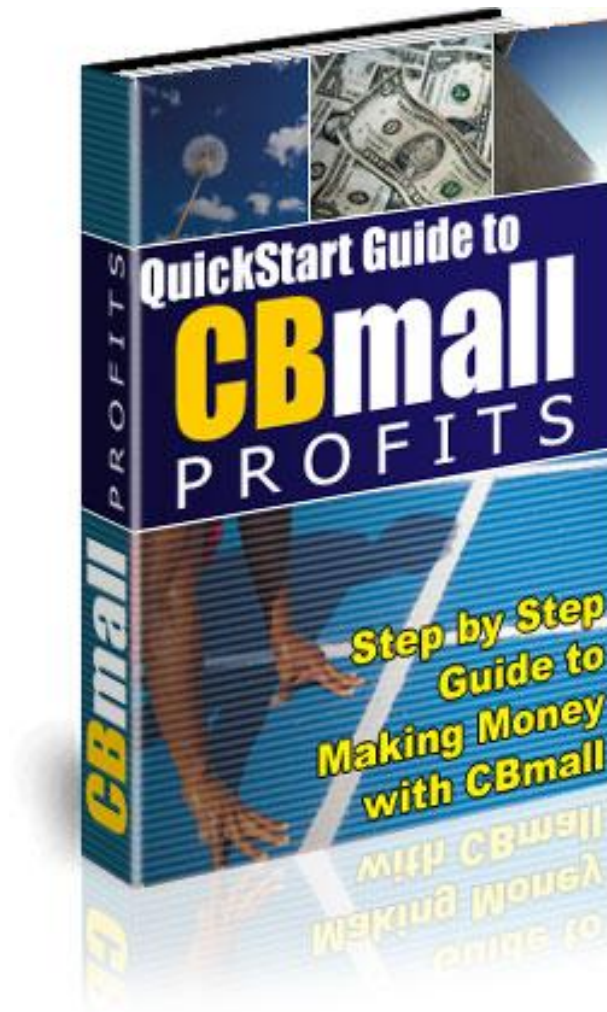


The Quick Start Guide to CBmall Profits

Top Tactics to Generate Immediate Revenue



by Jeff Mulligan
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Introduction

Congratulations on your purchase of your own CBmall. This is an exciting opportunity to add an income stream to your existing web portfolio, or to begin your first venture into web marketing.

One of the key benefits to CBmall is that it is so easy. Unlike other affiliate programs and resell rights programs, you don't have to do any work on the site.

That means you can concentrate your time on the strategies to increase targeted traffic. This guide will help you do that.

Remember this equation:

Targeted Traffic = Revenue

Notice I said Targeted Traffic. Not random traffic.

This is an immutable law of Internet Marketing and CBmall is no exception. If you throw trash traffic at the mall, don't expect to get a lot of revenue.

But if you direct targeted traffic to your mall, the revenue will follow.

First – An Important Warning

We are all in the midst of a SPAM epidemic. While targeted email marketing is an outstanding way to grow sales, SPAM is not. It is both ineffective and dangerous.

Ineffective because it is not targeted. Dangerous because it will immediately get your CBmall account terminated. And you could lose your ISP account as well. Legal trouble is even a possibility. This has happened before.

But saying “No SPAM” is one thing – what does that really mean? There are so many options for email marketing out there. How do you know if a marketing opportunity is SPAM or if it is legitimate?

While there is no easy answer, common sense is probably your best bet. If it sounds too good to be true, it probably is. You can't expect to buy 75 million targeted emails for \$30. That, my friends, is a SPAM list no matter how you look at it or what the marketing says.

The simple truth is that many of these web sites lie to your face and don't care about the consequences.

Do not trust anyone else to build you or give you or sell you or rent you a list. No matter what they say or how much they promise it is “spam free” and “double opt in”. It is not your list and those subscribers weren't asking for your info.



FFA lists are generally SPAM and ineffective. Safe Lists are ineffective and often SPAM. Do not bother with these techniques. They don't work and they can get you (and me) into trouble. I have talked with many mall owners who have tried them with ZERO results. I have personally witnessed several people get in legal trouble using a “safelist”. They aren't safe.

