customers respect your company and product more.

If you are looking at how to aesthetically enhance your site to give it the extra edge for your soon to be customers, this new software, HEADER GENERATOR IS YOUR SOLUTION!

Here is a small list of what Header Generator can do for you:

- Creates Professional Header Graphics In Minutes! Yes, this amazing simple to use software allows you to create your own header graphics without any graphic design experience at all. You will become an expert within minutes!
- Increases Sales By Over 300%. It is a fact that a better graphical representation of you and your products can increase sales OVER 300%.

If you could increase sales over 300% by using a simple product, would you do it?

- People Buy More From Professional Sites. You have finally found the script you want after searching for days and now you don't know how to edit all this code that looks like a foreign language to you. End result, you don't use it.
- Builds More Trust with Your Prospective Customers. Customers tend to trust sites that look more professional. If your site looks like a child did it, your customer will see that.
- Creates a Lasting First Impression. You only have one chance to make a first impression. The better the first impression you create, the longer your site will last in your prospect's mind. Also, the better chance your customer will buy or return to your site.
- Brands you and Your Products. Branding yourself and your products is very important on the Internet. Companies pay thousands of dollars to build a brand or an easy to remember identity for their customers to recall.
- Increases The Perceived Value of Your Information and Your Products How do customers determine if your product is worth what you say? The only information they have to go by is 1.) Their perception of your website and its looks and 2.) Your ad copy on your site.
- Increases The Level of Interest In Your Product. If your site looks interesting from the moment your customer arrives and if it grabs their attention, then you have a better chance of keeping them there and to gain their trust and get a sale

[Click here](http://www.frankfurnessresources.com/headergenerator) for more details or go to <http://www.frankfurnessresources.com/headergenerator>

Cost: \$97

This header was created by me in three minutes using header generator.



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**Smartpage Generator** – This software will:

- Instantly Generate 30 SmartPages - SmartPages are a proven and very effective search engine ranking tool that send you 100% totally targeted traffic.
- Easy To Use - It's as simple as 1, 2, 3. Just open the software...fill in your keyword phrases and click a button and you are done.
- Saves Tons Of Time - manually putting SmartPages together can take up a lot of time, sometimes hours, but, the software instantly spits them out in seconds saving time and allowing you to focus on other just as important things.

[Click here](#) for more information or go to <http://tinyurl.com/h5bpq>

Cost - \$97

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### **Directory Generator**

**A steady stream of highly targeted traffic** is the key to successfully marketing any product or service on the Internet. The more traffic you can bring to a website, either yours or someone else's, results in an **increase in sales and profits.**

PR Maximizer Search Results - Untitled\*

File Item Help

Results Displayed: 50 Data Collected at: 7/11/2004 12:32:09 AM

Status	URL	Contact	PR	Position	Keyword	Links In	Links Out	Score
	http://www.clickz.com/	☞	9	1	internet marketing	125000	50	12885
	http://www.marketingind.com/	☞	8	22	internet marketing	22300	24	2308
	http://www.internet-marketing-rese...	☞	8	24	internet marketing	19100	123	1978
	http://www.addme.com/	☞	8	20	internet marketing	5490	33	626
	http://www.webuildpages.com/	☞	8	16	internet marketing	3760	4	531
	http://www.blizzardinternet.com/	☞	8	18	internet marketing	5480	1	673
	http://www.marketingology.com/	☞	8	38	internet marketing	1660	5	246
	http://www.petrickgevin.com/	☞	8	30	internet marketing	26100	9	2689
	http://www.clickz.com/features/	☞	8	2	internet marketing	5120	44	873
	http://www.masresults.com/	☞	7	59	internet marketing	1320	0	202
	http://www.ims.net/	☞	7	60	internet marketing	1400	0	210
	http://www.irmsnet.com/	☞	7	48	internet marketing	4530	3	523
	http://www.internetmadeeasy.com/	☞	7	52	internet marketing	962	3	166
	http://www.majon.com/	☞	7	42	internet marketing	612	26	128
	http://www.marketingchallenge.co...	☞	7	23	internet marketing	46	1	75
	http://www.trafficile.com/internet_...	☞	7	67	internet marketing	89	2	79
	http://www.knowthis.com/internet/	☞	7	9	internet marketing	230	0	273
	http://www.marketingtips.com/	☞	7	4	internet marketing	358	4	361
	http://elab.vanderbilt.edu/	☞	7	72	internet marketing	524	10	121
	http://www.knowthis.com/	☞	7	8	internet marketing	677	0	333
	http://www.receptional.com/	☞	6	71	internet marketing	107	5	70
	http://www.smtusa.com/	☞	6	73	internet marketing	1640	12	223

Directory Generator is **the most advanced software for creating traffic that exists** on the Internet today. When you consider traffic itself is literally priceless, any price we could place on Directory Generator would make it **an outright steal**.

