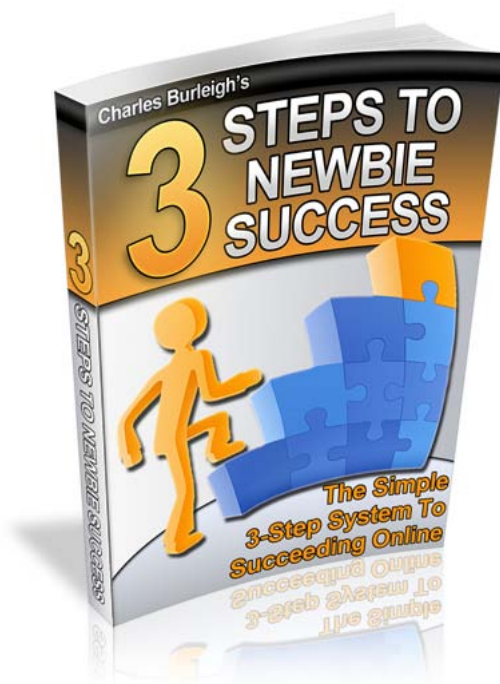


# 3 Steps To Newbie Success



The Simple 3-Step System to Succeeding Online

This Report Brought To You By

**Andrea Woloszanskyj**

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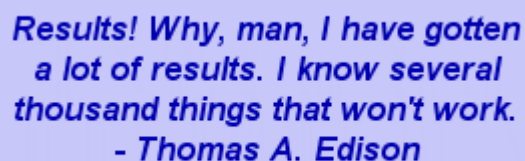
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## Chapter 1: Introduction

I want to start out by telling you that this “Internet Thing” really isn't that tough, once you figure it out. Hang in there, apply what you learn and you will become successful.

I also want to give full disclosure...

I am NOT an Internet Guru. I don't live in a million dollar house and have fancy sports cars. I'm not even earning a full time income from my Internet activities.



*Results! Why, man, I have gotten  
a lot of results. I know several  
thousand things that won't work.  
- Thomas A. Edison*

I'm pretty sure I've found all the ways to fail, and now I've found the way to succeed. This report will show you the simple 3-Step System to succeeding on the Internet. If you've been struggling to make your Internet business work for you, then this book will show you the path to follow.

I also want to tell you that I'm not going to guarantee anything. I don't know you or your situation, your skills or your talents. What might work for me, may or may not work for you.

What I am going to tell you, however, is that if you follow these simple steps in this system, you should be well on your way to becoming a success on the Internet.

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## Chapter 2: Step 1 – The Tools

Without the proper tools you will not succeed in your Internet business ventures. That's a guarantee!

A carpenter can't build a house without a hammer and nails. It's just that simple.

If you don't acquire the proper tools for your Internet marketing business, you're not going to succeed. Period.



So, what tools do you need?

### **Tool #1 – A Website...**

You may have heard it before, but until you get your own web site, you will not have very much success with your marketing efforts.

The number one reason you need to get your own web site is so you can brand yourself. Branding allows you to become known around the Internet. It gives you a unique personality on the Internet and sets you apart from the millions of others out there.

Another big reason you want a web site of your own is so you can control the content. When you start to run your blog you want to be able to advertise products on it. Many of the free blog solutions do not allow you to do any sort of advertising. There have been many marketers who have lost their blogs on a free blog site due to violation of

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the advertising policies. If you own your web site, within the terms of the hosting company, you can control the content on that site.

I host all of my web sites with. They provide hosting with 2 Gb of space, for up to 20 domains, unlimited emails, mysql databases, and so much more for a low monthly price.

#### **Tool #2 – An Autoresponder...**

“The money is in the list.” You've probably heard it a million times. If you don't have an autoresponder, you will not be able to build and maintain a list of any significant size.

