

BUSINESS BUILDING MADE SIMPLE

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Issue Four April 2011

Hi Everyone..

Welcome to my fourth newsletter!

It's been a busy month as I've been getting Push Button Giveaways 2.0 ready for launch.

I've carried on doing a bit each day, but towards the end of March increased the number of hours I was doing and worked to a 'to do' list.

Keith Purkiss

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

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THE BIGGEST MISTAKE YOU CAN MAKE WHEN CREATING A PRODUCT

How many times have you been told the following?

You must create you own product and sell it or give it away to build your list.

This is great, but there is one big mistake many people make.

Has this happened to you?

You started off enthusiastically creating your guide and when you finally completed it have no idea where to sell it?

You struggled with different traffic generation techniques using blogs, squidoo, twitter, facebook, forums and still get no sales?

Why is that?

One answer is you went about it backwards. You create what you wanted to without knowing that there was a market for it.

The key to success is Traffic. If you have no traffic you have no sales.

Instead of creating a website selling product and then trying to drive traffic try this:

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- 1) Find A source Of Traffic.**
- 2) Discover What They Want.**
- 3) Create It And Give It To Them.**

For example a busy forum could be your source of traffic. If you have already identified the niche you would like to be in you probably already know of forums that will work for you. If not then search for them and join them. Other good sources of traffic are websites such as eBay or Amazon.

To discovering what they want you can ask them if it is a forum, or read posts people make to see what common problems people have that require solutions.

You must test ideas out before you go ahead and do a lot of work for nothing.

If eBay is your traffic source then look at what other people are successfully selling, or carry out research using eBay pulse or terapeak.

You should still not go ahead with creating your product though.

First of all you need to make sure you can use the traffic that is there. If you're using eBay then create a test classified advert or auction. Test out titles and measure the visits to your listing.

You will have to have something for sale, but you can easily use a PLR product to create an eBook (for classified ads) or eBook on CD (for auctions and buy nows).

You don't have to re-write it – just add your name and

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links to your site or blog.

It's only a test to see if your main product is likely to sell.

The same kind of idea can be used for other traffic sources.

If you don't get the traffic you want try something else.

This method will save you creating a product that doesn't sell, and help you find a success faster, with less effort.

JV GIVEAWAY NEWS

For the third month running I decided not to do any adswaps in March, so once again the only active list building I did was via JV Giveaways,

If you want to start here's a list of the current one's I'm in [Current JV Giveaways](#)

I join them all using my site [Push Button Giveaways](#) which I developed to save me time and effort, then helped others do the same.

Almost Ready..

I'm currently working on the new version of Push Button Giveaways with a secret partner so watch up for updates in future newsletters or on my blog [Keith Purkiss](#)

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REVIEW – ONE MONTH MENTOR



Note: This may not be available if you're reading this late!

One month mentor is a course by John Thornhill to get your business up and running in just a month.

You get one module every day and if you work through them at the end of the month you'll have a product created and listed on clickbank.

I've followed John's methods and I know they work if your looking for a way to get your business moving take a look here:

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

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BLOG OF THE MONTH – DAVID WALKER

For my fourth blog review I've chosen David Walker's Blog

<http://www.davidwalker.tv/>

I knew David from coaching course a couple of years ago, and later met him at a couple of events.

I also took part in his coaching webinars and I have a guest post by him on my blog here (the only guest post I have so far).

David speciality is blogging but he does have a wide range of knowledge of marketing and has made some great offers of coaching on his blog. Worth keeping an eye on it just in case he does any more. Coaching is one of the keys to building a successful business and I've took part in several programs.

David ran a very successful JV Giveaway in 2010 and if your thinking of running one I recommend this post he made about why his stood out:

<http://www.davidwalker.tv/10-reasons-my-jvgiveaway-rocked/>

That's it for now, so why not pop over to Davids blog and take a look around?

<http://www.davidwalker.tv/>

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TOOL OF THE MONTH – LINK CLOAKER

This month's free tool is the Internet Marketing Apprentice Free Link Cloaking Tool.

If anyone doesn't know what that is then it's used to hide and tidy up your affiliate links so they all look like this

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

You will of course have your own domain instead of mine and can change recommends to another word of your choice such as 'likes'.

Linkname is a name you make up for the product your linking to.

The Free Link Tool makes this all very easy to do – you fill in a 3 line form and submit.

It also tracks how many clicks you get on each link.

I recommend using any tool you can that's easy to use and saves you time - so grab your Free copy of the Link Cloaker here:

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

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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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FREE RESOURCES

Forums

[Website Wealth Wizards](#)

Newletters

[Keith Purkiss Newsletter](#)

Blogs

[Keith Purkiss](#)

[Randy Smith](#)

[John Thornhill](#)

OTHER RESOURCES

Graphic Designers

[ecoverpalace](#)

Forums

[Planet Forum](#)

One-off fee for ebook package and membership

Freelance Sites For Outsourcing

[eLance](#)

[GetACoder](#)