

**The 7 Keys  
To Successful  
Copywriting**

**For  
Internet Marketers**

**By: Jerlmichael Sykes**

Thank you for downloading my free report.

I promise you'll enjoy the read, and find it very insightful. Before I dive into The 7 Keys to Successful Copywriting, I would like to share my story with you about my journey into the wonderful world of internet marketing.

From an early age I always had an entrepreneurial drive within me. As a young child my uncle Tony would always tell me to be an entrepreneur when I grow up. That was all well and good, but at the age of 6, I didn't really understand what an entrepreneur was, or how to spell it.

My first experience as a business mogul was in elementary school. Some mornings before school, I would stop by the gas station to purchase a pack of sour head candy for 50 cent a pack.

They came 10 in a pack. I would then go to school and resale them for 10 cents each, netting me a 50 cent profit on each bag.

I even added up sales and cross sales, like other types of candies, and deals for students who purchased from me in bulk. **Business was good to say the least.**



I became very popular in school, made money, and provided a valuable service to my peers.

I made so much money that when the school security guard caught wind of my operation, he threatened to shut me down and turn me into the principal's office. His reasoning was that I wasn't supposed to be selling candy on school property, but I believe he was just one of those people who take their jobs way too seriously.

Anyway I experienced my first business slap. In a lot of ways it was like a baby Google slap.

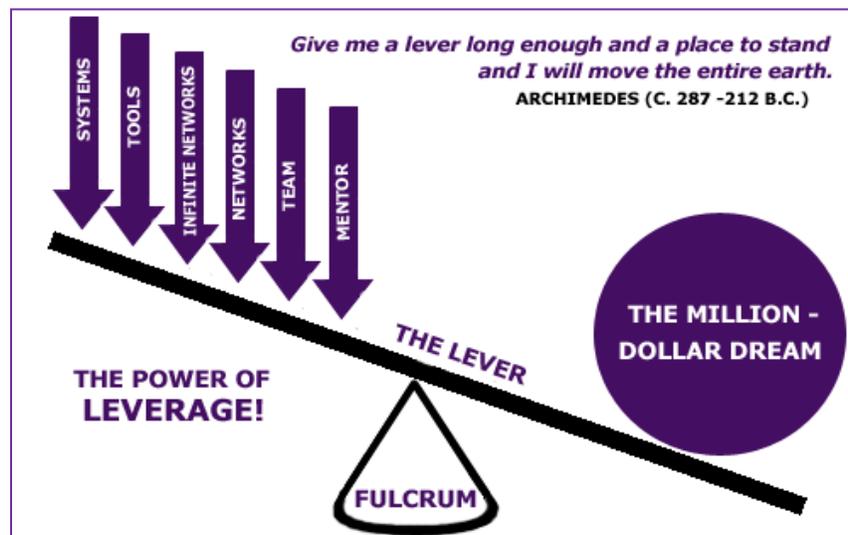
Eventually I was forced to take my operations underground, or face having to take a trip to the principal's office. So with no other options, and a loyal following of sticky finger, candy hungry elementary kids... I was forced to keep the operation going! 😊

Imagine that, a 4th grader running an organized underground candy distribution ring, it was amazing! I had it all, good grades, brand name clothes, popularity and your

favorite flavor of sour head candy every day. After that experience I knew that being an entrepreneur was the way to go for me.

As I got older I started several other businesses. One of those businesses was in the car detailing industry. I started off by going door to door asking people if I could detail their car.

Everything went well until I got burnt out from doing all the marketing, advertising, car detailing and basically just running the entire business on my own. I did hire help from time to time, but I didn't understand the concept of leverage and how to apply it to my business properly.



**Leverage is a fundamentally powerful business technique that involves automating your business so that you can work on it and not in it.**

Not knowing how to properly apply leverage to my car detailing business is where I went wrong. Eventually I just go burnt out.

After that experience I started thinking really hard. I started thinking of ways to make money by getting paid for what I know, and not just what I could manually do.

I also did the math on my business and realized that if I ever wanted to break the six figure yearly mark, I would have to take an entirely different route. I could only work so many hours on any given day.

