



# INFOPROFITZ INFORMER

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Welcome to another edition of *The InfoProfitz Informer!*

## **What's inside today's issue?**

### \* Feature Articles:

- *How To Publish A Book Intelligently*
- *Twitter: A Guide For Marketers*
- *The BIG Guide To Email Marketing*

### \* Product Review:

- *Market Samurai : Keyword Research Tool*

### \* Best of the Net:

- *5 Great Resources on Email Marketing*

THIS NEWSLETTER IS **SHARE-WARE...**

What does that mean? "*The InfoProfitz Informer*" is NOT FREE ! If you enjoy the content, you're requested to forward this newsletter to at least TWO other people who will find it useful. Deal? :)



# FEATURE ARTICLES

## How To Publish A Book Intelligently

Even best-selling authors miss the boat! They don't know how to publish a book *intelligently*.

I'm on page 7 of a new book on marketing – and one thing stands out as a glaring omission.

### ***They Got The Important Part WRONG!***

Starting from the book cover, introduction, acknowledgements, table of contents, and right on into chapter 1, there is

### **No ENGAGEMENT**

No tools or devices to encourage interaction with readers. (*What are they? We'll talk about them soon.*) In today's digitally networked, globally connected universe, that's the way to publish a book that leverages communication technology and lets you get up close with your reader.

Every author must strive for a close, personal relationship with readers – and that involves engagement with your best audience... folks who paid money to study your methods.

It means [BUILDING A LIST](#).

That has always been my mantra, and I thrust it down the throats of everyone who asks me for suggestions or advice. *And even some who don't!*

A typical conversation might go like this:

**Them:** *How to publish a book?*

**Me:** *Build a list.*

**Them:** But I already have a website/blog/forum.

**Me:** *Build a list.*

**Them:** But I don't have anything else to sell them.

**Me:** *Build a list.*

**Them:** But I don't want the hassle of writing or emailing them.

**Me:** *Build a list.*

**Them:** But I don't know how to set it up or manage a list.

**Me:** *Build a list.*

**Them:** But WHY??? I already KNOW all my buyers! I want to know **how to publish a book**.

**Me:** Ah, you do? How? You already have them on a list? Ok, that's fine then. You go ahead and publish your book and sell it to your subscribers.

You see, the **ONLY reason** to NOT build a list of your clients and customers is that you **already have ALL of them** on a list!

To engage your best audience, you need a way to **contact** them and **communicate with** them. That's how to publish a book intelligently... place it in front of your raving fans, followers and loyal readers.

You need a way to identify them – and then a way to reach them with future messages.

Having them volunteer this information by inviting them to join a list is the best way. And the devices you may use to invite them are diverse, and a creative author can think up dozens.

Some suggestions about how to publish a book that is guaranteed to make a rash of sales – because you know your audience well:

- **offer a bonus** - a consultation transcript, a special interview, a checklist, a blueprint, or templates
- **offer private membership** – access to a password-protected section of your website where only buyers can enter
- **offer consultations or critiques** – works wonderfully for a certain kind of book – and you can then package your review/feedback into another book!
- **offer privileges** – early notification of your next book, seminars or events you will be at, even a chance to join you for dinner when you're in town
- **offer discounts** – on related merchandise and services, which you can source at low prices from partners in your niche

There are dozens of ways to spin this.

Remember, your book is going to be on shelves of bookstores *around the world!* You're now famous – and there will always be crowds ready and willing to ride the bandwagon of your popularity – *if you'll let them hop aboard.*

Once you've built your contact database, you need to leverage it by **building a relationship** with that audience before you publish a book – *by creating and fostering engagement.*

You may do it in many different, unique and exciting ways. I'll mention a few.

- **Seth Godin's** new book was not yet released. *He however pre-sold thousands of copies* – by engaging his audience on his blog (which is prominently featured on all his print books) and by allowing them 'exclusive membership' in a social network called [TRIIBES.com](http://TRIIBES.com)
- **Tim Ferriss'** blog speaks directly to readers of his book – expanding on ideas and riffs that he published in his '*4 Hour Work Week*'
- **Michio Kaku** has a busy forum for his fans to ask questions about

theoretical physics – which he then answers on the blog/forum as well as on his radio show

- **Christine Comaford-Lynch** regularly sends out a email newsletter with additional content related to the subject of her book.
- **Frank McKinney** invites his book buyers to various offline events and to participate in his charity work with the [“Caring House Project”](#)

All of these devices get readers of a book more closely engaged with the author. These authors get how to publish a book intelligently. It gives them that most precious of all assets an in-print author can have – **PERSONAL ACCESS to their fans.**

There is a sense of being connected with the author whose book we buy, whose thoughts and opinions and views we embrace (or attack), whose next book we buy.

Stop right there.

Did you see that?