[Click here](#) for more information or go to <http://tinyurl.com/fvmsk>

**Internet Audio – Sonic Memo** - This is a great programme; a little difficult to get to grips with, but once mastered is amazing. I do all my internet audio with this programme.

Sonic Memo is a utility that allows you to put streaming audio quickly and easily onto your web site. It was designed for folks with a few qualifications:

1. You must be able to record your own MP3 file (or find one somewhere that you want to use) – and don't worry, it's not that hard.
2. You must be comfortable copying and pasting a few lines of HTML into your current web page.
3. You need to be able to upload sound files to your web server.

If you qualify, get ready, because Sonic Memo is going to rock your world!

Putting audio into your website breaks down into these steps:

1. Record or find an MP3 file to use.
2. Launch the Sonic Memo utility and have it generate some code.
3. Paste the generated code into your web page.
4. Upload the revised web page to your site along with the MP3 audio file and the Sonic Memo player files.

That's it! Once you've done this a couple times you should be able to put up a greeting in less than five minutes – from start to finish.

[Click here](#) for more information or go to <http://tinyurl.com/fuagd>

Cost - \$97

Take a look at the [video](#) I produced demonstrating this great product, [click here](#) or go to <http://tinyurl.com/es38v>

This is an audio postcard I produced with Sonic Memo



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**Internet Video**

**FLV Producer**

**Everyone that has seen my internet videos always say easily it is displayed. In fact, take a look at a video on**

<http://www.news.frankfurness.com/video/audio/index.html>

This has been produced with FLV producer and no matter what business you're in, this is a great way to promote your products or services. Get your free programme now.

[Click here](#) for the free player or go to <http://www.frankfurnessresources.com/flv>

Cost - \$149

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**Internet marketing information system** – When I first became interested in internet marketing some years ago, I discovered that the 'king of the internet' was a guy called Corey Rudl. I bought all his products and found them to be one of the most comprehensive systems to learn internet marketing available. Here are some of the products (highly recommended):

The **“Insider Secrets to Marketing Your Business on the Internet”** is an easy to understand step-by-step written course containing the Insider Secrets of creating successful Internet businesses and marketing campaigns. Avoid all the costly mistakes with setting up an online business and get on the fast track to selling real products and services online. You will learn how to start or promote any business on the Internet using the unique and unconventional techniques covered in this course. This product is two full binders containing over 1000 pages of relevant information. It also includes 6 bonuses and is continually adding more to add value to the package.

[Click here](#) for more information or go to <http://tinyurl.com/gbqbk>

Cost: \$197

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## London Videos

Explode your business with the same trade secrets that seminar attendees paid as much as \$2,252 to discover. And for a limited time, there's no risk or obligation. This insider footage, and a bonus interview with strategist Bob Serling, are yours risk-free for the next 12 months. This product is not only a great follow up to the course but is also a good alternative if your website visitors, customers or subscribers want less costly "Visual" training from the comfort of their VCR. Over 4 hours in length!

[Click here](#) for more information or go to <http://tinyurl.com/kcxd7>

Cost: \$97

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## Ebooks

**Ebooks – You can make money while you sleep by selling Ebooks on the internet. All you need to do is write it in a word document, create a PDF document, put it on your website and then sit back and watch the money roll in. Well, maybe not that easy, but if you put the effort in, the rewards are great. Below are some of the software products that I have purchased or found on the internet. Take a look and see what will suit you and your business.**

**EbookPro** - The eBookpro Software has been specifically designed for anyone who wants to publish his or her material online. This software has a ton of security features that virtually eliminate the threat of piracy. It not only prevents someone from redistributing your whole publication, but also prevents anyone from copying and pasting the text from the pages. Selling information products is one of the hottest product ideas currently on the Internet. EBookpro will allow you to publish, distribute and protect the information product and therefore your business. This product is downloadable right after purchase for immediate use.

