



# Maximum Monetization!

## for Internet Marketing

[File this eBook under \*Monetization.\* Details here.](#)

*A Ridiculously Simple New Income Stream  
You Can Exploit ANYWHERE and EVERYWHERE!*

*Boost Your Earnings From Your Current Traffic!*

By

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**The Internet Marketing Knowledge Manager**

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This short book explains a remarkably simple idea that costs you nothing to implement, and yet allows you to cross-sell an IM product (in a helpful way) every time you promote or give away or refer to ANY IM product, or provide any tips or advice about Internet Marketing.

This technique requires you to be an affiliate of a certain type of product. Just about the only product that fits the bill is my own:

**[IM Index Mind Map](#)**

That's the reason this book is FREE! However, if you can find another product that works, and which you prefer, then you could, of course, use that product.

**Your Rights to this eBook**

**This is a FREE eBook, which means...**

You may

- Give it away,
- Offer it as a bonus,
- Offer it to customers on your “Thank You” page
- Offer it as an incentive for people to sign up to your list
- Add it as a free download to your membership site
- Include it within a package of other products or
- Otherwise make it available to anyone with an interest in Internet Marketing **PROVIDED you do not change or modify it in any way.**

**Table of Contents**

1 What's The Problem?.....2

2 How Can You Help Your Members – And Make Money?.....3

3 See How It Can Work In Practice.....4

4 Why This Is Such A Powerful Monetization Technique.....8

5 Setting Up For Maximum Monetization.....9

6 A Question of Organization.....10

## 1 What's The Problem?

The Internet Marketing niche is one of the most over-marketed of all niches.

You'd have thought that every conceivable need of internet marketers has been identified and catered for many times over.

And yet...

There is one need that has hardly been addressed at all – and yet just about **every** internet marketer I speak to – new and established – seriously needs help in this area.

That need is: **Organizing Internet Marketing information.**

And most especially, *downloads*.

Everyone selling to the IM market contributes to the **massive** information overload that IMers suffer from. There's a LOT of information thrown at us! The trouble is, although much of it is mundane and repetitive, there's still a lot that is good and worth keeping for the time we really need it.

But for most people, creating an organizational system is just too much trouble. (It is, actually, a very tough task. Check out the free [Guide To Organising Your Internet Marketing Information](#) to understand what's involved.)

So, people really appreciate any and all help they can get. Which is where the Maximum Monetization strategy comes in.

But before I explain that, and just in case you have *any* doubts about how *desperate* people are for help, check out a few comments from people when they find a solution to this problem:

*"Alex, I'm so danged excited I'm almost in tears!"*

*"...the most useful tool I've come across since I came online"*

*"Oh my! I need this LOL!"*

*"I think it will be a lifesaver for me."*

*"I wish I had this when I started."*

*"This is something I've looked into before out of sheer necessity"*

*"Boy do I need this!"*

*"I've been looking for something like this for awhile now!"*

*"Just by looking at the videos this is an application every marketer needs."*

## 2 How Can You Help Your Members – And Make Money?

So - how can you help your site visitors/subscribers/members solve this problem **and** make good money at the same time?

Well - you *could* simply send a recommendation about an organizational product (such as the **IM Index Mind Map**) to your list, or put up a banner on your site. But that would just be scratching the surface of the potential.

Here is a **much** more powerful and profitable idea. This is what I'm calling **Maximum Monetization**.

- **Step 1:**

Every time you promote a product or give a tip or describe a technique or refer to a resource link, *you provide one additional piece of advice:*

**You explain what topic they should store it under.**

**And you do this via a non-obtrusive, helpful text link.**

- **Step 2:**

You collect the commissions each month from the resulting sales of the organizational product that can help them solve the problem!

The key here is the "non-obtrusive, helpful text link".

What is it? Actually, you've already seen an example. On the first page of this eBook you probably saw this statement:

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Perhaps you even clicked on it. If you didn't, then do so now and you'll immediately get the idea.

Simple idea, isn't it? Look at the URL and you'll see how it works.

index=n	That will be your affiliate id. Once someone clicks on one of those links, <b>your</b> affiliate cookie gets placed on their computer.
n=Name	Put your name here to personalise the “advice” page
top=Topic	Change the topic to suit whatever it is you are promoting or referring to. The topic should be one of the topics in the IM Index.

Of course, if you are not using the IM Index Mind Map you will have to create your own version of a page like this.

### 3 See How It Can Work In Practice

Here are a number of made-up examples showing how you can use this idea when you are promoting almost **any** IM product, in almost **any** way.

This is an extremely general monetization technique, as you will see when you read these examples.

Look for the *filing advice* link in each of the following scenarios.