### **Whose NEXT BOOK we buy!**

That’s the power of having a list and engaging it first, before worrying about how to publish a book.

- They will buy your next book.
- They will come to your next event.
- They will ask you for advice.
- They will evangelize you to others.
- They will grow your tribe.
- They will do it FOR FREE.

Do you think they’ll do it anyway? Automatically? Just because you authored the greatest book about \_\_\_\_\_ ?

Think again.

We live in an over-crowded, cluttered world, where things compete for our fickle attention spans. Out of sight IS out of mind.

**So, dear best-selling author, once you HAVE my attention, KEEP it.**

- **Invite me** to be a part of your special world – I’ll be tickled pink.
- **Engage me** in your activities & interests – I’ll be happy to join in.
- **Urge me** to tell the world how great you are – I’d love to.
- **Acknowledge me** – by communicating often, well, and with value.

Writing a book is just the first step. How to publish a book is mere detail.

It’s where the journey begins, not where it ends.

Take it higher. Much higher.

## **ACTION STEPS/SUGGESTIONS for authors:**

- Make sure your website URL is **PROMINENTLY featured** on your book cover (front and back)
- **Repeat your URL** as many times as you can within the covers
- Start right on Page 1 – or even before – with an **engagement hook**, and add appeal to it by making it exclusive to your readers/buyers
- Invite every book owner (or reader) to opt-in to your database – **with a compelling reason** to do it
- Engage them often, and in an appealing and fun way, to **build a bond of loyalty** that grow into adoration, respect and evangelism.
- Turn 'readers' into **passionate and empowered 'members'** of your tribe.

The nice bit is that they are eager, ready and willing.

You just have to ask!



## **How To Use Twitter – A Guide For Marketers**

### **How to use Twitter?**

I get this question now and again, from newbie marketers as well as advanced experts who've been around the block.

Now, I'm no 'power-tweeter' but like to think of myself as an analytical thinker and I have been testing out Twitter for a few years, have over 5,000 'followers' and have crossed a special landmark of 10,000 tweets.

This is about what I learned about how to use Twitter and what I plan to do on the social network.

When I first started using Twitter, I noticed the question that appears above every 'tweet box': **"What are you doing?"**

And after reading a few posts on the public timeline ([Twitter's homepage](#)), the question that struck me was this:

**"Who cares?"**

(I actually worded it in stronger language that won't bear repeating here! 😊 )  
But instead of giving up then and there on my quest of figuring out how to use Twitter, I thought a while, and then decided it made more sense to rephrase that question into:

**“What are you doing THAT OTHERS CAN USE?”**

Or find interesting. Or helpful. Valuable.

Maybe make them laugh. Cry. Or think.

Whatever.

**The emphasis then shifts from 'me' to  
'you', my follower on Twitter.**

It's an important shift that I see many top Tweeples who have figured out how to use Twitter effectively have made, in their own unique style.

That shift is likely why I now have 5,000+ followers instead of the 17 I had for months when I began.

So, how can Internet marketers use Twitter?

At first glance, it appears that most Internet marketers got Twitter 'wrong' – just the same way they got 'blogging' wrong (many still do).

The knee-jerk impulse is to turn Twittering into 'traffic' – instantly. This meant lobbing links at your followers willy-nilly. 'Trick to get the click'.

That's not how to use Twitter. It won't work. Not for long.

Unless there's REAL value at the other end of that link.

And that's the 'secret' to Twitter traffic.

I see how to use Twitter as a challenge to my creativity, intelligence and concern for the online community that follows me as I tweet.

- **Creativity**, because in less than 140 characters, I must convey a message. Not a 'hook', or 'tease', or 'lead', but in most cases a COMPLETE message. Yet, one that appeals enough to my audience to get them exploring further – or at least, willing to keep me on their 'FOLLOW' list.
- **Intelligence**, because it's oh-so-easy to do DUMB things. In an attention-starved economy, such dumbness is swiftly punished – by the WRONG click... on the UNFOLLOW button that Twitterers wield ruthlessly to avoid having their time wasted by drivel spewed by the brain-challenged!
- **Concern**, because as soon as the shift happens in placing me and myself ahead of you and what's likely to keep you engaged, I run the risk of losing you as a 'follower'. Sure, I could still keep tweeting into the ether – but no one cares, and that's a waste.

To oversimplify, then, here's how to use Twitter...**add value to your followers.**

Easier said than done.

How can you do it?

