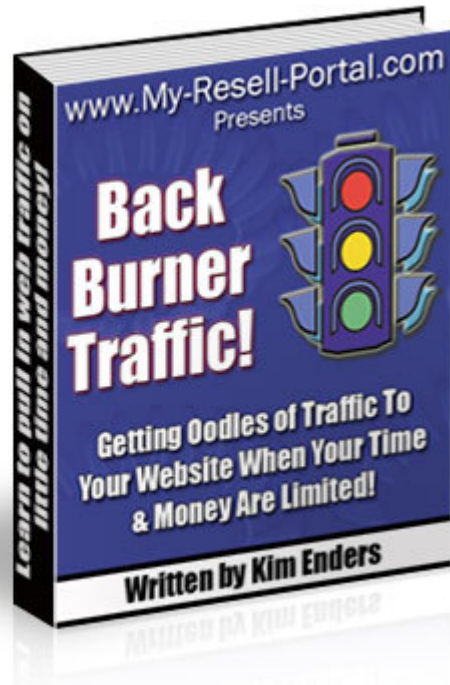


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# Distribution Notice

## **This Ebook comes with transferable (basic) resell rights only for members of My Resell Portal.**

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Originally, I chose not to offer resell rights for this Ebook. I did this in order to protect the integrity of this Ebook. It is a common problem for Ebooks' values to be depreciated by increasingly lower prices set by resellers and over saturation of the market.

Due to the increasing popularity of my exclusive line of Ebooks, I have since decided to give members of My-Resell-Portal.com the opportunity to sell these Ebooks. This, in turn, will fund the creation of more original Ebooks!

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- From someone offering you Master Resell Rights.
- After being **spammed** for it.
- After receiving it for free.

**Please** contact me immediately at [support@my-resell-portal.com](mailto:support@my-resell-portal.com) You will be rewarded! I appreciate your attention to this matter. Thanks and best wishes to you!

# Introduction



Hi there! I hope this Ebook finds you doing well and your ebiz prospering! I'm not going to beat around the bush. I realized this Ebook was necessary after my membership site (where I sell the resell rights to my original Eproducts to include Ebooks like this one) took off like a rocket!

There are ebooks everywhere written about getting web traffic but a lot of them are so long and tedious that they don't get read! My goal was to create the exact opposite. Additionally, there are resell products aplenty but no real guide to bringing in the traffic to one's site to sell them; That's where this Ebook steps in!

This Ebook's focus is on a common quandary; you find posts about it in forums all the time! Take this all-too-common scenario: An online biz owner (some call themselves 'newbies') comes upon a ton of Eproducts with resell rights and they're eager to start selling. Upon trying their hand at Ebay, they find that digital products with resell rights are grossly over-circulated and under-valued. Gone is the adrenaline and promise that this newbie had first experienced. The cold hard truth sets in. They're going to need to market their resellables somewhere other than Ebay... in other words, on their own web site. (Note: While some folks bring in their income entirely from Ebay, I don't recommend it. That's like putting all of your eggs in one basket!)

So, knowing that they need to setup a website, they do. Oftentimes, that first site attempt takes at least a week and the results are terrible! Hey, I'll admit it. You could've blackmailed me with my first ten attempts. I had no idea what I was doing! But alas, that's a different story in itself!

Now how does creating a website tie in with pulling in traffic? Well, a lot of newbies think that if they build a site, that people will just automatically know to come and will herd to the site in droves!

**This is simply not the case!**

Now, don't let that discourage you! I, like everyone else, faced the same problem! And with very little work and without realizing it, my site found its way onto the search engines and my traffic has grown almost 30x in the past month alone!

To be honest with you, I've been way too busy working on new Eproducts and a variety of different projects to even concentrate on trying to drive traffic to my site, but

nonetheless, a few different things helped bring the traffic in nonetheless! I'll share these simple tasks with you so you can start attracting traffic to your site!

