

**CLASSIFIED**

**Marketing Secrets**

The Final Examination!

**Forum Profit Strategies**

There are really only two forums I frequent on a regular basis. I'm sure there are dozens of useful forums to make money in, just depending on what your skills are, but for this report, let's focus on two forums that can make you the most money when promoting Internet Marketing material.

[illegible]

**Do you see what I see?....WOW!!!**

In Feb. of 2007, there were over 3,300 people in this forum at the same time! It's no wonder there are so many money making opportunities in here. To sign up for this forum, go to:  
<http://forums.digitalpoint.com>

In my opinion, the two most powerful sections of the forum are the "buy and sell" forum and the "freebies" forum, but before you can post your opportunity, you must make 25 posts, so my suggestion would be to locate a part of the forum you are knowledgeable in and answer people's questions until you have your 25 posts.

Once you do this, you will have to wait about an hour before your new found status kicks in and allows you to post in what I call the "money" part of the forum. (Make sure you read all the forum rules, so you understand what is and is not allowed!) You definitely don't want to get kicked out before you have a chance to make some extra money.

### **Strategy #1- This strategy covers how to advertise your website within the post without getting in trouble!**

Here's a post from the forum. Let's do a quick case study, so you can see exactly how this post made \$79.38. The cool thing is this wasn't a very successful post as far as "views" goes, but it still made money. Imagine what would happen if a few hundred or a few thousand people see it! Here is the post:

## **Are You Ready To Explode Your Clickbank, PayDotCom Or Paypal Account With Your Own Hypnotizing Video Message?**

***"Put your customers in a "trance like state" that gives them no choice but to buy your products! You control their every move because you are the "PUPPETMASTER!"***

If you are looking for simple, straight-forward videos that will sell your products and services, we are offering a special deal for [10 DP Members Only](#). We create effective videos that (plant the seed) in the customers mind to buy your products. They aren't hypey or obnoxious, just to the point and in your face...giving the customer a clear message to purchase now.

Here are two examples:

<http://www.nicheblogaffiliateprofits.com>  
<http://www.mens-advantage.com>

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### **The Packages We Are Offering:**

**Economy Package:** (\$47) 60 to 120 second video. You provide all the pictures, music, etc... and we put it together for you and deliver it in flash or windows format. If you want both formats add an extra \$10.

**Gold Package:** (\$97) 60 to 120 second video. We provide the music loop and custom graphics, you provide any additional pictures you would like to include. Delivered in Flash or Windows format. Both formats add \$15.

**Platinum Package:** (\$147) 60 to 120 second video. We provide an entire track of music and custom graphics. We intergrate pictures you provide us into the graphics. Delivered in Flash or Windows format. Both formats add \$20

**You can use your new video as an intro to your website, as a subscriber tool for your squeeze page or anywhere else that you want to get your message across to potential customers.** Keep in mind that these videos aren't multi million dollar productions, just simple, to the point, ***effective videos that increase sales for your products.***

It's already been proven that video increases sales conversions by 2, 4, even 6% or more when used properly. Isn't it time to put video on your site, so you can start keeping up with the other marketers that already have it?

**This is a super easy way to double or triple your sales  
without having to go out and get more traffic to your site!  
Why not convert the visitors you already have?**

To take advantage of this DP only special, send me a private message for details and I will send you an email for payment to reserve your spot. Once all the 10 spots are filled, everyone will be notified and we will start video production in the order that we receive the payments.

**Go ahead and order now to reserve your spot!**

P.S. If you are not one of the 10 DP members who get this special offer, you have

two choices....

1. We can keep your PayPal transaction and produce your video when we are finished with the others.
2. Refund your PayPal purchase and notify you when we are finished and can take on more customers.

We will post this again if everything goes smooth, but we can't promise it will be at the same price. This all depends on how long it takes us to finish the videos.

***We may have severely underpriced ourselves for these videos without even knowing it!***

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## **Our goal is to finish at least 1 or 2 videos per day.**

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This post was really a “wolf” in sheep’s clothing! I knew when I posted this, that I probably wouldn’t get any responses from people wanting me to make them videos and if it did, it would just be icing on the cake, so to speak.

The real magic was leaving 2 url’s for my own products! I put those there because I had made some videos for some of my sites, so I’m giving the forum point members “real” examples of some of my work. As it turns out, there were a few people interested in the Niche Blog Affiliate Profits site! I ended up making 3 sales worth almost \$80!

