

THE NEWBIES GUIDE TO

INTERNET MARKETING

*Why A Free Offer Doesn't
Guarantee People Respond*

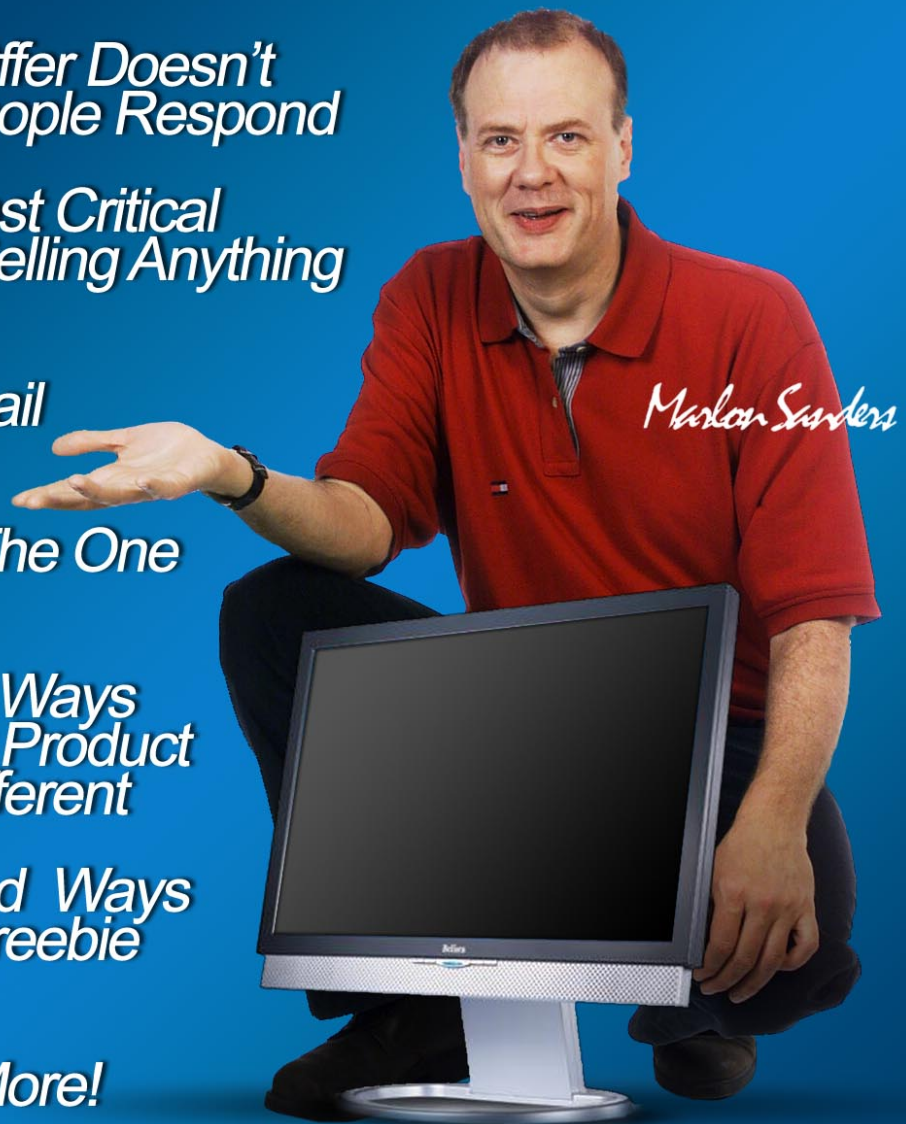
*The Three Most Critical
Elements In Selling Anything
To Anyone.*

*Why Your Email
Messages
Are Getting
Ignored And The One
Secret Fix*

*The 3 Proven Ways
To Make Your Product
Or Service Different*

*10 Time Tested Ways
To Get Your Freebie
Noticed*

...And Much More!



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Introduction To Internet Marketing

This is what I call “the Newbies Guide To Marketing.”

By newbie I mean a person who is new to marketing.

I'll be talking about marketing online but most of the things I say apply to about any form of marketing or direct selling.

Here's a quick overview of what you'll be doing.

First you're going to find out who the target market is for your product or service. Then you're going to come up with a hot free offer that will get them to respond. Then you'll send them emails, postcards or voice mails to get them to take the next step in the buying process.

