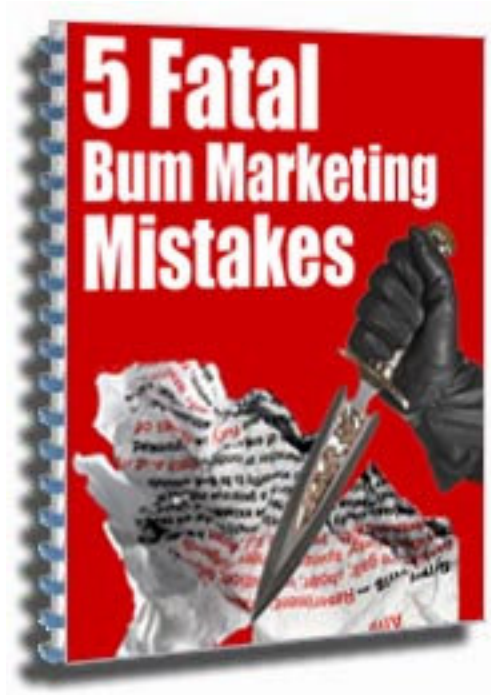


5 Fatal Bum Marketing Mistakes That Most People Make That Will Kill Your Profits Stone Dead



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5 Fatal Bum Marketing Mistakes

Hello and welcome. I know there is a lot of information out there right now about article marketing a.k.a. bum marketing and I promise to keep this one short.

I felt that it was important to share some of my experiences - bad experiences - about article marketing, some of the mistakes that I've made, so you don't have to make them yourself.

If I had only known, I wouldn't have made these mistakes. But I did.

For such a small word, "if" sure does cause a lot of problems, doesn't it?

"If I had not turned off the alarm clock, I wouldn't have overslept."

"If I had taken the time to fuel up, my car wouldn't have run out of gas out here in the middle of nowhere."

"If I had charged up the battery on my cell phone, then I would be able to call AAA to bring me some gas out here in the middle of nowhere!"

See what I mean?

"If" is such a tiny word.

But it's like dynamite. It packs a lot of punch.

For me, as I write about article marketing, the phrase is this:

"If I had only known, I wouldn't have made these mistakes."

You see, I made MANY costly mistakes in my early articles. Mistakes that are *literally* costing me hundreds of dollars in profits right now.

And there is nothing I can do to change them.

Oh sure, I could go into ezinearticles.com and edit them there - if I had a few weeks to spare. But what about all of the other article directories? And what about all of the thousands of websites that picked them up and republished them? How are you going to change all of those?

Once you send an article out there, it's impossible to get every copy back and make corrections.

Listen, if I could go back into time and change some things...

I have learned the hard way some things you DON'T want to do with article marketing.

That's what we're going to take a look at in this presentation:

5 Fatal Bum Marketing Mistakes That Most People Make That Will Kill Your Profits Stone Dead

I've made them all.

You don't have to.

Read on and benefit...

1. Never use any link inside the content or bio box that you can't control.

I learned the hard way that you should always use redirect links from your own domain when putting any kind of link in your article or bio box.

For example: if they are allowed, most people insert their affiliate link for an affiliate offer in their bio box - the one that was given to them by the affiliate program owner. Ezinearticles.com doesn't let you do this (for which we should all thank them!) but other sites let you ... and most people go ahead and put their affiliate link right in there.

And I do not just mean you should hide it behind some text like this:
Click Here

No!

Nor do I mean that you should go use tinyurl to get something that looks like this: <http://tinyurl.com/agcs4>

No!

If you do either of those things, you cannot control the link.

If the product owner decides to move the affiliate program from Clickbank to PayDotCom, or from CJ to Linkshare, or whatever, what happens to your link?

It is toast.

It will probably still take the reader through to the product page - so in the eyes of the website owner who is hosting your article, the link still works. He's happy. So is the product owner! She's still making sales. But your affiliate ID is no longer associated with those sales... so wave goodbye to all of the commissions that you were making on that product.

All because you cannot control the link.

Instead, you want to link to a page at a site that belongs to YOU that redirects the visitor to your assigned affiliate link.

This way you can CHANGE the destination site anytime you want to in the future - and you only have to change it one time in one place.