Just so you know, here is the path I used to post this:

[Digital Point Forums](#) > [Business](#) > [Buy, Sell or Trade](#) > [Services](#) > [Content Creation](#)

**Tip:** Make sure you post your offer in the most relevant category!

If you are in doubt, just email one of the moderators or the webmaster before you post. Let’s do a quick recap of this strategy:

1. Post a real offer in the “buy, sell, trade” category under the appropriate sub category.
2. Try to include some url’s as examples of your work. Videos, copywriting, graphics, etc....
3. Wait for the money to roll in!

Try to make the post as interesting as possible to get more visitors to read it. The more readers, the more potential for sales!

## **Strategy #2- Writing a pdf report with your affiliate links or website url's or driving people to your .html page**

For this strategy, we are going to the "freebies" section of the forum. The path would be: [Digital Point Forums](#)>[Business](#)>[Buy, Sell or Trade](#)>[Freebies](#)

Just so you know, you cannot send people to a "squeeze page". If you do, you will be banned from the site!

What you want to do here is write a short pdf report about a new strategy you learned or something that will be informative to your reader. Don't just "slap" something together and expect to make any money from it.

You need to convince the reader that you know what you're talking about or else you will completely lose the "trust factor" which is a big part of making sales online. Take your time and write a quality report that interests your reader, so they will click on your affiliate links or website url's and eventually buy the product you are promoting.

**Make sure your affiliate program closely matches what you are talking about.** Say you are writing a report on how to uncover small niches that make money. A good affiliate link would be some type of keyword software or niche software. Clickbank has thousands of affiliate products you can promote if you didn't know that already.

Remember you are selling yourself, so try to write a catchy headline that makes the visitor click on your post and download your free report.

**You can also send your visitors to your website or a specific .html page that has the download for your report.** Then on the same page, you can have a link that says: ["For other amazing offers click here."](#)

This is legal, because you are clearly showing the downloads at the top of the page and if the visitor chooses to click on the other link, that is totally up to them. So you gave your reader exactly what was promised, which was a free report.

Once they click on your special offers link, you can then advertise other reports that they have to subscribe to your list to get. This allows you to capture their email address without getting into any trouble with Digital Point.

If you are going to go through the trouble of publishing a free report and posting it on the “freebies” section of the forum, why not make it as “viral” as possible? What do I mean?

Well, there is a way to show entry and exit popups for more of your offers or affiliate links! Every time someone opens or closes your pdf file, it shows a popup with your offer on it!

The best part is, I can show you how to do this without making it an .exe file...In other words, it will stay as a pdf file and still show the popups! Imagine how many extra sales you can get by using this powerful new technology. [CLICK HERE](#) to see what I’m talking about.

### **Strategy #3- Website Reviews from other forum members.**

This strategy can be a great way to drive traffic and also get a few sales under your belt. This is a short, but powerful technique, but you need to understand a couple of things to make it work properly.

If you scroll down near the bottom of the home page on the Digital Point forum, you will see a section that says “Reviews”. This is where forum members critique each others websites.

You are also going to ask fellow Digital Point members to look at your website and see what they think? However....the main reason why most members do this is because their site is still unfinished and they are trying to get pointers to improve the site before launch.

The advantage you will have over the others is the fact that your site will already be finished and ready to suck the forum members in to buy your product. How are you going to get your site ready? Go to the Warrior Forum first!

If you want to tweak your site, the Warrior Forum is the best place to do this because you have more experienced marketers there. Ask all your questions and make all adjustments here first and then go back to Digital Point with a very professional and polished look to your site.

Remember, you want people to trust you, so your site needs to look like you’ve been doing this for years. **Digital Point has far more traffic than the Warrior Forum and the members at Digital Point are not all marketers, which makes them far more receptive to your sales letter. Don’t waste your high traffic source tweaking**

**out your site. Let your fellow warriors do that and then go back to Digital Point and kick some ass!**

So now you have a very professional site and you're ready to make your post. I would personally ask a question in the headline and then write a description that will get them curious about your product.

The people reviewing your site are going to be in the mode of finding things wrong with your site and aren't going to be thinking about buying your product, so you have to create that spark of interest to make them switch thinking modes. Here's an example post:

**Headline:** Seriously Guys...Would You Buy This?

**Description:** I have this completely insane product that I know will help a lot of people, but I want to make sure that the website looks amazing, so people will be interested in what I have to offer. What I would like you to do in this review is pretend you just surfed the web and found the link to my product. Read the sales letter and let me know, judging by the overall look and feel of the site, if this is something you would really invest in?