That could be participating in a webinar, seminar, teleconference call or scheduling an appointment at the office to talk to a sales rep.

It's like fishing:

You find out where the little fishies are – that's targeting your audience.

Next you develop a free offer – that's your bait.

Then you reel them in – that's your sales process.

Let me state this another way – You're going to give people something free for getting on your list. Then you're going to send them emails, faxes, or voice calls to sell them or offer another freebie in exchange for talking to a sales rep, learning about a new promotion, talking to a sales rep, participating in a survey – or whatever action it is you WANT them to take part in.

Now, along the way, people may NOT respond to your promotions. In other words, you can have a list of people who aren't responding. I'm also going to talk about what to do in that case.

The big picture of Internet marketing and marketing in general really isn't that complicated. You get people on an email, fax, phone or mail list. Then you sell them. Then you sell them something else!

Now, there are a number of steps to do this the right way. So let's break it down step-by-step.

Step One: You Gotta Target A Market

Marketing starts with what we call the “target market.” A market is a group of people in the market to buy a product or service. They usually have common needs and wants and buy the same types of products or services.

Who are your target buyers? Do they meet in online forums and talk up a storm? Are there blogs they read or web sites they frequent? Do they meet in groups, conferences or other places? Are there publications they read in common?

Why do you need the answers to these questions? Because it tells you if there's a way you can reach your audience. For example, can you run ads on blogs? Can you run an ad in the publications they read? Can you participate in the forums they visit online? Can you run banner ads in the forums they go to?

By the way, if you're not that familiar with blogs, you can check mine out at: <http://www.marlonsnews.com>

If there's no way to reach your target audience with your message, then, by definition, you can't target them.

A lot of blogs have small, square ads you can buy on the right-hand side that are 120 x 120 pixels in size. A pixel is a unit of measurement commonly used in graphic design. Basically, 120 x 120 pixels is a small, square banner ads.

On the Internet when people have special interest, they often congregate in online areas where they can chat back and forth. These areas are called “forums.” Think of them as a forum for people to interact. Forums will often have a banner ad you can buy at the top or on the side. You can find forums on almost every special interest topic you can think of at <http://www.big-boards.com/>

Can you get a mailing list of your target audience? If so, you can send them a postcard. Do you have their phone numbers in an Excel spreadsheet or database? If you do, you can send a mass voice mail message called a “voice blast.”

There are services that will do this for you. You just upload your list of phone numbers, record a message, punch a button and it sends out your voice message to the entire list. You're charged a nickel or a dime per message.

If you know what magazines, newsletters or ezines they read, you can run a small ad in that publication offering what we call a “freebie.” Think of it like the fast food places in the mall that offer you a free sample of food on a toothpick when you walk by. By offering you the free sample, there's a chance you'll like it and want to buy the whole meal.

Step Two: Offer A FREEBIE To Your Target Audience

After you have a way to target your audience, you want to advertise or promote a freebie to them.

You offer them something FREE to get them to respond to you. What freebie, you ask? One that will get them to respond! That's really the only guideline – what gets a response from them?

Maybe it's a free drawing or contest. Maybe it's a free report, audio or video. Maybe it's a free item. But give them some REASON to respond to you. Look at it this way – In your target audience you have this huge group of people who might be interested in what you have to offer.

Now, you run an ad offering a freebie and those who are really in the market will respond and request it. This is called “permission marketing.” They've now given you permission to market to them.

What's the secret of finding a freebie that will obtain a response?

Their secret is to find out what your target audience WANTS, and what problems they have that they WANT to solve.

Just because you offer something FREE, doesn't mean your target audience will WANT it. Pretty much, by definition, if they don't respond, if they don't request it, they didn't want it. So then you just try another free offer.

Let's say you sell to retailers. And you find one particular retailer who has a method of selling that outperforms the results other stores get. So you write up a little report on it or go in with a camera and shoot a video.

Then you offer this report or video FREE to your list:

“Free report reveals how XYZ retailer gets 480% sales of XYZ product that most other stores.”

Subtitle: *If you need an immediate boost in sales of up to \$25,000 request this free report now!*

Now you've got a certain percentage of people in your target audience to raise their hands and request the report. You've obtained a response. You now have live, interested prospects to follow up with.

