

# BUSINESS BUILDING MADE SIMPLE

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## Issue Seven - July 2011

Hi Everyone,

June was a busy month with the launch of Push Button Giveaways 2.0, Several Warrior Special Offers, and also my Giveaway with Randy Smith.

We are re-opening the Giveaway on August 24<sup>th</sup> for ten days to give everyone a second chance to enter.

*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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## JV GIVEAWAY NEWS

My Giveaway with Randy Smith re-opens on August 24<sup>th</sup> for ten days to give everyone a second chance to enter.

### [The St Swithin's Day Special](#)

You have a month to get your original gifts ready!

Here's a list of the current events open to contributors:

### [Current JV Giveaways](#)

I join all events using [Push Button Giveaways 2.0](#)

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## REVIEW – VIDEO SALESLETTERS ABC

I **struggled for three years** to make any kind of videos at all, but **[Video Sales Letter ABC](#)** gives me *(and anyone else who's feels the same)* **the chance to produce a quality result.**

It looks so easy when the experts do it, but for the rest of us the **templates and series of videos and manuals bring video sales letters within our abilities.**

This **doesn't overload people with 50 page ebooks or 2 hour videos** - each part is in a small PDF or video. We only have to **digest a bit at a time**, and can come back easily to the bits we need to look at again.

As always having **a template saves time** as there's nothing harder than looking at an empty screen, and there's a good selection of them supplied.

I'd always recommend people to invest in solid training courses like Video Sales Letters ABC than in any of the hyped up products that promise to make you rich overnight...

**If anyone's on a budget, don't worry as there's a free option for any software required.**

**[Video Sales Letter ABC](#)**

## PROFITING FROM JV GIVEAWAYS PART 3

This month you're going to find out the about upgrading in Giveaway events and making full use of all the options available to you.

Most giveaways have two upgrade options which offer you extra features, usually the ability to add extra gifts, also text adverts and special offers.

Once you have a system in place try buying the upgrade offers in a few events and use all the extra options. Once you have done this for a while you'll find you make a profit on each one and can upgrade in them all.

### **Special offers** (in most giveaways)

The special offer ideally should be closely related to giveaways - I've seen some really good ones with packs of products and a report on how to use them in giveaways.

On the download page make sure you have an optin box as you will then build a list of buyers.

### **Text adverts** (in most giveaways)

On text ads you will usually get a relatively small number of clicks, but it all adds up.

Experiment with pointing some to affiliate programs and others to your own squeeze pages.

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**Push Button Giveaways** includes ready made text adverts and special offers that you can use, and also saves you time by adding them in a few clicks.

Check out this video to see how easy it is:

**<http://youtu.be/WAUFmnIveUU>**

Next month, Part 4!

Until then good luck with your list building...

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## BLOG OF THE MONTH – MATT GARRETT

This month's review is of Matt Garrett's Blog

<http://mattgarrett.com/>

Matt is the founder of IMAdswaps which I have used to arrange many adswaps and I've met him at several internet marketing events. Matt is known as the creator of adswaps, but has many other areas of expertise.

I've decided to pick out a couple of useful posts from Matt's blog:

The first one it gives away an ebook on how to use PLR rights to create a profit (and it's a direct download)

<http://mattgarrett.com/ebooks-with-private-label-rights/>

I know a lot of people are struggling to make any money online so here's a quick idea from Matt:

<http://mattgarrett.com/quick-online-income-plan/>

And finally a post from one of Matt's other blogs on how to get traffic – a constant issue for everyone building their business

<http://blogtactics.com/getting-website-traffic/>

You can visit Matt's blog here:

<http://mattgarrett.com/>

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## REVIEW – JOHN THORNHILL'S COACHING

I first heard of John when I bought his 90 Powerseller Challenge eBook on eBay and later joined the Planet forum and Mentorship monthly.

Like many other people who have read John's eBooks I realized I had to create my own products. I didn't find it easy to write, but John said anyone could do it and that it didn't have to be perfect - so I decided to give it a try.

As an eBay seller for many years I decided this would be the best subject for me to write about and as John mentioned he thought people should reveal their eBay User Id I decided I would do this and used my feedback rating as a selling point.

As soon as the first version was ready I emailed John with a link and asked for his advice.

We exchanged a few messages over the next few days discussing the sales price and selling method.

The final decision was to launch my product on Clickbank at \$9.97.

John kindly agreed to promote it as part of his AR sequence and mentioned it on his blog. Just the mention on the blog brought in a lot of sales :)

John has so many tips I can't mention them all here...

I would recommend to anyone interested in building their own information product business that they follow John's advice.

John is by far the biggest affiliate for my report so clearly his ideas work.

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That was in 2007 - a few months later John brought out his first coaching program for \$497, but NOW he's giving it away for only \$19.99...

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

There are no hidden gimmicks here, no secret additional costs, you REALLY can get this for a single \$19.99 payment and start learning and benefiting from this awesome coaching program just moments from now.

See exactly what you get for your money here:

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

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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](#)

[Gary Simpson](#)

[David Walker](#)

[Dave Nicholson](#)

[Paul Teague](#)

## OTHER RESOURCES

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

### **Forums**

[Planet Forum](#)

One-off fee for ebook package and membership

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

[GetACoder](#)