[Click here](#) for more information or go to <http://tinyurl.com/qmu9t>

Cost: \$197

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## PDF Generator

Instant PDF Generator is the NEW PDF Creation Software!

First...What are PDF files?

PDF files are used to represent printed material electronically. When viewed and printed, PDF files contain all the fonts, graphical information, layout and formatting of an original printed document.

A PDF file can be viewed and printed on any operating system including MacOS, and all UNIX variants including Linux with the [free Adobe Acrobat Reader](#).

With Instant PDF Generator, ALL users can read your document. Mac and PC based.

Instant PDF Generator creates PDF files that are compatible with Adobe Acrobat products and other third party PDF tools. PDF allows business users to create format-rich documents that retain their exact appearance independent of the hardware and software platforms used.

PDF is becoming recognized as the ideal electronic document format for intranets, the internet, emails, CD-ROMs and archiving. PDF documents can be used by any industry.

Here are just a few examples:

- Printing
- Publishing
- Banks
- Insurance
- Law firms
- Marketing
- Engineering
- Architecture
- Transport
- Import/Export
- education
- IT vendors
- eBooks
- Any kind of Information Products

Do you sell Information Products on the Internet?

If you are among the many people who sell information products on the Internet, you need Instant PDF Generator NOW. By using Instant PDF



Generator, you are not alienating all those people on other systems aside from PCs. You will find your customers will love you for it.

It is really that simple.

Here are FOUR BIG ADVANTAGES of Instant PDF Generator:

1. Simple to Use: If you can click your mouse button, you can create a PDF document.
2. Low Cost: The big gun charges \$249 for their PDF product. You will save over \$150 and do it simpler and easier with Instant PDF Generator.
3. Convert ANY type of document to PDF: If you can print it. You can convert it to PDF.
4. No Learning Curve: If you can print a document, you can use Instant PDF Generator

[Click here](#) for more information or go to <http://tinyurl.com/mqbk5>

Cost - \$97

**Ebook Secrets & Strategies** – Frank Furness & Gihan Perera share ideas and strategies to grow your business using ebooks. Frank is a specialist in sales and marketing and Gihan a specialist in website and internet technology. This CD was recorded live between London and Australia and by following these principles could have you marketing your ebook in days. Tracks include:

What is an ebook - why and how to create ebooks - ezines and newsletters - finding the topic - writing the book - pricing, marketing and leveraging your ebook - publishing and promoting - creating products and adding bonuses.

[Click here](#) for more information or go to <http://tinyurl.com/prlgr>

Cost: \$37

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**Ebook Secrets – Ebook** - Here are just a few of the many important things you'll learn:

- My secret 5-Step Ultimate eBook Success Formula (even some of the biggest players on the Web never get past Step 1 – but you can

believe my \$1 million a year friend follows all five)

- A “quick and dirty” way to instantly determine whether your ebook will sell or not
- The top 10 reasons people buy ebooks – and how to use this information to create a best-seller!
- A simple change I made to one Website that quadrupled the sales overnight!
- Little-known secrets of building up your online ebook sales force (you’ll smack your forehead with an open palm when you see this one!)
- How the “Santa Claus Strategy” can instantly rack up hundreds and even thousands of extra sales for you
- The very fastest way to make big money with ebooks – and when it makes sense to use it
- Two “no-brainer” ways to make additional money immediately from every customer who buys your ebook
- A little trick that can make you more than \$1,000 extra a month – after your ebook is already sold and paid for!
- Why ebooks are the ideal – and quite possibly the only – “clean” and legal way for the average person to make money online

[Click here](#) for more information or go to <http://tinyurl.com/plnuh>

Cost: \$49

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**"How to Write and Publish your own eBook in as little as 7 Days"** will guide you step-by-step to:

- Identify a Target Market with laser-beam focus
- Create an ebook idea that will sell
- Write your ebook quickly and more effortlessly than you ever dared to dream possible

- Get free editing services
- Publish your ebook to sell through the web
- Start marketing, selling and making money with your ebook online!