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Of course your headline and description will look different than this, I'm just trying to give you some idea of what you can write to get the reviewer to turn into potential buyer. That's it, now go to the Digital Point forum and make yourself some money!

**Important note:** Keep in mind that there are a million other ways to make money in this forum, open your mind to the possibilities and keep thinking out of the box! Maybe you will write the next report on more forum strategies!

## **2. Warrior Forum-**

**AHHH!!.....the Warrior Forum! One of my favorite places on the Internet!** There is a lot of money to be made here, but I won't lie... you have to be at the top of your game to really make some good money here, but with a few pointers and some logical business decisions, you can easily make from \$500 to over \$3000 in just a matter of hours! **This statement does not contain any hype whatsoever!**



So how do you do it? Go to <http://www.warriorforum.com> and create an account if you don't already have one. Login and the third topic down you will see a section that says "Warrior Special Offers". This is where all the magic happens baby! However, it's not as easy as tying your shoe, there are some things to consider before posting your special offer.

First of all, you are trying to sell, in many cases to "experienced marketers". As you know, marketers can be a tough crowd sometimes, so you have to really know what's going on in the forum to create the right offer. The whole purpose of the special offer forum is to give your fellow warriors a special deal or discount you wouldn't give to others.

If you're new to the forum, you cannot post a WSO (Warrior Special Offer) as your first post. You will need to participate in the other discussion threads and add some value to the forum. Also, by mingling in conversation and giving high quality information, you can build your credibility and this will make it easier to sell your offer.

Let's assume that you've made some good posts and now you are ready to create your special offer. Here are some steps that you can take in order to improve your results.

**Step #1:** In the Warrior Special Offer forum, you have around 8 pages of offers. You will need to go through all eight pages and see what all the successful offers were selling. Successful meaning, 20 or more posts. The more post and views, the more successful the offer (in most cases) You will be able to tell when you start reading the posts and see the order numbers being posted from the buyers. This may sound extremely boring, but trust me, your research will pay off when you get ready to write your own WSO.

**Step #2:** Assuming you did your research and you have your own product to offer to your fellow warriors, it's time to create the post for your offer. There's no secret formula here! Just create a captivating headline and write the post just like you would write your sales copy.

Use the .html tags in your post to grab the attention of your potential readers. If you can't write good sales copy, your WSO will probably not do well unless you're well known, so if this is the case, I would get someone to write it for me, maybe a fellow warrior who has experience and other successful WSO's.



You will have to pay them for these services or give them a % of the profits, but it will be worth it! It will also help establish your name in the forum if your product is of high quality. If it's not high quality, you will surely hear about it and probably ruin your name in the forum, which will not be good for you, so don't do it! It would be preferable if you make your link automated.

In other words, when you create your offer, make sure your link to buy is automated, so you don't have to send all the warriors your product manually. I personally like to send them to my main sales page for my product with a special discounted price.

I use my special offer post as a "pre-sell" tactic. I like to warm people up to my offer and then send them to my sales page where they will be even more excited and ready to buy.

Once you are finished with your post, it will have to be approved by a "moderator". This is a forum member who will check for junk offers, products that aren't yours, etc... If your post is approved, you will receive a message in your "private message" box with a link to pay \$20 for the WSO you are posting.

**Also, make sure you take your buyers to an "opt in" page after they purchase. This allows you to get their name and email address, so you can build your list. This list should be separate from your other lists because these are "buyers". I personally only have "buyers" lists. I don't even ask for an opt in on the sales page. It seems to increase the conversion rate when you don't distract your visitors with other tasks. This point can be argued for days, so just do whatever works best for you.**

Ok, you did your research, created your own product and website and submitted your special offer and had it approved by a moderator. So now you're done right? WRONG!

**Step #3:** Now that your offer is online, you must now monitor your post and wait for any questions or problems that may come up. It's not uncommon for your payment pages to be setup improperly and your visitor is now waiting to download your product. Don't post a WSO at midnight and then go to bed! This can be disastrous!

Let the Warriors know you care, by staying on top of your WSO. Literally have your hand on your mouse clicking the refresh button every few minutes. Handling your customer support immediately will

get you in “good favor” with the other warriors and will quickly build your credibility. This gives your potential buyers a ton of confidence to invest in your product because they know you are going to take care of them after the purchase.

**Step #4:** Stay energetic and upbeat in your WSO and when customers make posts about how they like your product, make sure you respond to them and thank them for buying your WSO. Don’t do this on every post, but I would do it several times throughout the WSO to let them know you really appreciate the purchase.

