

# BUSINESS BUILDING MADE SIMPLE

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## Issue Nine - September 2011

Hi Everyone,

In September I moved off my plan and started working on my auto-responder series which had began to bring in good results.

I've been moving back into the SEO and Backlinks niche so they'll be more content about those areas in my future newsletters.

My next product has been delayed because of this, but I've found a good one to recommend in my review section.

*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>**

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## PROFITING FROM JV GIVEAWAYS PART 5

This month you're going to discover the best ways to monetize giveaways so that you get paid to build your list!

One of the most effective ways for you to earn from Giveaways is to place affiliate banners on your thank you and download pages. (NB nearly all my affiliate sales come from doing this)

If anyone isn't sure what I mean - a thank you page is the page people go to after they optin. Many people just use the standard aweber page which tells them they should look out for an email and click the confirm link.

This is a waste of traffic - a thank you page is one of the most valuable assets you have.

Here's one of my thank you pages:

<http://www.giveawayleverage.com/thankyou.html>

A download page is simply the page people are sent to after confirming where they download their product. You should also send them here via your first auto responder email.

Here's an example.

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

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Another way to monetize your giveaways is to have an exit splash sending them to an affiliate offer.

Don't overdo this and be careful whose offer you send them to as some have additional exit popups and it could send people into too long a sequence.

The exit popup can also send people to another one of your squeeze pages, or to a direct download report (with an optional optin box for further info)

The downloaded report can have links to more of your gifts. Whilst this doesn't get people immediately on to your list this is traffic that has left your page and you have at least a chance of still getting them onto your list.

Exit traffic does give very low optin rates, but it's still a bonus.

Push Button Giveaways has built in affiliate programs that you can use. <http://www.pushbuttongiveaways.com>

If you use the hosted 'Done For You' gifts these include your affiliate links in the download page banners.

Next month, Part 6!

Until then good luck with your list building...

## BLOG OF THE MONTH – MARCUS PASSAY

This month's review is of Marcus Passay's Blog:

I decided to choose Marcus's blog this month – I did my first ever adswap with Marcus two years ago.

He was struggled to get anywhere, but I think following the success of his new WSO you'll be hearing a lot more of him in the future.

Although he hasn't updated it for a while have a look at his blog here, and hopefully he'll post again soon:

<http://www.marcuspassey.com>

and the WSO (this took Marcus 740 hours to complete!)

[www.keithpurkiss.com/recommends/mpoutsourcing](http://www.keithpurkiss.com/recommends/mpoutsourcing)

## STEAL YOUR COMPETITORS BACKLINKS?

Here's a tactic I've been using for many years:

- 1) View your competitors incoming links  
(I've been using Yahoo Site Explorer)
- 2) Leave your own links on the same sites.

It's as simple as that. You look at the top few sites on Google ranking for the key phrases you want to be top for and match them.

This may not mean you can beat sites such as Wikipedia (you might but there are many other factors come into play with big authority sites) - I'm talking 'ordinary' sites here.

It takes time but it works.

If you want to save time here's a short cut automated version:

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

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## DONE FOR YOU JV GIVEAWAYS

I just found out from Kerry Russell about how one of her clients had a 'done for you' giveaway run for him and made more than it costs to run one!

He got it as a prize, but if he had paid he would still have made a **profit** and he got nearly **400 subscribers!** (Which are worth \$100s - probably \$1000s.)

I'm thinking of doing this myself but if you want to take a look too you can optin here for Kerry & John's free Giveaway Masterclass and you'll be made the offer (if they still have any places left)

<http://www.giveawaymasterclass.com>

And as a **special bonus** let me know when your done for you event is running and I'll promote it to my list twice (most events I only mention once).

And of course I'll make sure it's listed in **Push Button Giveaways** so you get as many members as possible.

Here's the latest Giveaway List if you want to join any:

[\*\*Current JV Giveaways\*\*](#)

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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

## 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](#)

## OTHER RESOURCES

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

### **Forums**

[Planet Forum](#)

One-off fee for ebook package and membership

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

[GetACoder](#)