[Click here](http://tinyurl.com/q6vnu) for more information go to <http://tinyurl.com/q6vnu>

Cost: \$29

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## Clickbook

This is a brilliant programme I use to print my PDFs. I don't particularly like to read Ebooks from my computer screen, so I print them out as A5 booklets. This great programme lays them out perfectly; all I do is hit the print button.

ClickBook, a powerful yet easy-to-use printing utility, lets you print customized day planner pages, wallet booklets, church bulletins, brochures, greeting cards, posters, business cards, flipbooks, catalogs, banners, microfiche, CD covers and more from Internet, Windows, or CD-Rom files! ClickBook helps you scale and rotate digital photos, e-mails, documents, favorite on-line content, or other critical information into 170+ mobile and convenient layouts. You can even design your own custom layouts and save up to 75% in paper costs!



ClickBook works much like a print driver. ClickBook intercepts pages going to laser or inkjet printers and automatically rotates, reduces and realigns pages into the correct order to create double-sided booklets and brochures. ClickBook even prints an instruction sheet showing exactly how to reinsert paper for double-sided printing.



[Click here](http://tinyurl.com/jmx38) for more information or go to <http://tinyurl.com/jmx38>

**Cost \$49.95 (worth every cent)**

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## Ezines

**Ezines – an Ezine is an online newsletter. I made a big mistake by not starting my Ezine years ago. I started it at the beginning of this year and it has made a huge impact on my business.**

**Ezine marketing programme** - Constant Contact®, Do-It-Yourself Email Marketing™ is the leading web-based email marketing service for small businesses and associations. Constant Contact makes it easy and affordable to build and manage permission-based email lists, create and send eye-catching HTML email newsletters, announcements and promotions, and track email campaign results. Over 20,000 customers use Constant Contact to communicate and develop profitable relationships with their prospects and customers!

- Builds and manages your permission-based email lists
- Provides 85+ professional HTML email templates (or create your own)
- Measures email campaign results instantly
- Deliverability rates exceed 97.5%
- CAN-SPAM Act compliant
- FREE phone and email support

[Click here](#) for more information

Cost: Varies, depends on number of newsletter recipients

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**Boost your business with your own Ezine** - START YOUR OWN E-MAIL NEWSLETTER BY NEXT WEEK! New step-by-step guide shows you exactly how to write compelling content, attract tons of subscribers, and promote YOU all the while. FREE REPORT with purchase — more than \*268\* e-zine resources.

[Click here](#) for more information go to <http://tinyurl.com/pnz3f>

Cost: \$197

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**Ezine Cash Cow** - Ezine Success Is As Easy As 1-2-9. Learn the 9 secrets to developing a profitable ezine. These leading experts show you-step-by-step the proven formula to make more ezine cash.

[Click here](#) for details: or go to <http://tinyurl.com/mrnok>

Cost \$47

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**Ezine Announcer** – This is a great product. I bought it and saw the results immediately. Discover how to:

Automate your ezine marketing by up to 100% using ONE software product - not two or four.

Instantly access over 1700 resources to promote and market your ezine - you could easily waste 12 months wandering around the Internet trying to find this information yourself.

Suck in 50-700 subscribers in a single week by sending one 17 line e-mail!

Advertise your ezine to thousands (even hundreds of thousands) of potential ezine subscribers for free -- without using free classified ads

Create your own "ezine virus", let it spread the word about your ezine automatically -- just sit back and let it go!

Get high rankings in ALL the major search engines - automatically! (takes you no more than 30 minutes of work per month

Find all the content you'll ever need for your ezine. In fact, you'll have new content e-mailed to you every day/week!

Get more subscribers -- guaranteed! I don't care if your newsletter targets Gardeners or Small Business Owners -- it doesn't matter.

