

Lesson #5

# **FTM Quick Start 4 - Promotion**

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## Introduction

One final time: having a successful FTM ("Fixed-term membership") site involves the "**Four Pillars Of An FTM Site**". So far we have examined pillars #1-3, which were Preparation, Presentation and Production. In today's lesson we'll examine the fourth of the "**Four Pillars Of An FTM Site**"...

### **Pillar #4: Promotion**

If there's one "web site traffic" question that I get more than any other, it is this one –

***"Jimmy, how do YOU promote your own products?"***

That's really what I want to share with you right now. More important to you than a bunch of ideas and strategies and all that marketing mumbo-jumbo is a simple look at what someone (in this case me) really did to drive traffic to their own site.

I'm going to give you a set of twenty steps that I personally take to launch my own products ... and my own FTM sites like the site for this course.

Modify this list for your own use...

- Send a mailing to my main lists.** My traffic generation process begins by sending a solo mailing to my "main lists", which chiefly include my primary list and top mini-course list. First stop is always to get the word out to those most likely to do business with me.
- Send a mailing to my specialty lists.** I also send out an announcement mailing to several of my "VIP" lists such as my customer list and my membership sites' lists. I'll oftentimes offer a discount to these list members because of their past orders.
- Contact joint venture partners.** After I've notified my own existing subscribers and customers, I want to get the word out to OTHER PEOPLE's subscribers and customers. To do this, I contact a couple dozen joint venture partners who have either (a) partnered with me in the past, or (b) shown interest in partnering with me in the future. It only takes a handful of good partners to pick up a lot of steam.

- ❑ **Contact my affiliates.** I have a database of my existing affiliates and contact them on product launch day so they can begin promoting my new offer. I always make sure that I have ezine articles, solo mailings and other marketing materials ready for them to begin using immediately.
- ❑ **Create a compelling sig file.** I answer a LOT of emails each day - so I update my signature file to reflect my new product offer. While I don't get a tremendous amount of traffic this way, it takes about a minute to setup a sig file and I'm gonna answer emails anyway ... so it's worth doing.
- ❑ **Write and distribute ezine articles.** Beginning PRIOR to launch day all the way up to MONTHS after the product launch, I write and distribute ezine articles that promote my new product offer. I submit these articles to my own lists and affiliates, as well as to other publishers, announcement lists and content directories.
- ❑ **Cross promote to my existing systems.** I have NUMEROUS mini-courses, newsletters, web sites, special reports, products, etc. When I create a new product, I make sure I promote it by adding new messages to my autoresponder sequences, to my "thank you" pages and in updated versions of my reports, products, etc. I also add "popups/overs" to existing high-traffic pages.
- ❑ **Negotiate free (or purchase) solo mailings.** There are many different list owners out there who reach my "target audience", so I want to tap into their resources by getting them to do a solo mailing for my new product. If they want to do this as an endorsement for free, then I naturally get them to join my affiliate program and pay them a commission on all sales generated. If they are uninterested (you know, if they're crazy or something :-), then I purchase targeted solos. Actually, I very rarely do this - I inform my affiliates of great places to advertise and let THEM buy the ads!
- ❑ **Buy pay-per-click ads / Google Adwords® listings.** This is another one that I rarely do myself. I usually get my top affiliates involved in buying their own PPC ads to promote my new offer. Sure, I could do it myself and make more money, but I prefer to (a) pass on some of the "opportunity" to prosper to my hard-working affiliates, and (b) spend my time doing "creative" things.
- ❑ **Post to forums, beginning with my own.** I "announce" my new product to my own forum and any other forum that has sections for this sort of

blatant promotion. I then begin interacting at forums with threads that are related to my new product by posting great comments and pointing them to my new product in my resource link.

