

# **Terry Dean's CBmall Marketing Tips**

An Interview by CBmall Founder Jeff Mulligan

# Terry Dean's

## CBmail Marketing Tips

CBmail

Focused  
Tactics  
for CBmail  
Profits

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## ***Introduction***

Terry Dean is the owner and webmaster of <http://www.bizpromo.com> and a dozen other domains.

Terry is considered one of the top small business Internet consultants in the world today with over 75,000 subscribers to his Internet training newsletter from 47 different countries.

He currently earns well into six figures a year while living what he likes to call the "Internet Lifestyle" (working only 20 to 30 hours a week). His entire business runs almost completely on auto-pilot.

In this transcript of a telephone interview with CBmall Founder Jeff Mulligan, Terry shares his ideas on how CBmall storefront owners can promote their storefront using the exact same techniques he has used to generate hundreds of thousands of dollars.

Terry is not financially involved with CBmall.

**Terry Dean:** Hello, this is Terry Dean from <http://www.bizpromo.com> and today Jeff Mulligan and I are getting together to talk about how you can promote your CBmall and how you can get a lot of traffic to it and make a lot of sales through all the sites that are set up in your CBmall.

If you don't know who I am already, I've been an internet marketing consultant for over six years now. I started my own business with no money six years ago, delivering pizzas for a living. I opened an internet business and then have been teaching other people how I've done it, basically with the same techniques I'm going to talk to you about here, but instead of general techniques, what we're going to talk about today is specific techniques for building your CBmall business and making money through the CBmall

The first thing that I'd like to mention is that I think CBmall is a perfect second stream of income. If you're already running any type of internet business such as you have your own website or you have your own opt-in email list, or you might have your own product or you might be promoting other types of products, the CBmall is the perfect second income to add in.

And personally I would probably use it as a secondary income stream for just about any type of offer you could be doing, mainly because you get a Mall aspect and you can promote and make money from thousands of

different products through people who are already contacting you or are already going to your website. That's the first and best way to actually start promoting your CBmall.

And here's how to do it. If you have some type of opt-in email list, then you can easily just promote the link for your CBmall and send people over to it telling them that here are thousands of products that can help them in their businesses.

Jeff, let me ask a question. When they promote your CBmall, can they promote to a specific section or a specific page of products in the Mall?

**Jeff Mulligan:** Yes they can Terry and that's one of the interesting aspects. Because the CBmall is broken out into different categories, someone, for example, in the astrology niche could point to a page of the hottest selling astrology products on the entire Click Bank merchant marketplace. If someone is interested in internet marketing and eZines or promotional ideas, there are specific pages within the Mall devoted to those topics and they can link directly to those pages and earn commissions from any of the products in those pages. There are about 100 such pages.

**Terry Dean:** Right. So let's say you are writing an article about promoting eZines. You could send people to a specific place in your Mall saying, "For resources on promoting to eZines, Click Here" and link to that page.

I always like to give people lots of different resources whenever I'm writing an article.

CBmall is the perfect opportunity for you to have all different types of resources that you can provide links for. Just go here for all these resources on this subject. And you'd be getting a commission from every single one of them, and that builds your multiple streams of income for your business. So you see, that's one technique that you can be using with an ezine.

Let's say that you actually have your own website and the CBmall is the second website for you. Well then on your website you can place links over to the Mall and again, make these specific resource links. So in other words, someone goes to your main website, they click on a link, and they go to the CBmall specific directory on whatever subject that you might mention.

So you might point them to the CBmall pages on internet marketing or eZines, or site design, or hosting. And they go over to CBmall and they have all the links set up right there that your prospect can go to and access.

So that's another way that you can generate traffic to CBmall as a secondary income stream. And I'll mention that a little bit more as we go into other techniques here but this is one of the first places you can use

this is for extra income. It's for extra promotion of what you're already doing for another income stream. For example, if you have information products or you have bought reprint rights to information products and they allow you to put in any of your own links, then you can put links in it to your CBmall. Of course, if you have any type of thing that you give away on your website, any free report that you give, then put links in it to your CBmall. All these are going to generate traffic and generate people who already know you and are going to be inclined to be buying more products and services from you and you'll generate incomes from all these different ClickBank affiliates and different products. So that's an excellent technique to use for promoting CBmall.

*Editors note: Here's the page within your CBmall affiliate site that has linking info: <http://www.cbmall.com/affiliate/links.asp>*

But let's say this is your first website that you've ever had and you're just getting started up and you're starting from scratch. I know a lot of people are probably coming in from that direction. If you're starting from scratch there are some specific techniques that I want you to follow to generate traffic to your website.