Don't stop reading here. Do yourself a big favor and read this Ebook, word for word, all the way through. As mentioned before, I've purposely kept this short and simple to impart the knowledge you need while not consuming your precious time! Enjoy!

## Testimonials



When you're signed up to a ton of different IM ezines, you'll find that every now and then, the publisher of the ezine (often times also an Eproduct Creator/marketer) will send a request to their list for beta-testers and product reviewers.

If you take them up on their offer, usually not only do you get the opportunity to receive their product for free but you also stand the chance of getting your comments along with your name and website URL posted on their sales page. Now, I strongly advise against providing dishonest feedback. Think about it! Your testimonial is your seal of approval for that product. What if the product is terrible? What would your association with a crappy product do to your credibility? These are all things to keep in mind.

The good thing about testimonials, though, is that oftentimes, the link provided with your testimonial is not only picked up by search engines but is also kept on that product's sales page for a long time (unless of course, the sales page is updated by its creator.)

Note: For the uninitiated, incoming links from other related websites are a GOOD thing! They help with your positioning on search engines.

I have given testimonials for TurboMembership.com, Appgini, Mega Fire Sale, Niche Article Generator and another testimonial for David Valliere's ezine and to this day, those incoming links are still, well, incoming!

Some of the testimonials were completely unsolicited. I wrote the person behind the product and gave them my honest feedback. They, in turn, asked to use my praise as a testimonial. ;)

## Membership Link Directories

Do you belong to a membership site (more specifically, an online-biz, newbie, resell rights or marketing site)? Most of these sites will contain a link directory for their members' sites and products. Think about this. Other members of that site might be looking for what you're selling! Posting your links is to your benefit. Members of the site you're involved in are likely to be more targeted to what you're selling than any old run-of-the-mill surfer. The trick to doing this correctly is providing the link to a site that promotes a product that compliments the niche the membership site is focused on!

## Forums

This one's a no-brainer! While it can be time-consuming and addictive, posting to forums is an awesome way to get links back to your site. It's as simple as placing a signature in your user profile and then making interesting and helpful posts on various forums that fit your niche!

The following are two signatures I have for a couple of forums I frequent regularly:

Kimberly Enders,  
[www.my-resell-portal.com](http://www.my-resell-portal.com)  
The Original Eproducts membership that won't choke your wallet!

Kim Enders  
[www.my-resell-portal.com](http://www.my-resell-portal.com)  
Home of the Inexpensive Original Eproduct Resell Membership!

The beauty of posting in forums is that not only do you get the benefit of members of the forum clicking on your link but you also will have people who will find your link through search engines after the search engines have crawled the forum.

A few things to consider are: Is the forum active? How many members comprise the forum? Does the forum fit my products? Do I have meaningful information to contribute to the forum? A lot of forums, like the Internet Marketing Warriors forum, are a great place to learn!

## Yahoo Groups

I didn't implement this particular tactic as much as others but I did have success with it! All you need to do is sign up for various yahoo groups that 1) relate to your product(s) 2) that allow advertising. Most groups allow you to post downloadable items. Why not create a viral report or ebook with your site info inside. If you make it available with resell rights or giveaway rights, that happy lil' report could easily make its way all over the world!

I recently had a member sign up after reading a yahoo group advert-post (a post advertising my site). The funny thing is that the advert-post was old by then!

Now, a few things to keep in mind are: do I want to receive emails and such from the yahoo group? This is a setting you should be able to find this information out within the group's members' area. How many people comprise the group? The more people in the group, the more chance you stand of having your viral ebook or advert-post exposed to more people! Another thing you'll want to take into consideration is the activity level of the group? Is the yahoo group active on a fairly frequent basis or is it dormant? You should be able to find this information out within the group's members' area.

