

“31 Ways To Make More Money With Your Authority Site, Create A Traffic Source Under YOUR Control, And Side-Step The “Tragic Flaw” Of Traffic Brokering...”

1. Beware the “online business” label – Especially if you’ve got an online business ;) Most of us, almost on a reflex level, classify someone else’s business as “online” or “offline” when we see it from a distance. I know I do. But the reality, increasingly, is that the most profitable businesses in any market sector use both online AND offline marketing to survive and thrive. Although, you don’t often catch a glimpse of the offline stuff.

Don’t get too wrapped up in analyzing the top competitors in your market, but DO understand where their weak spots are. Check out “Driving Your Competitors Crazy”...

<http://www.themezoom.com/MCM/pt/PT-019.pdf>

2. Use media diversity to sell more affiliate offers, CPA deals, and cost-per-lead offers. Authority sites, take note. You have a lot in common with media properties like these...

Take the Wall St. Journal, for example. It sends direct mail (hard copy stuff) to prospects offering subscriptions to their online service. They use offline media (a sales letter) to sell the service; and their online subscription page closes the deal. That’s a website-assisted sales letter.

Here’s another one. Watch what Variety Magazine is doing...

They include the address to their subscription web page in their direct mail. 34% of their subscribers sign up through the website. This is another example of a website-assisted sales letter. They're going from offline to online.

And believe me. They're not doing this for fun. They test the daylights out of this stuff. They figured out, for a good part of their list, that an "assisted media" approach works better than an online-only approach.

3. Move fluidly from online to offline and back again. Others, like Nordstrom's, used to mail their print catalog to get new customers. But, today, they don't mail the catalog to non-customers. Most of their non-store business comes in via their website. Once you buy, you get the print catalog...

Then the print catalog drives a large percentage of orders **back** to their website. That's a website-assisted catalog. See what they did there? Website. To catalog. And back to website.

There's a whole lineup of other well-known brands that do this, too. Dell is doing it; Ebay is doing it; Capital One... just about any high profile catalog company; National Geographic... and the list goes on. They're all using MCM. And the common thread between them? They are ALL direct response marketers. **(You are, too!)**

4. There's nothing mystical about multi-channel marketing. It's simply the umbrella under which all of your marketing and promotion takes place.

When we market using different channels, say, a physical postcard mailing (offline channel) and also a PPC offer (online channel), we give ourselves more ways to create prospects and convert them to customers. And we give ourselves more ways to get existing customers to buy more. As a result, we can almost always sell more, and profit more – a lot more – with a blended approach vs. an online only approach.

5. The only kind of marketing you should ever do. Learn how to turn your authority site into a direct marketing machine. Find out why I'm so maniacal about this:

<http://www.themezoom.com/MCM/pt/PT-051.pdf>

6. Build your authority site around pain. Here's how to look at, this, your site's maximum response button. When you make pain go away, you get paid. When you make **really bad** pain go away, you get paid A LOT. Read how...

<http://www.themezoom.com/MCM/pt/PT-024.pdf>

7. Don't overlook offline promotion to your online-generated prospects. Take an "assisted media" approach with your high-priced lead generation offers (cost-per-lead), CPA, and affiliate deals. If you're not sure why you need the physical mailing address of your authority site customers, you're about to find out:

Mail a post card to your list of physical mailing addresses. Remember, these are people who know you and trusted you enough to fork over their address information. Pre-sell the offer on the post card. Then, direct them to a landing page where they can complete the transaction.

Here's how you put a direct response postcard together (and print, address and mail them without leaving your desk)...

<http://www.themezoom.com/MCM/pt/PT-125.pdf>

Note: The example in this Profit Tool is geared toward generating a prospect but you can use the same method for leading your prospects to one of your CPA offer landing pages.

8. Avoid marketing plan paralysis. Do lots of small, quick, marketing tests instead of one or two huge marketing campaigns. Marketing Mini Plans keep things manageable and allow you to take quick action.

Authority sites are ideal for this method as you test to find out the types of offers your audience is most likely to buy. Here's what you need to know.

<http://www.themezoom.com/MCM/ss/marketing-mini-plans.pdf>

9. Put a value on your authority site visitors and prospects. When you know how much a prospect is worth to you, you know how much you can spend to get one. Here's how to determine the value of a prospect...