An autoresponder is basically a service that will allow you to email your leads on a scheduled or on-demand basis. A good autoresponder service will allow you to create a series of emails to start sending your subscribers immediately. This is useful to create an e-course or to set up a series of emails that will allow you to automatically sell your own or affiliate products over time. You should also be able to send out a broadcast email on-demand to your list using your autoresponder service. This will allow you to promote the latest affiliate promotions to your list as they come out.

The number one reason to use an autoresponder is that it allows you to build a relationship with your subscribers.

*All things being equal, people want to do business with their friends. All things being not quite so equal, people STILL want to do business with their friends.  
- Jeffrey Gitomer, The Sales Bible*

Developing a relationship is very important in your Internet Marketing efforts. How many times have you received a promotion for some new product, and waited to see if



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you receive the same promotion from a specific marketer you like? I've done that a number of times, if for nothing more than to be loyal to a friend. I've even passed over some incredible bonuses to purchase through the link of a friend!

So, you need an autoresponder in order to build a relationship with your list. The better the relationship the more sales you'll make.

Now, before you get upset about the idea of selling to your friends, think of it this way. If you purchase something from Amazon.com, you'll receive several offers a week from them. Buy something from your favorite online clothes store, you'll start getting more offers to your inbox. The point is, when people buy something from you, they expect to be sold something else. If you don't try to sell them anything else, they will leave your list and your business will go broke.

Bottom line, you need to build a relationship with your list, and you make offers to them to make an income.



#### **Tool #3 – A Product...**

Now, when I first heard that I had to have a product of my own, my first thought was, “There is no way I can create a product.” If you're just starting out, I'm sure you probably feel the same way.

However, last year I discovered a secret, you don't have to create a product from scratch!

There are two types of products that you can use so you don't have to create your own product.

The first is PLR products. Private Label Rights or PLR is a product that basically someone else creates from scratch, and sells you the rights to modify it and call it your own. Up until this product you're reading right now, all of my products have been modified PLR. (Shh, don't tell anyone, I've done very well building my list with those products that I didn't write myself!) ;-)

PLR gives you the opportunity to create a unique product without having to come up with it yourself. However, if used incorrectly you can get yourself into a lot of trouble. To get access to *The Ultimate PLR Article Collection* just click here:

<http://budurl.com/PLRLib>

**You'll have access to a library of 29,768 Niche Market Articles at your Fingertips!**

The other type of product is a product that you can rebrand. Rebrandable products are created by someone else but they allow you to change the links to their recommended resources to your own affiliate links. Usually when you purchase the rebranding rights you are given a rebranding package which usually includes a rebranding software that allows you to put your affiliate ids into the product. A new type of rebranding is online rebranding where you don't actually receive a rebranding software, but you put your links into a page online then are allowed to download the product already rebranded. Recently two services have opened up that allow you to rebrand high quality products online. These services give you the ability to brand products online, then you can download the branded version to give away.

Viral Ebook Explosion allows you to rebrand ebooks that have been created by well known names in Internet Marketing like Liz Tomey, Mike Filsaime, and more- just click here: [Viral Ebook Explosion](#). Your Free Membership to Viral Ebook Explosion allows

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you to rebrand these high quality ebooks online. It is excellent point-n-click rebranding.

[Viral Ebook Explosion](#)

Another great service is [Butterfly Reports](#). This service gives you access to hundreds of rebrandable reports in many different niches, not just Internet Marketing. Again you can rebrand these reports online then give them away to build viral traffic. [Get your free membership to Butterfly Reports here.](#)

Both types of products, PLR and Branded, give you a product that you can give away without you having to go through the process of creating a product from scratch.

I said “give away” up above and that is the reason you want a product. If you can give away a product of value to someone in exchange for their name and email address, that is how you build your list. Once you build your list, you can then market to that list any time you want. That is what puts you on the road to success.

To recap, you need 3 tools in order to start your Internet business down the path to success. 1 – A web site so you can control the content. 2 – An autoresponder so you can follow up with your prospects. 3 – A product that you can give away to entice people to join your list.

