



- Abraham, Jay, xi, 27–28, 55, 66–67, 147
- Addme.com, 76
- Advantage, major, 34–35
- Advertising, 11–12
 - banner, 22, 38, 62, 80–81
 - classified, 129
 - generating revenues, 102
 - as a profit center, 101–102
 - selling on your site, 210–213
 - solo, 129
 - top sponsor, 29
 - types of, 80–82
- Affiliate programs, 9, 86–87, 179
 - benefits of, 154–155
 - downside to, 177
 - evaluating, 174–176
 - joining, 94–95
 - resources for, 161
 - tracking, 153–154
- Affiliatesdirectory.com, 153
- Affiliatezone.com, 161
- Aladdin.com, 109
- Alexa, 147–148
- Amazon.com:
 - affiliate programs and, 94
 - history of, 135–136
 - personalization and, 111
 - USP for, 30, 65
- Anatomy of a Buzz* (Rosen), 116
- Anders, George, 233
- Armstrong, Arthur, 113
- Associateprograms.com, 156, 174
- Auctions, establishing, 103, 233–251
- Audience, finding, 11–12, 122–134
- Audiocassettes, 19, 59
- Audio programs versus live seminars, 31
- Automatic follow-up autoresponder, 157
- Autoresponders, 9, 157–159

- Baker, Mike, 234
- Banner ads, 22, 38, 62, 80–81, 165
- Banner exchange sites, 81
- Barkson, Joe, 130
- Barnett, Mike, 6
- Bezos, Jeff, 65, 135–136
- Bhatia, Sabeer, 115
- Big Dog Marketing Letter* (Casey), 201
- Bingo.com, 106
- Birdseed of marketing, 29–30
- Blog community, starting a, 113–115
- Blogger.com, 72, 113
- Blogs, 72
- BMW, USP for, 30
- Bonus, types of, 36–38
- Bonus motivator, curiosity as a, 50
- Bookstore, starting a, 99–101

- Brainstorm It!, 173
- Brand loyalty. *See* Stickiness
- Broadcasting protocol, 72
- Broadview.com, 110
- Bruceclay.com, 75
- Buildtrafficx.com, 81
- Bulletin board discussion, 72
- Bumbaca, Wayne and Shanna, 233–237
- Business, excuses for not starting, 123–124
- Businesspeople, activities of, 28
- Buyerzone.com, 82, 131
- Buysebid.com, 80
- Buzz, creating, 118, 153–180

- Cartoons/jokes, 109
- Casey, Shawn, 201–207
- Cash flow, 10
- Chat rooms, 72
- Cheapskate's Guide to Internet Marketing, The*, (Gatchel), 154
- Cialdini, Robert, 42
- Cj.com, 161
- Classified ads, 80
- Classifiedclub.com, 80
- ClickMiles, 112
- Clickquick.com, 156
- ClickRewards, 112
- Coaching, with Robert Allen, 17, 21
- Commitment, as a principle of persuasion, 44
- Consensus, power of, 44–45
- Consistency, as a principle of persuasion, 44
- Control, and marketing, 79–80
- Conversion rate, 164
- Cooper, Stephan, 18, 57
- Copperfield, David, 39–40
- Coupons, discount, 38
- Co-ventures, 139–152
- Creating Wealth* (Allen), 2
- Curiosity, as a bonus motivator, 50
- Customer-centric, being, 65
- Customers:
 - finding, 70, 122–134
 - identifying, 70–71

- Davis, Jacob, 32–33
- Deal maker, becoming a, 146–147
- Deals, packaging, 36–38

- Del Dotto, Dave, 31
- Dell.com, 110
- Demc.com, 130
- DEMC newsletter, 130
- Depth, stickiness and, 105–106
- Desktop search bar, 74
- Differentiate or Die* (Trout), 30
- Differentiation, importance of, 110–111
- Digital divide, crossing, 9–25
- Directory of E-Zines, 128
- directoryofezines.com, 128
- Discounts, 38
- Do-it-yourself approach, 75–76
- Domino's Pizza, USP for, 30
- Draper Fisher Jurvetson, 115
- Drnunley.com, 130
- Drucker, Peter, 31
- Duration, stickiness and, 105–106

- E-mail mailing lists, renting, 131–134
- Endorsed offers, 140
- Engineseeker.com, 76
- Enlow, Mike, 75, 137–152
- E-Target.com, 131
- Evoy, Ken, 162–180
- Expedite-email-marketing.com, 82, 131
- Eyeballs, 101
- E-zines. *See also* Newsletters
 - advertising, 128–130
 - directory of, 81
 - getting articles, 206
 - getting fast results with, 128–131
- E*trade, 111

