

# BUSINESS BUILDING MADE SIMPLE

1

## Issue Eleven - November 2011

Hi Everyone,

November was mainly taken up by updating some older sites to use my new membership script which maximises results with built in split-testing and various type of integrated marketing (link to other sites).

I also did a lot of paid advertising to build my list, which is now at 27,700.

Once I've experimented more with what works and what doesn't I'll reveal the details so everyone else can do the same.

*Keith Purkiss*

**P.S. Please feel free to distribute this newsletter to anyone who may benefit from it.**

**<http://www.facebook.com/keithpurkiss>**

**<http://twitter.com/keithpurkiss>**

## CONTENTS

### Table of Contents

Contents.....	2
Profiting From JV Giveaways Part 7.....	3
Your Ebay Traffic System.....	4
Blog Of The Month – Omar Martin.....	5
My Profile.....	7
Free Resources.....	8
Other Resources.....	9

## PROFITING FROM JV GIVEAWAYS PART 7

This month you're going to discover how to get improve your results without any getting extra traffic.

It's as simple as this - track & test everything possible, and then focus on what is working the best and make a series of small changes and test the changed version against the original to see if the results improve.

You can track optin rates via your autoresponder eg aweber, you can see traffic details by including Google analytics on all your pages.

**Push Button Giveaways** has built in tracking that you can use to maximise your results.

If you have 5 gifts in a giveaway you can see which one got the most clicks – remember to take account of the fact that the first one may get more clicks than the 5th placed one.

For text adverts you can use the same advert with different headlines and see which does best.

You should also keep working on your squeeze page to increase the proportion of people who optin.  
It should be at least 50%.

That's it for now - next month will be the final part.

Until then good luck with your list building...

# BUSINESS BUILDING MADE SIMPLE

4

## YOUR EBAY TRAFFIC SYSTEM

Are you using eBay or intending to?

I closed my eBay store earlier this year as I'd moved on to other niches to build my list, and Ebay wasn't giving me the results it used to.

However I have placed eBay back on my 'to do' list after reading a report by two Powersellers, James Hughes and John Thornhill.

It's called Automatic Auction Traffic:

<http://keithpurkiss.com/recommends/automaticauctiontraffic>

Its packed full of innovative tips for squeezing everything possible out of your eBay store.

I'd recommend that anyone who uses eBay grabs this quick and starts implementing James' ideas.

James has revealed his eBay ID so you can visit James' store and see all the tips in action, making it much easier to see how to do them yourself.

<http://keithpurkiss.com/recommends/automaticauctiontraffic>

# BUSINESS BUILDING MADE SIMPLE

5

## BLOG OF THE MONTH – OMAR MARTIN

This month's review is of Omar Martin's Blog:

<http://omar-martin.com>

My favourite post of Omar's is this one where he built his own desk (you'll see why when you read it!):

<http://omar-martin.com/the-big-black-desk/>

One of Omar's main products is IM Trustworthy (which I'm a member of)

[imtrustworthy.com](http://imtrustworthy.com)

The site provides 'seals' which you can add to your website to provide credibility. Visitors can view your profile on IMTW and see comments others have left.

Another benefit is the social networking aspects of IMTW you can interact on the site with other marketers and find affiliates.

I've just added a seal to my blog, so if you'd like to leave a comment please click on my seal on the top right of my blog :)

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

Anyway I've gone a bit off track as this was supposed to be about Omar's Blog, so I'll just recommend another good post (about outsourcing) and let you take a look :)

<http://omar-martin.com/just-don%E2%80%99t-do-it/>

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# BUSINESS BUILDING MADE SIMPLE

7

## MY PROFILE

Hello. I'm Keith Purkiss

I have been an entrepreneur – building and running my own businesses - since 1980.

My first business – designing, manufacturing, and distributing electronic add-ons for computers won an award in 1982.

I have also been a computer programmer, writing machine code games for the Commodore 64, ZX Spectrum etc.



In 1999 I began my online business from my own website. In the same year, I commenced trading on eBay and the following year on Amazon. I have also had the highest ranked store on Freeserve Marketplace and another on Ishop.

I am now managing director Accessories Warehouse Ltd which has a mail order and import division and also a printing and stationery business called Printpoint.

These are run mostly by staff while I concentrate on producing information products to pass on the knowledge I have gathered during the past ten years online.

I am co-owner of the 'Website Wealth Wizards' site where we help each other succeed with our online businesses.

*Keith Purkiss*

Managing Director, Accessories Warehouse Ltd

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8

## FREE RESOURCES

### Forums

[Website Wealth Wizards](#)

### Newletters

[Keith Purkiss Newsletter](#)

### Blogs

[Keith Purkiss](#)

[Randy Smith](#)

[John Thornhill](#)

[Gary Simpson](#)

[David Walker](#)

[Dave Nicholson](#)

[Paul Teague](#)

[Matt Garratt](#)

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9

## OTHER RESOURCES

**Graphic Designers**  
[ecoverpalace](#)

### **Forums**

[Planet Forum](#)

One-off fee for ebook package and membership

**Freelance Sites For Outsourcing**  
[eLance](#)

[GetACoder](#)