But first, let me mention a couple of things that you should not do for generating traffic to your website. Online you're going to see-- in your email box you'll receive what we call spam email quite a bit. People telling

you that you can mail up to millions of people online, you can send that email to all these people, you can buy huge lists and buy email software and basically spam people all over the internet.

Well what those people don't tell you is the fact that, yes they can email millions of people, but very few or none of them ever respond to anything and what they do get a lot of is they get a lot of complaints and people basically angry at them. They lose their email accounts, they lose their websites. If you were to send out mass emails to people via spam by sending out these emails, you would get your CBmail cancelled and you would not make any money from this. So don't use spam as one of your techniques.

Another technique you should avoid is what they call guaranteed traffic. There are a lot of sites on line that will guarantee you, for example, ten thousand visitors for a hundred dollars. All you have to do is give them money and they guarantee to send you all these visitors. Well I've tested a lot of these and all of them actually do send ten thousand visitors from what I've checked. In many cases when I've tested them they've sent me more than what they've promised. The problem is: **none of those people ever buy anything.**

They don't ever subscribe to anything. They don't ever do anything because they are completely and totally untargeted, they're visitors who

just briefly look at your page real quick while they're doing something else and so they're very worthless visitors. Avoid any of the types of offers with guaranteed traffic.

What you want to do is target specific people in niches. In other words I don't want to send out or place any type of ads that try to hit everyone in the universe and try to sell them every product. What I want to do is I want to place a specific ad in front of people in a niche market. We can take any type of niche. We could take the astrology one that has already been mentioned. That would be a niche that somebody could say OK these people are interested in that, well here's the products we have on this subject. We can send them to this specific link. You want to target specific people on a specific niche subject.

## ***eZine Advertising***

One of my favorite methods for a website like this is to use ezine advertising. And if you don't know what an ezine is it's simply an online newsletter that's delivered by email. Most of them are free and some of the best response rates and best conversion numbers in sales that I get for any of my products or services come when I place these ezine ads.

They are priced anywhere between \$10 and \$1,000 for different places that you advertise, and you can get a feature ad, run it in the ezine, and then have people sent to the specific directory inside of CBmall that applies to whatever the ad is talking about. So ezine advertising is a very strong technique.

You can go to <http://www.ezinesearch.com> or you can go to <http://www.directoryofezines.com> and you can find all kinds of eZines on basically any niche subject that you can imagine. You can advertise in these eZines, and that's one of the best techniques of all for driving targeted visitors to your CBmall - or to any website for that matter. So that's one of the first techniques I use and one of my favorites.

Editor's Note: If you are going to do paid advertising, you should check out Terry's NetBreakThroughs site. For a review, see:

<http://www.cbmall.com/affiliate/terry.asp>

There is also an endorsement letter in the affiliate site of CBmall that offers you a good start on writing an ad to promote CBmall. The link is:

<http://www.cbmall.com/affiliate/ezines.asp>

This page also has a bonus eBook on writing and placing eZine ads.

## ***Pay Per Click Search Engines***

Another technique that you can use is the pay per click search engines - a pay per click search engine simply means that you're paying per click. When people click on your ad at the website you pay a certain amount, say 5 cents to \$2. Whatever you've bid that's how much you end up paying. Whoever bids the most is obviously ranked the highest, whoever bids lower goes lower in the ranking.

The pay per click search engines can be another strong way to drive targeted traffic to your website and with the pay per click search engines, you're going to find that Overture and Google are pretty expensive. They're the most popular and they're the most traffic, but they're kind of expensive for you to promote your CBmall site with.

Some of my clients actually deal a lot on Google and Overture but when you are starting out I'd suggest you start with one of the smaller ones such as <http://www.findwhat.com>, <http://www.sprinks.com> or <http://www.aha.com>. Those are some smaller pay per click search engines and what you'll do is you'll pick one of your directory sections from the CBmall and then you'll come up with key words that relate to that directory section and you'll start placing those key words inside of those three pay per click search engines to start with, and start with low bids.

Although you don't get as much traffic with low bids such as one penny or two pennies or five pennies, you will get a little bit of traffic. Just check and see if you're making money. Once you see that a pay per click key word is making money then start putting up higher bidding so you get more traffic from it because you know that you can afford to pay a little bit more. And over time, if you pick your keywords correctly, you can build a profitable income stream.

Let me give you an extra tool to help you pick more keywords. That's at <http://www.goodkeywords.com>. It's a free software program that helps you generate ideas for keywords. You basically put in one keyword and it comes up with all kinds of keyword phrases that are being searched for on the pay per clicks, and you come up with a lot of different keywords. You could eventually get to the point where your CBmall has hundreds of different pay per click keywords all driving traffic into different sections and different parts of it. And you're making money from all of these different items.