- Falter, Daren, 6, 18, 57, 62
- Fast Company*, 135
- Features, add to your site, 109–110
- Federal Express, USP for, 30
- Fields, Debbie, 44
- First-time buyer's reward, 94
- Five Pillar program, 162
- Freeclassifiedlinks.com, 80
- Freecycle.com, 72
- Free-ezine-directory.com, 81
- Freemerchant.com, 125
- Free taste, 43–44
- Frequency, stickiness, and, 105–106
- Frequently asked questions (FAQs), 99–101

- Galetti, Carl, 62
 Gardyne, Allan, 174
 Gatchel, Bob, 6, 69, 153–180
 Gender, traffic by, 79
 Geocities.com, 124–125
 Gladwell, Malcolm, 117
 Gladwell.com, 117
 GoClick.com, 76, 127
 Godin, Seth, 42, 116
 Google, 74, 113, 127
 Groups.msn.com, 113
 Group speaking, 23
 Groups.yahoo.com, 113
 Guarantees, 201
 Guthy/Renker Corporation, 5, 12, 45
- Haines, Scott, 6, 61
 Halbert, Gary, 10, 157
 Hds.com, 110
 Headlines, writing, 214–215
 Home study, 23
 Hotmail, 115–116
How to Make a Whole Lot More Than \$1,000,000 Writing, Publishing and Selling “How-To” Information (Lant), 100–101
How to Make Money with E-Zine Advertising (Page), 128
 Htmil.com, 131
- Income streams, 93–104
 In-context text links, 165
Inetgiant.com, 131
Influence: The Psychology of Persuasion (Cialdini), 42
 Infomercials, 5
 Information versus transformation, 34
 Inner Circle, 60
 Instantsalesletters.com, 86
 Internet, advantages of, 107
 Internetcheapskate.com, 153
 Internet marketing:
 advantages of, 54
 building, 92–104
 definition of, 41
 goals of, xi
 online streams of income, 53–67
 principles of, 40, 41–51
- Internet marketing, strategies, 27–40
 i-web-marketing.com, 131
- Jarvis, Charles, 28
 Joint venture alliances, 139–152
 Jokes/cartoons, 109
 Juniper.net, 109
 Jurvetson, Steve, 117
- Kennedy, Dan, 147
 Kerr, Ken, 6, 18, 58
 Keywords, 78–79
 Kiges, Steven H., 226–231
 Klein, Saul, 6
- Lant, Jeffrey, 100
 Leadership, definition of, 31
 LeDoux, David, 2–3, 5
 Leverage, 139
 Levi Strauss, 32–33
 Levitt, Theodore, 41, 64–65
 Lifetime value, customers and, 142–143
 Linkleads.com, 81
 Links, sponsored, 109–110
 List, building, 11–12
 List, renting, 11
 List serves, 9
 Logitech.com, 109
- Mailing lists, selling, 102
 Mail list, hosting, 206
 Mailloop, 225
 Marketing:
 birdseed of, 28–29
 control of, 79–80
 costs of, 55
 definition of, 12, 41
 goals of, xi
 inbound versus outbound, 72
 magnify using the Internet, 55–56
 money spent on, 84–85
 network, 96–99
 one-step process, 43–44
 passive, 126
 principles of, xi
 relationship, 96
 traditional versus Internet, 54
 two-step process, 43–44
 viral 86–87, 115, 117

- Marketing, active and passive, 126
- Marketing campaign, questions to answer, 10–11
- Marketing funnel, 43
- Marketing letters, writing, 86
- “Marketing Myopia,” 64–65
- Marketing process, definition of, 111
- Marketwire.com, 83
- Marriott, USP for, 38
- Mass-marketing model, 63–64
- McFarland, Packy, 5
- MeMail.cm, 130–131
- Mentoring, as a USP, 32
- Mentoring programs, 31–32, 35
- Mercedes, USP for, 30
- Messages, differentiating, 110–111
- Millionaire Mentoring, 57–58
- Millionaire Retreat, 57–59
- Miva.com, 76
- Monetization models, 163
- Money classifieds, 61
- Motivator, bonus, 50
- Mrs. Fields cookies, 44
- MSN, 74
- Multiple income streams, 163–164
- Multiple Streams of Income* (Allen), 2, 5, 13, 53, 92
- Netpreneurs, 69–90
- Net profit, 10
- Network marketing, 96–99
- Network marketing opportunities, 95–96
- Nevarez, Art, 76–79
- Newsgroups, 72
- Newsletter, getting articles, 207
- Nicholas, Ted, 147
- Noboss.com, 130
- Nondisclosure, 143
- Nordstrom, USP for, 30
- Nothing Down* (Allen), xii, 2, 31, 35
- Nothing Down (seminar), 44
- Nunley, Kevin, 130, 209–217
- 1and1.com, 125
- 1planhost.com, 125
- Online communities, benefits of, 113–115
- Opt-in list, 4, 132
- Page, Charlie, 128
- Painter, Tom, 6, 18, 21, 57
- Palmone.com, 110
- Partnering program, 151
- Paul, Jeff, 50–51, 111
- Pay-per-click method of payment, 177
- Payperclicksearchengines.com, 76
- Permission Marketing* (Godin), 42
- Personal information, creating a file of, 111
- Personalization, importance of, 111
- Persuaders, checklist of, 45–46
- Persuasion, principles of, 42
- Picks and shovels, Internet, 102–103
- Pliner.net/bannerexchange.com, 81
- Popularity:
 - and consensus, 44–45
 - as a persuader, 46
- Portal Web site, 218
- Postmaster Direct, 82, 131
- Powerful promise, 32, 38–40
- Press release(s), 82–83
 - how to write a, 87–90
- Products, choosing, 145
- Profit and loss statement, 3–4
- Prospecting tools, 96–97
- Public relations, free, 82–83
- “Quick-iness,” 107
- Quotes, including, 109
- Real Streams of Cash*, 5
- Reciprocity, definition of, 44
- Reeves, Rosser, 30
- Refer-it.com, 156, 174
- Registering your domain, 178
- Reinhardt, Andy, 115
- Relationship marketing, 96
- Rental lists, 81–82
- Reuther, Preston, 190–201
- Riskless action, 21
- Rivkin, Steve, 30
- Road to Wealth*, 13, 58
- Robbins, Tony, 13, 15
- Rolex, USP for, 30