#### Email Promotion

*This is an example of an email you might already be sending out that promotes a product. All you'd need to do is add a simple "filing advice" link, as shown.*

*Hi John*

*I friend of mine has just created an amazing new tool that can send your traffic stats through the roof! I'm about to start using it and thought you'd like to know about it.*

*The [Ultimate Referral Script](#) works by encouraging your visitors to refer others to your site - and rewards them for using it.*

....

*Go get your copy of the [Ultimate Referral Script](#) today, whilst the unbelievable bonuses are still available!*

*This is a **very** powerful idea that you need to add to your arsenal of traffic generation techniques.*

*[File this email under Refer-A-Friend. Details here.](#)*

*That's it for today. More great information on its way!*

*Joe Mastermarketer*

## **Blog Post or Article**

*This is an example of a blog post offering using information about some IM topic. It could equally well be an article about that topic, either on your web site or in an article directory. Or it may be advice you're offering in a email, or as part of an eCourse.*

### ***Niche Selection Strategies***

[File this post/article under \*\*Finding & Testing Niche Markets.\*\* Details here.](#)

*One of the most critical steps in starting up an Internet Marketing business, or indeed starting any new IM project - is selecting a profitable niche.*

*In this post, I'm going to outline a simple process for picking a niche quickly and overcoming the "paralysis by analysis" from which many newbies suffer at the early stage.*

....

*Please post your comments below.*

[File this post/article under \*\*Finding & Testing Niche Markets.\*\* Details here.](#)

*Joe Mastermarketer*

## **Ebook**

*This is an example of an eBook covering a specific topic. If the eBook is about IM in general, or some specific IM business blueprint, or just general tips & techniques – there are specific topics for those as well.*

### **Super-Charging WordPress**

**by Joe Mastermarketer**

[File this eBook under \*\*Blogs & Blogging.\*\* Details here.](#)

*This eBook does not come with resell or giveaway rights. It is for your own personal use.*

*Most bloggers do not realise the huge power for traffic generation that proper use of WordPress can give them.*

*This eBook shows you how to unleash that power in five simple steps.*

...

[File this eBook under \*\*Blogs & Blogging.\*\* Details here.](#)

## **Thank You Page - 1**

*This is an example of a "thank-you" page that your customer would reach after paying for a product. This is the place from where they would download your product.*

***Thank You For Purchasing***

***"Up-Selling, Cross-Selling and Down-Selling"***

*Right click [here](#) and select Save As to download it.*

*I recommend you file this eBook under **Selling Strategies**. [Details here](#).*

## **Thank You Page - 2**

*This is another example of a "thank-you" page, this time for a "product" that is a service supplying regular content. In this case, there is a simple affiliate link to the IM Index web site*

***Thank You For Subscribing To***

***"Weekly Niche Wealth"***

*Each week you'll be receiving 3 Niche Packs for different niches, consisting of:*

- *Header Graphics*
- *Keyword Research*
- *5 PLR Articles*

*Your first collection of Niches Packs is probably already in your inbox!*

*To organize all your Packs for easy reference in future, I recommend using the Niches section of the [IM Index Mind Map](#)*

## Regular Downloads by Email

*In this example, you are sending your subscribers a regular email with download links to new content each time.*

*This example shows that the Maximum Monetization technique can also be used for giving advice about **niche related content**. This is an extremely important part of any IMer's filing requirements.*

*Hello John*

*Here are this week's Niche Packs, ready to download and start using to build your website empire! Right click on each to download NOW!*

### [Divorce Recovery](#)

-- [Store under \*\*Family & Relationships\*\*. Details here.](#)

### [Astrology](#)

-- [Store under \*\*Arts & Entertainment\*\*. Details here.](#)

### [Time Management](#)

-- [Store under \*\*Self-Improvement & Mental Health\*\*. Details here.](#)

*Get moving on these right away: there'll be another three on their way next week!*

*Joe Mastermarketer*

## List of Resell Rights Products

*In this example, imagine you you have a resell rights site offering a large number of products. Here is an example of a description of a product.*

**Product Name:** **Page Brand Generator**

**Description:** If you are using affiliates to sell your products, you need to make it as easy as possible for them to promote your products. That means providing them with sales pages, emails, articles etc.

.....

[See Web Page](#)

**Rights:** Master Resell

**Recommended Price** \$27

[Download Here](#) (Members only)

File under [Affiliate Marketing for Merchants](#). [Details here.](#)

#### **4 Why This Is Such A Powerful Monetization Technique.**

This technique is HIGHLY effective because:

- **There is no need for any hard-sell**

All you do is provide people with advice. You really are helping them with a problem they know they have.

- **It is repetitive, without being annoying.**

Seeing links like this over and over again, your visitors/subscribers will eventually click one of them out of curiosity - and off they go! And if they don't buy the first time, seeing the link again and again will keep reminding them of the product and its benefits.