End of preaching 😊

Building your Brand



CBmall is building a brand name that grows each and every day. As more owners drive more traffic, more people are exposed. This is good for every CBmall owner. Even if they don't buy from you right now, the more they see and hear about CBmall the more they will be inclined to purchase the next time they see CBmall. Fact is, millions of people have seen this logo.

The first thing to do is learn how to build links with the link builder tool at:

http://www.cbmall.com/members/index.asp?action=referral_links

You will find a simple training video there that shows you the process.

This is the feature in CBmall where you can take your affiliate links that look like this:

<http://www.CBmall.com/join.asp?storefront=YourID>

and turn them into

<http://CBmall.com/to/join>

Both links work the same, and both can earn you commissions. But the shorter one doesn't look like an affiliate link so you can promote and publish it where it is visible to readers.

Make Money by Giving Away Free CBmall

It may seem strange, but you can actually make good money by giving away CBmall. How?

It's easy. After people click on the button to get a free CBmall, they are presented with an opportunity to upgrade their purchase. A significant percentage do upgrade. And when they do, you earn 50% of the upgrade fee.

This is powerful because you look like a good guy for telling them about this great free resource, but then you can also make money if they decide to upgrade.

We are constantly testing new upgrade offers to see which generate the most profits for both of us, so you can be sure we are trying our best to make both of us money on these upgrades.

The page to send people to for a Free CBmall is:

<http://www.CBmall.com/join.asp>

But as outline above, use the link builder to create good-looking links for this whenever the link will be visible. Many of the methods below are more effective when the link builder is used.

Create an Email Signature

OK – this one isn't exactly rocket science. But it can help. Especially if you post in forums or send a lot of email.

Here are some suggested email signatures you might want to consider.

Note: I am using demo links – but you need to build you own using the link builder.

Promote the idea of someone buying a storefront from you:

<http://CBmall.com/to/join>: Earn commissions from Thousands of Top Selling InfoProducts with your own Free CBmall. Click here to get yours.

<http://CBmall.com/to/join>: Free. Make Money with thousands of ClickBank products

<http://CBmall.com/to/join>: Get your own FREE CBmall and grow your income

Promote buying products from the mall:

<http://CBmall.com/?storefront=YourID>: Thousands of the Best InfoProducts at your Fingertips

<http://CBmall.com/?storefront=YourID>: See the very best InfoProducts in one place

Promote the Search Engine:

<http://CBmall.com/to/search>: Search over thousands of InfoProducts for the One You Need

<http://CBmall.com/to/search>: The ClickBank Search Engine

<http://CBmall.com/to/search>: The Information Marketer's Search Engine

Be creative – come up with your own. And remember that you can direct traffic to any page in the mall as long as you put ?storefront=YourID at the end and use the link builder.

Place Links On Your Web Site

This may seem obvious, but I've seen some CBmall links out there that even I wouldn't click on.

Links are marketing. Treat them like a headline and they will work far more effectively for you.

What does all this mean? Simply this: Think about what your link says.

Which would you click on:

[Visit the CBmall here.](#)

Or

[Need web traffic ideas?](#)

Remember also that you can link to any page of the mall – not just the home page. So link to the pages that are most targeted towards your web site viewers.

More samples:

[Starting an Internet Business? Check out these resources.](#)

[Put 1,997 Top Copywriters and Web Gurus to Work for You.](#)

[New Search Engine for ClickBank Products.](#)

[ClickBank Affiliates: Add another income stream](#)

[Top copywriting resources](#)

[How to maximize Search Engine Traffic to your site](#)

Banners

The CBmall affiliate site also has banners which you can place on your web site and link to your own CBmall URL. You can promote the mall or the search engine. Visit: <http://www.cbmall.com/affiliate/artwork.asp>

When you are placing banners – think about putting them someplace besides the top of the page. They stand out more just about anywhere else.


Using banners as advertising

There are many advertising networks that will one banners for a reasonable cost. They put these banners on other websites and when someone clicks on them they would go to CBmall through your affiliate link.

One such company is <http://adbrite.com>
You can find others by doing a search on “banner advertising network” on Google.