## Chapter 3: Step 2 - The System

Now that you have the proper tools to get started, you need to set up a system. The key to success on the Internet is to have a system in place. Once you build a system you can then start to build your list and your business.

*Internet Marketing is made up of systems. You need a way to attract prospects, follow up with them, and sell them products or services that they want. In order to do that, you need systems.*

A system is quite simply a step-by-step process that your prospects will go through. Some people call it a sales funnel. The purpose of the system is to turn prospects into leads into customers. It's really that simple.

**Lead Capture** - What that means is you have to have a web page on which your prospects can enter their name and email address to enter your system.

There are all types of lead capture pages, sometimes called a squeeze page or an opt-in page. However there are 3 elements that make an effective lead capture page.

1. **Headline** – You must have a compelling headline that will capture the interest of your prospects and entice them to keep reading.
2. **Offer** – This is where your free product comes into play. The product can be an ebook, software, audios, videos or even an email e-course. It just has to be something of value to entice the prospect to give you their information.
3. **Opt-in Form** – This is the code that you get from your autoresponder service that allows the prospect to enter their name and email address and submit it in order

to get your offer.

That's all there is too it. Now you may have been around on the Internet and seen many different types of lead capture pages. The type of lead capture page you use is dependent in most part on the way it is used. There are long page lead capture pages where you read through a lot of paragraphs of sales material before the opt-in form. There are short lead capture pages that are also called splash pages, that will fit in one frame in your browser. These are short and to the point and have very few words, just a few bullet points and an opt-in form. There are also pop-up opt-in forms or just an opt-in form used on a website that says, For Updates, Fill In Your Information Here.

**Utilize The Opt-In Process** - After you have captured the lead, then what? A mistake that many marketers make is that they don't utilize the opt-in process to add value to their offer. What they do is they tend to use the Thank You page that is provided by their autoresponder company that basically says, Thank You For Your Subscription. That is a waste of real estate that could be used to offer another product or free-to-join membership site that can sometimes lead to sales.

In a double opt-in situation you have two opportunities to make this second offer. Double opt-in means that after the lead presses the Submit button they are sent an email requesting that they confirm that they wanted to receive your information. This email has a link that they must click before they will be added to your subscriber list and start receiving your emails. This process is in place to avoid frivolous SPAM complaints. Anything other than double opt-in is now frowned upon in the industry.

Here is the best way to utilize double opt-in. When the lead enters their information and clicks the submit button they are taken to a Thank You page. On this page you should

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have a brief explanation that they will receive an email that they must confirm before they will be added to your list and receive their gifts. It is helpful to tell them what the subject of the email is and that they should be looking for it in their inbox. If you stop there, however, you're wasting space.

The Thank You page is a great place to put an offer for another free product, or a free to join membership site. It is best to offer a product that is complementary to the one they just requested.

There are two reasons for making this second offer.

1. You are adding more value to the relationship that you are building with this subscriber and they will be more likely to confirm their opt-in.
2. Often times these free gifts have a backend offer that can lead to commissions for you.

The thank you page can look like [this](#).

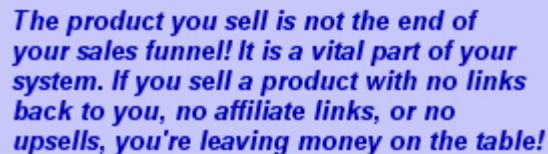
Continuing the process... After your subscriber receives the confirmation email, hopefully he or she clicks the link to confirm their request for your information or gifts. Unfortunately another mistake made by many marketers is to have the confirmation link go directly to the .pdf or .zip file that you were offering. Instead of going directly to the product, you should take the opportunity to send them to a download page.

The download page is another opportunity for you to give them another shot at the same products on the Thank You page, or offer different products. You can even make a one-time offer of a product that will compliment the product that they received from you as a gift.