- ❑ **Create a viral report to begin circulating immediately.** I don't know that I've launched a product in the past three years that didn't include me creating a viral report. I like to create these special reports to give away "useful but incomplete" content which leads the reader to buy my product. I let affiliates and others rebrand the report with their links and then begin distributing the report themselves. It grows automatically as one person passes it on to others and so forth.
- ❑ **Create a flash training video.** Videos have such high perceived value, and it doesn't take a lot of time to whip up a 10-15 minute powerpoint video presentation. So I use make certain that I create at least one for my new products. I also like to set things up so my affiliates can refer people to the video and earn a referral commission if their visitors join.
- ❑ **Setup an affiliate incentive / contest.** After the promotion has been going for several weeks, I like to hold an affiliate contest or, at a minimum, offer some kind of compelling incentive for affiliates who produce sales. It's a great way to get passive affiliates involved as well as get your active affiliates pushing your product even more.
- ❑ **Create an "interview" script for folks to interview me.** For products that have either (a) a high conversion rate, or (b) a high profit per transaction, I like to create an interview script for a 60-minute free teleseminar call. I find ONE partner at a time to interview me for THEIR list members to listen in on. We promote my product about midway through the call and then at the end of the call. Then, I simply move on to another partner and repeat the process.
- ❑ **Create special deals for certain affiliates / partners.** I also like to offer special EXTRA incentives for certain affiliates / partners to get them to promote my product AGAIN to their list. (I.E. If you order Jimmy's product, we'll include XYZ worth \$\$\$.) This convinces a lot of affiliates and partners to REPEAT their promotion for my offer.
- ❑ **Find and work with an affiliate broker.** For some of my products, I look for an "affiliate broker" where I setup a completely separate site and pay him or her 50% of the total profits generated at the site. He or she is

responsible for recruiting an affiliate team and driving traffic to this secondary site.

- ❑ **Find and recruit new affiliates.** I have a series of activities that I complete for finding additional affiliates that aren't currently involved in my affiliate program. I'm always looking to expand my reach by tapping into the influence of other people.
- ❑ **Create additional marketing materials.** I regularly add more articles, mini-courses, reports, banners/button, popups, etc. to my promotion arsenal. I use these materials in conjunction with my own lists and sites, and encourage my affiliates and partners to use the materials to promote the offer again and again to their lists and sites.
- ❑ **Work on SEO stuff.** I don't have the patience or time to learn all of the "SEO" (search engine optimization) stuff, so I have someone else take care of this kind of thing for me. It's not a high priority on my list and, to be honest, sometimes I don't bother with it at all. But, I know a lot of people DO use SEO tactics in their promotion, so it's worth mentioning here in my checklist.
- ❑ **Send more Solo Mailings.** One of the biggest mistakes marketers make is sending out a solo mailing for an offer and then NEVER making that offer again to the same list. I continue to send out several additional solo mailings (each focusing on a different "angle" in its message) to my own lists, AND I buy repeated solo mailings for other people's lists. This never fails to produce more sales.

Now, I realize that's a lot of ideas to take in, so for simplicity purposes, let me point you to the Top Three promotion strategies that you should focus on right now to get traffic to your FTM site...

- 1. Contact Your Network.** This will include existing subscribers, customers, partners and other appropriate contacts. Let them know about your FTM site from both the consumer and the partner side of things.
- 2. Buy PPC and/or Ezine Ads.** If you have the budget to do so, a quick way to get traffic to your site is simple to buy it. Specifically, by purchasing pay-per-click ads (I.E. Google Adwords) and solo mailings to lists related to the topic of your FTM site.

**3. Recruit New Partners.** THE best free traffic source of them all is "partner traffic". The only reason I put this at number 3 instead of number 1 on the list is because it requires a bit more time and effort for newcomers to master than the first two. Bottom line: you need an affiliate program in place (Clickbank does this automatically) and you need to find new partners to promote you as an affiliate.

Now, again, these are all good and well, but if you're a beginner, how do you do these things? Like I said, I can't possibly explain how to do them in this lesson. Each of them represent MULTIPLE lessons. That's just too much information to attempt here.

So, what I want to do is actually explain TWO things that you can do to get traffic to your site. One is an "offline" technique and the other is an "online" technique...

## **1) Create and distribute promotional hand-outs.**

The first thing I want to mention is one of the best low-cost "offline" promotional things you can do to generate interest in your small report and that is to "create and distribute promotional hand-outs".