So I set a goal to come up with a surefire way to generate revenue for my family no matter what happened. In my quest to accomplish this goal, I stumbled across an

internet marketing product by **The Maverick Money Makers Team** called "[The Millionaires Society](#)". At that time they didn't have the \$4.95 special running like they do now, so I had to borrow some money to get in the club.

It was one of the best investments I made, because it taught me how to get started making about \$300 a week on autopilot, and brought me up to speed on internet marketing. The Maverick Money Makers broke everything down, and made it really easy for me to understand.

They taught me how to get everything in place as fast as possible, so I didn't have to do anything but check in on my websites from time to time.

I went on to do internet marketing, but I wasn't satisfied because I knew there was still something I could do better to increase my low conversion rates. As you can imagine I was very upset because I couldn't figure out the reason for these low conversion rates online, when in the offline world I had great conversions.

I soon came to figure out that internet marketing is an entirely different ball game. So that's when I started doing intensive research and stumbled across the legendary Gary Halbert Letter.

Just in case you didn't know, Gary Halbert is known as one of the all time greats in direct response marketing and copywriting.

You should check out his website [The Gary Halbert Letter](#). He provides tons of valuable content that you need to know for maximizing your copywriting conversions.

After I read up on The Gary Halbert Letter, it got me really excited about writing because I was beginning to understand the phenomenal power of it, and the importance of good copywriting in internet marketing.

Finally I stumbled across a jewel that would change the way I looked at copywriting forever. This jewel combines all the best copywriting persuasion tactics from the top copywriters in world. Writers like

- John Carlton
- Dan Kennedy
- Yanik Silver
- Joe Vitale

- Richard Armstrong
- Joe Sugarman
- Clayton Makepeace
- And many more...

This is the ultimate Copywriting package to date that every serious internet marketer should have in the arsenal.

Imagine having the best copywriters in the world come to your house, sit down with you, and give you all their proven copywriting strategies for writing super responsive ads, websites, and Sales Letters.

With the [Master's of Copywriting](#), that's exactly what you'll receive.

After applying those techniques I was able to consistently create copy that converted around 5%. Now my conversion rates are in the double digit numbers, which is where few internet marketers ever tread.

At 25 years old I now possessed the copywriting knowledge to finally make me successful online. Experiencing this kind of success in a down economy with everyone screaming recession at the top of their lungs is truly an amazing feat.

Who would have ever thought that making big bucks online really is possible? All you need is a word processor

### **AND SOLID COPYWRITING KNOWLEDGE!**

Having this copywriting knowledge is like the Mount Everest of internet marketing things to know.

It doesn't matter what the latest social media fad or invention is. Copywriting applies everywhere.

It's the fuel for everything we do in internet marketing.

The bad news is that 95% of internet marketers don't know this. The good news is that it's easier than most people think, and like anything else in life the more knowledge you have the easier it is.

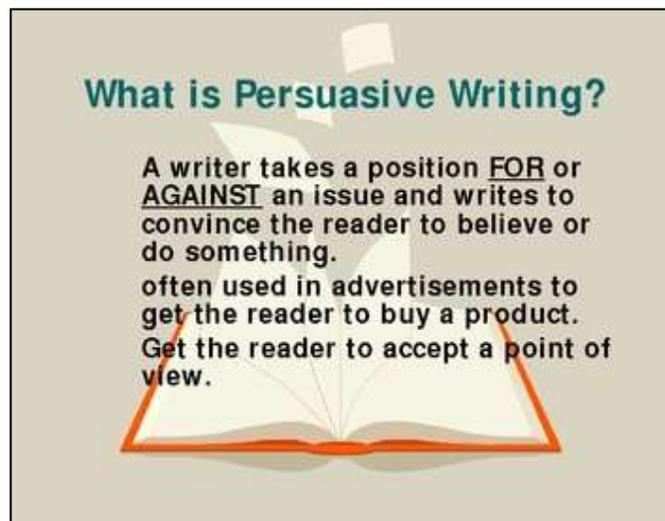
Don't think for one second that copywriting is hard because it's not. Its way more fun than just regular old writing.

Remember, **copywriting is nothing more than persuasive writing and good salesmanship on paper.**

Most people don't like writing or think it's difficult, because they think they'll have to come up with a ton of stuff, when in actuality you don't. You just need to know your market, your product, and the action you want them to take.

