

# Easier Internet Marketing

*Incorporating Multiple Income Pathways*

Issue 9



[www.easierinternetmarketing.com](http://www.easierinternetmarketing.com)

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## Product Review Special!

To get your free copy of my exclusive interview with Neil Stafford of the Internet Marketing Review just visit my site at:

[www.easierinternetmarketing.com](http://www.easierinternetmarketing.com)

and leave your details. Access couldn't be easier!

### Welcome to Issue Number 9!

In the space of three weeks I have received notification of three really exciting products, so I thought that I should produce a special 'product review' issue of the newsletter – I hope you like it! The three products I'm going to review are:

#### **Beginner To Profit**

#### **Online Video Champ**

#### **How To Get More Customers F.A.S.T**

I need to point out that I know all three producers personally, so I can really guarantee that these are genuine, brand new products, and not things just plucked from Clickbank!

#### **Beginner To Profit**

B2P is produced by my good friend and mentor Neil Stafford. As the name suggests, this really will take you from a position of being an absolute beginner to a



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position where you have a site producing profits! I have already followed the system and have set up my first B2P site at:

<http://howtogetshreddedfast.com>

The system starts with researching for profitable niches and how to select the best keywords. I must admit that in the past I haven't given enough attention to my selection of suitable keywords, but Neil's clear explanation of what to look for and where to go has really improved my research. B2P then addresses the figures that we need to look for when assessing the competition. Again, very straightforward.

Very clear instructions are then provided for building a Wordpress blog. Instruction is given through a series of videos, and also a pdf document. The next section titled "Content without a King's ransom" gives ideas for producing the correct content on the blog. Finally, how to get

traffic to the blog is addressed, with bonus modules giving further guidance for the more 'advanced' user.

I really found the system easy to follow, and I'm looking forward to producing more B2P sites. As the saying goes, "just rinse and repeat!". To find out more visit:

<http://www.easierinternetmarketing.com/btp>

## **Online Video Champ**

There are few internet marketers out there who know more about using videos effectively than Neil Travers. Neil is really enthusiastic about videos, and he has produced a product that really delivers all of the essential information.

Online Video Champ consists of 8 modules delivered on a weekly basis with action plans to really give you a head start in adding personality to your market. There are also extra bonus

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modules and a load of royalty free music! The modules really do provide a step-by-step process to get you up and running with videos – so far I've been working through the first couple of modules and the detail is fantastic! Module titles include:

- Story boarding and Planning.
- How to turn your computer into a cash machine.
- Simple video production.
- Taking video to the next level.
- You the next BIG celebrity.
- Editing your footage so its' engaging and rocks.
- Getting your videos seen.
- Marketing and sales funnel masterclass.
- Advanced techniques and tactics.

Neil has also produced a four-part free training course to really whet your appetite. Just paste the following URL into your browser to see Neil explaining

what the course is about and why you should follow his guidance:

<http://www.easierinternetmarketing.com/ovc>

If you're really serious about online marketing then you need to start getting videos produced as part of your marketing toolkit, and Online Video Champ is a great place to give you a head start!

## **How To Get More Customers F.A.S.T.**

This is a brand new DVD produced by Jon Martin and should be essential viewing for anybody looking to improve their direct response marketing.

Jon recently took part in a competition to redesign a very bland advertising leaflet, and he won! Jon's winning product contains all of the features of his F.A.S.T. system and in his DVD he takes you through the process in detail so that any direct response advert can begin to attract attention.



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Without giving too much away, the acronym stands for Fundamentals, Alchemy, Structure and Telepathy, but you really need to watch the DVD to understand how Jon weaves all of these together to generate the final product.

Jon has a clear understanding of what it takes to make a successful advertising product, and I particularly liked the way he described the Features, Advantages and Benefits (F.A.B.) applied to the example of a simple water bottle – I'll never

look at my water bottle in the same light again! Jon's summary really emphasises the key points:

- Get the best ROI for every ad you place.
- Target human nature.
- 5 foundations of advertising alchemy.
- 7 elements of a winning ad.
- 6 power triggers for advertising telepathy.

Jon's delivery is really on the ball and his DVD really opened my eyes to the skills required – I recommend you too have a look!

## **Recommendation:**

**All of the products reviewed in this newsletter can be accessed by clicking on the links or by visiting my site at:**

**<http://www.easierinternetmarketing.com>**

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and  
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