**TIP: Offering Master Resell Rights (MRR) or Private Label Rights (PLR) will help make your WSO a successful one!**

**TIP #2: Make sure you change your profile and include the direct link to your new WSO in your signature file. Then go to the main discussion forum and create and answer on topics. This will allow more warriors to see your WSO.**

**Links To Free Ebooks-** If you scroll down on the page, you will see this section of the forum. This would be similar to the “freebies” section of the Digital Point Forum.

Again, this is where you can create a short report to drive traffic to another offer you are trying to sell. Think of the report as the “pre-sell letter” for the product you really want them to buy.

You should not send the visitor to an opt in page using this section of the forum, but you can include an opt in at the bottom of the page asking your visitor if they want other information and more free reports, to enter their first name and email to sign up.

Make sure you include some key links to affiliate programs that are related to your free report.

**Joint Ventures-** This section of the forum can be very useful if you are trying to find people to help promote your product or if you are looking to promote products for other people. It’s also a good way to forge relationships with other marketers that will help you be successful in Internet Marketing for the long term.

Also, make sure it’s not your first post here. It will be deleted. You will need to make other posts before posting your offer here. There’s not a lot left to the imagination in this section, just simple go through the

posts and see if it fits in with anything you are doing. Also make an interesting post that gets attention if you are promoting your product and looking for affiliates to help sell it.

It's also a good idea to give your potential affiliates some sort of incentive besides a high commission to help promote your product. For instance if you already have a list, you could do a list swap with your JV partner. This will get your offer out quicker than just by asking someone to promote your product.

**Contacting Well Known Marketers-** I would use this technique with caution! Don't go overboard and get accused of spamming the forum!

This technique is simple and can be very worth while if you are willing to sacrifice some front end sales to obtain a JV or partnership later down the road.

**How to do it-** Create a product or report and offer to sell exclusive private label rights to a well known marketer!

If you are already good at writing sales copy, graphics, etc... this will be easy for you to do. If not, you can outsource everything and still have a quality product that someone would be interested in.

Simply create a sales letter and ebook, report, videos, etc.. on a hot topic. Make sure the site and product are top quality because the marketer you are contacting will want to see a copy of it.

You will also include all the word files, payment pages, opt in pages, etc.. as part of the PLR. Once you have completed the site, you will want to send a private message to some well known marketers and offer them the exclusive PLR for a big discount.

It's not hard to find marketers in the Warrior Forum that have a good reputation. You can go through the WSO's and also click on the "members" tab at the top of the home page to see a list of all the forum members. Once you click on that tab, you will see tabs that can arrange your search parameters.

Click on the tab that says "Posts". You can then arrange the posts from highest to lowest. Typically, forum members with a high post count tend to be well known and respected in the forum.

Before sending your private message, make sure that the person you are sending it to will be interested in your offer. Click on their home page link in their profile to see what niche they normally sell to. Any marketer who sells Internet Marketing products will more than likely be interested in exclusive private label rights.

Here's a sample message using generic names:

Hey John!

I hope you don't mind the PM? I'm a new marketer to the forum and I'm trying to make friends here are hopefully forge some business relationships along the way.

The problem I'm having is showing people I have what it takes to become a successful Internet Marketer, so I've created a high quality product to show everyone I'm the real deal.

The best part is I'm giving "exclusive private label rights" to only 1 marketer. I realize I could post a WSO and make a lot more money, but building long lasting business relationships is more important to me than making a "quick buck" if you know what I mean?

Since I'm not 100% sure what I should sell the PLR for, I'd like you to take a look at it and make me an offer. In exchange, I would like you to promote one of my future products to your list.

I understand that you probably get bombarded with offers and I'm not trying to waste your time with this one. All I'm asking for is a fair shake. I hope you can appreciate my honesty?

I look forward to hearing from you John!

Mark R.

This is just a sample letter that you can edit to suit your own liking. I wouldn't submit this to more than 3 marketers per day. Any more than that and you could risk being banned from the forum!

Like Digital Point, the Warrior Forum is a great place to make some extra money or even a full time income. Continue to find new ways to promote yourself that will benefit you and your IM career.

Keep in mind that the strategies I've discussed here are not theory, they are real techniques that I personally use to make money using forums. However, there are far more ways to monetize your business using forums. This is also not the "authority" on profiting from forums, but as you continue to get better at promoting your business, you will find the strategies work quite well and should become part of your daily routine. **Good luck and God Bless!**