It's like trying to sell someone face to face, but instead you just write it down. Now if you just absolutely hate writing, you can always pay someone to write for you or make a video.

One of my favorite online websites to hire people to write copy is over at [Odesk](#). At [Odesk](#) you can hire people online to do just about anything you want from build you a website, do SEO back linking, and write copy for you. You can either post your project for free, or browse the directory and locate someone based on their experience and skills.



Now there are some general elementary guidelines to follow when doing your own copywriting or paying someone, like knowing when to use the words there, they're, and their. But it's pretty simple, believe me.

You don't have to be a genius or some super technical person with loads of information.

Honestly, people don't want to read loads and loads of technical information. They'd rather read something enjoyable that relates to their interests, or watch a video about it.

Whether the writing is entertainment or educational, the written word plays a huge part online and in our everyday lives as well. Our favorite music songs, movies, books, and television shows all have to be written at some point in their developmental stage.

If that's not good news then I don't know what is.

In fact it's great news because it means this. It means that the only thing separating successful internet marketers from the rest is their ability to write good content. And these days you can just pay someone to write for you and you're all set.

If you're a do it yourself type of person like me, then you will appreciate the invaluable information you can learn from the [Master's of Copywriting](#) Course.

So now you have absolutely no excuse to fail. I've given you yet another jewel that you can use today.

Now whether you're writing yourself, or using a "hired gun" like me to do it for you on [Odesk](#), it's important that you know the 7 keys to successful copywriting for internet marketing, so that you can double check things and put the best content forward.

So exactly what is copywriting? Copywriting is simply persuasive writing and good salesmanship on paper.

To really grasp a better understanding, just imagine a car salesman trying to sale you a car. And think about the words and influential tactics he may use to persuade you to purchase that new car.

He may say things pertaining to the benefits you'll receive for purchasing before a specific date. He may also mention things pertaining to the features he can throw in just for you, or the low monthly payments and special financing options.

He may even say that someone else was looking to buy this same vehicle earlier, but if you're really interested he can cut you a better deal if you act now.



Now imagine the perfect car sales pitch put down on paper, custom tailored just for you, and that's what good persuasive copywriting is.

It's the ability to be able to take a sales pitch and put it down on paper. And it's exactly how the internet works because you won't be able to stand in front of your potential customers. You'll have to sale them primarily using the written word.

In the offline world you have what I like to call the presence effect. The presence effect

is a gift I feel we all are given from birth. It's the ability that gives us a greater chance of success to influence and convey our point to people who are in our presence, as opposed to other forms of communication.

It's just something about our facial expressions, gestures and overall presence that makes us unbelievably persuasive when we are interacting face to face.

Are you more likely to let me borrow some money if I send you a text message saying "Can I borrow a few bucks?"

Or are you more likely to let me borrow some money if I show up to your house, standing face to face, saying the exact same thing?

Now can I borrow a few bucks?

It's pretty interesting when you think about it. I use the presence effect anytime I'm handling really important business matters or trying to persuade someone to give me something I really want.

Keep reading because I'm going to give you a **Bonus Key #8** which will reveal to you how to use the presence effect online to maximize sales and conversions. You don't want to miss out on this one.

So now that we have a solid understanding of copywriting, let's dig into "The 7 keys to successful copywriting for internet marketers."

## **Key 1 – Market Research and Strategy**



I listed market research first because it's the best place to start. Not only is it the best place to start, but it's also the reason why we're in business. We are in business to help people solve problems and provide a valuable service whether it be entertainment or educational.

Knowing your market gives you the ability to generate targeted traffic to your website, because of the way you'll be able to target potential customers with copywriting. The more information you know about the needs and wants of your market, the easier it will be to create content suited to their interest.

Market research is simple.

All you need to know are the demographics and the psychographics of your target market. Demographics and psychographics are nothing more than the age, sex, location, life style, and interests of the people you want to target in your market.

For a briefing on demographics and psychographics you can visit Wikipedia at <http://en.wikipedia.org/wiki/Demographics> and <http://en.wikipedia.org/wiki/Psychographics>.

Once you have a good understanding of what demographics and psychographics are then you're ready to use [Alexa](#), [Quantcast](#) and [Compete.com](#).

