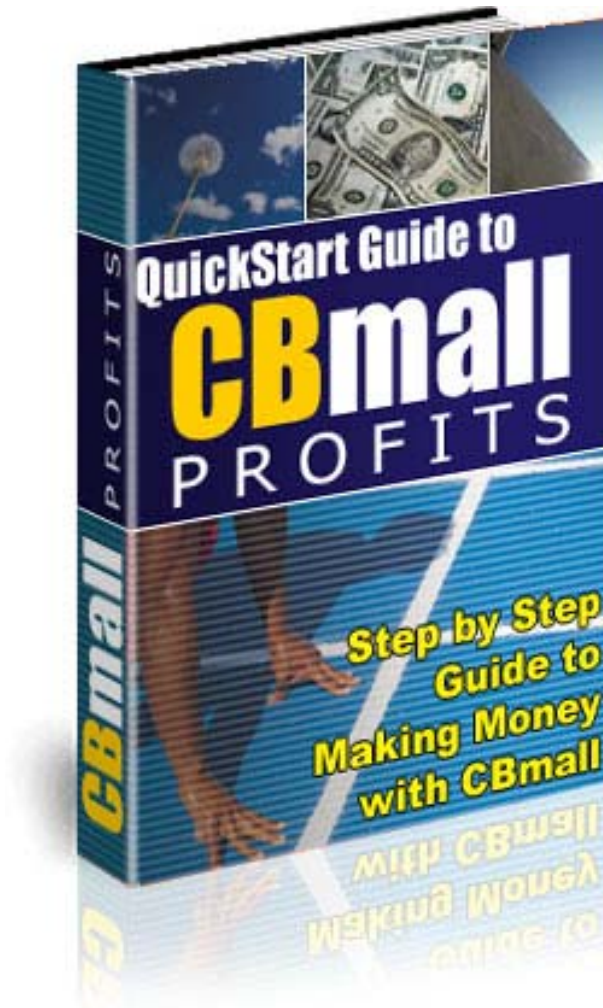


The Quick Start Guide to CBmall Profits

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. 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.

There are legitimate companies who develop and sell targeted email lists. They won't be cheap – but they will be effective.

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.

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.

When you are promoting your own link to CBmall, you have three options.

1. You can simply promote the link I gave you.

<http://www.cbmall.com?storefront=YourID>

This works and is making people money every day. But there is a downside. Statistics say that many people will simply log off everything after the ? and just type in the cbmall.com name in their browser.

Why? Apparently many people understand that this is an affiliate link. They further reason that if someone is going to make a commission off them, it might be costing them more. (They don't understand that the price does not change.)

Other, more experienced marketers may think that if they like the product, they will sign up for it on their own and make their own commission.

These two factors account for a lot of lost commissions. So that is the downside of using the affiliate link. **What can you do about it?**

2. You can set up a redirect page from your own web site. A redirect page simply bounces traffic to another site and is simple to set up. In this case, you would set up the redirect page to bounce to your personal CBmall link. Directions for how to do this can be found in the cbmall affiliate site at: <http://www.cbmall.com/affiliate/domain.asp> If you were doing this, the link you would promote might look like this: www.YourDomain.com/cbmall. Clearly this looks better than the full affiliate link – and gives the impression that CBmall is yours.
3. The ultimate way to promote a CBmall link is to use a service like NameStick. With NameStick, you register your own domain name that would probably have CBmall in it. Something like www.theCBmall.com. This domain would bounce over to your CBmall affiliate link, with two important benefits.

First: www.theCBmall.com stays in the users browser address line. So it always looks like that is the address. They wouldn't see cbmall.com?storefront=YourID

in your ad. Using method #2 above, they will see the domain change. So this NameStick method really makes the CBmall look like yours.

Second: Using Namestick, you get email forwarding that will forward any email addressed to NameStick to your own box. So you could send people emails with the www.theCBmall.com domain and sign it with an email that says you@theCBmall.com. This really makes the CBmall look like your own. I highly recommend this method if you plan on writing eZine articles or running eZine ads.

This is the best way I've found to brand the CBmall as your own. To see how this works in action and learn more, check out <http://www.cbmalldomains.com>. It's really cool.

Lots of CBmall owners use this method every day.

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:

Promote the idea of someone buying a storefront from you:

<http://www.CBmall.com/15ways.asp?storefront=YourID>: Earn commissions from Thousands of Top Selling InfoProducts with one URL

<http://www.CBmall.com/15ways.asp?storefront=YourID>: Make Money with 1,997 ClickBank products

<http://www.CBmall.com/15ways.asp?storefront=YourID>: Get your own CBmall and grow your income

(Note that you might want to follow methods 2 or 3 from the last chapter to shorten the link and make a good redirect or NameStick. You can bounce the traffic directly to any page within the mall. It doesn't have to go to the home page.)

Promote buying products from the mall:

[Cbmall.com/?storefront=YourID](http://www.CBmall.com/?storefront=YourID): 1,997 of the Best InfoProducts at your Fingertips

[Cbmall.com/buynow.asp?storefront=YourID](http://www.CBmall.com/buynow.asp?storefront=YourID): See the very best InfoProducts in one place

Promote the Search Engine:

<http://www.CBmall.com/search.asp?storefront=YourID>: Search over 2,000 InfoProducts for the One You Need

<http://www.CBmall.com/search.asp?storefront=YourID>: The ClickBank Search Engine

<http://www.CBmall.com/search.asp?storefront=YourID>: 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 your storefront=YourID at the end.