Here are some samples:

CBmall News: Original content about marketing and **making money** online. Sign up and get free ClickBank bonuses and special promotions. No ads. No spam. Just good info + freebies. [Click Here...](#)

Search the Entire ClickBank Marketplace
CBSearch 



**How to Maximize Back-End Profits
Using a Powerful ClickBank Mail**

Learn how you can easily put a **ClickBank Search Engine** on your own web site by adding a few lines of code. [Click Here...](#)

There are also eBook graphics and more.



Article Marketing for Free Traffic

Writing articles is a **great** way to promote your mall and, at the same time, build your credibility online.

It takes a bit of work to write a good article. But once you do it and it gets published, it takes on a life of its own – often getting picked up and reprinted by people all over the net.

And wherever it goes, your “resource box” accompanies it.

Note: the resource box typically includes your name and an email address or web site you are promoting. This is how someone who likes the article gets in touch with you or your offer.

Here’s an example:

Jeff Mulligan’s CBmall allows ClickBank Affiliates to collect commissions on thousands of popular products by promoting one URL. For more info, visit: http://CBmall.com/to/join

Article marketing is so important that I've written a standalone report on the topic. I highly recommend you read this if you are at all interested in article marketing.

<http://www.cbmall.com/affiliate/FreeArticleMarketing.pdf>

eZine Advertising

eZine ads remain a highly effective marketing method. Write a good ad, send it to a good list, and sales will result.

I recommend eZine advertising over pay per click because you have better control of your budget, there is less competition, and you can reach a highly targeted audience. You can put a targeted ad in front of tens of thousands of people for \$20 - \$30

So that implies two things – well three actually.

1. You can write a good ad.
2. You can find a good eZine in which to run the ad
3. You will actually take the time and invest some marketing money to do it.

There are three basic types of ads you can run in an eZine.

Classified ad – the smallest and cheapest. Generally a few lines long at 60-65 Characters per line. If you want to test classified ads, you are trying for a lead – you can't make a sale. Send people to the CBmall 15ways page or to your own page that Pre-Sells the CBmall and attempts to collect an email address.

Sponsor ad – Bigger, more prominent and more expensive. The Top Sponsor ad will be the first ad you see in an eZine and gets far more clicks than other sponsor ads. These vary in length from eZine to eZine, but you generally have enough room to whet the appetite, arouse a little curiosity and go for the lead.

Solo ad – These far outpull the other types because a solo ad is simply your copy emailed to the subscription list. No other ads or articles to get in the way. Obviously far more expensive, the solo ad also far outpulls any other type.

Bottom line, the experts all say to go for a solo ad if you can afford it. But it is wise to test all types. Remember that corny TV commercial about “Tiny Classified Ads” from Don Lapre? (Alright – I admit I bought it – Did you?) Well there's some truth to the idea that you can make money with those little puppies if you get the copy done right.

Writing Your Ad

This isn't a copywriting course – but I'd like to give you a few things to think about. Like your headline – the most important part of the ad.

Think about how you are targeting your headline and who will read it. Are you promoting storefronts so you can make a 50% commission? Will you promote

the search engine? Or specific pages within the mall that pertain to a particular demographic you are advertising to?

Decide that first, it will help make the headline process far easier.

I have included a free eBook on the topic of writing and running eZine ads on your affiliate site at <http://www.cbmall.com/affiliate/eZines.asp>

Where should I run the ad?

Good question – especially since there are about a zillion eZines out there. Some are great and some are just plain stinko. I bet you've read both kinds at one point or another.

And when you think about it, the quality of the content reflects on the advertiser and the responsiveness of the audience. Now, it isn't a big leap here to realize that the better eZines are going to cost more. Problem is – sometimes the lousy ones charge a lot too.

So you have two choices. You can use trial and error – running careful tests to determine which ads pull and which don't. But that takes a lot of time and money.

Or you can visit [The Directory of eZines](#), where Charlie Page has a massive database of eZines, rates, subscription data, etc. It's like finding a needle in a haystack – except you have a giant needle magnet 😊

Bottom line: Charlie does the research for you. You pick an eZine that fits your market and budget, and send in an ad. Safe and efficient.

Building Your List

Do you have an email list? Well you probably should – because that’s where the real money is in Internet Marketing.

So you’re probably wondering, “How can I build a list from CBmall when I don’t control the code?”