- Rosen, Emanuel, 116
RSS, 72, 113
Rudl, Corey, 217–220
- Sales Web site, 218
Scalability, of business, 79–80
Scarcity, as a persuader, 45–46
Schwartz, Dan, 130
Search engine, plug-in, 110
Searchenginecommando.com, 75
Search engines, 69–90
 do-it-yourself approach, 75–76
 getting fast results with, 127
 list of, 73–74
 pay-per-click, 76–79
 submission guidelines, 75
 tracking your position, 75–76
 and traffic, 74
Searchengines.com, 75
Searchenginewatch.com, 75
SearchHound.com, 127
Searchit.sitesell.com, 171
Search toolbar, 74
Seminars versus audio programs, 31
Sensational offer, 32, 36–38
Sequential follow-up autoresponder, 157
Sheets, Carlton, 31
Signature file, creating a, 71
Site Build It!, 173
SiteSell.com, 162
Slashdot.com, 72
Smith, Jack, 115
Solvosolution.com, 81
Spam, definition of, 4, 12
Special reports, 100–101
Sponsored links, 109–110
Srds.com, 85
Standard Rate and Data Service (SRDS), 85–86
Stickiness, 9, 78, 105–107
 factors of, 105–106
 improving, 107–119
 quick-iness versus, 107
“Streams of Cash,” 12, 13, 61
Submitexpress.com, 76
Subscribers:
 buying, 205
 from e-zine directories, 204–105
Success, defining, 78
Success stories, 109
Sullivan, Danny, 127
Symbiotic sites, links to, 81
- Target audience, finding, 11–12
Taylor, William C., 135
Teleconference, 23
Text100.com, 110
Theme-based site, 167
Thomas, Ted, 18, 58
Time limits, 201
Tipping Point, The, (Gladwell), 116, 117
Tools, needed, 221–223
Topica.com, 131
Townsend, Ruth, 182–186
Traditional marketing, disadvantages of, 54
Traffic:
 attracting, 70, 109–110
 key to Internet business, 91–93
 keyword, 78
 paying for, 77–79
 segmented by gender, 79
 strategies for driving, 87, 92–104
Traffic-generating activities, goals of, 93
Transformation versus information, 34
Treasure trove, creating a, 108–109
Tridentcapital.com, 110
Trout, Jack, 30
Trust, gaining, 38
Tungett, Robin, 238–251
- Ultimate advantage, 32, 35–36
Unique selling proposition (USP):
 definition of, 30
 power of, 31–32
 powerful promise and, 38–40
 sensational offer and, 36–38
 ultimate advantage of, 32–36
Unleashing the IdeaVirus (Godin), 116
Urgency, as a persuader, 46
Usenet.com, 72
- Varga, Ken, 6
Vickery, Carol, 152
Viral marketing, 9, 86–87, 115
Virtual communities, 113–115
 downside to, 114

- Volvo, USP for, 30
- Vstore.com, 123–124

- Warranties, 37
- Web address, 70
- Webaffiliatesdirectory.com, 96
- Weblogs, 72
- Web presence, building 70–72
- Web site, attracting people, 70
- Welcome basket, 108
- Wilson, Ralph F., 130
- Wilsonweb.com, 130
- Word-of-mouth advertising, 86–87

- Word-of-mouth advertising, 95
- Wpgold.com, 75
- Wwrecipes.com, 130
- Wyman, Pat, 186–190

- Xpress.com, 85

- Yahoo, 124–125
- Yahoo PageBuilder, 124–125
- Yahoo PageWizard, 124–125
- Yellow Pages, 72–75
- Yesmail.com, 82, 131