Web information sites like these provide tons of valuable statistics on just about every website online. You can find demographic information like what keywords attracts people the most on the websites you want to advertise.

You can find out their gender, education levels, yearly earnings, whether or not they have children, and if they browse from work, home or school.

All of this information is very vital to the success of your campaigns, so you'll know who for, and where to, target your advertising copy. You can even find out tons of keyword information that your competition is using in their copy.

As an internet marketer the primary basis of your market research will be involved around keywords. Keywords are nothing more than the words and phrases that are relative to your market.

Like my market is "internet marketing" so phrases that would appeal to people who are interested in my target market are terms like; internet marketing, search engine optimization, pay per click, copywriting, social media marketing, make money online, etc.

A free tool that I use to find keywords is the [Google Keyword Tool](#).

It's the best free keyword tool on the market, and it's provided by Google so you're going to find plenty of good keywords to use.

If you have an account with Google Adwords, you may use the [placement targeting](#) feature. All you have to do is enter in keywords related to your market, and Google will give you hundreds of websites in their directory that you can place your ads on.

### **Very Powerful!**

One of my favorite tricks to use is where I force Google to give me even more buyer targeted keywords. By placing a site they gave me from the placement targeting back into the keyword tool, I'm able to easily accomplish this.

Once inside the [Google Adwords keyword tool](#), you'll see a box labeled "website". In that box, you simply enter a website that is very closely related to your market, and then Google will give you all the keywords that are related to the website.

By doing this you'll be able to see what keywords your competition's using on their websites to bring in targeted traffic. You'll get lots of keyword ideas, and you'll be able to create better copywriting.

The best paid keyword research tool on the market is [Keyword Elite 2.0](#). It was created by legendary internet marketer Brad Callens, so you know it's sure to deliver top quality keywords that will give you an advantage over your competition.

Chances are your competition is using it, or will be using it in the near future, so get a leg up on them and purchase [Keyword Elite 2.0](#).

To sum up market research, it's important to have a good understanding of your markets demo and psychographics, websites to advertise on, and the keywords relative to your market.

Don't forget to use the placement targeting feature to find related websites based on relative keywords. Take a website closely related to your market, and plug it into the website box on the Google Keyword Tool to spy on the keywords your competition is using.

If you're a ninja type of person like me and really like spying on your competition, then I recommend you use a tool like [Keyword Spy](#). With Keyword Spy you can even spy on the ads your competition is using, what websites they advertise on, and what keywords are working the best for them.

You can then take that information and use it to create your own winning campaigns without having to spend a dime on test advertising. Once inside [Keyword Spy](#) you'll be able to see exactly what's working for your competition. So basically it's like your competition is doing all the hard work for you. You're just piggy backing like a smart internet marketer should. There's no need to reinvent the wheel. Just go with what's working already.

This is one of the surefire fastest ways to gain a competitive advantage by spying on your competition to see exactly what their doing.

Just remember not to skip out on your market research. You're in business to help people and provide a valuable service to them. The more you know about your market, the better.

## **Key 2 - 5 – Headlines, Benefits, KISS Marketing, and Specifics**

I've listed headlines as the second key but it can be just as important if not more important than market research. Headlines are your first impression, and you want to make sure it's a good one.

Creating a good headline that captures the attention of your target market is important because it will literally force people to read or listen to the rest of your message. Creating a market targeted, attention grabbing headline is easy because all you have to do is make it benefit driven, simple and specific.

The headline I used on my blog entry "[The Truth About Internet Marketing and What it Takes To Succeed](#)" is a perfect example of a market targeted, attention grabbing, benefit driven headline.

It's very specific and to the point. If you're even remotely interested in internet marketing and making money online, then you pretty much have no choice but to read the rest of the message. It's a very powerful technique that can explode your conversion rates just on sheer volume alone from all the attention you can generate from a good headline.

You know the saying "the truth will set you free"? Well it's true in internet marketing as well. The truth really will set you free. So be honest and straight forward with your headlines and list an end benefit so your potential prospects will feel more motivated to continue reading.

I couldn't explain it any better than Alan Peterson & James Foster over at ["The Ultimate Magazine Swipe File"](#)

When you get a second, read that report and you'll see for yourself firsthand, the reasons why and how headlines are being used to dominate internet marketing like an unstoppable force. It's incredible!