<http://www.themezoom.com/MCM/pt/PT-115.pdf>

10. Cultivate your authority site prospects and customers. To build value into your list, take care to cultivate your prospects so they'll respond the next time you send an affiliate offer. Eye-opening methods that pre-condition prospects to buy...

<http://www.themezoom.com/MCM/pt/PT-072.pdf>

11. Don't under-promote to your list. If you've done a good job giving to your authority site prospect list, you'll be marketing on exceptionally fertile ground. Your list will yield more income on a regular basis. Here's why you owe it to your prospects and customers to be relentless...

<http://www.themezoom.com/MCM/pt/PT-160.pdf>

12. Think about EXITING your authority site business before you start it. Looking at the eventual exit and sale of your business as part of the overarching marketing strategy—right from the start. So few people do this. Yet it's incredibly important. (wsmedia—from the forum comment that kicked this whole report off—is all over this strategy. Nice work.)

The lifetime value of an authority site customer is tied up in how much they'll "buy" from you over the next few years as measured in earned affiliate commissions, ad revenue, CPA offers, and more.

When your list is "primed" with a **track record of responsiveness**, you fashion yourself into a highly desirable buyout target. More on this just ahead.

For now, even if you don't plan on eventually selling your authority site, act as if you will. Make a short list of the companies that would want to buy you. Then make yourself into the image of the takeover target they'd drool for.

Example: If you're in the diet market, do you think a 2,000,000 name list of highly responsive names, with full mailing address, and record of affiliate offer preferences, and phone numbers, and demographic data would have any value to a company like Weight Watchers or Jenny Craig?

Hmm... You wouldn't be crazy estimating a selling price of \$5 – or, very likely, **a lot** more - per name. The upshot to all this is that while you're hard at work building up your authority site value for the big payday—you're also earning a substantial and sustainable monthly income.

To see what a potential buyer is going to look when you offer your authority site network for sale, get fluent in Customer Lifetime Value speak...

<http://www.themezoom.com/MCM/pt/PT-103.pdf>

Also, be sure to explore the highly lucrative flip side of selling your network (see the Bonus Tip)

13. Discover what your authority site members REALLY want. And then... bring it to them. Here's a full menu of questions to choose from, a few at

time. “Questions Most Marketers Won’t Answer—But YOU Must”...

<http://www.themezoom.com/MCM/pt/PT-005.pdf>

It’s a great idea to place a 3 question survey box on several pages of your site. The answers will take to you profitable places. Here’s an excellent resource that creates an html form for your site and databases all responses. They have a free version...

<https://secure.wufoo.com/signup/>

14. Create multiple customer touch points. The point is, when you can reach your customer through multiple touch points online AND offline... you’re in position to deliver more value. And, as a direct result of that, make more money. A lot. More. Money.

This works for product sellers, service sellers, and, like gravity, it also works the same way in building authority sites or online communities...

<http://www.themezoom.com/MCM/pt/PT-112.pdf>

15. Know your authority site customer. Who, exactly, are the prospects and customers of an authority website?

For the moment, let’s assume that we’re not selling any of our own products—only presenting relevant CPA, CPL, and affiliate offers.

Your customers in this scenario are the visitors that pay you with their attention and detailed profile information. Attention and information are both, quite nearly, as good as currency in the right hands.

The idea is to bring traffic to the site, convert visitors to prospects and prospects to customers. Then get customers to buy more affiliate/CPA offers more often.

Define your customers and prospects in the way that makes the most sense for your authority site situation.

Here’s the point. If your prospects and customers don’t receive targeted, relevant value... they won’t click; they won’t return to your site; and they won’t buy your affiliate offers. In short, you’re catering directly to the visitors you bring to your site.

16. Create a Master Sales Message for your authority site. You don’t have to suffer every time you put together a new marketing test. It’s difficult work coming up with a buying rationale and tight content that gets your prospects and

customers to visit your authority site, opt-in, buy from your links, and buy your products/services (if you have them).

Here's, step-by-step, how to end the pain and the time suck once and for all. You can do it with a Master Sales Message warehouse...

<http://www.themezoom.com/MCM/pt/PT-099.pdf>

17. Use authority sites to side-step the “Tragic Flaw” of other people’s traffic. The authority site and community site formats are slowly becoming the model of choice for high-performance affiliate marketing businesses and traffic brokers.

