



**Annette Estes**  
**Columnist**

## **Professional Development**

### **Internet Marketing Tip\$**

The best and most exciting thing I've done for my business lately was to attend an Internet marketing workshop in April. It was given by Matt Bacak of Frontier Power Hosting in Atlanta. Bacak is an Internet millionaire and is dedicating much of his time to teaching others his Internet marketing secrets.

Here are highlights of what we learned at the 3-day Internet Millionaire Intensive.

Bacak has a specific system of steps or elements for being successful selling on the Internet. We completed each of them during the workshop.

What we did was to create a squeeze page, a one-page website designed to capture people's attention and get them to subscribe to our free newsletter.

Every participant was given a Dell laptop computer with all the programs we needed to create the web page and get it on line, including AutoResponderPlus and FrontPage. We also got a program that created an expanded list of keywords for our Google ad campaign. We get web hosting and the programs free for a year.

We wrote the (large) headline for our squeeze page, using words advertising experts say will capture people's interest and attention.

The web page has only one purpose – to get people to sign up for our free newsletter, which is delivered to subscribers through AutoResponderPlus at specific intervals. Bacak taught us which of the first seven newsletters should be tips and in which ones we should sell our related products and/or services.

The next step was to create a Google ad campaign, using the keywords list we'd put together. For those of you who don't know, Google paid ads are on the right side of the page when you type a word or phrase into Google. The free listings are on the left. The goal is to get your website/page on the left side of the first page, preferably in the first position. An ad will get you there quicker, while you "optimize" your website/page to be #1 on the free side.

The Google ad itself costs only about \$5.00 to activate. Then you determine an amount you agree to pay each time someone clicks on your ad.

A crucial step in optimizing your website/page is to submit articles and press releases on the Internet. I bought a program called ArticleSubmitterPro, which makes

the process almost automatic and saves a lot of time. It automatically pastes your article(s) onto each article submission site.

In your bio at the bottom of the article, you invite readers to subscribe to your free newsletter and give the URL. This gets your website/page linked to websites everywhere. By submitting press releases, you get your URL linked to major media outlets on the Web. Even if they don't do a story on you, they'll archive your press release and you stay linked to NBC, CBS, ABC, CNN, MSNBC, etc. The more links, the higher your page ranking and your listing on the search engines.

Bacak can afford to hire freelancers to write his articles and says he submits two per day. I write my own and submit one per week.

My first ad campaign is directed at trucking companies, encouraging them to use our assessments in hiring the best drivers. If you'd like to see how this system works, subscribe to my newsletter at <http://www.hiresafedrivers.com>. You can easily unsubscribe at any time.

We learned many more tips and secrets at the workshop, but I can't go into them all here. If you're serious about making a commitment to Internet marketing, I highly recommend you attend Bacak's next IMI. To get more information on him, go to Google and type in Promoting Tips. His website is the first listing on the free side of the first page.

Someday you'll see me there and maybe I'll see you.

Annette Estes is a Certified Professional Behavioral and Values Analyst, Coach, and Consultant. She is a professional speaker and author of the book, *Why Can't You See it My Way? Resolving Values Conflicts at Work and Home*. Annette won Matrix Awards in 2004-05 from Women in Communications for her columns in *The Easley Progress*. Contact her through her website at <http://www.CoachAnnette.com>

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