Make sure you clearly indicate how they are to download their product. You will usually see words that say something like, “To Download Your Product, Right-Click Here and Select Save As” which will also be a link. The better option and more SEO approach is to have a link with words like, “Click Here To Download 3 Steps To Newbie Success!” Also make sure that you have instructions or links to tools they'll need to use your product, such as a link to Adobe Reader or a Zip utility.

Now that your new subscriber has downloaded your product, that shouldn't be the end of your system. There are two other important parts of the system that now come into play.

**Utilize The Product** – There are two ways to use the product to add value, build a relationship and possibly generate back end sales.



*The product you sell is not the end of your sales funnel! It is a vital part of your system. If you sell a product with no links back to you, no affiliate links, or no upsells, you're leaving money on the table!*

### **#1 - The product itself...**

Hopefully you didn't just give away a product with no links back to you or offers for upgrades. In ebooks whether they are PLR or Branded, make sure you include links to tools that will help your new subscriber benefit the most from the information you are sharing. Software generally has a free version and a paid upgrade version with additional functionality. Some software products allow you to link back to the site of the person presenting the software, or an affiliate link for the software provider site itself.

Make sure that you don't miss this opportunity to add more value to your relationship

and possibly make some sales.

Have you noticed throughout this ebook the links to great resources? That is exactly what I'm talking about. They are not overt advertisements for products, but rather suggestions for tools that will help you, with an affiliate link to that tool.

### **#2 – The download package...**

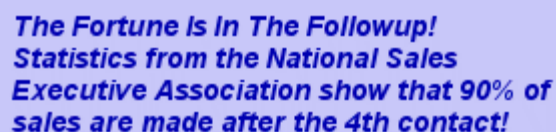
Many marketers just provide a .zip file or a .pdf file which includes only the gift that was offered. A better way would be to include a .zip file which includes not only the gift offered, but also a bunch of bonus offers as well. These bonus offers can be in an additional .pdf file called READ ME FIRST.pdf or even Internet shortcuts. I generally include a folder in the .zip file called Unannounced Bonuses which has about 10 Internet Shortcuts to free or low cost tools and services.

When you downloaded this ebook, you actually downloaded a .zip file. Check out the folder that says, Unannounced Bonuses. You can drag a website to your desktop and create an Internet shortcut. Then just paste these shortcuts into a folder and zip it up with your give away product. When you have shortcuts in the folder, right click on each one and click properties. Then change the URL to your affiliate link or a tracker link so you know where the visitor came from. You'll be amazed at how many clicks you get from this announced bonuses folder.

Again it is all about relationship building and adding value to that relationship. People will not spend money with you if you just say "Here, buy my product." But if you give them a good experience during their initial contact with you through the opt-in process, and add lots of value, they will be more likely to make a purchase from you because they know that you add more value to your offers.



**The Follow Up** – This is the part of your system that will generate the sales for you if done properly.



***The Fortune Is In The Followup!  
Statistics from the National Sales  
Executive Association show that 90% of  
sales are made after the 4th contact!***

Your follow up is done through your autoresponder. A great way to do the follow up is automatically by creating a series of 5 or more emails that will go out every 2 or 3 days to your new subscribers. This follow up is an important part of the system that you are creating.

Your first email should be a brief email with the link to your download page in case they missed the page for some unknown reason or didn't download your gift at that time. You should also include some sort of a link, whether to another bonus or to a low priced high value offer. You can also include a link to your latest blog post or an article that goes into detail about your topic. This will get your subscribers into the habit of clicking in your emails.

The second email should be an introduction of who you are and what you are going to provide to them through your email series. Let them know that you will be sending them more emails with information, tips, ideas, tools, and offers to help them achieve what they are looking for in their business. Again don't forget a link. I usually include a P.S. in this email with a link to a great tool that is free to join, but has a great upgrade offer available.

