

**The 7 Hands-Down Best Internet Marketing
Products In Existence**

"The 7 Hands-Down Best Internet Marketing Products In Existence!"

By Rachel Rofé

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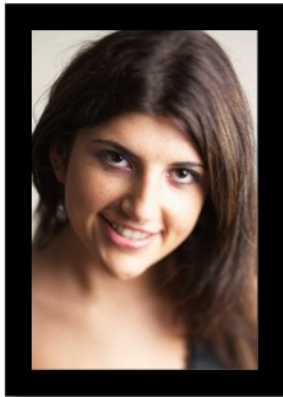
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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Introduction

Like many other people, when I first started Internet Marketing I constantly plunked down hundreds (if not thousands) of dollars on whatever the latest-and-greatest product was.

I bought it all - ebooks, softwares, courses, coaching programs... you name it, I had it. Every time I read an email from someone saying that I needed something to become successful, I bought it. I figured that until I became successful myself, I should believe them.

In retrospect, the bulk majority of products that I bought were a waste. I can only think of 2 high-priced courses that I got a lot of (if any) value from. Other things sparked ideas, but weren't particularly noteworthy. In the end, most of my best education was from books, trial and error, and The Warrior Forum.

In this report, I'm going to tell you about the few things that I have absolutely no regrets about buying. I originally tried to write a report about 7 different products that I purchased, but I couldn't think of 7. There are only 5 paid products that I consider absolutely **imperative**. The other 2 I'll tell you about are products that you can get for free.

Sure, I could easily stick 2 more paid products in with my affiliate link - products that are *somewhat* helpful - but I'd rather be 100% completely honest.

The products I'll mention to you are those that **I don't think I could succeed without, and products I feel should be in everyone's marketing arsenal.**

There are certainly substitutions for some of them, but I think they're all the best in the market right now and that's why I'm sharing.

I also want to make one thing clear...

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My Intention Is NOT To Throw A Million Affiliate Links At You!

This report has been out for a few weeks now. Whenever people sign up, I ask them for their initial feedback. One person wrote to me and said it felt like I was trying to sell affiliate products.

I very much appreciated that feedback...and want to clear the air from the beginning.

I'm trying to be as upfront and sincere as possible. Whether you buy the paid products I recommend or not is your call - I'll be fine either way.

These are just the 7 products I recommend the most – some free, some not. To tell you the truth, I couldn't even think of 7 paid products I'd stand behind 1000%.

With that, let's get started!

Market Samurai

I've heard people say [Market Samurai](#) is a "keyword tool." I suppose you could say that, especially if you think Ferraris are in the same class as Fords. And that's because Market Samurai is the best keyword tool on the market... plus it's so much more.

You see, most keyword tools give you the estimated search count for a particular keyword. The better keywords also take a look at how many other websites rank for that particular keyword. That way you get a sense of how much competition you'll have for that keyword.

Market Samurai gives you all that information and more.

For starters, this tool gives you an estimate for the amount of traffic

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you'll get from a particular keyword. See, even though a keyword might get X number of searches per day, that doesn't mean your site – even if it is #1 – will get all that traffic.

Next, it lets you spy on your competition. So not only do you know how many other websites rank for a particular keyword, the tool gives you an idea of whether you can beat a particular competitor. For example, you can find out how many of your competitors include the keyword in their page titles.

Third, the tool also estimates the commercial value of a keyword. You've probably heard the experts talk about using "buying" keywords (those are words that suggest your prospect is a buyer and not a tire kicker). This tool helps you choose search terms from red-hot buyers.

Next, it also lets you know if some of your search terms are seasonal keywords (meaning they appear more at one time of the year than at other times). Obviously, if you're creating Christmas sites or wedding sites, you already know you'll have spikes in traffic at different times of the year. Market Samurai gives you an idea of when and how your traffic will fluctuate.

The information you get from Market Samurai isn't just good for search engine purposes – it's also good for pay per click marketing. That's because the tool helps you estimate how much traffic you'd get with your keywords if you created an AdWords campaign.

I could go on, because the keyword tool portion of Market Samurai does much more than I have room to tell you about.

A moment ago I also mentioned that the tool is more than a keyword tool. That's because it also helps you do things like find articles, videos and other content to put on your site, it helps you maximize your pay per click campaigns and it helps you publish content on your site (right from [Market Samurai](#) – no need to open multiple windows).

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It's a time-saver and it's a profit-maker. And take it from someone who's used a lot of tools, you won't find a better keyword tool around.

Get Response

If you've been in Internet Marketing for more than a few minutes, you've probably heard "The money's in the list".

I've seen this proven time and time again - not just with my lists, but watching other people.

I've seen friends promote products for me and earn thousands of dollars within minutes. One of my friends recently made \$24K in a day... all thanks to one email he sent out to his list.