There are three main "promotional hand-outs" that I want to direct your attention towards as we examine this simple strategy –

- ✓ **Business cards.** You see them everywhere. They are probably the most universally recognizable business representative on the face of the planet. Because they are inexpensive (You can usually get 500 for around \$9.99) and easy to distribute, these are a must for every business owner (that's you ☺) ... and they are perfect for promoting your small report.
- ✓ **Flyers.** An 8 ½" X 11" brightly colored flyer is another low-cost way to inform the world about your small report. Flyers are the ultimate "print on demand" promotional piece, meaning you can literally create as few as you want (From 1 – 1,000,000+). In other words, they are perfect for any budget.
- ✓ **Door hangers.** Door hangers cost a bit more to print (they are usually on a heavier cardstock and come with a die-cut opening to place around door knobs) but are impossible not to be noticed. Who could miss a brightly

colored hanger as they reach for their door knob to enter their home? These are also great for canvassing entire neighborhoods.

### Tips for DESIGN –

There are just a couple of things that I want to mention about designing your promotional materials. Certainly there are specific bits of information that you'll want to include on them such as (a) the name of your special report, (b) a web site link for your special report, and (b) details about your special report.

Specific details you might want to include would be ...

- Potential results of using the report.
- Time frame involved in seeing results.
- Experience level required (or not required).
- Benefits of using the report.
- Revelations shared in the report.
- Negative qualifiers. (I.E. This is NOT for...)
- Exclusions. (I.E. This is NOT a ...)

Here is a sample business card layout that I use which you can model your own after –

**Special Report -**

***"How To Make \$100,000 Online"***

* No experience necessary	* Not a MLM program
* Work only 3 hours a day	* Automatic order processing
* Set your own schedule	* Make money from your hobby
* No selling to your friends	* Your own internet business

**For complete details, visit:**

**[www.SixFigureFormula.com](http://www.SixFigureFormula.com)**

Notice how much information I included in one small business card. It's both an attractive layout and an informative one, covering all the key points that would generate interest.

NOTE: I would recommend that you stick with a simple black print on white cardstock for your promotional business cards. You can



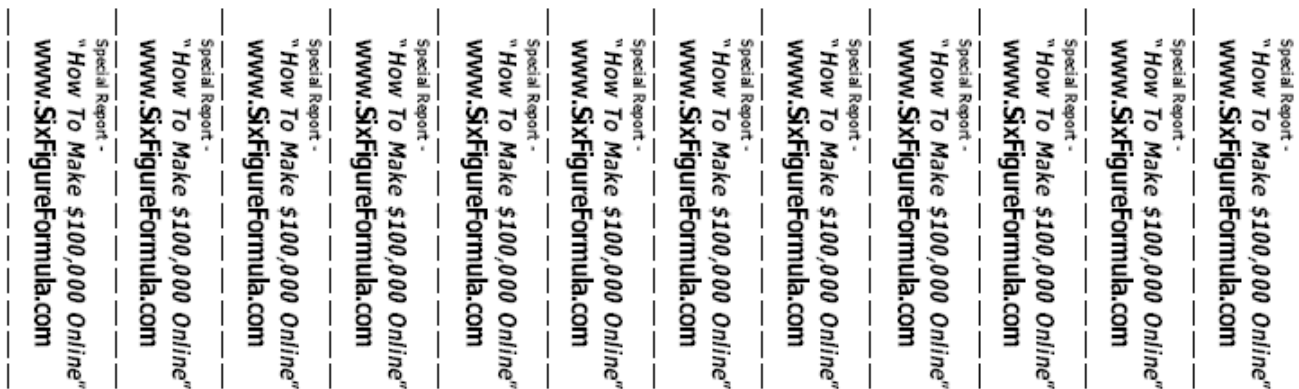
experiment with brightly colored cardstocks if you want, but I've found the results are actually better with a traditional black and white combination.

Now, one thing I want to mention about flyers is the fact that when you place them on, for example, a bulletin board, you want them to remain in place for as long as possible. What you DO NOT want to happen is for someone to come along, find it an interesting read, and then take your flyer home so they can remember your web site link.

***That prevents others from reading your flyer and stifles your promotion efforts!***

So, how can you thwart this problem before it becomes one? It's simple, you use "tear offs" at the bottom of your flyer, usually about 12-15 of them.

Here's what they look like at the bottom of one of my flyers...