And with headlines and benefits under our belt, that brings us to key number four, the KISS!

Now if you don't know what the acronym for KISS is, it's Keep It Simple Stupid!

"They say" the average reading level of most people is about the same as an 8<sup>th</sup> grader. All that means is make sure your message is simple enough for a kid to understand.

The word "KISS" is written in large, bold, red, slightly irregular capital letters. Below it, the phrase "keep it simple ..." is written in a smaller, black, lowercase serif font.

Just stick to the point, be specific, and don't use giant words you wouldn't normally say in a typical conversation and you'll be fine.

Using specifics in your copywriting is going to make your message believable. The more believable you are, the more credibility and authority you'll be able to create.

I cannot stress the importance of this enough. As people we are naturally skeptical, but online people are even more cautious and suspicious. Remember, you don't have the advantage of the "presence effect" like you would have off line, so be specific and believable.

If you saw an ad online that said, "Click Here to Learn How To Make a Million Dollars Online".

Would you believe it?

As opposed to if you saw an ad that said, "**Click Here to Discover How to Become an Internet Millionaire Using Copywriting Secrets Revealed in The Exclusive Free Report - The 7 Keys to Successful Copywriting for Internet Marketers**".

Now that's better! 😊

I just came up with that headline as I'm writing this.

It just goes to show how easy it is to create headlines, and the power of using specifics in headlines with an end user benefit, that is believable.

That headline would out pull the first one by leaps and bounds. Its subtle differences like that which separates the internet marketing success stories from all the rest.

There's a saying that goes the more you tell, the more you sell. So tell it how it is and you're golden.

And that brings us to **Key 6 - Social Proof**.



Social proof is like the culmination of the previous 5 Keys I gave you.

If you properly target your market with a specific attention grabbing, benefit driven headline, then people will flock to your websites, and click on your ads like there's no tomorrow.

All that chaos will create loads of viral energy and word of mouth advertising. And there is no form of advertising more powerful than word of mouth referrals.

Just think about how many times you've made a purchasing decision based on the recommendations of friends and family. It's like the old saying goes "Monkey See Monkey Do".

As human beings we copy each other all the time. In fact, it's part of our survival mechanism. It's hard coded into our DNA and marketers use this fact to their advantage all the time.

That's why smart entrepreneurs always tell you, it's not about the money, don't focus on the money, but instead focus on providing valuable, interesting content, products and

services to your customers. Once you do this, the word will spread on its own from the social proof.

Social proof is the best, because with enough of it, you'll only be doing brand awareness advertising to keep a footing in the marketplace. You won't have to go out scratching and digging for new customers, because word of mouth will spread, and your current base will do a huge portion of your advertising for you.

They'll comment on your blogs, give you lots of views on your videos, and recommend your product to their friends.

So when you're creating ads and content for your site, make it social media friendly. That means people should be able to comment on your blog. It should connect with at least one social networking platform like Facebook or Twitter.

One of the best places online to get free blog plugins to make your website Web 2.0, and Social Proof friendly is over at [Wordpress plugins](#).

They have tons of neat little plugins and scripts you can load into your Wordpress blogs, with the click of a few buttons. No programming required.

You'll notice on my blog [Sunsphera.com](#), I have the Facebook comments script installed. The setup time took less than 3 minutes.

Now every time someone comments on my [Facebook comment box](#), it not only gives me valuable feedback but it also posts the users comment to their Facebook news feed for their friends to see. And chances are their friends have similar interests. Now that's internet marketing social proof on steroids!

Now those six keys I gave you are pretty much child's play compared to Key # 7 which is **The Ultimate Copywriting Secret They'll Never Tell You"**

I told you this was going to be good didn't I.

So are you ready?

I hope so because this applies to the core of communication, and life as we know it. This is like the atom of copywriting secrets. Knowing this single piece of information will allow you to structure your content in a way that people just want more and more of it. It will help you to easily create content that easily get's your message across.

This key is something that you already know in your core but you may have not been able to pin point it. You feel it and live it every day.

It's all around you, all the time.

It's what attracts you to the movies, or causes you to read certain books. It's in the songs you listen to.

You talk about it every day, it has unlimited forms and is forever omnipresent.