I've done some of these things:

- Microblogged about longer posts on my blog – with a quick summary linking back to the longer discourse here

Examples:

*"What's with the obsession over BIG lists? If you're worried too, you need this – <http://www.ezinemarketingcenter.com>"*

*"Why I Think Your Blog Strategy Won't Work – And Why I Hope I'm WRONG! – <http://www.MoneyPowerWisdom.com>"*

- Shared news, stories or experiences likely to be of interest to my audience (NOT 'my cat rolled over' or 'I spilled coffee on my keyboard' or... you get the point)

Examples:

*"Is Twitter good for infopreneurs? I think so. It taught me to be brief! Like this. Good thing, that. :)"*

*"Woken up today by sparrows twittering outside my bedroom window – and ending today a confirmed Twitterer! Interesting"*

*"Just got off the phone, spent 30 min talking to Frank McKinney. He's INSPIRING, [see his Palm Beach experience!](#)"*

- Links to cool articles, blog posts or product launches. Haven't tried using affiliate links yet, though can't see why they won't work just as well.

Examples:

*"A 'luck magnet' that attracts Success! Ken McCarthy excels with a blog post that's a 'must-read' – <http://kenmccarthy.com>"*

*"Marlon Sanders: "Sooner or Later, Something Clicked." A 'must-read' blog post – <http://www.marlonsblog.com/>"*

*"Nice interview about Twitter on Guy Kawasaki's blog – <http://blog.guykawasaki.com>"*

- Sending progress updates, like I did all day and night long during a 24 hour Heart Kids Blogathon.

Examples:

*"Entering the 18th hour of blogging – the next few are the WORST... doubts, frustration and tiredness surface and one doubts one's sanity!"*

*"Sleepy. Fingers numb. Tired. And happy! Tea – I need some stimulation to stay awake for the next 4 hours!"*

*"It's darkest before dawn! Simon donated \$2,000 just now! And all of a sudden, new possibilities appear! ::grinning widely:: "*

That's how I'd advice someone on how to use Twitter.

*Why this mix? And does it work better than 'link lobbing'?*

I think it does work better. The reason is probably because it gives a slightly better insight into what has MY attention at the moment, which – if someone is curious about me and wants to emulate / follow / study / mimic / learn from me – is relevant and interesting.

To my mind, Twitter has some SERIOUS advantages over all other forms of social networking, including a [Facebook sign up](#).

- **It's fast.** You can 'sneeze' news, memes and thought-bites quickly and widely.
- **It's ubiquitous.** You can type, SMS, call in or even photo blog your tweets... from anywhere.
- **It's short.** Ideal for the attention deficit follower who needs you to get to the point QUICKLY.
- **It's informal.** Often, 'Power Twitterers' tweet on a whim and fancy.
- **It's personal.** One on one. And one to many.
- **It's revealing.** Your followers get a better insight into the real you – because rarely are tweets as well thought out and drafted as blogs.

### **How to use Twitter in a way to get even more value?**

I've now wet my feet enough in Twitter to know the water's warm – and am beginning to enjoy it, know the ropes and build my network.

Some ideas that grabbed me will soon be tested.

1. *Use Twitter instead of my ezine or email list!* Shocking. Yet with email delivery rates going down universally, I'm wondering if Twitter may not be an easier and more reliable way to let folks know when I update my blog, than by using email.
2. Use Twitter for affiliate marketing (see above).
3. Use Twitter as a quick summary version of my blog – like Guy Kawasaki uses it to share his picks of Truemors updates daily, or [Dave Winer sums up his longer blogs in a nutshell tweet](#).
4. Build personal rapport with clients and subscribers without the wasteful effort and time consumption it would involve if done via email or on the phone/Skype.



In the end, indirectly, all this will translate into Twitter traffic – just that the traffic itself happens as a RESULT, and does not become the primary REASON to Twitter.

What do you think about Twitter?

Share your comments and feedback. Or just tweet me!



## The BIG Guide To Email Marketing

Email marketing uses technology, but involves **humans**.

The smallest email list has 2 people – the **publisher** who sends email, and the **subscriber** who receives it.

Both are humans. And have one overwhelming question:

**“What’s In It For ME?”**

The key to success in email marketing is finding an answer that keeps both sides happy.

### **A Bit of Perspective**

I started with email marketing in 1996. That’s 18 years ago. I have sent more than 8 million emails over the period. And made many serious mistakes. Learned many hard lessons. Studied many great marketers.

All this is just to say I’m no novice or nut-case who is spewing out his fancy and fantasy about how email marketing should be in an ideal world, or my own brand of ‘effective email marketing’.

Some years back, I put out a free report called [‘4 Dimensional Internet Marketing’](#). In it, I distilled down the vast range of money-making avenues on the Internet into **ONLY THREE** models that cover everything.

At its core, Internet marketing is simple. And so is email marketing.

## Yes, Email Marketing Is Simple

Even here, there are no more than 3 core models of email marketing:

- content publishing
- direct response
- lead generation

Everything else is detail. I'll explain each model a little.

In the **content publishing model**, an email marketer strives to build a list and cultivate a relationship with it through publishing useful or interesting or entertaining content by email. Revenue models are indirect, and come from advertising, branding or from a related business the email marketer runs.

