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Hi,

In 2009 I intend to give up selling and start giving my products away free of charge instead.

That's a generalisation of course, I can't really feed my family and pay my bills on zero income, but I can ensure my income grows exponentially with whatever work I put into getting people to download my free gifts in exchange for signing up to my mailing list, thereby allowing me to sell to those very same people time and again possibly for many years to come.

Having a mailing list is like having hundreds of gold bullion bars in your local bank vault and allows small marketers, like you and me, to bank thousands of pounds every time we create a quick email and blast it out to our list. My list is small, very small, around 10,000 business opportunity seekers and eBook buyers, but I regularly make £1,000, sometimes more, for every email I write. I can do this three or four times a month and always profit big time!

So it makes sense, doesn't it, to double the number of names on my list, then double them again, and again and again and again, even if that means working full time at growing my list and locating new products to promote every week or ten days? It's all so very easy, largely hands off, and the closest thing I know to making money with your eyes closed!

This process of building and regularly marketing to a list is sometimes called 'Autoresponder marketing' and represents the easiest way to create wealth even working just a few hours each week, sometimes much less. That's because, once list building systems are in place, once promotional autoresponder emails have been incorporated into a traditional database program, such as 'Aweber', for instance, the marketer can leave the system to work by itself with just a few short housekeeping checks every few weeks.

How else can a few weeks' work in the run up to New Year, for example, result in a business banking a couple of grand, and growing each month, with little extra work involved?

Just trust me, this works, and it can be achieved solely on eBay, using eBay Classified Ads, for example, and various other techniques alongside.

So you won't be surprised to know today's the day I begin exploding my list on eBay and off eBay, I intend to spend most of my working day growing my mailing list, or rather I should say 'mailing lists' because I intend to promote all manner of products, digital and physical, to every single name on every one of my lists. And all I need is one short report and a few name generating ideas for every list I grow.

Already I hear you asking: "If it's that easy, there has to be a catch! What is the catch?"

And even when it's proved there is no catch, there's a question most newcomers ask:

Why not focus on selling products and grow a list of actual buyers rather than offering freebies and mailing to potentially millions of other people with absolutely no intention to buy?

Several reasons explain why it's better to grow a list of potential buyers than to attempt selling the first time someone visits your sales letter page. It has to do with gaining credibility and getting potential buyers to trust you and whatever products you recommend, and that is done by building a relationship with potential buyers before ever attempting to sell to them.

'Relationship marketing', the name for growing trust between marketer and potential buyers, is done by offering free reports, answering their questions, distributing emails and newsletters offering more information about your list members' special interest and generally growing interest in products you might later recommend.

And yes, it does mean giving free advice and information and spending unproductive time on curiosity

seekers, rival companies wanting to pick your brains, even jealous people who'll send rude letters to spoil your day - but never will once all this lovely money starts rolling into your bank account!

Bigger marketers than ourselves have faced similar problems, such as Viscount Leverhulme, for example, founder of Lever/Unilever, who is attributed with saying that half the money he spent on advertising was wasted, unfortunately he did not know which half!

One of my lists, for example, grown in the last two years, has 10,000 names, all have requested my free report about living and coping with an epileptic dog. I have had two epileptic dogs myself and I know how helpless people feel when their beloved friend begins taking fits. So I wrote a report about things we can do to help our dog through a seizure and I offered the report free of charge in exchange for names on my list. I have only ever promoted the report through two articles uploaded to a handful of article directories. From that easy beginning I continued adding articles regularly to my canine epilepsy site and gathering names to promote ClickBank books about dog health in general. I email my list every time a new article or blog posting appears at my site. Only 1 in 10 of people on my list ever visit my site and I'm certain the remainder are just freebie seekers, but I don't know who those people are so I can't remove them from my list.

And because you don't and possibly never can know which of your marketing efforts are unprofitable you must continue blanket marketing or, in our case, blanket mailing list growing. You have to learn to live with those excess names and choose a database provider who doesn't charge big time for every name on your list, which thankfully very few actually do.

I'm going to begin growing my list on eBay using eBay Classified Ads. and I'll show you how to do that in a free report which I will give you in the New Year. In the meantime, the second article in this week's eLetter shows how eBay Classified Ads. help grow a list and later sales of ClickBank products.

For now, it's time for everyone at Canonbury Publishing to wish you a very Merry Christmas and a Prosperous New Year and to ask you to download a free gift, demonstrating the power of using free reports to grow your own fortune. You'll find the information just below.

Happy eBaying!

Avril

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### **Free Christmas Gift for Our Readers**

My free gift for you this Christmas continues with the theme of giving your products away with a view to making big profits later. It's called 'GIVE YOUR BOOK AWAY FREE AND PROFIT FROM IT FOR LIFE!' It's a few years old, but the contents are as up-to-date as ever they were, which you can prove for yourself by just following the advice involved. You can download it at: [www.canonburypublishing.com/ecgiveaway](http://www.canonburypublishing.com/ecgiveaway)

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### **How to Make Money With Clickbank - Use eBay!**

**by Matthew Lord**

If you are wanting to jump into the exciting world of affiliate marketing, then there is no better place to start than ClickBank. ClickBank is a website that has thousands of affiliate products that you can promote for free. The great thing about ClickBank is that they pay large commissions, sometimes 75%, and they never miss a payment.