The key is to give people a REASON to respond that's in their own self interest. You have to find the WIFM for your target audience – “what's in it for me?” You think your audience speaks

a language like English or Italian or Japanese. But really, the ONLY language a target market speaks in is WIFM. Because that's the only thing that causes you to get on their radar.

If you don't have a WIFM, you don't exist to them.

See, if you just ask people to respond, but don't give them a good reason that's in their own self interest, they aren't going to do it.

The number one type of freebie that has been proven to work over and over is the FREE REPORT. Let's say you have a customer, dealer, retailer, vendor, supplier, or client who is getting a response, result or numbers of some sort that others covet or would give their right arm for.

All you have to do is INTERVIEW that person on how they do whatever it is, record that interview, have it transcribed and now you have a free report that your target audience will be salivating to get their hands on.

In other words, it's something that WILL get them to respond. You can use the free service at: <http://www.freeconferencecall.com> to conduct your interview.

Step Three: Package Your Freebie And Make It Attractive

The thing is, you need to package this free report and make it attractive:

You can find people to transcribe your audio for you at <http://www.elance.com/> or <http://www.getafreelancer.com/>. You want someone who will do basic editing and clean up the grammar for you.

1. Have a nice little ecover designed for it. Any graphic designer should do a little ecover for you without charging a lot. You can go to elance.com and easily find someone to design the ecover for you without paying a lot. On elance, you put your project up for bid and people around the world bid on doing it.

I've also had good luck finding freelancers on [Craigs List](#).

1. Give the free report a hot, sexy title that almost ANYONE who is one of your customers or in your target market would crawl over broken glass to get their grubby little hands on!

Why Titles Are Everything And How To Title Your Freebie!

Read the article titles on the cover of *Cosmo Magazine*. You'll learn from that how to write GREAT titles for your free reports.

I'll repeat – You've got to have a GREAT title. If you don't know if your title is any good or not, then write out 10 or 12 possible titles, read them to people in your target market and ask them to vote on the winner.

They will TELL you which title is the best.

You also need some bullet points for what they'll learn in the free report. So you know how when you scan the cover of *Cosmo*, it has all those article titles on it that make you so curious to know what they're about?

That's what you do with free report. You write 10 or 15 bullet points that are JUST LIKE the article titles on the cover of a magazine like *Cosmo*.

Things that REALLY make you curious.

Usually they're like this:

- The 5 secrets to X
- True confessions of a X
- Why X can't way
- The little secret trick to Y
- What no one is telling you about X
-

We call these bullet points and the purpose is to make people curious as heck so they HAVE to get a copy of that free report to find out the answers. You can also look at the titles on Reader's Digest magazine. They have some good ones.

Notice what titles catch your eye and WHY.

If you do your job right, those bullet points will make people really CURIOUS to know what's in the report.

Now the hook is set.

The next step is to get the word out....

Step Four: Get The Word Out About Your Freebie

You then OFFER your freebie to your target audience. You get the word out about the freebie to them.

You can run the freebie on small banner ads on blogs. You can run them on banners in online forums. You can offer them in an email or text to your customers or target audience. You can advertise them using Google local pay-per-click. You can run them on ads in newsletters or magazines. You can send out a press release to magazines in your industry.

But you GET THE WORD OUT however you do it.

You create the freebie. Then you get the word out about it.

Here is a company that will create banner ads for you at a reasonable price:

<http://www.20dollarbanners.com>

Next, people start requesting it. These are your LEADS. In other words, it's people who you know have an active interest in your offering because they're requesting a freebie that's at least somewhat related to it.

The freebie doesn't have to be super fancy. I saw a little 50-page book once on "How to buy a phone service." That would be a great freebie for selling a phone service!

I remember a story about people selling high end copy machines. And they wrote a book about how to buy one. These buyers guides often work.

Here are some of the ways to get the word out about your freebie:

1. You can always call your customers or prospects on the phone
2. You can send out a voice blast where you send your voice message to hundreds or thousands at a time
3. You can make up a nice little postcard offering your freebie and send that to your target audience
4. You can create a nice little banner ad for your freebie and advertise it on blogs and in forums
5. You can text message your customers with your freebie
6. You can advertise it on your myspace site
7. You can post it on your Facebook
8. You can send it out to people using your Twitter list
9. You can send a press release about it to a magazine
10. You can run ads for it in a magazine

But what if people are just ignoring you or your promotions

The worst case scenario is if you're offering your freebie and no one is biting. What then?