Before posting the flyer to a bulletin board, you'd simply take some scissors and cut upwards along the lines. Then, when someone reads you flyer and wants to go home to look you upon online, they simply tear off one of your tabs ...

***And your flyer remains in place for others to view!***

Tips for DISTRIBUTION -

I would recommend that you create these "tear off" flyers for every bulletin board in your area. In addition, create regular flyers (without the "tear off" tabs at the

bottom) to place on car windows in parking lots, send in the mail, insert into local newspapers, etc.

NOTE: Some cities have regulations and restrictions against distributing flyers in parking lots, etc. Before distributing any of your materials, make sure you are in compliance with all local laws.

Now, real quickly, I want to give you three solid suggestions for distributing your promotional materials.

- 1. Take them with you when you travel.** Keep a supply of your promotional materials in your vehicle at all times. Anytime you travel outside of your local area, make sure you spend a few minutes distributing some of your materials. You'll expand your reach with minimal effort. Every campground, restaurant, hospital visit, vacation spot, sports facility and so forth can become a promotional opportunity.
- 2. Create a route to regularly service.** Spend an afternoon looking for every bulletin board within an hour drive (restaurants, laundromats, grocery stores; gas stations and community meeting places are a few bulletin board hot spots); find several high-traffic parking lots where it is permissible to distribute flyers on car windows; find highly concentrated neighborhoods with lots of houses. Put together a route that you distribute to once per month or anytime you release a new small report.
- 3. Target specific high-conversion areas.** One of the best ways to get a greater response is to distribute your promotional materials in areas that are specifically suited to the topic of your small report. In other words, if you have a "weight loss" report, then a bulletin board at the local fitness center or placed on vehicles in the parking lot would likely yield higher results. Try to identify places that are directly related to the subject matter of your small report.

Creating promotional materials to distribute is a solid way to generate interest in your small report with a minimal investment of time and money.

## **2) Write and distribute free articles.**

One of the best ways to get free traffic to your site "*online*" is to write and publish "*ezone articles*".

An ezine article is simply –

A 500-800 word article that provides useful information to the reader and points the reader to an additional resource by the author.

For now, I'll give you a general overview of how it works:

### **The 4-Step Process of Getting Traffic Through Free Ezine Articles**

- 1. WRITING.** It begins with you writing a 500-800 word article related to the topic of your small report. You might even excerpt a portion of your small report or extract 5-7 "tips" from your small report to showcase in the article. You create a 4-6 line "resource box" to include at the conclusion of your article which identifies you as the writer and points the reader to your web site through a URL.
- 2. DISTRIBUTING.** You submit your article to article directories while granting permission for others to publish your content in their newsletters, ebook, mini-courses, web sites, etc.
- 3. REPRINTING.** Publishers visit the article directories looking for quality content to reprint in their own publications. They spot yours, love it, and decide to publish it...along with your resource box.
- 4. CLICKING.** Subscribers, site visitors and viewers of the publishers' materials read your article and are impressed. They click on your link in the resource box to find out more about you and what you offer. You get free traffic as a result of writing, distributing and allowing others the privilege of reprinting your article.

That's the process in a nutshell.

Now, there are a couple of critical keys here that will allow you to be successful with this strategy that I want to quickly point out before we move on –

#### **1. YOUR CONTENT MUST BE "USEFUL, BUT INCOMPLETE".**

I've been using a phrase for years to describe the successful use of content to get sales. Simply stated it is, "useful, but incomplete". That is, the

information in your ezine article must be useful on its own. The reader should find some value in the content as they read it. That's the "useful" part. But, it must also be "incomplete" in that it can be enhanced by obtaining some additional information.

## **2. YOUR RESOURCE MUST "COMPLETE, THE USEFUL" CONTENT.**

You want to make certain that your resource box provides the reader with some additional information to improve upon the information you provided in the article itself. Namely, your small report. You want the reader to see that by clicking on your link they will be able to find additional information about the subject matter of the ezine article.

The idea here is to share useful information in your ezine article that intrigues the reader enough to click on your resource box link for additional information. That's how you get them to your site to take a look at your report.