Well there’s an easy answer. Send people to your own site, presell them on the CBmall, and grab their email address with an enticing offer.

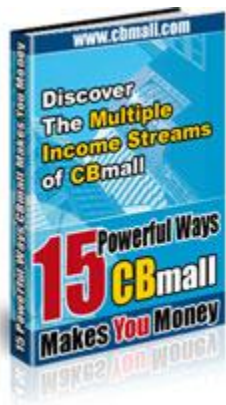
Or send them to an autoresponder course and get it that way.

One interesting point here. You do not need your own web site to start building an email list.

You can get an account at Aweber to handle your emails. ([Click here to set up an account.](#)) I personally have several accounts at Aweber for different businesses I am involved with, and I highly recommend them.

Aweber can actually create email capture pages for you – and host them – so you don’t need a web site.

You can create an email capture page and give away your branded 15 ways eBook to everyone who signs up.



CBmall provides you with a brandable eBook that describes the 15 powerful ways CBmall make you money. This can be an excellent bonus to offer people so that they will join your list. When you print it, all the links inside the e-book become your affiliate links so that you get credit for any sales.

[You download the brandable ebook here.](#)

Automation

One thing you will realize immediately is that you need a way to automate as much as humanly possible once you start promoting, collecting email addresses, emailing offers, creating autoresponder messages, and all those other things that are theoretically supposed to be saving you time.

Fact is, without automation you will drown in a sea of emails, remove requests and lost information.

You need a good email program. You need a good autoresponder service. There are free ones out there, but like everything that's free these carry ads so you lose a lot of credibility.

I've put up a page on one of my sites that talks about the autoresponders I use.

<http://www.MyMarketingIdeas.com/automation.htm>

and for web hosting,

<http://www.mymarketingideas.com/hosting.htm>

Setting up a Free Blog to promote your Storefront URL

A blog can be a powerful way to get free traffic. Below I've provided some quick instructions to set up a free blog at blogger.com.

Visit <http://www.blogger.com> to set up your free blog.

The first step is to create a Google account, if you already have a Gmail or Google account, click the link to sign in first. Otherwise, enter your email address.

Re-enter your email address and enter a password, and confirm it.

Enter a Display name, this will identify you and your posts on your blog.

Complete the word verification.

Click on the link to read the Terms of Service. Click the box to agree to the Terms and click on the arrow to continue.

Name Your Blog.

**Choose a name for your blog, select a name that has relevance for the subject of your blog. (You may want to include: shopping, mall, information products, ClickBank or something similar).

Choose a template from the selection, and click continue.

Your Blog has now been created. Click the tab to begin posting. Click on the tab for settings. Enter a description of your blog, include a brief summary about the type of subjects you would like to write about or products that you would like to promote.

Select Yes to have your blog listed. And select Yes to have search engines find your blog. Answer the remaining questions with your preference.

Next click on the Posting tab, and begin your first post. We suggest writing about CBmall or some of the products in it. Be sure to include a link to your storefront or to a specific page that you would like to promote.

Good blogging products are available on the [blog CBmall page](#).

Social Marketing

There are a number of ways to use Social Marketing to promote CBmall. One quick way is to include your own CBmall link when you make a relevant comment on a blog. If you make it a habit to visit and comment on blogs, you can create natural traffic over time as people click on your links to learn more about your post.

You can also create pages on sites like Squidoo, HugPages and Scribd and link them to relevant pages within CBmall.

You will find more detail about these methods, and some nice free bonuses here:

<http://www.cbmall.com/affiliate/freetraffic.asp>

Summary

There are things you can do within days of joining that can start your CBmall promotions. Some, like adding links to your own web site and changing your email signature you can do within hours.

Others, like eZine ads and articles will take a bit more time. But you can still do promotions of this type within a few days, and they are among the most effective methods available.

Naturally, if you have your own eZine or mail list, that will probably be the fastest and most effective way to generate sales.

And, of course, keep checking your CBmall affiliate pages at

<http://www.CBmall.com/affiliate>

Good luck. Work at your marketing and promotions, and the CBmall engine will produce revenue for you!

Legal Disclaimer: CBmall cannot guarantee any specific amount of money or results for anyone. I don't know you, or what your marketing skills or assets are. Results will always vary.
