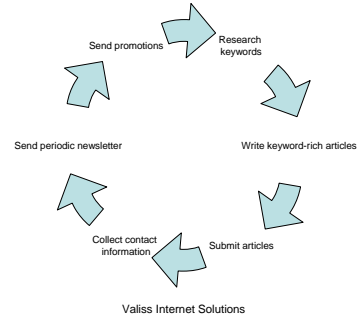


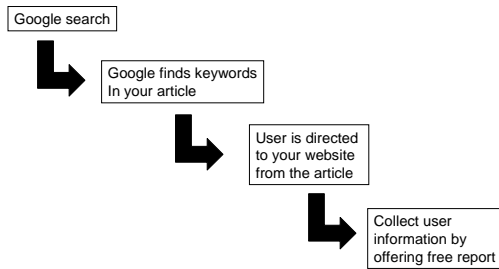
## How To Attract Clients While You Sleep



## How To Create Your Client Magnet



## How This Process Works



## It Really Works!

Statistics for [www.valiss.com](http://www.valiss.com)

January 2005	December 2005
No website visitors	Over 4000 unique visitors
No email list	Over 2000 email subscribers

## Research Keywords

- Free tools
  - [inventory.overture.com](http://inventory.overture.com)
  - [www.goodkeywords.com](http://www.goodkeywords.com)
  - Search Google for “free keyword tools”
- Paid tools
  - [www.wordtracker.com](http://www.wordtracker.com)
  - [www.webceo.com](http://www.webceo.com)
  - Search Google for “keyword tools”

## Write Keyword-rich Articles

- Articles should be 250-300 words
- Focused on specific keyword phrases
- Keywords should be in the article title
- Keywords should be used in the article content
  - Use keyword at least 4 times in the article
  - Don't overuse keywords – keyword spamming can cause delisting by Google
- Include your bio, copyright, permission to reprint and a link to your website at the bottom of the article
  - This creates a one-way backlink to your website

## Submit Articles

- Submit your articles to article directories
  - goarticles.com
  - articlecity.com
  - ezinearticles.com
  - Many more
- Articles will be republished on other websites creating more backlinks
- Builds your credibility as an expert
- Your articles will come up in Google when someone searches those keywords

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## Collect Contact Information

- Create a landing or squeeze page on your website
- Direct readers to this page using the link at the bottom of your article
- Offer a free report or something of value so they will give you their name and email address
- Make them enter their name and email address before receiving the free gift
- Direct them to a download page or send them the download link in a follow up email

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## Sample Squeeze Page

Online Marketing Superstars and The Product Factory present...  
THE ULTIMATE WEB TRAFFIC AND CONVERSION SYSTEM

**Are You Guilty of Putting Up a Website That No One Is Visiting?**

Does this sound like you? Your web site is up and running - and it even looks pretty darn good if you do say so yourself! You developed a product or service that you know will help lots of people; you've invested countless hours, sleepless nights, 100% of caffeine kicks, hard work, blood, sweat and even tears ... all with the hope and dream of a successful Internet based business that makes you money doing what you love. Yet, despite your best efforts very few people are seeing your website and the money is barely coming in. You may be getting discouraged and becoming skeptical.

YES! TELL ME THE 9 SUREFIRE TACTICS TO GET TRAFFIC TO YOUR WEBSITE

Enter Your Name

Enter your Email

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## Collecting Contact Information

- Use a form on your website
  - Information will be stored in a database or emailed to you
- Use an email autoresponder
  - Installed on your webserver
  - Or a third-party provider
    - aweber.com
    - 1shoppingcart.com
    - constantcontact.com

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## Where To Keep Your Contacts

- On your PC in Outlook or Act
- On your webserver
- On the third-party provider's server

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## On Your PC

- Pros
  - Familiar interface, Outlook or Act
  - You don't have to pay a monthly fee
- Cons
  - Vulnerable to hard drive crash
  - Vulnerable to viruses
  - Your ISP often limits you to 250 outgoing emails per day
  - Yahoo, Hotmail and AOL will consider you a spammer if they see bulk emails coming from your standalone computer and block your domain
  - You must be aware of all CANN-SPAM laws and comply

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## On Your Webserver

- Pros
  - You don't have to pay a monthly fee
- Cons
  - You must maintain the database
  - Vulnerable to hackers
  - Yahoo, Hotmail and AOL will consider you a spammer if they see bulk emails coming from your standalone computer and block your domain
  - You must be aware of all CANN-SPAM laws and comply

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## Using a third-party autoresponder

- Pros
  - They do all of the maintenance
  - They provide the security
  - They update the application to comply with CANN-SPAM laws
  - They have agreements with ISPs, Yahoo, hotmail, and AOL so your email won't be blocked as spam
- Cons
  - You must pay a monthly fee

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## Send a Periodic Newsletter

- Send a short newsletter or ezine on a regular basis
  - Provide quality information that will solve your clients problems
  - Keep it short – readable in 3-5 minutes
  - Test to see how often they want it
    - Weekly, bi-weekly, monthly
- This builds your credibility with your prospects

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## Send Periodic Promotions

- Only after you build credibility with your prospects
- Only send promotions that will solve their problems
- Don't over do it
- Create a series of 3 emails for the promotion
  - Each email builds on the previous email theme
  - Keep them short and to the point
  - They must provide a solution to your prospect's biggest problem

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## For more information

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