Let's look at an example –

Example: Let's suppose you've got a small report entitled, "17 Ways To Raise Funds For Any Charity". You might write an ezine article entitled, "3-Steps For Successful Fund-Raising" in which you identify a simple process (I.E. Step 1, write a request; Step 2, create a list of potential donors; Step 3, make contact). Obviously, one of these steps is to find possible donors. So, your resource box would mention your small report which would certainly be of interest to the reader of the article!

With a solid article and simple resource box, you should get positive results with this campaign.

A simple resource box? Oh yeah, let's talk about that for just a moment.

Most publishers allow you to create a 4-6 line resource box to include at the close of your article. Here's a simple example -

Example: Jimmy D. Brown is the author of the small report, "17 Ways To Raise Funds For Any Charity". Drop by <http://www.JimmysCharityReport.com> for your copy today.

See how this works?

Now, the one question I always get when talking about ezine articles is this:

***Where do I submit my ezine article for publication?***

Answer: There are many different article directories, including...

- ⇒ <http://www.EzineArticle.com>
- ⇒ <http://www.GoArticles.com>
- ⇒ <http://www.SubmitYourArticle.com>
- ⇒ <http://www.IdeaMarketers.com>

Some are free, some are paid.

You will need to manually submit your article to each of these, paying attention to the terms of use at each respective site.

There are a couple of other options that I'll mention as well -

- [Isnare.com](http://www.Isnare.com). This is a service where you pay for third-party submission. In other words, for a fee they will submit your article to the popular directories on your behalf.
- [ArticleAnnouncer.com](http://www.ArticleAnnouncer.com). This is a software program that semi-automates the process of submitting your articles. It's not completely automated (it's impossible for total automation) but will save you a lot of time typing repeated details for your submissions.

I'm going to show you how to write an incredibly easy ezine article that is specifically for beginners within your market. (We'll talk about the experienced segment of your marketer in an upcoming lesson).

The idea in a nutshell is this -

***Answer a set of three basic questions related to a topic relevant to your target audience.***

If you can answer just three simple questions, you can crank out article after article for newbies in your particular field of interest or expertise.

These three questions are -

1. What is \_\_\_\_\_?
2. Can you show me an example of \_\_\_\_\_?
3. How can I get started with \_\_\_\_\_?

Let me walk you through writing an article with these questions as the backbone of your content.

Before we get into the 7 very easy steps, let's take just a quick look at the schematics of your article. In order to write an 800 word ezine article, your basic needs for the various parts of the article would look something like this...

Opening (100 Words)  
Question #1 (200 Words)  
Question #2 (200 Words)  
Question #3 (200 Words)  
Closing (100 Words)

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Total = 800 Words

Now, on with the show...

### **1. Determine Your Title.**

Most people don't spend much time on their title and that's a no-no. It's a flagrant foul in basketball. A bounced check. A driver cutting you off in traffic. Things that are mindless.

As with everything I ever say about ezine articles, your title is important. Very important. Imagine this scenario...

You're searching through articles at your favorite directory in hopes of finding some useful tips for selecting curriculum for your upcoming homeschooling year. Which of these would you take a closer look at...

- The Easiest Way To Choose Your Curriculum
- Making Your Curriculum Choice
- 5 Questions To Ask When Choosing Curriculum
- Homeschool Book Decisions
- Choosing Your Homeschool Resources

While all of these are related to choosing your homeschool curriculum, "The Easiest Way..." and "5 Questions To Ask..." probably have more appeal. If you're pressed for time, you probably aren't going to read all five ... you might read two. And the title is going to determine which two gets your attention.

So, first things first, it's important that you create an appealing title. We'll talk more about this in another lesson, but three simple "rules" that I go by in crafting titles that I'd like to pass on to you are...

- 1) Be specific. It's not "Questions To Ask", it's "5 Questions To Ask". It's not, "Lose Pounds", it's "Lose 3 Pounds in 7 Days".
- 2) Make It Simple. Who would ever read an article, "7 Extremely Hard Ways To Lose Weight"? Or, "Top 10 Most Difficult Ways To Find A Date For Valentine's Day"? Offer SIMPLE solutions. EASY ways to accomplish a desired result.
- 3) Speak To A Group. If your article is intended for a specific group (I.E. Beginners, WAHMs, Christians, Senior Citizens, College Students, etc.) then say so in your title. Rather than "How To Write An Ebook", go with "The Beginners' Guide to Writing An eBook" or "How To Write a Christian eBook".