The most important thing is that you get in touch with your target audience and find out what it is that they want. What are their problems? What are the issues they're dealing with?

You THEN produce a free report that addresses the PROBLEMS or ISSUES they ARE dealing with – even if they aren't directly related to your product or service. At least you become relevant by talking about the issues, problems and things that concern them.

But typically, you KNOW positively that your customers and target audience want to get a certain type of result. And if you can find someone who got that RESULT that your target audience is hot and bothered for, and you interview that person then create a freebie out of it, you have something that will be perceived as valuable by your audience.

The key is to find out what they PERCEIVE AS VALUABLE. What has value to them?

And you do that by talking to them and LISTENING. You ask questions about the problems and challenges they're facing. You help them with those problems and challenges even if it doesn't directly relate to buying your product or service.

At least you become valuable and relevant to them at that point.

If people aren't responding to you, it means there is some sort of obstacle or some sort of result they want you aren't addressing.

This is one of the reasons that when you come up with 10 or 12 titles for your FREEBIE, you want to do a little survey. You're trying to make SURE your target audience, your potential buyers view what you're offering as relevant to them.

One of the nice things about adding FREE BONUSES to your product or service is you can add them in as reasons to act now or urgency. In other words, if you buy now or before the deadline, you get XYZ extra bonuses or stuff.

This is a tested, proven way to get people to buy now. Adding extra bonuses is usually much better than offering a discount on the product and it protects your profits.

If people are ignoring you, it may be because you're sending out too many promotions and not enough value. Try sending out some tips or things of value. In addition, switch it up. Hold events, teleseminars, webinars, and conferences.

To explain the terms a “webinar” is a seminar held on the web. Usually it has Power Point slides the attendees can watch as they listen to the voice of the speaker. Typically, there are interactive polls and an area where you can chat or ask questions. The main company people use for these is gotowebinar.com.

A “teleseminar is a seminar held over the telephone. Basically, it's a teleconference with a speaker or speakers. You can host or put on your own teleseminars for free using <http://freeconferencecall.com/>.

Step Five: Sell Them Once You Get A Response

Sales is an art. But the first thing you want to do is tell them about someone else who got a response they WANT. And offer to tell them about it when you meet.

Now you're offering VALUE.

The way you open a relationship is you BRING VALUE. You offer value. You can't just barge in blabbing about your special promotion, your products or what you sell.

You have to bring something of VALUE to the table for them. This is often in the form of knowing someone else who got a RESULT they want to get. And offering to share that information with them and even introduce them to that person or give them a recording or transcript of the interview.

There's a saying: Never visit someone's house with EMPTY HANDS. Always bring something in your hands to give them.

So now you have a meeting with them.

You ask questions and listen. Hopefully you can find the things that turn them ON. Their hot buttons so to speak.

Now you can talk about whatever it is you're promoting or selling in terms of THEIR INTERESTS and what matters to them.

One of the ways you SELL is by sending out regular emails or messages that have some VALUE. You either provide additional content, articles, success stories, tips, advice or help.

But if you're ALWAYS selling, then people will stop listening to your promotions or reading your emails. You've got to send some promotions and some things that have or offer VALUE.

You can write up little lists of tips. Or do a weekly ezine. (an ezine is a newsletter sent out by email). Or write up helpful posts on a blog. In my business, I sent out an ezine every Saturday. This has a meaty article in it that provides value to my customers.

I'll also do a 10-minute audio sometimes and post it on my blog. Or create a PDF and distribute it. A PDF stands for "Portable File Document." It's a document you can open and read on a PC or Mac and it retains the same formatting as when you write it.

You can use the FREE software at openoffice.org to create a PDF using the "writer."

Here is one way to SELL when you need EXTRA SALES POWER

You get 2 or 3 of your best customers on a teleconference call and invite all your potential buyers. Then you have your best customers talk about your product or service and how it helped them.

This is called SOCIAL PROOF.

It's very powerful in selling because people are greatly influenced by the experiences and opinions of others.