The power of it is almost magical like in nature, and constantly influences everything and applies to everything. Like I said, it's the atom of copywriting.

So finally what is it, I know you know it. I just want you to realize it on your own. I don't want to spoil it for you....

Ok, if you haven't figured it out by now and if the suspense is killing you, then I'll tell you. But before I do that... ok I'm kidding. I'll just come out with it already.

I'll just come out with it and tell you, what it is, so you can finally stop bugging me. 😊

Have you figured it out yet?

You should have by now because it's part of the reason why you're still reading.

The answer is twofold. The first part of the answer is "Anticipation". Did you see what I did just now? How I built up the suspense and made you anxious to read the next line.

Well I did it because I used anticipation and the art form of storytelling.

### **The cat is out of the bag and the fat lady's singing!**

I used anticipation to keep your attention, and told you a short story about how this is the greatest copywriting secret ever that you already know, but don't realize that you know.

But the true copywriting secret is storytelling.

Stories are powerfully compelling. They make us feel comfortable. In our minds eye we can visualize words to the point as if we're watching it live. Stories calm us down and make us very susceptible to receiving subliminal messages.



When you can structure your copywriting in the form of a story, it makes getting your point across easier. And when you build some kind of anticipation, it too can work wonders.

As for anticipation, people like having things to look forward to. They can't get enough of it. When you give people something good to look forward to, it creates hope in their lives.

Hope is one of the most beautiful things we as human beings enjoy experiencing.

When you have hope you can breathe easy and you feel better about everything. It doesn't matter what it is we may be looking forward to. No matter how big or small.

Creating anticipation is great because while your prospects are looking forward to what you have lined up for them, they'll be spreading the word to their friends and family. And once the time comes for you to deliver on what you said, you'll have their full attention.

Just make sure you follow through on your anticipation tactics because if you don't it will work against you like a virus.

It's like building someone's hope up and getting them excited only to not deliver on the goods you promised. Don't get peoples hope up just to let them down.

It's bad business and will backfire when they use social proof to talk bad about you. This can severely hurt your reputation and cause your business to lose a lot of customers because remember, people copy each other, and if enough people are saying something bad about you then the rest are sure to follow without doing any investigation of their own.

So just be sure to deliver on what you build anticipation for and you're golden.

### **Now for Bonus Key # 8 - How to Use the "Presence Effect" Online**

Now I mentioned the presence effect is something we use all the time naturally. There's no form of communication like face to face interactions. But how can we apply the presence effect to internet marketing to maximize our conversions when all of our clients are somewhere in cyberspace?

Well it's simple and you may already have an idea of what I'm about to say. It's videos.

Video is so far the best form of imitating the presence effect online because it's as close as you can get to potential prospects in a visual form.

As an internet marketer you have to use videos. If you don't, you're really doing yourself and your customers a huge disservice. Here is something important to consider, everyone doesn't have time to read and more people are just too lazy.

But if you put your copywriting into a video you'll be able to knock out two birds with one stone. You can make a short 30 second video all the way up to a full product briefing or review in about a 3 minute video.

It doesn't have to be long and drawn out or super fancy. As long as you can be heard clearly and you have something for viewers to look at you're good.

Just plug your copywriting text into the slide show, add an intro and outro, sprinkle some relative pictures in between the slides to spice it up. Voice record yourself reading the copy, mix it together with the slide show and presto you got a video.

If you want to take a shortcut then use [Easy Video Player](#). EVP is by far THE most Powerful Video Marketing Software on the Planet! It Routinely Builds Mailing Lists on Auto-Pilot and Generates Massive Profits with Ease. [Easy Video Player 2](#) also comes bundled with its own Wordpress plugins to make things even easier.

These days you can even make a video on your cell phone, so use what you have, be creative, and most importantly have fun with it. Whatever you do just be sure you make some videos, because if you're not using videos in your business then you're leaving money on the table like sand at the beach.

I say you can make a decent video in about an hour. And the better you get, the faster you can do it. And don't forget you can always just pay someone at [Odesk](#) to create a video for you.

With a video there are all sorts of applications you can use them for, like YouTube and television commercials. Inside of Google Adwords [for TV](#) you can buy television advertising slots for your video commercials.