So Pay Per Clicks is another strategy. Both of those are paid strategies even though they're very low cost ones.

## ***Free Techniques***

Now let's just say that you have nothing to invest. You don't want to spend any money on advertising your CBmall website. Here are a couple of techniques that you can use that are absolutely free.

You can do article submissions which simply means that you write a short article about any subject you want that is related to a category within CBmall. That's the beauty of the CBmall is the fact that you can pick any of the directory subjects for the subject of the article.

You pick a specific subject, you write a short article-- and for short article I mean 500 words or less. 500 is considered a very large article for most eZines.

If you were to say I can't write anything or I don't know how to write, or I've never written, well the beauty of the internet is you can start off writing and you write like you talk. You write like you're talking person-to-person just like I'm talking to you here now. You don't try to make it big and professional and make these wonderful words up. You just make it simple and you just talk simple like you're talking to an individual.

When I do most articles I just try to say, here's three steps to doing blank. Here is five steps to doing blank. I write down the five steps then I write a paragraph or so about each one, and then there's the article!

There are eZines out there that are starving for content, and if you send them an article with some good information and with some good tips in it, they'll let you put what we call a resource box at the bottom of your article.

A resource box is a five or six line classified ad which you can put about your CBmall and have it linked into a specific section of your CBmall.

And what you get from this is you submit this is they pay you by that your exposure in that little resource box. When they run your article it automatically generates traffic over to your CBmall pages so that people begin to buy products at your CBmall.

You can find the targeted eZines at the same two eZine web sites I mentioned earlier. So that's another way that you can direct traffic. That one is completely free and I've used that basically thousands of times in my internet business. To see how effective it has been for me, go to <http://www.google.com> and type in the name Terry Dean, then type in the name of any other internet marketing guru that you know of and do a comparison of just how many references that there are on the internet for me or them and you'll find that my references number over 600,000.

A lot of that has to do with what I just told you right there, doing a simple article that I let people use in their eZines and I let people use on their websites and it generates traffic for me all the time. So that's a very effective free technique.

Editor's Note: There are some free articles you can use at:

<http://www.CBmall.com/news>

Cut and paste those into your word processor, and put your own link in the resource box at the bottom instead of the generic CBmall link that's there now. Also – within your mall there are two very inexpensive resources focused on writing articles:

<http://www.CBmall.com/pvm/epp.asp?storefront=YourID> – this is an eBook on the process of writing articles for eZines. Takes you step by step and shows you how to do it.

<http://www.CBmall.com/pvm/eacreator.asp?storefront=YourID> – this is software that runs on Windows computers and actually helps you write an article from scratch.

Since you earn commissions on both of these products, they will only end up costing you around \$10 each.

## ***Discussion Forums***

Another free technique that works is that you can go to the discussion boards online. This is what I call online networking. Think of it as a running discussion on the internet.

You can go to these boards and participate in the discussions. You can ask people questions in discussions. Even better is to answer people's questions. Say someone asks a question on something that you know the answer to. You just go in, post your answer and at the bottom of your post where you're actually helping them you have a little link over to your CBmall site. This can generate quite a bit of traffic for you.

Warning: You can't just go up there and place an ad because it will get deleted and if you do it too many times they'll ban you from the boards so that you can't even post anymore. But a short link to your CBmall site is usually appropriate.

I personally don't use this technique a lot anymore because I'm very busy so I don't have time to go to these, but when I did - and I had a lot of customers who do as well, we could often generate between 50 and 200 visitors a day just spending a few minutes a day on some of these discussions boards answering people's questions and involving ourselves in the discussion.

That little link could generate over a hundred visitors to your CBmall site.

So those are two paid techniques with the ezine advertising and with the pay per click advertising, and those are two free techniques with the ezine submissions and participate in discussion boards.

And all of those techniques can be used even if you have no other website and this is the first website you've ever had online.

But again I'll come back to where I started on this, when I started speaking to you and that is one of my favorite uses for a site such as CBmall is to use it as a secondary stream of income.

## ***Build an Email List***

Say for example that you own another website or you own a page that you can do a little modification to.

Well on this page my favorite technique is to take the first page and actually just offer something free in return for their email address. Offer a freebie-- some kind of special report in most cases or a free ebook and you tell people -- I'll give you this freebie if you give me your email address and give me permission to send you emails. And people will sign up because they want the free report that you're offering. Then what you'll do is the moment someone signs up, take them over to your CBmall site referencing some of the products there and then in emails send them some decently good information - and by that I mean I don't want to give everything away free.

You know, I sell products myself but I still give portions or excerpts of it away free. I give something that's going to help somebody free. But then I also have materials that I also hold back from on the free sections so that I have something to sell. And that's what I want you to do with this. You give them some good free information, something that's going to help them and then you can reference and link to certain sections of your CBmall site where they can go and get more information and more resources on these subjects.