So I bet you want to know how to make money with ClickBank? Here are three methods that I use:

1. I write articles, and lots of them. I try to write at least 3 or 4 articles each day which brings good results with affiliate marketing. In addition to writing articles, I also have an autoresponder set up where I capture names and email addresses so I can market products to people in the future.
2. Advertise on forums and blogs. Find out where your target market hangs out, and post quality information on those blogs or forums. The key here is quality information. Do not go around spamming affiliate links, as this will get you banned very quickly!
3. Advertise using eBay Classified Ads. This is a great form of advertisement because it is cost effective and provides a great return on investment. For each \$9.95 ad, you can expect to make about \$60 or more. Just think how much money you can make with affiliate marketing if you had 20, 50, or even 100 Classified Ads running on eBay.

It always amazes me that people overlook eBay when trying to make money with ClickBank because eBay is the largest buyers market in the world, with emphasis on buyers. These people are actually looking to buy stuff, meaning that your conversion rates will be through the roof!

See The Exact Methods I Use To Rake In Massive Amounts of Cash From eBay Classified Ads! Visit <http://www.marketingprimetime.com> For Instant Access!

\*\*\*\*\* **Publisher Recommends** \*\*\*\*\*

*Got a Digital Camera?*

Here's how you could make £600+ a week taking photos of cats, rubbish & ice cream!??You can make a sizeable income from this even if you've never taken a decent picture in your life.

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## **How to Make Money Online Using eBay Widgets**

**by Howard Young**

Last year, I started experimenting with eBay Widgets that resulted in a very profitable online money making business. In this article, I will identify the four key steps that I use to make money online with widgets.

### **Step 1: Choosing the Right Products to Widgetize**

eBay has millions of products that you can promote and create widgets for; however, you should focus on a single product or single category of products. You do not want to choose random products because it will be very difficult to promote. But instead, narrow your focus to a single type of product.

For example, you have an idea about promoting yarn sold on eBay. There are lots of colours to promote and different types of yarn such as wool, cotton or polyester blend, etc. I would suggest creating a site about 'Blue Yarn' and promote 'Blue Cotton Yarn', 'Blue Wool Yarn', and 'Blue Polyester Blended Yarn'.

### **Step 2: Choosing the Distribution Platform for Your Widgets**

One advantage of using eBay Widgets is that they are easily installed on any platform with little effort. My choice publication platform is Blogger, but this online money making process also applies to using Wordpress. Until you become comfortable with this process, I suggest using Blogger since there are no hosting or domain costs.

Continuing with the 'Blue Yarn' example, you would create a sub-domain on Blogger with the eBay product you are promoting, that is 'blueyarn.blogspot.com'. Don't worry if the domain is already taken; just add another word to the domain name such as 'myblueyarn.blogspot.com' to create a unique name.

### **Step 3: Creating the Widget Posts**

You will need to create a single post for each product that you are marketing in addition to a post that describes the class of products. Going back to our yarn example, you would create four posts in this order: 'The Best Blue Cotton Yarn To Use', 'Blue Wool Yarn That Doesn't Itch', 'Blue Polyester Yarn for Beautiful Sweaters' and a 'Blue Yarn For All Uses'.

Next, visit [togo.ebay.com/affiliates/create/](http://togo.ebay.com/affiliates/create/) to create a 'single item widget' for the specific products. If possible select an eBay Seller that has a store since the widget specifies an Item ID and eBay Sellers typically relist the same item. Regardless, after 120 days, the item will expire and eBay will not relist the product. By design, eBay provides you the option of what to show once the item becomes delisted. Simply insert the search phrase of the specific item, or in our case, 'blue cotton yarn'.

Make sure that you include your eBay affiliate Id so you will get paid. Create a unique campaign for 'blue yarn' so that you can monitor your online money making results.

Finally, you will need to write two paragraphs in each post. Include buying keywords like 'cheap', 'low-cost', etc. so that you can direct the reader's attention to the widget. Insert the widget in between the two paragraphs. Do not distract the reader with other forms of advertising. You want them to go to eBay and buy the product so you get paid.

### **Step 4: Promoting Your Widgets**

Promoting your site is the most important step in this process. Without marketing your site for the proper keywords, your online money making adventure will not be profitable.

If you created your posts with specific keywords such as 'blue cotton yarn', you should be able to market the site with one or two articles that include links back to your site with the proper keywords. Most of these products have low competition in search engines so you should be able to rank well for them.

This simple online wealth creating process of using eBay Widgets is very easy to implement. Typically it takes under four hours of work per site to create the content, widgets and to promote it. Results will vary on the products and your promotion capabilities. Many products are seasonal so this gives you three to four months of lead time to build and promote the site before income starts rolling in.

Howard Young builds widgets that help you create online money. You can read more of his widget tips for making money on his 'Dirty Blue Widgets' review site which you'll find at <http://mygadgetsreview.com>

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