Let's take another example. Say you are linking to a company that goes out of business. What now?

Now your links are BURNT toast. They don't go anywhere at all.

With a redirect link you can easily adjust the target page and send the traffic to a new affiliate link for the same product, or a whole new product, or to a page at your site.

With a redirect link you can make one simple change at YOUR SITE, so you remain in control no matter what happens with the products and services that you linked to.

Even if you change hosts or servers, you still remain in control.

What's more, you only have to do it once. You don't have to make changes to 101 articles that you have written promoting this thing -- which would be impossible to do anyway, as they are likely syndicated all over the web. You simply make one change at your own site.

In case you do not know how to do this, I will show you exactly how on the next page. It takes probably less than one minute.

So, what I am doing is this:

I am promoting a product at Clickbank called Cash Avalanche. (In reality I own this product ... but let's imagine I am an affiliate.)

I am going to redirect to this product through a site that I own at www.figno.com. This will give me control over the link.

Instead of putting my Clickbank hoplink in my articles, the link I will include is: <http://www.figno.com/cashavalanche.php>

First I open up Notepad and create a TXT file that contains the code given below and nothing else and I SAVE it on my computer giving it the file name: cashavalanche.php

Here is the exact code that I use. It's called a '301 redirect'.

```
<?
Header( "HTTP/1.1 301 Moved Permanently" );
Header( "Location: http://MyClickbankID.avalcash.hop.clickbank.net" );
?>
```

Note: all spaces and punctuation are very important!

Then using my FTP program, I simply upload this file called cashavalanche.php to my site figno.com.

Now if somebody clicks on my link that I will use in my articles <http://www.figno.com/cashavalanche.php> they will be redirected to my hoplink for this product. It is immediate - they will not even notice that anything happened.

If the product is withdrawn or switches to a different affiliate program, all I have to do is go into my file cashavalanche.php at my figno.com site and change the link that appears after "Location: from my hoplink to my new affiliate link or a different product.

Then all of the links in all of my articles will automatically redirect to my new affiliate link - with just one change that takes me less than one minute.

Note: if you want to do this with ezinearticles.com, their rule at the time of writing is that you can redirect to an affiliate link from the top level of your domain only. This means that instead of calling my file <http://www.figno.com/cashavalanche.php> I would call it <http://www.figno.com/index.php>.

This way I would need a new domain for every affiliate product that I promote. At around \$9 per year this is easily worthwhile if you are serious about promoting the product, and it has the advantage that you can pick a domain name closely related to the product - so instead of figno.com, I could register mycashavalanche.com or something similar. Then the link that I would use in my articles would be simply <http://www.figno.com> or <http://www.mycashavalanche.com> or whatever.

Anyways...

Never use any link inside the article or bio box that you can't control.

Always use redirect links.

2. Do not let your information become outdated by providing too specific details.

Affiliate program A may not be offering that free 30 day trial offer very much longer.

The price for admission to that special site may not always be \$29.95.

That site that was “just released last week” may have become an all-time classic by the time Bob reads your article two years after it was written.

You want to make certain that you stay away from information that is too specific that can easily become irrelevant.

There are two reasons for this:

1. If you include a price and then the product owner raises it, anyone clicking through from your article will feel cheated and they will not buy.
2. If the reader can immediately see that your article is a couple years old, they will think all of the information in it is likely to be outdated and they will click away.

The aim when you write an article should be to have it still bringing in sales or commissions years from now.

That way, you will gradually build up your income by having more and more profit-pulling articles out there.

Make them seem fresh and new for as long as possible, and they will pay you back well!

3. Never put any information into your article that you don't want all over the world.

Articles travel and they can be global in a matter of days and certainly over time you can easily have a worldwide audience.

I know someone who made the mistake of including his cell phone number in an ebook, because everyone claimed that if he didn't give out his full contact information, no one would buy from him... which is nonsense I might add.

It was a free ebook so it went viral and the effect was the same as if you put your cell phone number in an article bio box and it was published on tons of sites that you could not control.

He started getting all kinds of calls at all hours of the day. What was 3:00 in the afternoon in the Philippines was 3:00 in the morning where he lives.

It was a nuisance, and even changing his cell phone number did not completely solve the problem, because having people call a cell phone number that has been disconnected makes a real bad impression.