(If you're not sure what a list is, it's basically when people sign up with their name and email address and opt to receive emails from you. It's basically like having an address book of people who want to hear from you. The power of a list is incredible because you have instant access to people who have already shown that they're interested in what you have to say. You don't have to go searching for traffic every single time you want to promote something- you can simply market right to your existing list.

You can do broadcasts when something great comes out that you want people to know about right away, or you can set up autoresponders so that people get one email from you after "X" days, another after "X" days, and so forth, so you stay in their mind.)

There are a lot of programs out there that'll help with your list, but I believe GetResponse.com to be the best choice for most people.

(There are multi-thousand dollar programs that offer more options - but I don't think they're worth it until you've created a list and can justify the expense.)

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I like GetResponse.com so much because they offer a lot of phenomenal benefits.

To begin with, they boast incredible email deliverability rates. There are lots of list-building services out there, but not all of them do such a good job with making sure that emails are actually sent out to people. They're often buggy and mediocre at best.

The interface is incredibly easy to navigate and very intuitive. I've been inside other autoresponder services and had a hard time figuring out what to do next. GetResponse.com makes everything insanely simple.

They also offer a lot of reports - such as how many people open up your emails, what emails they open, what subject lines work the best, and so forth. This helps you put a pulse on your list and immediately course-correct if something isn't going well.

Google Tools

Google has a nice little package of tools you can use to optimize your site, split-test your campaigns and find the best keywords. Let's go over these tools separately...

Google Keyword Tool

This is your basic keyword tool that you can use to uncover the exact terms your market is already searching for in Google. While it's just a basic tool, this is the database that most other keyword tools (like Market Samurai) use as the basis for their lists. As such, you can be assured of getting good results if you just need to uncover your niche keywords.

Here's how it works...

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You enter your broad keywords (like “Internet marketing”) and the tool returns hundreds or maybe even thousands of related results, like:

- Learn Internet marketing
- Utah Internet marketing
- Viral Internet marketing
- Internet marketing opportunity
- Best Internet marketing course

And so on.

By default, the list is ranked by monthly searches, meaning those at the top of the list get the most searches and those at the bottom of the list get the least. Not only will you see the estimates for monthly searches, you also get other information such as an estimate of your competition and how much you might bid if you used these words in an AdWords campaign.

Google Website Optimizer

Here’s the easiest way to explain this tool: It’s a tool you can use to split-test different variations of your website.

For example, let’s suppose you want to see if Headline A or Headline B results in a better conversion rate. All you have to do is create your two variations, load them into the tool, and the Website Optimizer takes care of the rest. The tool randomly shows your different variations to different visitors, and then it analyzes your data so you know which variation gives you the best results.

You may create one of more variations of different elements and pit them against each other. These elements include:

- Your sales letter headline. It’s the most important part of your sales

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letter, so test this first.

- Sales letter sub-headlines.
- Your P.S.
- Your call to action.
- The opening of your letter.
- The guarantee.
- Images on your site.

Once you've tested these main elements, then you can test smaller elements if you'd like, such as font color, font size, Johnson boxes and similar.

Google Analytics

This is the most powerful tool in this trio. That's because Google Analytics gives you the ability to test and track complete campaigns as well as individual ads and sales letters. And that means you'll know which of your marketing activities gives you the best ROI (return on your investment) so that you can spend even more time and money on these high-profit activities.

You can track things like:

- An ad you place on your blog.
- Email ads you send via your newsletter.
- Email ads you place on other people's sites, blogs and newsletters.
- Offline ads (such as classified advertising).
- Banner or text ads.
- AdWords ads, keywords and landing pages.

And most anything else you'd like to track.

As usual, no thinking required – just plug the required information into the tool and it will do all the tracking and number crunching. Then it will give you the analysis in easy-to-read charts.

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HostGator

Admittedly, I haven't used very many hosting options - so there might be something better out there.

For me, though, [HostGator](#) is so awesome that I haven't needed to check out alternatives.

For \$4.95 a month, you can host unlimited websites through them. I'm not too sure what their bandwidth requirements are, but I can tell you I have 100 or so websites on my account and have never faced any problems - even when I got an influx of traffic from being in a magazine.

I really like HostGator for several reasons. First of all, the customer service is FANTASTIC. As mentioned before, I have the technical inclination of a jellyfish - so there are times I've definitely needed to write in and ask questions. They have live chat help available constantly, so I've always gotten answers well within 15-20 minutes (much better than having to email in a help request and wait 24 hours). The CS reps are usually really knowledgeable, too (there are other companies I call and the reps aren't sure what the answer is, so this is really refreshing).

Their interface is incredibly easy to navigate and they offer tons of options with their Fantastico program. Some of the things you can enjoy with Fantastico De Luxe:

- Immediately installing a blog into your site with one click (no doing any tech work yourself)

- Immediately installing your choice of 2 forums into your site with one click (no doing any tech work yourself)

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-Immediately installing a help desk into your site with one click (no doing any tech work yourself)

-Immediately installing polls, calendars, F.A.Q. sections, classified ads, and much more, in you guessed it... one click.