## Your Ebay About Me Page

With millions of people visiting Ebay everyday, Ebay is an excellent source of targeted leads for your product/service! So, why not take advantage of the 'About Me' page available? You can always provide links to your sites or a sign-up form for your newsletter! You can find more details at: <http://pages.ebay.com/community/aboutme.html> While I do get some sales from the auction site, building leads is primarily what I use Ebay for these days.

## Viral Ebooks and Reports

Let's face it. You're an EXPERT on **something**! Usually, it's something you enjoy or have a passion for. I see people deny this every day, some even deny it to my face! But all the same, they are an expert on at least one thing.

What are you very knowledgeable about? Write about it! Then mold what you've written into a report or Ebook and include links to your site, special offers and products. There's bound to be someone interested in the same thing! What's more -- if you give them the chance to sell or give away your report/ebook, you can be sure they're likely to run with it! Free eproducts **get passed around like crazy!** And anyone who gets your product is a candidate for viewing and clicking on the links within it.





A great place I've found with an enormous list of article directories and which is generally, a great place to learn about articles and article submission can be visited at:

<http://www.articlewritingtips.com/submit-articles.htm>

Some marketers are known to pull in obscene amounts of traffic just from articles alone! Many, in fact, find that their articles in which they wrote years ago continue to pull in traffic to this day!

## Blogs

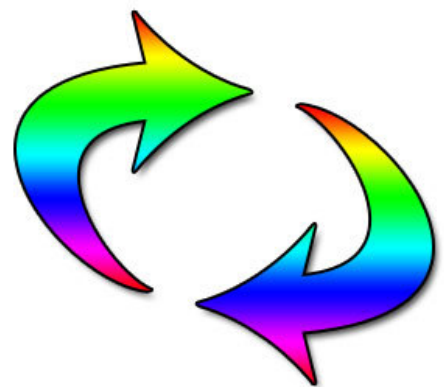
Blogs have been the rage for a while now and for good reason! You can post articles at the snap of your fingers. No html knowledge is required; just write and click a button! This is also a great place to post your articles! And what's even better, search engines have a tendency to visit blogs often due to how frequently blogs can be and often are updated. But that's not where it ends! You can submit your blog to blog directories, and also can generate even more traffic when people link back to your blog!

For more details on blogging and ping as well as blogs in general, I've included a report by Ian Canaway entitled '[Discover How To Quickly And Easily Increase Traffic To Your Website and Create Pages Of Content Without Writing A Word.](#)'

## Reciprocal Links

This method of traffic generation can be quite time-consuming and can negatively affect your search engine optimization if you don't do it correctly. Basically, it's very important to have quality, incoming links from other sites related to yours.

A lot of people have this hare-brained idea that linking to every site they can find and submitting to every link directory known to man will help their ranking. Well, it won't! And you have to be careful not to link to sites that are black-listed/banned by search engines. It's a case of the sinking taking you down with them.



The good news is that it's getting easier and easier to link properly! Software like SEO Elite and Arelis are helpful in finding and securing quality reciprocal links. There are also online services like Link Metro that will help you find worthwhile link partners. Then, of course, you can always do it manually if your budget's small.

## **Your Own Ezine**

With a weekly/biweekly/monthly ezine, you can promote your sites under your signature or in little ads/sidebars within your ezine. Of course, you wouldn't want to jam your site info down your reader's throat! Most often, I see ezine publishers' site URL's listed under their name at the end of the ezine. If I'm interested, I click on the URL. Have you ever clicked on a site URL provided within an ezine?

## **Brand Your Emails!**



Not long ago, I received an email from one of the ezines I subscribe to and the topic revolved around branding your emails. Let's think about this. How many emails do you really send out in the course of selling or doing business on line? Numerous, I'm sure. (If you don't find yourself sending a lot of emails yet, just know that when your business begins to pick up, you will!) On the next page, I'll give you a rundown of emails I've sent to in the past.