- **It is timely**

You are introducing people to the idea of proper organization at precisely the moment they are going to be thinking about where to store something.

- **People get to retain YOUR information for future purchases**

Once someone has bought the organizational product (e.g. the IM Index Mind Map), your filing advice links no longer operate as promotional links, but really do provide your contacts with helpful advice. They encourage them to store the information properly.

This is still to your advantage because, if they are not ready to make a purchase at the time you promote some product, they are much more likely to retrieve your information - having filed it away properly - and make the purchase using **your** promotional material when they **are** ready.

## 5 Setting Up For Maximum Monetization

I hope this short eBook has opened your eyes to a very simple (and free!) way to boost your customer value/visitor value using this subtle cross-selling technique.

Remember, you can use it just about **anywhere** and **everywhere** you talk about IM or promote or give away any product or service. You won't annoy your customers (or visitors or subscribers) because you are actually *helping* them!

It's simple to get going.

### Step 1:

Register as an affiliate of the organizational tool that you'll be promoting via your *filing advice* links (e.g. the [IM Index Mind Map](#)).

### Step 2:

Create your *filing advice* page. (This is already set up with for you with the IM Index Mind Map - <http://im-index.com/im/filing-advice.php> )

### Step 3:

Ensure you have a way to determine the topics that you'll be telling people to file information under. (With the IM Index Mind Map, you don't need to purchase the product. Details are given in the Members' Area of the site.)

### Step 4:

Start placing the *filing advice* links **everywhere**. e.g.

- In your emails to your subscribers
- On your web site
  - Wherever you give tips or advice
  - Against every description of a resell rights product
  - Next to each of the resources on any “resource” page
- In your blog posts
- In articles that you write
- On your thank-you pages
- On your download pages
- Against every module of any IM course you offer
- Within your products (e.g. your eBooks)

.... I think you get the idea!

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## **6 A Question of Organization**

Getting the most out of your IM efforts by maximising your monetization is just one part of improving the efficiency of your Internet Marketing operation.

To be successful in Internet Marketing you need to **work smarter**, not *harder!* That means being efficient, effective, organized and focused in all your activities.

The big mistake so many Internet Marketers make is that they think

$$\text{Activity} = \text{Profit}$$

Well, sometimes it is and sometimes it isn't. More often than not:

$$\text{Activity} = \text{your life wasting away with no visible results}$$

The equation that you need to understand is:

$$\text{Focussed, Efficient, Effective, Informed Activity} = \text{Profit}$$

Think about it..... How many top earners do YOU know who are inefficient, ineffective, directionless, distracted or disorganized? None! They are all highly efficient and organized.

And many of them pay \$400 per month to people such as Rich Schefren to get mentored on exactly that topic. If you can afford that fee (and if you can wait until there is a slot in Rich's program), then I would recommend you sign up with him.

In the mean time, or as a lower cost alternative, you can register for my **free**

### **IM Organized! Coaching Emails**

which cover all aspects of running a slick, profitable and focussed business.

Obviously, free emails cannot be compared to the sort of program Rich offers for \$400 per month. However, I **do** have experience in all the key areas that Rich identifies (creating business systems and methods, process mapping, project management, metrics and measurement – alongside my unrivalled Knowledge Management experience), and the Coaching Emails incorporate those topics.

Also note that the Coaching Emails cover **many** other topics that are relevant to people

who are at an earlier stage of business development than Rich's program is designed for. In fact, most people are at that earlier stage.

Here is how it works:

Simply [register for free](#), and you'll start receiving a sequence of short, directed emails, each one containing a gem of information to help you *work smarter*.

- Each email is timed to take you at *most* 3 minutes to read
- I tell you right at the beginning who it is aimed at (e.g. complete novice, beginner, someone with an established business) so you don't waste your time reading irrelevant material
- I give you given precise instructions for the recommended activities
- There are regular anonymous “one-click” surveys about the content of the emails so that I can constantly improve the service based on the needs of my readers
- Every so often I give you a free gift that will help you improve yourself or your business
- At any time you can unsubscribe if you find the Coaching Emails are no longer relevant to you

And talking of free gifts, at the time of writing this, I am providing all my new coaching subscribers with a very special Free Gift. To find out if it is still available and what it is, go to the [Registration Area](#) now.

I have a reputation for thinking "outside the box", and I know that you'll *look forward* to receiving the **IM Organized!** Coaching Emails, instead of resenting them as yet more InBox-fillers!

[Register for free now](#). This will take you less than 5 minutes, so apply the “**do it now**” principle. It's not worth scheduling a separate activity for such a short task and you'll most likely never get back to it later. So [Register Now!](#)

Stay in Control. *Don't Work Harder – Work Smarter!*

*To your success through Maximum Monetization!*

*Alex Goodall*

**The Internet Marketing Knowledge Manager**