Get 100s of new leads every week utilizing a few simple, proven tactics

[Click here](#) for more information go to  
<http://www.frankfurnessresources.com/ezineannouncer>

Cost: \$69

This is a screenshot of my copy, I use it all the time, saves me mountains of time

Title	URL	Articles	Via Email	My rating	Awards	Ratings	Paused	Reviews	Mail List	E-mail
21 Free Internet Marketing				10						free_1_ad@yahoo.com/subject=subscribe
STARTING SMART: Newsletter of Macenary Mak...	http://www.topics.com/lets/let_smart/			10						bede-n@yahoo.com
ARTICLE DIR TEST SITE				10						
EZINE DIR TEST SITE				10						
1 ClickProfit St	http://1clickprofit.com/			10						Gay@1ClickProfit.com
101 Newsies	http://www.cashbuilder.com			10						goh@101.com
123 Promotion				10						ken@123.com
123 Web Promotion	http://www.123webpromotion.com			10						wedmaster@123webpromotion.com
25links	http://www.egroups.com/group/25links/			10						25links-owner@egroups.com
3DLinks Newsletter	http://www.3dlinks.com/			10						vanbuuren@3dlinks.com
@ACTIVE E Marketing Newsletter	http://www.shoppersguide.to/newsletter/news			10						topproduct@aol.com
@Marketing Digest				10						feed@actdigest@malware2.com
@UltimateResourceEam Newsletter	http://www.ultimateresourceam.com/submitads.html			10						webmaster@ultimateresourceam.com
A 1 Home Business News	http://www.kennights.hypemart.net/a1/bn.htm			10						ken@1.com
A Biz D Blaney kun Ireland newsletter	http://www.abtblaney.com/ishnewsletter.htm			10						edior@abtblaney.com
A Closer Network's Perspective				10						closernetwork@swest.com
A Floral Art e-zine for Flower Arrangers	http://www.angelive.com/zine/FloralArt/index.html			10						leggy@fla.co.nz
A Highway Maze	http://209.86.248.13/NEW/Sitemap.htm			10						kath@highway.com
A Helping Hand	http://www.assocresearch.com/newsletter/			10						admin@assocresearch.com
A Lesson Learnt	http://www.safan-afrika.com/onlinebusiness/			10						jam@safan-afrika.com
A Net Vision	http://www.anet-vision.com/			10						info@anet-vision.com
A Retirement Investing Newsletter - Senior Savvy	http://www.seniorsavvy.com/subscribe.htm			10						info@seniorsavvy.com
A Teacher's Travel Web	http://www.teacherstravelweb.com/			10						info@teacherstravelweb.com
A WIFE Zine	http://www.gp-online.com/			10						info@gp-online.com
A Web Marketing Tips Ezine	http://www.sunnetz.com			10						ceomun@bunl.com
A to Z Online Marketing				10						webmaster@healthdoc.com
A+ Internet Marketing				10						ken@1.com
A+ Research Writing Tips	http://www.aopikus.com			10						ezine@aopikus.com
A wedding Day	http://www.egroups.com/group/a-weddingday/			10						a-weddingday-owner@egroups.com

## Products

**Products – Whatever your business, you must have products to inform and educate your customers. Over the years I have developed CDs, DVDs, Videos, Ebooks and books. [Click here](#) to see my range that can help you and your business to generate bigger profits. I have used many tools to do my own audio and video recordings, take a look at my favourites:**

**Adobe Audition** - Adobe® Audition™ 1.5 software is a professional audio editing environment. Designed for demanding audio and video professionals, Adobe Audition offers advanced audio mixing, editing, and effects processing capabilities. Its flexible workflow, combined with exceptional ease of use and precise tools, gives you the power to create rich, nuanced audio of the highest possible quality.

[Click here](#) for more information

Cost: \$299 – download a trial version for 30 days and see how you get on

**Sound Forge Audio Studio** - Sound Forge® software is the professional's choice for audio editing, recording, effects processing, streaming content creation, and more. Now Sony Media Software introduces Sound Forge Audio Studio™ — an easy-to-use home version of their professional program. If you

want to record music, edit and restore audio, create streaming media, and burn songs to CD, Sound Forge Audio Studio software is all you need.

[Click here](#) for more information or go to <http://tinyurl.com/7yyrp>

Cost: \$69.95

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**Pinnacle Studio Plus version 9** is an advanced consumer video editing and disc authoring application whose intuitive interface and seamless workflow provide video enthusiasts with on-demand access to hundreds of professional-quality functionalities like Chroma Key and picture-in-picture effects, image stabilization, automated editing, colour correction, noise removal and digital surround sound, while maintaining total ease of use from start to finish.

[Click here](#) for more information go to <http://tinyurl.com/2cykz>

Cost: \$99.99

## Other Great Products

**Turn Words into Traffic** - We'll show you our quick and easy techniques for pumping out high-quality, professional articles.