The next few emails should discuss the topic of your gift, newsletter or ezine and offer

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free products or memberships that have great value but also have paid upgrade offers. Not everyone that joins a free membership site will take the upgrade, but really good offers usually get between 5 and 10% upgrades, which can help you earn commissions.

After you have warmed up your subscribers and they expect offers in your emails, you should start offering higher ticket items, such as \$7 to \$49 products. Again make sure that there are good upgrade offers to these products.

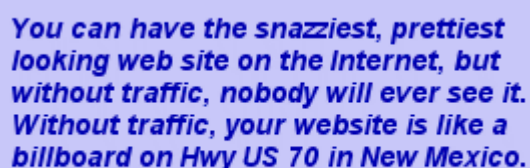
After you have sent about 7 or 8 emails, you can start offering higher-end products and services with price tags of \$97 to \$197. Always include higher value than the price tag being offered. You can do this with incentives or bonuses for making a purchase through your affiliate link.

This email series should run every 2 to 3 days for the first 2 or 3, then every 5 days for the next 5 or so, and then once a week or every 10 days for the remainder of your email series.

Using this type of warm up email series many marketers have been able to monetize the opt-in process, allowing them to pay for promotions of their system. Many experts say that you can expect to earn about \$1 per opt-in subscriber every month. However, don't get discouraged if that doesn't happen right away. You need to warm up your list first before you can expect to start seeing numbers like that. When you can earn money for every subscriber you bring into your funnel, that's when you know you are on your way to success in your Internet business.

## Chapter 4: Step 3 – The Traffic

Now that you have your system created, it's time to start driving traffic to your lead capture page. There are millions of web pages on the Internet. If you don't have any traffic driven to your site, chances are pretty excellent not many people will see it. So, in order to get any leads into your system, you need to drive traffic to that system.



*You can have the snazziest, prettiest looking web site on the Internet, but without traffic, nobody will ever see it. Without traffic, your website is like a billboard on Hwy US 70 in New Mexico.*

There are two kinds of traffic you can generate – Free or Paid.

### **Free Traffic –**

When are first starting out you may not have a lot of money to invest into your business. After you have purchased your tools and maybe joined some Resell Rights web site, your budget may not allow you to spend money on traffic generation. Don't worry, though, there are a lot of people who have made a lot of money from free traffic sources. It just may take a little while longer than the paid methods.

**Manual Traffic Exchanges** – A manual traffic exchange is basically a service where you agree to look at other people's web sites in exchange for getting views to your web site. They work very well, if you know how to use them properly.

The worst way to use a traffic exchange is to use your link for an affiliate product. People are only going to view your page for 10 – 20 seconds and if you don't capture their attention enough to have them fill in your opt-in form, they'll be gone to the next site. The best way to use a manual traffic exchange is to put a squeeze page up that

offers a product related to traffic exchanges or other methods of traffic generation. Another great element of a squeeze page for use in the manual traffic exchanges is a picture. I was shocked at how many people knew who I was because I used my picture on my opt-in pages. Traffic exchanges can be very effective in helping you to grow your list and build your business and profits.

**List Builders or Safelists** – Safelists are a service that you sign up for that will allow you to send your email ads out to others in exchange for viewing emails from other members. Credit based safelists seem to give you the most bang for your buck because you earn so many credits by viewing other members' emails. List Builders are a variation on Safelists because they allow you to email people that you directly sponsor and people that they sponsor down for so many levels. Some of these programs have a paid upgrade option that let you also email a certain number of random members every few days or so.

The most effective way to use these kinds of services is to have a link in the email you send out to a lead capture page. You can use medium to long form lead capture pages because you need to give enough reasons (benefits) to the prospect to give you their email address for more information.

**Articles** – With articles you basically write a series of articles based on the product you are promoting. At the bottom of the article is a box called the Author Resource box where you can put a link to your sales page, blog or lead capture page (the best option). If anyone uses your article on their site or in their blog, they have to include the resource box, which gives you another link to your site. You can submit articles to the Article Directories on the Internet to get more traffic to your site.