In the **direct response model**, an email marketer's primary goal is to get a subscriber to take action. Click. Read. Buy. Donate. Visit. Call. Write. Whatever. And the actions are rewarded by a monetary or other advantage.

In the **lead generation model**, the email marketer's role is mainly as a list builder. By placing opt-in forms in the path of targeted traffic, a list is built which is monetized by selling, sharing, renting or leasing the 'leads'.

Not surprisingly, the style of email marketing that works for each model is different.

## The Responsivity – Relationship Continuum

There are two areas about which many experienced email marketers are often at loggerheads...

- **responsiveness** of audiences
- **relationship** with email list subscribers

It will become clear that it is not an 'either/or' situation, but instead a continuum, with different models of email marketing needing unique approaches when you realize that:

- **Lead generation** does NOT need responsiveness OR relationship building. The 'subscribers' are merely 'leads' to be passed on.
- **Direct response** email marketing needs responsiveness to be effective, and a relationship with subscribers is secondary.
- **Content publishing**, because it depends on indirect revenue systems, needs relationships mainly to sustain readership and to maintain list size.

Of course, these 3 models are seldom clearly demarcated and defined in practice, with considerable overlap being the norm. And that mix governs how far along the relationship-responsiveness continuum each email marketer wants (or needs) to travel.

## The Spectrum Explained

If all I've said so far sounds abstract and theoretical, let me share some typical case studies that may make things clearer.

Email marketer A has a content publishing style of email marketing. He sends out one issue after another, each loaded with content that keeps his audience engaged, involved – and subscribed.

Whenever he runs paid ads, they are kept distinct from editorial content. Yet subscribers, who have a relationship with the publisher, respond to the ads often enough to justify the price advertisers pay him to run those ads. A win-win situation.

Variations on this theme may be...

- a '*pure content*' ezine publisher who never runs an ad – but instead builds up a brand or gains mindshare for his business, generating revenues from this subtle 'back-end' sales system.
- a publisher who runs content issues separately from a solo-ad mailing for which advertisers pay premium pricing.
- a publisher who weaves pre-selling affiliate promotions into 'content' itself.

Email marketer B belongs to the direct response school. She loads up an autoresponder sequence with a series of emails, each one promoting a related affiliate program or product/service she sells.

Every click on a link inside an email takes a subscriber to a sales page – and the only options are to buy or not buy.

When enough people buy, the model is validated. The profits are used to generate enough new subscribers to counter the attrition rate when worn-out subscribers, tired of repetitive sales pitches, ask to be unsubscribed.

Of course, a direct response email marketer may be more subtle and less '*in your face*' with this approach, and may

- give away a free report, ebook or multi-part course that pre-sells a subscriber on a program, product or service which is then offered for sale.
- invite a subscriber to visit a website – and only there monetize that visit through ad clicks, direct sales, or other methods.
- mix and match content with sales promotions to keep audience engagement higher and responsiveness better.

Email marketer C is a lead generator. She concentrates entirely on the opt-in process, with very little effort or thought being devoted to the after-care of an opt-in subscriber.

Her focus is to get as many opt-in forms as possible out there in front of targeted traffic, make a compelling invitation to sign up to a list, and then

finding buyers who want those leads and are willing to pay for it.

With all this background knowledge, it's time to look at some misunderstood or overlooked elements of email marketing that are relevant today and in the future... and see how to weave **email marketing best practices** into our chosen models to achieve massive success in what some perceive as a failing medium of online communication.

## Email Marketing Cost

*"But isn't it free to send email?"*

This is the most obvious, frequently asked and (to an e-publisher) very exasperating question.

Because, honestly, the answer is "Yes".

But that "Yes" is **qualified differently** for practitioners of each model.

A lead generator doesn't really care about what happens AFTER the opt-in, because it's somebody else's problem. A content publisher also agrees, because having a bigger list means more revenue.

But a direct response email marketer objects strongly to having unresponsive subscribers – because to him, there is indeed a 'cost' involved.

How?

In my email marketing course, '[Ezine ANTI Marketing](#)', in one section I got into the economics of list management. Here's an excerpt from that content:

Let's say you have 2 choices:

- build a **LARGE list** of 200,000 subscribers using conventional marketing
- build a **SMALL list** of 2000 customers using [Ezine ANTI Marketing](#) principles

Let's also assume that on average, it 'costs' you 1.5 minutes per year to handle each subscribers' needs, and that each customer earns you \$100 a year.

Your LARGE list will get you a response rate of 1% (2000 responders). If you can get even 5% to become customers, you'll have 100 buyers out of this list.

You earn  $(100 * \$100) = \mathbf{\$10,000}$

Your SMALL list, on the other hand, will get you a much higher response rate of 4% (80 responders). With the same conversion ratio, you'll have 3.2 customers.