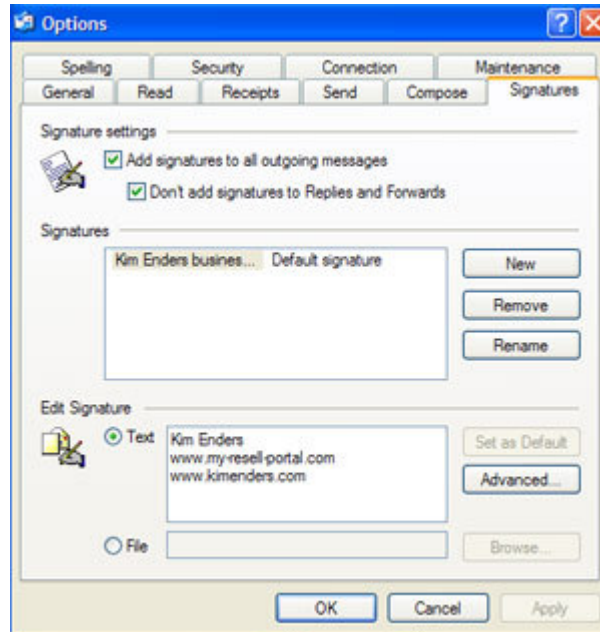
I've sent emails to:

- Ebay customers
- Potential Ebay customers (those who email me about a product I'm selling)
- Ezine readers
- Ezine publishers (I reply with a comment when I like what they've written.)
- Stock Photo Owners (at sxc.hu) when I've used their photos in a project
- Product Creators/Sellers (when I like their product or have found it extremely useful.)
- Article Contributors (whenever I include an article by permission in an Ebook)
- Potential JV Partners
- Membership Site Owners (to whose sites I'm subscribed to)
- Site Owners (i.e. I sent an email to freetextformatter.com's webmaster because I liked the tool on that site and actually still use it to this day!)

Now, take a moment and consider who you've emailed in the past 6 months. (Heck, if you're using MS Outlook Express, you can look in your 'Sent' folder and see who you've emailed!)

Now the important question is: Have you been including your site URL under your name? If you have, kudos to you! If you haven't, make it a point to get started! It varies from one application to another. I'm including the following instructions for Outlook Express users:

- 1) Open up Outlook Express.
- 2) Go up to the 'Tools' menu.
- 3) Go down to 'Options' and click on it.
- 4) Go over to the 'Signatures' tab and click on it. This is what you will see:



- 5) Click on 'New' and create and save your email signature. It's real simple, I assure you! And by looking at the picture above, you can also see that you can go in and edit your signature in the future if you wish to.
- 6) One other thing to consider is what you're going to set your signature settings at (you can find them at the very top of the Signatures box.) The first setting, when enabled, will automatically have your signature added to the bottom of all outgoing messages. This saves you from having to go up to the menu to insert the signature. On the other hand, you don't want to send all emails with your signature (like emails sent to family and close friends.) The good thing about this particular setting is that even if the signature is automatically inserted, you can easily go in and delete it if need be.

The second setting defines whether your signature will be added automatically to replies and forwards. I usually check it so that my signature isn't automatically added to replies or forwards. This is just my preference.

Best wishes and regards,  
Kim Enders  
[www.original-eproducts.com](http://www.original-eproducts.com)

← Signature I frequently use for my emails. Don't be afraid to be creative with your email signature but make sure to be sincere!

## Conclusion

In closing, I want to thank you AND congratulate you for taking the time to read this short Ebook! I hope you've learned a few things and put them to action! Before you know it, you too will be getting traffic and sales. ;)

### Go Get 'Em! (Or The After-Conclusion Pep Talk)

Sadly, most people fail for a few different reasons including: they don't read any of the learning material that could help them succeed, they don't take action on the learning material they read or, they give up! Don't fall into any of those traps. Go right now and start putting what you've learned to action. Success will not come overnight. Just keep plugging along and it will come to you!