You can actually record that call and play it back over the phone at later times or post it as an mp3 on the web.

Hands down, one of the most powerful way to sell people is to use social proof from other customers who have USED your product or service and gotten awesome results.

You can have these case studies or success stories on a teleconference call or even a webinar. You can go to: <http://www.gotowebinar.com> to see what webinars are like. They're basically a power point slide show over the internet. People can see the slides and hear your voice. They can also ask questions via text chat.

Another really important element in selling is giving PROOF.

It's one thing to say that we can do blah, blah, blah for you. It's quite another to be able to PROVE that to the potential buyer or customer.

Testimonials from happy customers are one sort of proof. As mentioned above, in marketing we call this social proof.

But ANYTHING you do or evidence you can provide that supports that your product will do what you say it will is PROOF. You may remember these old commercials for Timex watches where they'd strap the watch to the propeller of a boat or something else outrageous and show it later with the saying, "Takes a licking and keeps on ticking."

One time I spent \$5,000 for a course on marketing. And one of the MAIN things that sold me was 3 audio recordings of testimonials that the marketer sent to me. I listened to all those case studies and testimonials over and over before I bought.

One of the most potent forms of PROVING your confidence in your product or service is to offer a powerful guarantee that your competitors don't have the GUTS to offer. By implication, if you're willing to go out on a limb, you must have something valuable.

So whenever possible, create a strong, bold guarantee for your product.

Differentiate Your Product Or Service From The Competition

Here's another crucial element in selling your potential buyers:

Explain what makes your product or service DIFFERENT vs. other options or the competition. In marketing we call this "differentiation." The old-timers called it a "Unique Selling Proposition." Basically, why should people give you their money instead of anyone else?

What will you do for them others won't?

By the word "differentiation" in marketing we mean create things that make your product or service different and more advantageous to the buyer than competitive products.

And you have to think beyond the immediate competition to other alternatives. If they don't spend money with you, what else might they spend it on?

Your job is to find or CREATE REASONS for them to spend their money with you vs. any of the alternatives. One of my favorite books is called Selling Ice To Eskimos by Jon Spoelstra. And the reason is he was in charge of selling tickets to see the Clippers basketball team when they had a bad team and weren't winning a lot of games.

What he did was find things the customers DID want that he could sell.

For example, in his ads he featured the players from the OTHER teams. For example, "Tuesday night come see Michael Jordan and so and so."

He also created package deals where when people bought tickets they got something in addition to the basketball game. It was like the basketball game was the FREE BONUS.

On another occasion he was in charge of selling tickets to baseball games for a team in Hawaii with a losing record. He found out Hawaiians were really into PICNICS. So he advertised it as a ticket to a picnic and a baseball game.

In other words, he found something people DID want to buy and packaged that in with his product. There's no reason you can't do the same, no matter what you sell.

The golden rule of marketing is to sell people what they want to buy.

If you're in charge of selling something that people aren't all that crazy for buying, find out what they DO want to buy and package that into your product or service.

I think of one more Jon Spoelstra story.

Another way he sold tickets to the Clippers Games was via corporate sponsorships. Corporations bought tickets to an early evening event with motivational speakers. And they got to see a basketball game!

You sell people what they want to buy. It's like the prize in the Crackerjacks. Buy the Crackerjacks and get the little prize free.

You'd be surprised at the creative ways you can do that with other products and services.

The way you have took at selling is this:

People have their stack of money and they're comparing it to your stack of value. If they don't buy, it's because they perceive your stack of value as being LESS than their stack of money.

So you have to increase the value or the perception of value for your product or service.

There are 3 basic ways to make your product or service DIFFERENT:

1. You make it more CONVENIENT than other alternatives.
2. You offer better SERVICE, more extensive service or more available service
3. You offer increased PERFORMANCE vs. the alternatives

How can you add to the perception of value for your product or service. Notice I didn't say you had to add to the ACTUAL value. You have to add to the perception of value.

One way to do that is through what is called "signaling." Signaling means you signal that your product or service has superior value. That can come from endorsements or nice graphics or testimonials.

Packaging and graphic design are the classic ways to signal the value of your offer. You know, creating an "upscale" image for what you sell.