You earn  $(3.2 * \$100) = \mathbf{\$320}$

Now I can see you scratching your head, puzzled. Surely making \$10,000 is better than \$320.

Bear with me for just a moment longer...

Let's look at the 'other side' of the equation – the amount of time you'll have to spend 'servicing' your lists.

Your LARGE list will 'cost' you  $(200,000 * 1.5) = 300,000$  minutes (or **5,000 hours**)

Your SMALL list will 'cost' you  $(2,000 * 1.5) = 3,000$  minutes (or **50 hours**)

Your "income per hour" of time you work will be:

Large list:  $\$10,000 / 5000 =$  **\$2.00 per hour**

Small list:  $\$320 / 50 =$  **\$6.40 per hour**

That's right...

**You earn 3 TIMES as much for your time with a small list than you can with a large list!**

And a huge list involves considerable resources like time and money to maintain. When analyzed from that angle, it's obvious that smaller, targeted lists are more profitable!

(For more about how you can build small, profitable email lists and smart email marketing, get [Ezine ANTI Marketing](#) today. It has endorsements from some of the best known email marketing experts in the world. [Check it out – click here](#))

Now, this course is quite a few years old. And a shift in the email marketing scene (*as well as legislation like CAN-SPAM*) has made it ever more important to ensure not only 'permission' but 'desire' on the part of your subscriber to receive your emails.

What do I mean?

Just this.

Increasingly, even some legitimate opt-in subscribers are inclined to hit the 'This is SPAM' button to delete your emails, not because they think it is spam, but because *THEY THINK it is easier than to follow your unsubscribe process.*

And to complicate this further, many email service providers and ISPs are looking at another metric – **subscriber interest in receiving your emails.**

Worse, if they aren't already doing it, they just might end up **penalizing email marketers** who send out a large proportion of emails that remain unopened or automatically 'junked'.

What this means is when a significant part of your audience does not keep on showing that they are eagerly looking forward to hearing from you, *their apathy might end up in a blanket punishment of your ezine/email messages.*

And that will keep them out of the hands of even the segment of your list that still wants to hear from you!

### **That is a Bad Thing!**

And chances of it happening are greater with a larger list, which by necessity is less targeted and more 'general' than with smaller, intensely focused 'niche' lists.

So, yes, for a direct response email marketer, there IS a cost attached to sending free emails!

And then, there's another bugbear..

### **The Entitlement Mentality**

An email marketer thinks:

*"They are so lucky to be on MY list!"*

And a subscriber thinks:

*"They are so lucky to have ME on their list"*

So both start posturing in a way that spells doom for email marketing.

Like any association or relationship, when one side feels entitled to something the other side does not consider an integral part of the deal, one or both are going to be hurt, feel offended, or lose out.

*Neither attitude is right.*

Email marketing and being on a free email list is essentially a **two-way deal**.

As an email marketer, you **give something of value** to a subscriber so they will trust you, like you, do business with you, follow your instructions and in other ways act in a manner that you derive an advantage from.

As a subscriber, you receive something useful, interesting or helpful – and hopefully that instills in you a **sense of reciprocity or thankfulness** that leads you to develop trust in the email marketer.

Both sides benefit. And in proportion to the benefit, they behave in a certain manner in the future.

As long as a benefit is perceived and received, the association continues. When it is lost, there is attrition or apathy – a subscriber either leaves the list, or just becomes inactive.

And unless an expectation is explicitly voiced and mutually agreed upon at the time of opting-in, **that is the only equation that the 'relationship' is to be based upon.**

## It's All a Question of Mindset

In a recent discussion about email marketing, one participant said:

*"I never sign up to a list thinking "how can I support this person's business," but the opposite is also true; I never sign up thinking, "I refuse to buy something from this person, I'll just take what I can get for free."*

And experienced e-publisher **Nick Osborne** says:

*"Our subscribers owe us nothing. As publishers we are very fortunate to have their attention and should strive to earn that attention with every email and newsletter we send out."*

Interesting, isn't it?

Not all subscribers will feel the way the first commentor does.

And not all publishers will agree with the viewpoint Nick proposes.

Yet, the important thing is that **you can keep your list open exclusively to (or segment it by) people with a certain mindset.**

If you are a generous, giving, value-providing publisher, you do NOT want a greedy, grasping subscriber with an entitlement mentality.

And if you are an open-minded, fair and receptive subscriber who is willing to evaluate a publisher's skills, expertise and judgement, so that you'll be open to recommendations – and even advertising or selling – on their part, you do NOT want to be on a list run by a publisher who ravishes and raids her subscribers *like they were one, big, collective loose-stringed wallet!*

A nicely adjusted subscriber-publisher relationship is mutually enjoyable, profitable, and most important – FUN!