*Article marketing is one of the best ways to generate traffic to your web site. An informative and properly written article will be distributed virally through the Internet and your name and link will be included!*

**Search Engine Optimization, SEO** – SEO is not really a free form of traffic generation like the ones above in the sense that it is not used by itself but in conjunction with all other traffic generation methods. SEO is creating your web page so the search engines like Google and Yahoo! will find it, spider it, and list it in the searches for your key words.

A blog is a great way to create a web site that is readily SEO. Search engines crave fresh content and a Wordpress blog gives them just that. You can install plug-ins in a Wordpress blog that will alert the search engines any time you update your post. There are also other plug-ins that allow you to optimize your blog to make it attractive to search engines. A great product is [Blog Hatter](#). It's a cutting-edge software program that allows users to create high-quality semi-autoblogs in a mere matter of minutes. The simple truth is thanks to this incredible software program it has never been easier to [create passive-income-producing blogs](#) that contain images, relevant videos, high-quality content and much more!

#### **Paid Traffic –**

After you have tuned your system so that you are earning money every time someone goes through the funnel, you can calculate your revenue per subscriber. Then you can determine your acquisition costs to see if you can afford to pay for traffic. All that means is that if you earn \$1 per subscriber per month from your newsletter, you know you can spend up to \$1 (sometimes a little more if you sell high end products at the end of your funnel) to acquire a new subscriber.

Here are a few of the paid traffic generation methods.

**Pay Per Click, PPC** – On the sides and sometimes at the top of search engine listings you'll see what are called Paid Advertisers. These advertisers will pay the search

engines every time someone clicks through their link. This is a unique form of advertising because it is not based on views, but on actual clicks. With PPC you need to calculate how many clicks turn into a subscriber, in order to determine how much you can afford to pay for each click.

Let's say for every 100 views to your web site you are getting one subscriber. If each subscriber is worth over \$1 per month to you throughout the life of that subscriber, you know that you can spend \$1 per 100 clicks, or \$.01 per click. There are some other factors that go into determining how much you can bid per click, but I hope you get the general idea.

Pay Per Click is a great way to drive targeted traffic to your web site. However, if you don't pay attention to your metrics you could end up paying a lot more for your traffic than you anticipated. When used properly though, PPC can really boost the size of your list and your sales.

**Co-Registration Leads** – Co-Registration means that you pay to have your ad shown with a list of other ads. There are paid and free ways to do Co-Registration. One good example of this is when you sign up for a Yahoo! email account. They show you several offers during the process. If you click the box next to the offer, you will be added to that advertiser's email list.

Some co-registration offers are on a pay per lead basis. They agree to give you so many sign ups for a certain amount of money. You need to make sure that when you sign up for the service that you understand exactly how your leads are generated. Some services pay people to sign up to newsletters. This leads to a very poor quality of lead. Other services just give you the name and email addresses of the leads you purchase. Many reputable autoresponder companies will not allow you to email to

these leads because they are very often scraped from the Internet without the person actually signing up for your newsletter.

#### **\*\* WARNING \*\***

That brings me to my biggest warning to you. This is my “If I had to do it all over again” moment. When I started Internet Marketing, I got in with a group of people who told me that purchasing leads, and loading them to my autoresponder was the fastest way to grow my list and start making a profit. After spending thousands of dollars on leads, all I got for it was **BLACKLISTED!** My domain name was on all the SPAMMER lists, and I was unable to do any sort of email promotions for over a year. I almost quit, but after a year decided to find people who would teach me the best way build my list, legally and ethically.

You should use a variety of the methods for generating traffic discussed above. You may find that some will give you more subscribers but less sales and others may give you only a few subscribers but it is easier to get sales with them. Whatever methods of traffic you use, make sure that you send that traffic to a lead capture page of some sort. What good is traffic if they leave your site forever? That's why a lead capture page is so important so you can follow up with your leads and build the relationship with them.