It works the same as the placement targeting for your PPC ads, except this time you'll be selecting television channels to advertise your video on.

This brings me into my **top 5 favorite traffic generation strategies for 2011**.

## Traffic Strategy 1 – Television Commercials

First up on the list are television commercials.

That's right I'm letting all the tricks out of the bag. Right now is the perfect time to get in on television advertising because of the recession. The prices are surprisingly affordable, and the traffic potential you can generate is server crashing serious!

How would you like to flood your websites and build your lists like you have a team of expert affiliates working for you? Well if that's what you want, then TV advertising is the way to go.

That's why I recommend you have your video professionally done when you're ready for television advertising. This form of traffic generation for internet marketers is untapped so get on your copywriting ASAP so you can make some money fast and start getting commercials on TV. It will change your business for life forever!

## Traffic Strategy 2 – Pay Per Click Advertising (PPC)

PPC is any form of online advertising involving text or banner display ads.

Whether you're paying by the click, or per 1000 impressions, pay per click advertising is the way to go when testing your headlines. In fact, I recommend PPC advertising before anything else, because it gives you the ability to test the market inexpensively and fast.

Based on the response rate of your ads, you'll know if the market is interested in the topic at hand. Once you generate a good response, then you'll know you've hit a sweet spot. Once you locate that sweet spot, focus your marketing campaigns around what's working.

When doing media buying or banner advertising, use a banner ad generator like [Easy Banner Creator](#) to help you quickly create banner ads.

All you have to do is plug in a few lines of text, click the start button, then let the software create all the banners for you. Easy Banner Creator is a real life saver. With [Easy Banner Creator](#) you can easily create professional looking banner ad campaigns in no time that get high click through rates.

To really take advantage of banner advertising you need the [Banner ad Blueprint](#). Banner Ad Blueprint is your key to making serious money as soon as possible by utilizing the latest banner ad strategies.

For even more critical pay per click marketing strategies overall, I recommend the brand new edition of the [Defenitive Guide to Google Adwords](#) by Perry Marshall. Not only will you discover new PPC strategies, but you'll also receive valuable information on pay per click marketing from a legend who knows how to effortlessly create winning PPC campaigns.

Now after you test the market with the PPC strategies listed above, then it's time to start doing some Search Engine Optimization. You will be basing your SEO campaigns around the same keywords and phrases that are successfully converting in your PPC campaigns.

### **Traffic Strategy 3 – Search Engine Optimization (SEO)**

SEO is number three on the list, and really is a lot simpler than most internet marketers think. I think of SEO as social proof for search engines.

Basically the more the search engines like you, the more traffic you'll get from targeted keywords and phrases when visitors search.

All you need to do in order to make SEO work in your favor, is get lots and lots of links from other websites connecting back to your website like a spider web. They call it the World Wide Web for a reason, and SEO is how you connect the web.

The basic SEO format is pretty straight forward.

Simply format the main keyword in your anchor text like this: `<a href="your domain">keyword</a>`. Replace "your domain" with the webpage you're building back links to and replace "keyword" with the keyword you want to target.

For my blog [Sunsphera.com](http://www.sunsphera.com) my back linking format would go as follows.

```
<a href="http://www.sunsphera.com">internet marketing</a>
```

SEO is a simple process, so don't let the junk out there trick you into thinking it's hard so they can you sell you rehashed products.

Just get links!

You want to aim for high quality back links from forums, blogs, social bookmarking, web 2.0 sites, and article directories. If you don't feel like bothering with SEO, then you can pay someone to do it for you at [Odesk](#).

You can also get a professional SEO company like [RankPay](#) to do your backlinking for you, or use a complete SEO Automation Tool Like [The SEO Mindset](#).

Just be sure to use leverage whenever you can because SEO can be very time consuming and is not where you want to focus the majority of your energy.

Also consider using SEO submission tools like [Brad Callen's Article Submitter](#), and [Edwin Soft's Social Bookmarking Demon](#). For mass press release distribution and high page rank back links, use [E-Releases](#). Press releases are great for building one way back links to your website, and establishing you as an expert in your market.

You want to automate the SEO part of your business as much as possible. There are just too many websites for you to try and take this feat on by yourself. Use **leverage** as much as possible.