We'll also show you how to persuade dozens, hundreds, even thousands of website owners and ezine publishers to put your article in front of very targeted readers who can visit your website and purchase your products.

If you don't have time to write articles yourself, we'll show you how to easily find other people to write them for you... and you can claim the articles as your own!

Regardless of whether you actually "write" your articles or not, since these visitors come to your website after having read an article you wrote, they come with a very different mindset than if they're clicking on a search engine listing, a banner, or an affiliate link. Anyone who comes to your Web site as a result of reading your articles is very interested in learning more about you and your products.

[Click here](#) for more information or go to <http://tinyurl.com/qmf8d>

Cost: \$45.83

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**Camtasia Studio** – this is the best product I have ever bought. It is incredible.....

Camtasia Studio is a complete solution for quickly creating professional-looking videos of your PC desktop activity. Anyone can Record and create a full-motion video tutorial or presentation, in real-time, and publish it in the format of their choice. No multimedia or programming experience necessary!

- Record your activity on the screen, your narration and system audio
- Edit, enhance and add interactive hotspots
- Publish in a wide variety of formats including Flash, CD-ROM and streaming video

[Click here](http://www.frankfurnessresources.com/camtasia) for more information go to <http://www.frankfurnessresources.com/camtasia>

Cost: \$299 – get a trial version and try it for 30 days

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## Easy Cleaner

This is a great little free programme I use to keep my registry clean and remove unwanted programmes.

**EasyCleaner** is a small program which searches the Windows registry for entries that are pointing nowhere. **EasyCleaner** also lets you delete all kinds of unnecessary files such as temps and backups. You can search for duplicate files and you can view some interesting info about your disk space usage! You are also able to manage start up programs, invalid shortcuts and add/remove software list. ToniArts may not be held accountable in any way if **EasyCleaner** affects your computer in a negative way. List of some features:

- Very **nice interface!**
- Finds invalid registry entries ----> deleting them **speeds up your computer!**
- Finds duplicate files ----> deleting them will **free disk space!**
- Finds all unnecessary files like backups, temps etc. ----> deleting them will **free disk space!**
- Finds all invalid shortcuts ----> deleting them will **free disk space and increase usability!**
- Manage programs starting at Windows startup! ----> who knows, you might even **catch a virus before it gets serious!**
- Manage Windows **add/remove software** listing!
- Easily remove Internet Explorer's **temporary Internet files, history and cookies!**

- Very **user friendly!**
- Shows some interesting info about your **disk space usage**.
- Very **customizable**.
- **Multi-language** support!
- Uses only **little amount of resources** while running!
- **Huge help file** which gives you every little detail about EasyCleaner!
- And much more...

[Click here](#) for more information or go to <http://tinyurl.com/bgm49>

Cost – free

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## Other Great Resources

Take a look at some other great resources. These are products that I have developed to increase productivity. Click on each product for full details.

[Speak for High Fees in Many Lands](#)

[How to Find New Clients, for Speakers, Coaches, Trainers and Consultants](#)

[Telephone Sales Skills for Winners](#)

[Business Presentation Skills](#)

[Coaching Fundamentals](#)

[NLP for Sales](#)

[Tomorrows Technology Today](#)

[Finding New Business and Clients – CD series](#)

[Finding New Business and Clients – Book](#)

[How to be more Assertive, Confident and Happy](#)

[How to Gain, Train and Maintain a Winning Sales Team](#)

[It's all about You](#)

[Sales and Marketing Toolkit for Small Business and SMEs](#)

[Media Tactics – How to Work with the Media](#)

[Sales and Marketing Strategies for Franchisees](#)

[Secrets of Successful Consulting](#)

[Sales Success Strategies](#)

[The Secret Power of Questions](#)

[Walking With Tigers – audio series](#)

[Walking With Tigers – DVD](#)

[Selling for Fun...and Profit – for Financial Advisors](#)

[Remote PowerPoint Presenter](#)

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I plan to keep adding products as I find, try or buy them. Enjoy.....

For more information or to contact me, please email [frank@frankfurness.com](mailto:frank@frankfurness.com),  
phone +44 1923 248200 or website [www.frankfurness.com](http://www.frankfurness.com)

To become an affiliate for my products, please email me .

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