So how can you work towards creating 'email marketing nirvana'?

## Squeeze page verbiage

A squeeze page, or name capture page, or subscribe page is one where a subscriber adds him/herself to a mailing list by typing in name, email address and maybe some other details into a web form and clicking a button.

The layout and structure of a compelling 'squeeze page' is a matter of design, technical and marketing skill. Testing on many levels is involved until a page with great conversion is found.

But an often ignored element of the opt-in process is the phrasing and words used to **define expectations** of a new subscriber.

Often, it is a desperate grab for a contact address – *making wild promises to secure it.*

And a hapless subscriber who joins the list quite naturally gasps when first hit with a deluge of marketing messages – and reacts appropriately.

The clueless email marketer then wonders why response is so dismal – and often tries to fix it by getting even more desperate, urgent and intrusive in the marketing approach.

What if...

- we begin with mutual respect, for both subscriber and publisher?
- we start with a plan to provide value – both ways?
- we choose to be honest, upfront and explicit in the approach?
- we live up to the promise – ethically and faithfully?
- we put value higher than profits, people ahead of technology?

It just might reinvent email marketing, and make it as effective, efficient and enjoyable as it once was.

**But then, I've always been called a dreamer!**

I hope you learned something about [email marketing](#) from this post. If you did, please share your biggest take-away by leaving a comment – and help spread the word by telling a friend about it.



## NEWS & VIEWS

- [Don't Lose Out on Holiday Conversions With a Slow Site](#)

Usability matters - and browsers will bail out on your website if they can't find what they're looking for... in under TWO MINUTES!

- [Gmail Inbox review: does email need a reboot?](#)

Email is as old as the Internet (well, almost!) - so is there really any point in giving it a complete overhaul?

- [Minimalist's Guide to Holiday Email Marketing](#)

A few well-timed emails can bring in a load of Christmas orders - but you don't have much time to waste!



- [Mobile Predictions: The Game Will Change in 2015](#)

Some interesting trends that will impact your online business. Stay informed with mobile predictions.

- [5 Email Predictions for Black Friday 2014](#)

Come Black Friday, there's going to be a wild shopping weekend. But the email blitz that heralds it will be no less insane!

- [Why People Buy Things Online](#)

Interesting survey that helps you understand the mind of your prospects and customers - so you can boost online sales.

- [Email Marketing: The Kentucky Derby's customer-centric newsletter reduces opt-out rate 64%](#)

Case study of how the Kentucky Derby newsletter brought attrition rate down by nearly two-thirds with a series of creative steps.

- [President Obama supports Net Neutrality - For All The Good It'll Do](#)

Some notes about the background of the US President's initiative and what it's likely to mean to online users and businesses.



**Email Marketing Made Easy**

**\$1 Trial - \$19/Mo. Find Out More**

**AWeber**



## PRODUCT REVIEW

### Market Samurai : The Best Keyword Research Tool?

*So you want to speed up keyword research and find profitable niches?*

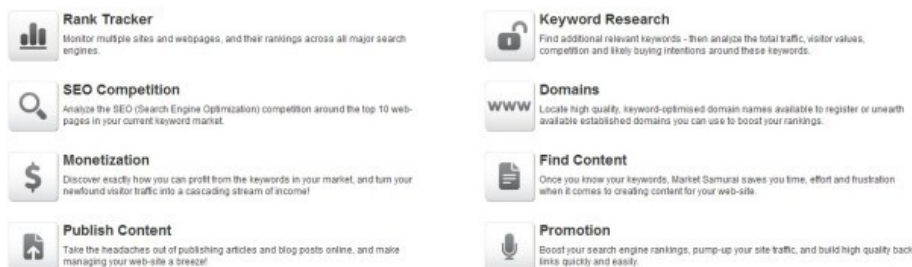
Market Samurai is one of the most powerful keyword research tools I've used for niche marketing success. Thousands of marketers fire up this multi-purpose software tool as the starting point for new projects - and a touchstone for frequent reference and course correction.

In this Market Samurai review, we will put the keyword research program through its paces.

**Note:** You can still take Market Samurai on a [free trial - learn more here](#)

## 8 Powerful Modules in Market Samurai

As soon as you finish reading this Market Samurai review, you could be exploring the potential of these 8 powerful modules within the next 5 minutes - without spending a penny!



1. Rank Tracker
2. SEO Competition
3. Keyword Research
4. Domains
5. Monetization
6. Find Content
7. Publish Content
8. Promotion

[Start Your Market Samurai Free Trial Today!](#)

## Strengths of Market Samurai

Any Market Samurai review must begin with unquestioned advantages any user will get from the keyword research tool. This includes:

\* **Strong SEO Research** - Even casual users of Market Samurai are most likely to take advantage of the keyword research power that will save time, avoid frustration and cut through the multiple tasks necessary with manual research.