## Chapter 5: Conclusion

There you have it... A simple 3-Step Process that will get you on the road to success.

Step 1 – Get the right tools:

- A Web Site – you need to have your own web site so you can control the content.
- An Autoresponder – you need to be able to follow up with your leads to build a relationship and generate sales.
- A Product – you need a way to entice your prospects into giving you their name and email address.

Step 2 – Build a system:

- Lead Capture – you need to create a page with an opt-in form that will allow your prospects to enter their name and email address in order to receive your information and gifts.
- The Opt-In Process – set up the opt-in process with Thank You pages and Confirmation pages that add value, build your relationship and make additional offers.
- The Follow Up – you can build a series of pre-written emails that will go out at certain intervals that will introduce yourself, warm up your leads, and make offers that should generate additional revenue.

Step 3 – Traffic:

- Once you have all the other pieces of the system in place, you can start generating traffic and sending prospects to your lead capture page.
- Free Traffic Methods – these include manual traffic exchanges, list builders or safelists and articles. Blogs can be a great way to get Search Engine or Organic traffic.
- Paid Traffic Methods – this includes Pay Per Click and Co-Registration. Make



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sure you know how much it costs to acquire a lead and how much a subscriber is worth to you to avoid paying too much. When purchasing leads through co-registration make sure you know exactly how those leads are generated.

If you follow these 3 steps you'll be building a foundation that will allow you to achieve the goals you have for your Internet business.

I hope you have enjoyed reading this short report on Internet Marketing. My intention was to give you a simple 3-Step process that you can follow and implement to get your Internet Marketing business off the ground and profitable. When I finally applied this 3-Step system to my Internet Marketing efforts, my business turned around and I started having results. I know these steps work because I've applied them with success to my own business. If you apply these steps to your business, you'll find yourself building your list faster and starting to generate more income in the process.

You'll notice that this is not a comprehensive course on Internet Marketing. There are far too many intricacies to go into in this short report.

To get a much more in-depth coverage the topics presented here, I suggest you check out Doug Champigny's Training 4 Newbies Video Series. Doug has been on the Internet for years and has broken down the basics into a series of step-by-step videos that you can watch as you are implementing the training. Doug has allowed me permission to give you a special offer on this package that is not available any where else. To get this special package deal, go to.

The Resources section which follows will provide you with links to further information for each of the topics covered.

## About The Author

Andrea Woloszanskyj is a part time Internet Marketer. Andrea's focus in business is to build relationships and to help other marketers to succeed. Andrea truly believes that "What you think about, you bring about" and can always be found with a smile on her face!



## Resources And Bonuses

[AWeber](#) – If you already have a hosting account that you are established with, then you need a world-class autoresponder service. The #1 autoresponder service in the world is AWeber. Simply put if you want your emails delivered, Aweber is the best there is.

[PLR Library](#)- Access to 29000+ Market Articles at your Fingertips

[The List](#)- Back in June 2007 when he was just starting out, Lee used this method exclusively to create a mailing list of around 1,000 subscribers and built the rest of his business around it. In less than 2 months online he'd quit his job as a high school teacher, and became a full-time internet marketer. In less than 6 months he was already earning [a 6 figure salary](#) from the comfort of his own home. I think you'll agree... that's pretty fast! And he's going to share with you exactly how he did it.

[The Affiliate Code](#)- Learn about the power of affiliate marketing - about sending web visitors to simple pages, and then making high profits when they do.

[CAM Studio](#)- many of the internet marketing "gurus" recommend Camtasia. Camtasia lets you to make a video of your computer screen with you talking as the audio. Many successful internet marketers use Camtasia extensively - for example, to demonstrate a service or product that they are marketing. As you already know, videos are extremely POWERFUL on the internet. They allow you to "rise above the noise" of words and emails and allow you to be more personal with your visitors or subscribers!

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