What’s driving this migration are entrepreneurs and business owners aiming to bypass the “tragic flaw” of CPM ad buys, natural search, and PPC. Put simply, it’s this: when you rely exclusively on natural search ranking, PPC and digital media buys, you have NO control over the traffic that is the lifeblood of your business.

You could be cruising along at \$90,000/month in affiliate income. Then, suddenly, whoosh! Somebody else who controls the traffic pulls your plug out of the wall (think: affiliate network, Google, etc.) And it’s all gone. And you’re in deep trouble. You already know this isn’t a stretch of the imagination. It happens. And it’s not pretty when it does.

18. Build a traffic source (your list) that YOU control. That means you’ll never again be at the mercy of the affiliate networks, ad networks, search engines, or the PPC bidding wars. I’m not suggesting you stop using these traffic sources—far from it. As of this writing, I’m spending nearly \$150,000 per month on PPC. And I don’t plan on slowing down.

Whatever you do, you want to build your business from a position of strength and sustainability. And that means—CONTROL the list. If your other traffic sources evaporate overnight, you’d still be able to continue on and grow. ***I can’t over emphasize this.***

19. Reprogram your thinking: there is no value in “the list” itself. Only in the **RELATIONSHIP** you have with the people on your list. I learned the value of “the list” firsthand when I was selling industrial products. Over a long Labor Day weekend, my warehouse burned to the ground. Everything gone. Nobody hurt, thank God.

But I still had my list of 68,000 customers (protected offsite). And they continued to buy just like before. We hardly skipped a beat. That customer list, and the relationship I enjoyed with them saved me. Big time.

20. Play the REAL end game... Many successful affiliate and CPA marketers are moving list building to the center of the marketing table. And THAT... often means building an authority site, and SELLING visitors on the value of opting in to the list.

It also means specializing in one or two markets instead of looking for quick-hit affiliate income managing dozens of markets at the same time. Get a feel for the “small niche, big profits” mindset...

<http://www.themezoom.com/MCM/pt/PT-002.pdf>

21. Cultivate your authority site prospect and customer lists. You can understand your list members’ preferences, their problems, and offer them super-relevant affiliate or CPA deals—or your own products if you like. And you can do it over and over again using a list that you control.

But if you pummel your list with one sales offer after another, they’ll come to know you as more of a taker than a giver. Emails get deleted. And you lose their attention. That’s why you mix in a healthy (and constant) stream of cultivation offers for your prospect and customer list.

Here are the two types of offers and when you should use them...

<http://www.themezoom.com/MCM/pt/PT-071.pdf>

22. Use partners to monetize your authority site. You generate income when your list completes CPA offers or purchases from your affiliate links. You also get paid for ad clicks or impressions. And, if you’ve got some traffic and authority (PageRank), you can rent outgoing links to others. Plus, if you choose, you can offer your own products, your own services.

You need to view clicks or ad impressions as one of the “products” that your customers “buy.” Your partners, on the product side, are the affiliate product providers and advertising networks you work with.

Use endorsement marketing and revenue share deals to fund your authority site:

<http://www.themezoom.com/MCM/pt/PT-146.pdf>

The most lucrative affiliate arrangements...

<http://www.themezoom.com/MCM/pt/PT-147.pdf>

23. Know what you are REALLY selling via your authority site. You'll find what you need to know about that, right here: The five words that direct the future of your company...

<http://www.themezoom.com/MCM/pt/PT-013.pdf>

24. Define your authority site funnels. One thing's for certain. You need to establish your definition of a prospect, a customer, and an elite customer for your authority site. Then build a simple contact funnel for each of these list segments.

You could, as one possible scenario, consider email list opt-ins as your prospects. Your "customers" could be those who opt-in to your "VIP list" when they provide physical mailing address, phone number, other contact details, and profile information.

Sure, you'll always receive income from non-prospects as they click on your affiliate offers, CPA deals, or text ads. But the lion's share of your **repeat business** will come from promoting to your prospect and customer lists.

Get your repeat business house in order with sequential marketing... right here...

<http://www.themezoom.com/MCM/pt/PT-162.pdf>

Then visit, "How To Capture Sales Growth With Step-Marketing" You'll find that right here...

<http://www.themezoom.com/MCM/pt/PT-163.pdf>

25. Deepen your relationship with your list members. Back to the customer list... The deeper the relationship you have with your customers, the more value you can give—and get—from them. So how do you cultivate a deeper relationship? It starts with the email address opt-in. But as you build the value of your list, you'll notice that your customers will give you deeper access to their time and attention—**if you ASK**.

