

BUSINESS BUILDING MADE SIMPLE

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Issue One - January 2011

Hi everyone and thanks for reading my first monthly newsletter...

This is part of a special challenge I made up to help everyone plan what they are going to do in 2011.

I'll be bringing you tips to help you build your online business, reviews of anything that I think stands out as being useful, plus I'll be doing something few people do and disclosing the statistics from my business.

I'll also be revealing my plans and progress and hopefully helping others.

If you have any jokes or quotes you like there'll be a special section for those, and I'll post a link to your blog with each one published.

To make sure I keep up I'm publishing this one a bit early...

Keith Purkiss

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P.S. Please feel free to distribute this newsletter to anyone who may benefit from it as long as it isn't changed in anyway.

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TOOL OF THE MONTH – FREE MIND

Free mind is a tool that I only started using a few days ago. It took a little while to get used to but the mind maps it creates are an excellent way of planning your business.

I have created a plan for 2011 based on the 12 days of Christmas:
http://www.keithpurkiss.com/Plan_2011.pdf

A second use of mind maps is as part your product. John Thornhill did this in Affiliate Promo Funnel (reviewed in this issue) to show how the different modules in the course connect together.

I thought this made everything so much clearer that I created one for my own site Push Button Giveaways.

You can see if here:

http://www.pushbuttongiveaways.com/Push_Button_Giveaways_Overview.pdf

You can download your copy of Free Mind here:

<http://freemind.sourceforge.net/wiki/index.php/Download>

(Note this is not an affiliate link and as far as I know there isnt a paid version of this – it's totally free)

REVIEW - AUTO CASH FUNNEL

How many systems have you bought that give you a members area full of audios, videos and PDFs that take you weeks to go through and you end up getting nowhere?

I don't know about you but it's happened to me several times. Of course Product creators want to over-deliver, but sometimes it just gives people information overload, and then they never get started.

Isn't what we really need something clear and fast? Something you can watch in an hour and then implement, not some time in the future – next week, next month, or usually never!

Well here's the answer.

Paul Teague and Chris Freville have created [Auto Cash Funnel](#) with you in mind!

There's an introductory PDF and a quick-start video that is 57 minutes long.

Paul has simplified the process down to a point where anyone (even a complete beginner) can take action and have it do in under an hour.

Yes – from getting the product to putting it into use only takes 2 hours total (that's including watching the video).

I seriously advice anyone getting this product to make sure they take action the day they get it. Don't put it off.

There's no FTP or HTML required, so if that kind of techy stuff has held you back in the past then don't worry, this one is for you!

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You can do this, and it will work.

I've been using the basic methods laid out in the course for some time and my list grows every day as a direct result.

Of course if you're more experienced you can do this much faster – less than half an hour really would have you on your way. That means you can go on to the more detailed parts of the course that can really make a difference to your business.

The tools in **[Push Button Giveaways](#)** are the ideal compliment to the system revealed in **[Auto Cash Funnel](#)** and will allow you to work much faster and give you a real edge for your business.



ARTICLE – MY TOP AFFILIATE TIPS

(I have already posted this on my blog, but in case anyone missed it, I'm re-printing it here)

I've been earning commission as an affiliate for a few years now, but until this year it wasn't consistent or significant amounts. In the past 24 hours I've received over \$600 in commission* 😊

Also this year I've appeared in top ten tables for launches and won prizes in Giveaways.

Why did things change?

Here's my top tips on what has worked for me:

1) Focus

Focus on what works and brings in results.

Don't bother reading emails, looking at sales pages, chatting on skype etc.

2) Traffic

Always the top issue for anyone building an online business.

My top sources of traffic have been:

- A) Giveaways
- B) Adswaps
- C) Affiliates
- D) Emails
- E) Forums
- F) search engines
- G) Pay per click.

I recommend Giveaways and Forums initially. Affiliate traffic won't apply unless you have your own product and can promote other products on your download page or in your members area, and you can't use emails or adswaps unless you have built a list. Adswaps are becoming less effective due to the techniques many people now use but if done right they still work. Search engines and pay per click are more difficult unless you have the expertise.

3) Targetting

Target offers on download pages/thank you pages. For instance when entering a free gift in a giveaway or using it for an adswap I put a banner for a related item on the download page.

4) Tagging, Recurring, and Funnels

Ideally promote affiliate programmes that are tagged and have a funnel and have recurring income. This basically means if you send someone to an affiliate offer and they sign up to the persons list they then become marked as you referral for any future sales. In the case of Your Internet Buddies this got me in the top ten of the Blue Print Coaching Program launch just from the people tagged as mine (which totalled around 2000)

5) Exit Splashes

Personally I find these annoying and they should not be overdone, but adding one can work very well. I am thinking of changing mine to be a free no-optin report, or maybe this newsletter.

6) Use The Right Tools

Make it as fast and easy as possible – use automated tools and outsource workers for everything you can.

I of course use the product I created specially:

[Push Button Giveaways](#) to automate my Giveaways 😊

7) Don't expect to become rich overnight

This is probably the most important tip. Just keep going and earn a few dollars here and there and gradually build up.

That's the end of my tips which have earned me \$1000s, but if you want the knowledge of someone who's earned over \$1000000 then click here:

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

(Or see my review on the following page...)

(*I have to disclose though that these were payment for sales over a number of weeks, it's just that 3 of the programmes I promote sent me payments at once, still it's a great to get this just before Christmas)

REVIEW - AFFILIATE PROMO FORMULA

Affiliate Promo Formula was created by John Thornhill who was my biggest affiliate for my first clickbank product (**Free Listings Report**) and I've seen him in many top ten leaderboards for product launches.

I've gone through the content of his latest product Affiliate Promo Formula and there a lot of tips I'm going to be using myself from now on.

There is a concise PDF overview which give you the general idea of how his system works, but also a series of 15 modules that go into much more detail of various parts of the formula, right from the basics to the different stages of a launch. There's one module of advanced material and another for people who don't have a list so there's something for everyone no matter what stage you're at.

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

BLOG OF THE MONTH

There aren't many blogs I regularly look at, so for my first ever blog review I've decided to choose the one I've visited and commented on the most which is Randy Smith's:

<http://randolphsmith.com/>

I've known Randy online for since 2007 via a few forums (Lee McIntyre's, John Thornhill's, and Alex Jeffrey's) and have met him numerous times since then at various networking events.

The reason why I would recommend reading his posts are that he will give you an honest opinion of the latest products coming out and quite often tell you they are rubbish.

Randy believes in enjoying himself and not spending too many hours working. He isn't in this to make a lot of money and won't mention anything unless he completely believes in it.

If you post a comment there or ask a question he will give you a straight answer which is refreshing amongst all the hype that is going around today.

[Don't post too many comments at once though or I'll get in trouble for making him too much work ;)]

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

FREE RESOURCES

Forums

[Website Wealth Wizards](#)

Free membership.

Blogs

[Keith Purkiss](#)

[Randy Smith](#)

Giveaways

[Push Button Giveaways](#)

Mind Mapping Software

<http://freemind.sourceforge.net/wiki/index.php/Download>

Freelance Sites For Outsourcing

[eLance](#)

[GetACoder](#)

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