\* **Collation and Integration** - All the data, culled from diverse databanks and sources, is organized and presented in an intuitively easy style that can be digested at a glance.

\* **Regular Updates** - Search engines evolve rapidly and keyword tools must keep pace. Market Samurai is in a constant state of improvement, adapting to changes, no matter how sudden and significant.

\* **Free Trial** - For hesitant first-time users who are uncertain about the potential in getting it for their online business, Market Samurai is available for a [7 day trial - for free](#).

## Weaknesses of Market Samurai

While no doubt an excellent keyword research tool, no Market Samurai review would be complete without mentioning some drawbacks like:

\* **Slowing Down** - During periods of heavy use, the tool sometimes crawls slowly - and rarely hangs. Considering how much data it sifts through, this is not surprising... but it can be annoying when you're midway through research.

\* **Learning Curve** - For a tool that handles such complex tasks, Market Samurai is relatively simple to learn. But to take full advantage of its power will require some learning and practice. Thankfully there are many free tutorials that will guide you to getting things done using Market Samurai.

\* **No Automation** - You can't schedule tasks to run in the background, or get timed reports on your site's performance using Market Samurai. But as these are essential primarily for an elite group of power SEO professionals, the regular small business owner or entrepreneur using MS will barely notice the absence of automation features available in the costlier alternative options.

So...

### **Is Market Samurai The Ultimate Keyword Research SEO Tool Available?**

Well, no - but for the price, it's pretty good!

Look, SEO is about 2 things - **on page factors and off page stuff**. In this Market Samurai review, we've looked at features of the keyword research tool that impact and influence both.

**On page factors** are the ones you build your website and pages with. Market Samurai won't help you directly with this, though it'll help you find keywords to insert into title tags and in page headings, anchor text for internal links, and categories to structure your website on. Other (many times more expensive) tools and services do a better job at this, though.

#### **Where Market Samurai comes into its own is with off-page SEO.**

It helps you with keyword research, keeps track of your site's progress up or down the SERPs, lets you scope out the competition to pick easy-to-dominate niches, and easily locate the most effective places to get high value back links from.

No, Market Samurai won't do the actual work of getting your links. But you'll save precious hours hunting for the best sites, leaving you more time to craft your pitch and follow up with webmasters to negotiate the most powerful and effective links that will rocket your website to the top positions on search engines.

## How Does Market Samurai Stack Up?

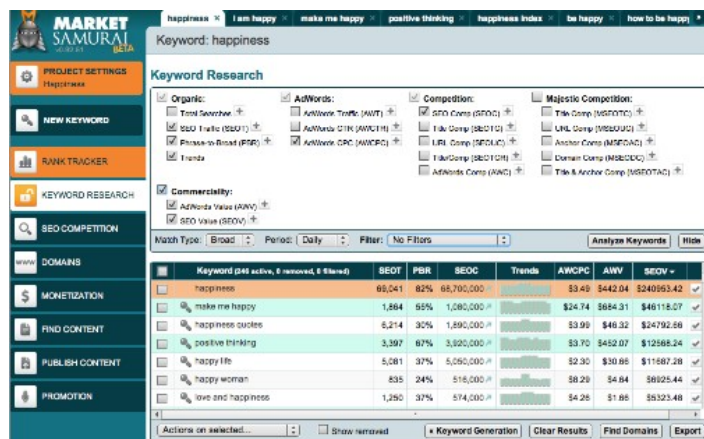
Let's look next at each of the modules and see how they will impact your online business and niche marketing efforts.

### Keyword Research

At the core of Market Samurai is an excellent, versatile and powerful keyword research tool. Any Market Samurai review will rave over this time-saving feature which has literally helped me slash hundreds of hours off my niche site keyword research.

You can get a list of relevant keywords from a root keyword or phrase, and then analyze each of them for competitiveness and ease of ranking. Within seconds, Market Samurai will provide you with all the information you need - SEO traffic estimates, cost per click, SEO competition, traffic conversion rate and commercial viability.

With a click you can expand upon each keyword, opening up a new tab to research it in more depth and detail.



The screenshot displays the Market Samurai Keyword Research interface. The main area shows a list of keywords with various metrics. The keywords listed are: happiness, make me happy, happiness outlets, positive thinking, happy life, happy woman, and love and happiness. The metrics include SEOT, PBR, SEOC, Trends, AWPCP, ANW, and SEOV. The interface also includes a sidebar with navigation options like PROJECT SETTINGS, NEW KEYWORD, RANK TRACKER, KEYWORD RESEARCH, SEO COMPETITION, DOMAINS, MONETIZATION, FIND CONTENT, PUBLISH CONTENT, and PROMOTION.