Deeper access means getting customer permission—or better, a request—that you make contact via the physical mailing address, phone number, fax number, or chat id.

So... why do you need the physical mailing address? Same reason Dell, eBay, Wall Street Journal and Variety Magazine—to name a few—need it.

And when you send a person-to-person style letter by physical mail to someone who knows you and has requested that you occasionally contact them that way,

you've massively increased the value of that customer. It could be worth 3 to 10+ times more than a prospect for whom you only have the email address.

The tough part is continuing to pour on the value and cultivating your list. One way to add that value is with info-rich special reports (in print, audio, or video format) that you can produce pretty quickly by following a recipe...

The painless formula that writes special reports quickly...

<http://www.themezoom.com/MCM/pt/PT-067.pdf>

26. Go for person-to-person contact OUTSIDE of email. Okay, so where does that leave the authority site? This is where assisted media truly shines—and multiplies site revenues.

If you have permission to mail a hard copy letter to a portion of your list, you'll make more money every month—whether you're dealing with affiliate programs, CPM/CPC revenue, sales of your own products or a combination of these.

And you'll make more money when/if you sell your authority site network. Bottom line? More permission to contact your list members—**outside** of email—often means higher lifetime value of a visitor to your site. Don't stop emailing! Just set up additional complementary means of reaching your list.

27. Drive a portion of your authority site traffic using offline methods.

Here's a great way to diversify your traffic sources. Do you want to see a small example of multi-channel marketing in action? Pick up a copy of Fortune magazine... or any other print publication that specifically targets your niche. Go to the classifieds section in the back of the magazine. Look at the ads.

Hmmm, I wonder if you could drive traffic to your landing page for a high-priced Cost Per Lead offer? This is website-assisted print advertising. Test it. The potency of this online-offline combination is astonishing if you do it right. Please, read this paragraph again. Not too many people are really talking about this. Yet.

How to attract prospects to your authority site with offline space ads...

<http://www.themezoom.com/MCM/pt/PT-120.pdf>

How to attract prospects to your authority site with free offline publicity...

<http://www.themezoom.com/MCM/pt/PT-118.pdf>

How to attract prospects to your authority site with free offline articles...

<http://www.themezoom.com/MCM/pt/PT-119.pdf>

28. Keep your eyes on the big takeaway. Your authority site is worth orders of magnitude more when you can converse with your list on multiple marketing channels.

And when your list members REQUEST that you reach them by calling, mailing, RSS Feed, instant messenger, and emailing (and if you've built a following on Twitter, add tweeting to this list)—all this “open access” is a stand-in for the trust you've developed and the depth of the relationship you share with your list.

It gets even better. The value of each name on your list increases even more when you have a record of their preferences: through special survey data, affiliate or CPA offers they've “bought” through you, and other demographic data the people on your list have provided to you.

29. Find your most unique, promotable and competitive edge. If you don't carve out a unique position for your authority site, you'll miss out on the visibility and distinction that comes with being one-of-a-kind. Start by picking up a “normal equals nothing” attitude right here:

<http://www.themezoom.com/MCM/pt/PT-010.pdf>

Then check out how customer satisfaction can kill your business (and what to do, instead)...

<http://www.themezoom.com/MCM/pt/PT-004.pdf>

30. Identify your authority site's “Elite” customers. And create massive value and income with them. Keep your repeat buyers happily buying more, and more often...

<http://www.themezoom.com/MCM/pt/PT-173.pdf>

31. Build the ultimate digital asset. Now when you go to sell your authority site you've built a stunning digital asset: online and offline mailing addresses, survey data, purchasing preferences and more. And all you have to do is look out for the people on your list and serve them with a vengeance.

To Your Success,

Art Crowley

Bonus Tip: It's the flip side of tip #12. If you have a 2,000,000 name list of prospects and customers, you can exchange your authority site network for a controlling interest in a company that serves your market.

As long as they produce a product or service your list has a proven record of buying, you might have an exceptional deal on your hands.

Or put a twist on it: create your own product and and company.

If you're starting out, this could seem like some far off pie-in-the sky notion. But it's being done all the time. This is another advantage of applying laser focus to a single market. And the authority site is an excellent business model to take you there.