They even have site builders you can use now. I haven't played with these yet, but they seem like a great option.

I love the stats you can get from within the control panel as well. With HostGator there's no need to buy any expensive traffic analytics programs because it tells you exactly where your traffic is coming from - what search terms they used to get there, what links they were sent in from, and so forth.

I've heard horror stories of people with other hosting programs - people who've had all their sites shut down right away thanks to a misunderstanding, which costs them tons of money.

I've never heard anything bad about [HostGator](#) and highly recommend it.

Earn \$1K A Day

There are lots of Internet Marketing forums out there. I typically don't use them because they're either really negative, or because they're time-wasters for me.

Like I said in the beginning, I learned a lot from The Warrior Forum. It definitely has its perks, and offers a lot for beginners.

My #1 forum now, though, is absolutely [Earn \\$1K A Day](#) (if you go there, please ignore the hype-y sounding letter and let me tell you exactly why it's so awesome).

To begin with, the people on there are fabulous. They're positive, success-oriented, and actually get stuff done. There are definitely

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newbies in there, but they're a different breed than what you might find in regular forums. They work hard towards actually making money online.

There's a "Success Stories" section in [E1KAD](#) in which I'm always reading about people reaching levels of success that they'd only yet dreamed of.

There's also a "Downloads" section which is worth the price of the forum in itself. Dennis, the owner, frequently buys products that have resale rights and gives them to members for free.

In fact, members are even allowed to request products and Dennis often buys them. The membership is \$40 a month, but even downloading one product a week often more than makes up your cost, - that's if you don't even bother looking throughout the forums.

Dennis is constantly adding more value for the members as well. He recently hired some top Internet Marketing experts to come and share their expertise.

They share all sorts of things – two of them have a paid membership course that they give for free when you're a member within the site.

The community there is great, too. I always see people volunteering to help others. Dennis teaches everyone one way in which he makes a huge income ("Mini-Money Sites I think they're called - you'll read all about it once you sign up) and holds peoples' hands until they're making money. The members are also quick to jump in and answer questions.

I recently interviewed Dennis for a membership course I'm doing and asked him about his retention rates. He said they're much stronger than the 3 month average, and that doesn't surprise me at all. I'm always seeing comments in there from people saying things like, "Wow - I didn't think [this forum](#) could get any better."

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Wordpress

My favorite free product is, hands down, [Wordpress](#). (If you're not familiar with it, it's a blogging platform that's incredibly intuitive and user-friendly.)

I love [Wordpress](#) so much because of all the things you can do with it. It's certainly different than XSitePro but offers quite a bit.

For starters, if you search, you can find tons of different "widgets" to enhance your blog. You can do things such as add polls, make your blog even more search-engine friendly (more on that in a minute), add special features, automatically send emails to people each time you create a new blog post, and SO much more. The features are practically endless.

[Wordpress](#) is also awesome for search engine optimization. I've tested out a few different types of websites, and the ones I build with [Wordpress](#) always get the highest rankings in the search engines, bar none.

There are lots of themes you can get for WP as well. You can have a new one every time your mood changes if you want - and there are tons of ones that you can get for free!

I actually JUST changed my theme over at [RachelRofe.com](#) and love it!

Books

I consider books absolutely imperative to any success I've had online. Most physical cheap books are so much more helpful than any kind of ebook you'll ever buy.

I wouldn't tell you to stick only to the list I'm about to give you because there's so much value in SO many books (especially ones that

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aren't related to business!), but I'll give you a list of some of my favorites. They all should be easily obtainable at public libraries, though I'd probably recommend buying them so that you can reference them at any time.

Here's my personal list:

Influence by Robert Cialdini
Attractor Factor by Joe Vitale
Paradox Of Choice by Barry Schwartz
ANYTHING that Dan Kennedy puts out
Success Principles by Jack Canfield
Four Hour Workweek by Tim Ferriss
The Answer by John Assaraf
Made To Stick by Chip Heath and Dan Heath
Tested Advertising Methods by John Caples
Secrets Of The Millionaire Mind by T. Harv Eker

To Wrap It Up...

It really surprised me, when writing this report, to find that out of all the products I purchased, I couldn't think of 7 different ones that I loved.

If I was including something like "coaching" in the list, that might be different - mentoring and coaching is priceless. But for actual products, I had to stop at 5.

I hope this list helps you - maybe it helps you in finding awesome products, or maybe it helps you realize that there are tons of "bells and whistle" things out there that you really **don't** need.

Sure, a lot of it helps you. It helps you shorten your learning curve and succeed quicker.

Heck, I pour my heart into putting out my own Internet Marketing

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products once in a while with the fullest intention of helping people.

But if your budget isn't there yet, do you necessarily NEED anything besides what I mentioned?

Probably not.

With love,
Rachel

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

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Freelance Work

[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslisr Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslisr

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your

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advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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