

BUSINESS BUILDING MADE SIMPLE

1

Issue Ten - October 2011

Hi Everyone,

In October I carried on adding to my auto-responder and added split testing and detailed tracking to some of my sites.

I found a couple of outsource workers who are helping me to scale up my business. It's always easy to get outsourcing right, but you I found a good person via Marcus Passey's report:

www.keithpurkiss.com/recommends/mpoutsourcing

Keith Purkiss

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

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CONTENTS

Table of Contents

Contents.....	2
Profiting From JV Giveaways Part 6.....	3
WSO Domination.....	4
Conversion Mechanics.....	5
Blog Of The Month – Kerry Russell.....	6
On Demand Backlinks?.....	7
My Profile.....	9
Free Resources.....	10
Other Resources.....	11

BUSINESS BUILDING MADE SIMPLE

3

PROFITING FROM JV GIVEAWAYS PART 6

This month you're going to discover how to get signups to giveaways via your links even if you have very few subscribers, or even none at all.

Promote the giveaway the best you can and remember even if you don't even need a list, you can still get signups.

The more signups you get the higher your gifts rank and you'll get more subscribers you'll add to your list.

Ideally you should build a targeted giveaway list where people optin to get details of latest giveaways.

My optin list is on my blog but you can have it on your download pages, email signature etc.

A while ago I promoted a giveaway to a list of only 15 people but 10 opened it and 2 opted in - one of them upgraded. You don't have to have a big list to get started.

You can use [Push Button Giveaways](#) to get additional signups via the automatic link rotator, the blog widget, the webpage, and the giveaway list.

There's also a built in email generator so that as you build your list you can easily send them lists of the latest giveaways.

Next month, Part 7!

Until then good luck with your list building...

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4

WSO DOMINATION

Have you ever run or thought about running a WSO?
(Warrior Special Offer) .

They are massive right now, and a great opportunity to build a list of buyers.

But so many are coming out that it's easy for yours to get lost amongst the rest.

One way to make sure yours does well is to study the a new course by John Thornhill which goes into detail of every stage of creating and promoting a WSO:

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

I'm studying this course right now, and won't be doing another WSO until I've finished it and worked out what I need to improve.

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

CONVERSION MECHANICS

As I mentioned in the introduction I've spent a lot of time this month split testing and improving my results.

I had a good day yesterday for optins – 277 new subscribers
The previous few days had well over 100 per day.

It's a mixture of things all adding up, with optins on 21 different lists.

The biggest sources of optins were:

Google traffic & affiliates: 95

An adswap: 80

JV Giveaways (Jointly run by myself): 51

The main difference I have made has been split testing and changing my optin process using my new membership script. The same traffic now give me up to double the optin rates on some lists.

I've a lot more improvements to do still, but my advice to anyone is keep improving your system and adding new products.

I just picked up some excellent tips in Anwesh Rath's Conversion Mechanics Report – several tips I'd never seen before and some great squeeze page templates.

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

(N.B. You must already be building a list to make use of this one)

BUSINESS BUILDING MADE SIMPLE

6

BLOG OF THE MONTH – KERRY RUSSELL

This month's review is of Kerry Russell's Blog:

kerry-lisa-russell.com

I decided to choose Kerry's blog this month as I'm running a JV Giveaway Event with her, and also using her 'done for you' service that I mentioned last month to run an event with Chris Shaw.

Here's the latest Giveaways List if you'd like to join any:

[Current JV Giveaways](#)

If you want to run your own event Kerry has free training here (and after opting in you will also be offered the done for you service):

<http://www.giveawaymasterclass.com>

But back to Kerry's blog – she only began marketing in May 2010 and has made exceptional fast progress and has a new ebook coming out soon explaining how she did it and how you can too – you can find out more here:

kerry-lisa-russell.com/about-kerry-russell

ON DEMAND BACKLINKS?

I've been doing a small amount of blog commenting to gain traffic and backlinks, but I've now found a way to multiply my results using a list of 256 blogs and tips on how to comment in the best way to get fast results.

This gets traffic almost instantly as well as building links:

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

A lot of backlinking/SEO reports are too long and complicated but this is an easy to follow method, that anyone can do and provided they stick to doing it the way you've explained it will work.

I'm going to scale it up and multiply my results by :

- 1) Using the list of 256 blogs
(instead of 5 or 6)
- 2) Applying the organisation tips and other shortcuts
(massive time savers)
- 3) Using the tips on how to do it the best way
(I've been wasting some of my comments and spending too long)

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

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BUSINESS BUILDING MADE SIMPLE

9

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

BUSINESS BUILDING MADE SIMPLE

10

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](#)