Chances are you have competition whose already been building back links so you have some catching up to do.

#### **Traffic Strategy Number 4 – Article Marketing**

Articles are great because they have limitless potential applications. You can turn articles into videos. You can use them for press releases. You can use articles to generate targeted back links to your website, by placing keyword anchor text back links in the author box. You can even compile all of your related articles into a book to sell, or give away as a viral eBook.

Are you starting to see the power of article marketing?

Articles can even be used to establish yourself as an authority in your market. You can get someone to write the articles for you, and by now you should know how. Be sure to incorporate article distribution software like [Brad Callen's Article Marketer](#). It will be one of your best friends, trust me!

#### **Traffic Strategy 5 – Joint Ventures (JV).**

The last traffic generation strategy on my favorite **five is Joint Ventures**.

In essence all advertising is joint venturing because you're partnering with another organization to help promote your website. But a true JV is a recommendation from a trusted authority in your market. When done correctly, a JV is like instant word of mouth and social proof advertising on steroids.

Typically you'll approach other authority websites and individuals with the idea that they'll promote your site to their lists, and you'll promote their website to your list.

Some people call it list swapping, but whatever you call this form of advertising, it has the potential to send quality, targeted traffic to your website and explode your lists rapidly.

It's great because the people on your JV partner's list will be more open to what you have to say because your first impression will be a recommendation from a trusted authority figure.

Imagine doing a JV with Oprah...

If she recommends your product, then you can bank on selling out fast. Her loyal following will buy whatever it is you're selling solely off her recommendation alone. It's very powerful!

Just remember when approaching people for joint ventures, make sure your product appeals to their audience, and have everything in place ready to go.

To discover the easiest way online to explode your joint venture marketing [click here](#). There you'll discover for yourself firsthand how to create profitable joint ventures for your online business the easy way.

Combine all 5 of traffic generation strategies for maximum exposure.

Whether you use one or all five, get good with at least one. Take time to familiarize yourself with each one daily. Stick with these strategies and you'll be golden.

Also remember to use the automation tools I recommended when doing SEO because it will increase your productivity. Use leverage so you won't work yourself silly trying to do everything on your own. Anyone can do it as long as good copywriting is fueling the PPC, commercials, SEO, articles and joint ventures.

Just stick to the key's I've outlined and you'll be fine, I promise!

Another **golden nugget** I'll share with you is my highly coveted "**ALB Formula**".

It's the automatic list building formula that you may use as a guideline to send hordes of targeted visitors to your website, and build your list all on auto pilot.

Here's the condensed version:  $ALB = AL \times (GC + TKY + CP + HQ.PS + PCI) = WG$

The full version is

Automatic Lead Building =

Automation Leverage multiplied by

(Good Copywriting + Targeted Keyword Advertising + Consumer Problem + High Quality Product Solution + Prospect Contact Information)

= Wealth Generation

It basically works like what I've outlined in the report for you. You start with good copywriting that's targeted to your markets interests based on keywords. Then you capture the contact information of your prospects so you can remarket to them and increase the life time value (LTV) of each customers.

Next, find out what's the biggest concern or problem your prospects may have based on the market research you've identified. Then give them the best quality product to help them solve their problems. Finally, you use leverage to automate everything you can so you can work on the business, and not in it.

Once all of that is in place, you will have wealth generation working for you so you can sit back, relax, and watch your money grow on autopilot while you sleep. It's a beautiful concept that I came up with as the basis for doing business in a free enterprise, capitalistic economy. Really, it's a good business outline to follow in general.

So that concludes my free report "The 7 Keys to Successful Copywriting for Internet Marketers". I hope you enjoyed the read and found it very beneficial to you. All I ask is that you take action and apply the techniques I've outlined for you and tell a friend.

Thank you for reading my report.

God bless,

Jermichael Sykes  
Sunsphera Network  
Extend Your Reach!

P.S - I almost forgot to give you the 5 power words to use in your copywriting to increase response rates. The words are free, guarantee, you, results, and easy. Be sure to use those words strategically, and you'll notice a huge difference in the response you get. I **guarantee** when **you** use these **free** and **easy** words in your copywriting, your copy will stand out and you'll receive phenomenal **results**. Trust me, it works! 😊