So, determine your title and then begin the writing process.

**Hint:** Go to EzineArticles.com and review the titles of other articles (paying particular attention to which articles are viewed the most - indicating their popularity) and then use those titles to model your own after. I.E. If you see the popular title, "The Easiest Way To Lose 10 Pounds And Get In Shape Fast!" you could easily entitle your own article, "The Easiest Way To Learn Guitar And Play Songs Fast!"

## **2. Write Your Opening.**

You've got about 30 seconds to get your reader's attention if you're going to get them to consume your entire article. That's not much. It's important that you get them interested quickly. In a related article that I'll be posted tomorrow, I'm going to share 20 great ezine article openings. For now, I'll give you three to get you started...

→ *"There must be some reason why some \_\_\_\_\_ outperform others."*

This opening is all about informing the reader that some people have an advantage over others. And, in order to level the playing field, they need to follow the advice in your article.

Example: "There must be some reason why certain tennis players win more matches than others. Said another way, if two equally skilled tennis player compete ... why does one get to go home a winner and the other a loser?"

→ *"I've always been impressed with those who could \_\_\_\_\_."*

This opening allows you to mention a specific result that is desired to, not only you, but the reader as well. Your article teaches the person how they too can experience the desired result.

Example: "I've always been impressed with those who could hit a backhand winner on the run. It never came easy to me and I have marvelled many times when others seem to hit that shot so effortlessly. Then, I figured out their secret..."

→ *"Do you find yourself \_\_\_\_\_?"*

This opening is a good one because it allows the reader to identify with what you're writing about. When they say "yes" to your question, then they know the article is for them ... and they'll read on to discover what they can do about the problem they face.

Example: "Do you find yourself double-faulting a lot? For years I gave away point after point - usually in critical times during my matches - by hitting into the net or just beyond the service box. Finally, I paid for a lesson from the local pro and this is what he taught me..."

Choose one of these openings (or one from the related article coming tomorrow) and write approximately 100 words as your introduction to the article. Be sure to transition from your opening into your first question.



You can do this in one of two ways: (a) Specifically mention that you'll be answering the three most asked questions from beginners, or (b) Simply answer the questions without ever actually posing the questions in the text of your article.

### **3. Answer Question #1.**

If you'll recall from earlier, question number one is...

"What is \_\_\_\_\_?"

Simply plug in the topic of your article into that question ... and then answer it in approximately 200 words.

- What is tennis strategy?
- What is podcasting?
- What is virtual real estate?
- What is forex trading?
- What is retinopathy?
- What is a VoIP phone?
- What is Tai Chi?

Give a brief explanation of the topic in your own words and then move on to the next question which builds upon the first question.

### **4. Answer Question #2.**

That question again is...

"Can you show me an example of \_\_\_\_\_?"

Now the article is taking shape. We go from an introduction to an explanation and now we have an illustration. You've explained what it is and now you'll explain what it looks like. Provide an example. A case study. An illustration. A method. Something the reader can identify with to better understand what you're saying.

- You've explained what tennis strategy is ... now give a scenario in which tennis strategy is at work.

- You've explained what virtual real estate is ... now give an example piece of VRE property.
- You've explained what Tai Chi is ... now share one of the key moves of the discipline.

After providing some sort of example, move on to question number three...

### **5. Answer Question #3.**

From earlier in our lesson, the final question is...

"How can I get started with \_\_\_\_\_? "

It all climaxes with 1-3 simple steps the reader can follow in order to begin practicing your teaching. By this point the reader knows WHAT the topic is about and they know a basic use or function of the topic. Now, they need a simple explanation of how they can get started with application. How can they use the information?

You can either give the reader ONE action step to take in order to get started (I.E. The first thing you'll want to do is enroll in a class.) or you can provide them with a simple set of THREE steps to put into practice as a sort of mini-system (I.E. Step One is... Step Two is... Step Three is...).

### **6. Decide Upon A Close.**

To complete your article, you'll want to use your final 100 words (approximately) to close out your content. There are two components of the article close that I think are necessities if you want to see any results from your efforts.