Keyword (140 active, 6 removed, 6 filtered)	SEOT	PBR	SEOC	Trends	AWPCP	ANW	SEOV
happiness	66,041	82%	66,700,000		\$3.45	\$442.04	\$240993.42
make me happy	1,884	55%	1,280,000		\$24.74	\$694.31	\$46118.07
happiness outlets	6,214	30%	1,890,000		\$3.99	\$46.32	\$24792.66
positive thinking	3,397	67%	3,920,000		\$3.70	\$452.07	\$12568.24
happy life	5,081	37%	5,050,000		\$2.30	\$39.98	\$11687.28
happy woman	835	24%	516,000		\$6.29	\$4.84	\$6925.44
love and happiness	1,150	37%	574,000		\$4.26	\$1.66	\$5323.48

### SEO Competition

This is a multi-tasking module that pulls and collates data from a set of different sources to deliver a tabulated results box that displays back link profiles, domain age, page rank and more information about the top 10 ranking sites on Google.

At a glance, you can tell if your proposed term has a shot at claiming the top spot on search results - and the color coding helps make this intuitive, with RED/PINK indicating tough competition and GREEN giving you the go ahead to an easy top ranking.

### SEO Competition

Off Page

Domain Age (DA)    Index Count (IC)    Domain Backlinks (BLD)    On Page

PageRank (PR)    Referring Domains - Domains (RDD)    Page .edu/.gov Backlinks (BLEG)    Keyword in Title? (Title)

Citation Flow (CF) **NEW**    Referring Domains - Page (RDP)    DM02 Directory (DMZ)    Keyword in URL? (URL)

Trust Flow (TF) **NEW**    Page Backlinks (BLP)    Yahoo Directory (YAH)    Keyword in Description? (Desc)

Keyword in Header Tag? (Head)

Backlink Source:    Majestic Index:    Max Backlinks:      

#	URL	DA	PR	CF	TF	IC	RDD	RDP	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Des
1	hit	3	3	31	16	127	45	39	273	296	0	N	N	Y	Y	N
2	hit	8	6	37	23	2,580,000,000	8,976,646	363	1,938	2,965,908,230	0	Y	Y	Y	N	N
3	hit	2	2	20	17	115	40	0	0	134	0	N	N	Y	Y	Y
4	hit	-	1	0	0	570,000	41,713	0	0	1,104,950	0	Y	Y	Y	Y	Y
5	hit	16	3	24	20	449,000	70,062	5	181	1,400,389	0	Y	Y	N	N	N
6	hit	13	3	32	28	2,030,000	112,557	39	424	108,452,257	0	Y	Y	Y	Y	N
7	hit	16	2	21	7	17,000,000	604,251	12	26	97,839,738	0	Y	Y	Y	N	N
8	hit	3	0	18	0	17	12	0	0	27	0	N	N	Y	Y	N
9	hit	13	0	0	0	2,330,000	24,940	0	0	719,386	0	Y	Y	Y	Y	Y
10	hit	-	3	0	0	24,800,000	10,444,985	0	0	10,954,788,014	0	Y	Y	-	-	-

## Rank Tracker

Keeping track of the progress of your website and how it ranks on search engines like Google, Yahoo and Bing can be made painless and instant using Market Samurai's Rank Tracker module. It lets you follow ranking positions for multiple domains for different keywords, and will track up to 1000 spots on the SERPs by broad match or phrase match.

Until recently this was a free module included with Market Samurai, but recent changes have led to the first 50 keywords being free, with affordable payment plans for more intensive rank tracking.

## Other Modules

This Market Samurai review is getting too long, so let's take a quick look at other modules available in this keyword research tool.

- **Domains** helps you find new, expiring and dropped domains related to your search keyword terms.
- **Monetization** lets you conveniently uncover profit centers from Amazon.com, Commission Junction, Clickbank and other affiliate networks.
- **Find Content** searches article directories, blogs, Flickr, news websites and YouTube for related content that you can borrow, license or base your own content upon.
- The **Publish Content** module integrates with WordPress and helps you conveniently manage content publishing.
- The **Promotion** module ferrets out high traffic and authority sites with good PR from which you can solicit back links for higher ranking potential.

## Overlooked Benefits of Market Samurai In a Nutshell

Few other Market Samurai reviews will highlight these practical benefits, including:

- Works on Windows and Mac
- Uses proxies to avoid getting flagged by Google
- By logging into your Adwords account, you can search upto 1,000 keywords
- You can get a 35% discount on Market Samurai

### Secret Tip To Save 35%

Because you stuck with this Market Samurai review till the end, I'm going to reward you with a little known secret - you can get a **35% Market Samurai discount** just by downloading the free trial version first!

*That's a \$52 saving!*

What are you waiting for? :-)

**[Start Your Market Samurai Free Trial Today!](#)**



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