You Gotta Offer A Crystal Clear Benefit To The Buyer

Too often when people sell a product or service, they think about what they have to sell, how great their product is and what they want.

In other words, they think in terms of THEIR interests, not in terms of the customer's interests.

You have to flip flop that. Think about things from the CUSTOMER'S point of view first. Then think about how you can present your offer in terms of the customer's point of view. A lot of times people want to be cute or subtle in stating what the benefit of their product or service is.

But what works is to state the benefit in an "in-your-face" way that is absolutely unmistakable. When

To recap, three of the most critical elements in selling are to have a crystal clear benefit, super powerful PROOF and differentiation vs. other alternatives. There's a book by Doug Hall called

Jump Start Your Business Brain that goes in much greater depth into those 3 factors. I recommend it for additional reading.

How To Get Money By Sending Emails

When it comes to sending out emails or promotions, you're going to need to get a response. Here are a few quick tips:

1. Make sure the subject line of your email or the main headline on the postcard telegraphs or states a clear benefit. Don't be cute here. Just state the WIFM for the customer. You know, explain what's in it for them.
1. Have a special bonus your customer gets if they act before a deadline. I've had great success offering special bonuses for purchases before a deadline. I use a lot of 72 hour to 5-day deadlines. Always send an email the day before the deadline expires and then one more the day of the expiration.
2. Build up the value of the free bonus. Just because it's free doesn't mean people want it. So build up the value.
3. When you send emails, pretend you're writing a letter to a specific customer or friend. An email should sound VERY PERSONAL just like it was written directly to that person.
4. Make sure to send out valuable information, content, articles, reviews, success stories or other information to your list, not just sales pitches. Otherwise, people will stop listening to what you have to say.
5. If your messages are being IGNORED it's because you've ONLY been sending pitches and you haven't been sending any value. Brainstorm and try to think of content, articles or things of value you might be able to send to your list that they'll appreciate. This way, they'll keep reading your messages and won't drop off.
- 6.

I want to wrap this up by talking a little about the big picture. What you do is come up with a freebie that your potential customers will want, preferably a free report.

You offer this to them, get them on your list and then you send emails inviting them to webinars, teleseminars, sales events, seminars or to personally contact a sales rep.

One of the most important things you can do is PEER selling. This means you find customers who have gotten the RESULTS that other potential buyers WANT to get.

And you put them on a teleconference call or other event where the power of social proof can kick in. You can even interview your happy customers over the phone and send the audio of the interviews to potential buyers.

One service you can use to do this is <http://www.freeconferencecall.com>.

The biggest mistake people make in emails or selling in general is they ONLY talk about themselves. They think from THEIR point of view instead of the customers.

If you can get out of your head and into the customers head, if you can think about what's in it for THEM, if you can think about what would get YOUR attention if you were them, if you can think about what's valuable to them, then you're on a proven path to sales.

The Key To The Vault

Every customer has an address book, email list, vendors or suppliers, or customers of their own. If you can get your business customers to promote you to their customers or vendors, that's very powerful. Maybe they sponsor a seminar for you or host a webinar or teleconference for their customers on your behalf.

What's more, regular consumers have friends on Facebook, address books and Myspace sites. If you can get them to contact their friends, it can be quite powerful.

Think beyond the customer. Think about the network of people they KNOW and how you can tap into that network.

This is the key to the vault.

The ultimate in marketing is to get your customers to promote your products for you. This is what an "affiliate" program will do for you.

An affiliate program allows your customers to refer potential buyers to you in exchange for a commission. Your goal should be to turn every customer into an evangelist. You do this by giving them articles they can publish on their Facebook, Myspace or blog. You give them banner ads. You give them emails they can send to their friends.

You can see how I do this for my own affiliate program at getyourprofits.com.

BONUS: KEY TERMS AND VOCABULARY

Continuity: This means something that people are charged for regularly, typically monthly or quarterly. In the biz, we call this "continuity income" or recurring billing. Newsletters are usually paid for monthly as are membership sites. The reason you see a lot of emphasis on continuity offers is it provides steady income and gives you a way to pay your bills. The classic example is the book club of the month programs.

Forced Continuity: Forced means you don't have a choice. The way this works is when you buy one product, you're given a free trial of a newsletter, membership site or CD of the month club. The trial is usually 14 to 30 days. Sometimes as long as two months. At the end of that time period, if you don't cancel, you're charged monthly for whatever it is.