- ➔ **The Spark.** You want to leave the reader with a desire to get started. You want them excited. You want them motivated. You want them to take action. I'm not necessarily talking about giving them a rah-rah pep talk (although that might not hurt either!). I'm speaking of getting them to realize that they can get the desired results they want if they'll get busy doing something. Your job at the close of the article is to encourage them (gently or blatantly) and challenge them to achieve.
- ➔ **The Segway.** The other thing you must do during your close is to lead into your resource box. Your article is for the reader. Your resource box is for you. Your content is to provide useful information for the reader. Your resource box is to get the reader to a point where you present an offer. And

the closing of your article is the place where the two roads meet. Lead the reader to a decision to make a positive change in their life - to take action. And then use your resource box to provide a means to do just that.

## **7. Create a Resource Box.**

Most people use a STANDARD resource box with each of their articles. In other words, it's the same resource box regardless of what the article is about. That's a big mistake in my opinion. With an ever-changing audience reading articles about ever-changing topics why would you want to use a never-changing resource box?

Your resource box - in order to be truly effective - must be a continuation of the article itself. It must offer something more that is directly related to the content of the article. I mean, think about it: the reader has warmed up to you at this point. You've shared something useful. They like your style. They are pumped up and ready to take action. Why blow that moment with a resource box that does nothing to really enhance or continue or build upon where they are at this moment in time?

Let me give you an example:

If I've just explained what tennis strategy is about, pointed them to an example of tennis strategy and briefly outlined how they can create their own tennis strategy - which is more effective at this point...

(1) Jimmy D. Brown is the publisher of Tennis Tips, a free weekly newsletter full of informative helps for tennis players of all skill levels. For your free subscription, drop by <http://www.JimmysTennisTips.com> today.

(2) Jimmy D. Brown is the author of How To Outplay Your Opponents By Outsmarting Them, a free strategy report for tennis players of all skill levels. Grab your complimentary copy at <http://www.JimmysStrategyReport.com> today.

Obviously, having just read the article on tennis strategy, you'd be more likely to take action if resource box #2 was in place ... because it's a continuation of the article. It's part 2. The sequel. The rest of the story.

**Note:** And, upon visiting my site and registering for the free report, you're automatically going to receive my free newsletter as well anyway.

The point is this: a carefully crafted resource box -- one that is specifically relevant to the article itself -- will outperform a standard resource box. You'll get more results by using a resource box that builds upon what's been shared in the article it is attached to.

So, that's an incredibly easy way to write an ezine article.

You can crank out an entire series of these articles for beginners. All you need to do is answer three simple questions.

1. What is \_\_\_\_\_?
2. Can you give me an example of \_\_\_\_\_?
3. How can I get started with \_\_\_\_\_?

It works for any niche. Any topic. Any person.

**Note:** I know I threw a lot at you this week, but I wanted to make sure that I had "too much" rather than "not enough". Pick out the 1 or 2 ideas that I've shared here that you feel will work best for you and put them into action now.

In the coming lessons, I will share **NUMEROUS** different strategies for getting new subscribers for your FTM site. *This lesson is simply a starting point.*

## **This Week's Assignment**

- 1) Identify and Implement 1-2 Promotion Strategies.** Whether it's an item or two from the 20-step checklist, either of the "offline" or "online" techniques or even the bonus report strategy, decide upon 1 or 2 things that I've shared which you want to put into action to promote your new FTM site.

This is an exciting time

**Reminder:** At least ONE lesson per month will be devoted to "subscriber acquisition" strategies (I.E. Getting more members for your FTM site!) with most of them being FREE methods. Look for the next one in about three weeks. It's one of my all-time favorites!

*(The email subject will be "Jimmy's favorite subscriber acquisition strategy")*

In the meantime, be ready for our "regular" lessons to start next week ... we're finally done with all of the "setup" lessons.

See you next time.

**Coming Up Next ...**

Lesson #6: *"The 'Magic Sentence' That Keeps Subscribers Paying"*

In this lesson I'll show you the "slickest" way I know to keep subscribers not only active and paying ... but eagerly doing so! Included will be a dozen or more simple ideas for immediately putting this strategy into practice and seeing your retention rate soar as members stay with you!