So, never put anything into your article that you don't want the world to know and use.

4. Do not get too personal.

This one varies a little bit depending on what you are promoting. Giving some personal information in articles can be useful, but it needs to have at least one (preferably more) of these purposes:

- Hooking the reader in at the beginning of the article
- Building trust
- Recommending the product in a non-obvious way

Even used in these ways, personal information should generally take very little space in your article.

Let's say you are promoting a vitamin supplement. There are three main ways you can do it:

1. Write about this supplement
2. Review this supplement compared with other supplements
3. Write about your own experience and how this supplement cured you of whatever diseases and conditions you used to have.

Some beginning article marketers think that #3 is the way to go. It does have some good points: it's a story, which people always like, and it is 'proof' that the product was effective.

The problem is that even if people believe your story (which they may not), as soon as you get personal they think "well okay it worked for him, but it's probably not going to work for me, because:

- he's a man and I'm a woman
- he lives in a different country
- he only had disease x, but I also have diseases y and z."

That's probably 99% of your readers thinking that what was good for you will probably not be good for them.

Many people do go on the internet looking for entertainment, and if they are also interested in your subject they may enjoy your personal story. But those people are not planning on buying anything!

People who want to buy are looking for independent advice on which of the hundreds of available products they should pick.

Unless you can give very good reasons that apply to them as well as to you, they will not care which one YOU picked.

So although it is good advice to write about products you have used yourself, especially when you are starting out, that does not mean you have to limit yourself to writing about your own experience with those products. If you use a product you will know more about it and that is helpful, but you can use your extra information without telling your own story.

The best way may be if people think that you have tested the product, but like you had a review copy or something. So you know about it but you don't have personal baggage tied up in it.

I'm not saying you have to lie if you are enthusiastic about a product that you use. Just that you don't have to tell your whole story.

Another thing that is important when thinking about the personal side of article marketing, is using pen names.

The minimum would be one for each niche, and if you promote a lot of products you will want more than that.

For example, I might promote a dog training ebook under a certain pen name. All my articles linking to it will be under that same name so that I can brand my name and be seen as an expert.

If I want to test out promoting a different dog training ebook, or even a different dog-related product, I might use the same pen name and

benefit from all the branding that I have already done. But this is not necessarily the way to go. It could be good... but if the new product turns out to be a lulu, you can damage your whole persona that way.

Plus people may become confused about your focus. If they see the same writer recommending two similar things, even in different articles, they do not know which to buy. People are easily confused.

Anyways, the thing to remember is that there is no point getting too personal in your articles.

The casual article reader does not care about you. He only cares about solving his problem.

If you want to write a lot of personal stuff, build a list and send them emails. That's when personal can sell.

5. Never close your articles.

I shudder when I read some of the ebooks that are circulating on bum marketing.

They tell you to write an article the way you learned in junior high:

- introduction, where you say what you are going to tell them
- points in paragraphs or bullet points
- summary, where you say what you told them.

No!

SCRAP THE SUMMARY!

Think about it. What does the summary do? Usually, it says to the reader something that basically means:

“Okay, so that’s it. You came here wanting to know how make your dog come when you call and I have now told you how to do it, so you don’t need to click on any of the links I am going to give you, in fact you don’t even need to read my bio box at all. You’re done. You can close this page now. Goodbye.”

You do NOT need a summary. When you have covered all of your points, stop writing. All you need now is a bio box.

You may think readers expect a summary. Sure they do! That’s fine!

The perfect article has the bio box immediately after the bullet points, in exactly the place where the summary should be. That way the reader, who has been trained since third grade to expect a summary at the end of any piece of writing, is CERTAIN to read your bio box.

In fact, because he takes your bio box for the summary, he will subconsciously believe that the information in your bio box is the most important information in the whole article. 😊

If you are so used to writing ‘intro-points-summary’ articles that you cannot see how you would ever change, no problem. Just write the article the way you always did. Then delete the last paragraph.

It’s really not so hard.

John Taylor’s Article Profit Formula

Are You Leaving Money On The Table?

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Why Not Make More?

The Article Profit Formula Can Give You More Traffic, More Sales and Quickly Establish Your Expert Status Within Your Niche Market...

And That Means ...

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