Some marketers get people in continuity billing then NEVER send emails or communications hoping people will FORGET about the purchase and let the billing continue forever. I find this to be legally risky. If you do forced continuity, make sure people know they're being charged and can cancel without jumping through hoops.

Back End: The back end of the business is everything AFTER the initial sale. In other words, it's the follow up business. In the ideal world, you break even or make a small profit on the initial sale (or what we call the "front end." And you make your profits on the upsells, downsells and subsequent sales.

Upsells: Additional products or services offered at the point of the sale. As crazy as it sounds, the EASIEST time to make another sale to the customer is when they already have their credit card out! Any additional product offered is an upsell.

Downsell: If the upsell is declined, another offer for a lower price than the upsell is made. This is called a downsell.

Target market: A market is a group of people who are in the MARKET for a product or service. A target market is the market you're targeting. For example, males online between the ages of 35 and 65 who want to start a home-based business would be a target market. Stated differently, it's the people who are the potential buyers of what you sell.

Sales letters: In this business, we often use very long sales letters similar to the direct mail letters you receive in the mail. We call these sales letters because they're me-to-you letters that SELL something. These are different from a brochure, which is an impersonal communication. Sales letters are written as though you're talking to the person directly. They're more personal and persuasive.

Membership site: These are password protected sites that have content delivered regularly and often have a forum or other way to interact with members.

Forum: These are places you go to talk to others who share a common interest.

Opt ins: When someone joins your email list, they "opt in" to receive emails from you.

Double opt in: When someone joins your email list, they receive an email asking them to click a confirmation link to PROVE they subscribed to the email list. This is an anti-spam feature and is now standard practice.

Autoresponder: This is a software program that lets you send email broadcasts to everyone on your list. It will also send a sequence of emails any number of days apart that you specify.

Shopping cart: The ordering mechanism you use to get people's name, address and credit card or check info and process their order.

Affiliate program: A program where you promote a vendor's product or service and receive a commission when there's a sale. The classic example is Amazon.com. You can link to books on Amazon. And if a visitor to your web site buys one of them, you get a small commission.

Associate program: Same as affiliate program

Banner ads: Those square or horizontal ads on web sites.

Ebook: Basically the same as a printed book but delivered online, quite often as a PDF.

PDF: Portable Delivery Format. This is a uniform format for delivering digital information. A standard of method of delivering documents on the web.

White paper: A research paper or report delivered as a PDF.

Name Squeeze: A term trademarked by Jonathan Mizel. See Squeeze page.

Squeeze page: A page with only one purpose to obtain or "squeeze" a name and email address, or email address alone, from the web visitor.

Lead capture page: Same as a squeeze page.

Power Squeeze page: See squeeze page

Hits: Some stats programs measure web site traffic by hits. This is not a particularly accurate way to measure visitors.

Unique visitors: Stat programs attempt to identify actual visitors and eliminate duplicate visitors in a 24-hour period.

Cookies: The way things get tracked on the Internet. These are little text files put on your computer. They contain tidbits of information that allow stuff to be tracked. In the case of affiliate programs, the way we track sales and credit the correct reseller with the commissions is through the use of cookies. The cookie simply contains that affiliate's ID number.

PPC: Pay-per-click advertising. Google made PPC a dominant advertising method. As a ppc advertiser, you run ads on Google and ONLY pay when someone clicks on your ad.

Monetize: When you find a way to make money with something, you monetize it. So you'll hear people talk about monetizing their traffic. All their talking about is finding a way to make money off of their web site visitors.

Traffic: Visitors to your web site or web page are traffic.

Product launch: When a number of affiliates promote one product o one day or one week. Typically last for one or two weeks and often involve heavy promotions by affiliates who are trying to win cash and prizes.

Aweber: One of the main autoresponder services.

One Shopping Cart: Another autoresponder service that also contains a shopping cart, ad tracker, affiliate software and other bells and whistles.

Ad tracker: A program that lets you create links that track when people click on them and then also count actions or sales that follow the click.

Affiliate software: Software that allows you to run your own affiliate program and pay affiliates commissions when they sell your product or service.

Clickbank: A marketplace for ebooks sold by affiliates.

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