Submit to Search Engines

There are about 6 zillion books, reports and web pages written about search engines. I'm not going to repeat them.

Fact is, the mall doesn't follow the conventional wisdom about how to maximize search engine placement. That's because it is a mall and not devoted to a specific subject or product.

But it is building enormous link popularity as owners continue to link to it.

You can take advantage of that by submitting your own personal link to the engines. I have seen individual owners pages ranked very high on both Google and Yahoo. Do a search for ClickBank and check it out yourself.

And I see significant search engine traffic coming in each day as I review stats.

So go ahead and use your favorite tool to submit your personal URL.

One web site I've used that I like is:

<http://www.selfpromotion.com/>

They request a small donation if you like their service. Well worth it.

A note about search engines: Don't spend a lot of time on this. For one thing, you can't control the contents of the mall to try and optimize it. And for another, the algorithms of search engines are constantly changing.

But if you have an easy way to submit a site – why not go for it? It can't hurt and you could pick up some free, targeted traffic. Just don't make it a priority.

The Effective Way To Use Search Engines

If you do want to use free search engine traffic, you need a web site of your own. On that site, you should create a page that talks about CBmall. And optimize it for search engines. Again, <http://www.selfpromotion.com/> has great tips for doing this.

You could write your own personal review of CBmall. Explain what you like about it, and what you don't like. Talk about the features you use. And if you've made money, certainly talk about that.

By creating your own CBmall page, you will have an advantage over the people that don't. Also – on this page you could offer the free eBook, 15 Powerful Ways CBmall Makes You Money. You can brand this with your own links. It is available for download at <http://www.cbmall.com/affiliate>.

Make CBmall Pop From Your Web Site

PopUps. Everybody loves to hate them. But they work. Some work much better than others, but they do work.

Popping the CBmall from your own web site may be a great way to send good quality traffic to your mall.

I'd suggest a popunder, which appears in a new browser window behind whatever is currently being viewed. This is far less obtrusive and can still be very effective.

I have put free popup software on the CBmall affiliate site for you to generate your own scripts.

<http://www.CBmall.com/affiliate> will get you there.

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.

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 Mall**

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.

Write eZine Articles

Writing eZine 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 cash commissions on thousands of popular products by promoting one URL. For more info, visit:
<http://www.CBmall.com/15ways.asp?storefront=YourID>

Here are the basic steps you need to accomplish to utilize this method.

1. Decide on a topic and research
2. Develop your follow-up plan (email or send to a web site)
3. Write the headline, outline and copy
4. Send out your article to targeted newsletters
5. Count your cash!

I’m not going to write a mini-ebook here on exactly how to do this – others have done this already. After a lot of research, I found one that includes resell rights.

<http://www.cbmall.com/pvm/epp.asp?storefront=YourID>

I really think this is a good course if you want to write and publish free articles.

Once the article is written, you need to get it published. The following are some article directories and content sites that will serve as valuable resources.

<http://ezinearticles.com>
<http://www.certificate.net/wwio/>
<http://www.ideamarketers.com>
<http://www.marketing-seek.com>

<http://www.goarticles.com>
<http://www.netterweb.com>

Now here is a shameless plug for a software product that can save you a TON of time. It's called eZineAnnouncer and you can learn about it here:

<http://www.CBmall.com/ezines/announcer.asp>

Basically, the author/developer, Jason Potash figured out a way to automate the submission of eZine articles. That in itself saves a lot of time. But the real benefit here is that he has a massive database of directories, publishers and content sites that will use your articles. Do you have any idea how long it would take to gather all that info? Me neither – other than the fact that I would much rather pay someone else a few bucks to do it.

So my advice? Spend your time brainstorming and writing articles and let the software take care of publishing it. That is a far more effective use of your marketing efforts. Plus eZineAnnouncer will help you with any other web site or product you have.

You don't have to use it, but if you need it, there it is.

Two more resources that you can buy through your own CBmall link for half price. That brings the cost down to around \$10 each, and both come with reprint rights as well.

Ezine Profit Producer

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

Ezine Article Creator

<http://www.CBmall.com/pvm/eacreator.asp>

Write eZine Ads

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

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 do what I did and join Terry Dean's and Kirt Christensen's Netbreakthroughs membership site. Basically, Terry and Kirt spend thousands of dollars testing ads in many different eZines and other places and then share exact results. They pull no punches, lets you know when something stinks and when something makes money. In other words, they waste their money so I don't have to.

You can read more about the NBT site at <http://www.CBmall.com/affiliate/terry.asp>

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.

This is getting pretty advanced for a quick start guide, but I can point you to a couple of resources that explain this well. You got both of these as bonuses for your CBmall at <http://www.CBmall.com/superbonus.asp>

Gary Shawkey's Secrets and Jimmy D Brown's Super Affiliate Strategies are both full of excellent ideas for promoting affiliate sites. Other people have paid a lot of money for them. You've got them free. But consider that you paid for them so you'll pay attention to what they say 😊

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 hosting,

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

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, changing your email signature and putting pop-ups on your site 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!