If you want to publish and you don't have anything that you want to write then I have a website over at <http://www.bizpromo.com> where I have a lot of free articles that I would let you use in an ezine newsletter that you send out to people - as long as you keep my contact info in the article.

You could have a little section at the top of the email that says hello so and so - by personalizing the email - then have a couple of lines introducing today's subject, and then link over to your CBmall site and tell them that if they need more information and more resources on the subject they can go here.

Then you can publish my article and it would have a little link to me at the bottom. This is like the resource box I mentioned earlier. And that would be another way that you could promote your site and that would actually be my favorite way of promoting the site personally, is to put people on a list and then promote the products to them week after week.

I would send them emails and continue to promote the products on the CBmall site, and the advantage of that type of system is I get someone's email contact information and then I can promote to them continually. But again, you don't have to do that. You could promote CBmall directly through the techniques that we've already been talking about.

Jeff, is there anything that you'd like to add?

## ***Promoting the CBmall Search Engine***

**Jeff Mulligan:** Well Terry, I think one of the interesting opportunities at CBmall is our ClickBank search engine that we've developed because every result from every search is tagged with the mall owner's ID so they earn full commissions on anything in the search engine. It's a unique feature on CBmall that offers a powerful way to make money. Almost like a personal shopper. In fact, owners can cut and paste a line of code into their own web page and get a generic search box that uses the CBmall Search Engine.

**Terry Dean:** I would definitely recommend using that as a link from any website that anyone reading this owned. I would definitely recommend linking to the search engine because you can tell people in your main website, hey click here to go over to our search engine for all the resources and products that can help you.

I would also recommend linking to the search engine in any type of opt-in emails that you send out. You can tell people, "Visit our search engine at..." which may actually make your business look a lot bigger than it really is.

You can do the same thing when you're doing discussion board posts as well. You can tell people on the discussion board, that little link at the bottom, come here and use our search engine to find resources on

whatever topic they are discussing. I would also put a recommended search in the discussion post. Even though it searches all different kinds of subjects on ClickBank, I would actually mention a recommended search term when I was telling people about it. Niche market it a bit.

For example, “For relevant searches about eZines, click here.” So in other words you’re telling people that to find a search engine on their topic of interest they can come to your site at the CBmall. And that’s how I would actually end up using the search engine in almost every case is telling people it’s a specific search engine for whatever subject. You know they can search all kinds of things. They can find that out when they get to it. I would tell them the specific type of thing they can search for... whatever it is relating to the niche that I’m advertising in when I told them about the search engine in my advertising.

Editor’s Note: <http://www.CBmall.com/affiliate/search.asp> has detailed instructions on installing the search engine on your own site and adding recommended searches like Terry suggests.

## ***Promoting CBmall Storefronts for a 50% Commission***

**Jeff Mulligan:** Another thing to consider Terry is one of the most popular products in the Mall is the Mall itself, because store front owners can resell stores to their own customers and earn a 50% commission on that. Since 75% of customers get the Gold CBmall, that's a commission around \$44. Any ideas for promoting Mall ownership?

**Terry Dean:** Well the Mall ownership would be something that I would want promote as one of the major things that I was selling in some of my ads. Let's go back to the very beginning when I talked about the ezine advertising method. If I was advertising in internet marketing eZines -- and there are hundreds of them -- the CBmall would be a great product to promote. In other words, you do the ezine ad, and you have the ezine ad talk specifically about the CBmall opportunity. And when I do something like that I want to send people directly to the offer for the CBmall at the mall's sales page.

If you notice, a lot of what I always try to do is I always try to lead people a little bit on a subject. I don't ever want to just send them to the main site because people will get lost. I always try to lead them a little.

So in the ezine ad I would talk about the CBmall opportunity and then take them directly to the sales page where it talks about the CBmall

opportunity. That would be one primary technique to use and my expectation would be that you're going to get really good results in the ezine from advertising the opportunity directly, because in internet marketing eZines, that's the perfect offer for them.

Editor's Note: The most powerful page on CBmall to promote is:

<http://www.CBmall.com/15ways.asp?storefront=YourID> (There is also a version without a popup at

<http://www.CBmall.com/15waysnopop.asp?storefront=YourID>

This page gets people to subscribe to the 15 Powerful Ways CBmall Makes You Money eCourse. When they do, the mall automatically sends them emails every day for 15 days, describing all the ways CBmall makes them money. Each of these emails has your link in it so you get credit for the sales they make.

Plus, and here's the beauty, when the 15 days is over, they are automatically moved into the CBmall newsletter. This means your subscribers will get over 7 months of weekly email follow-ups. This is all original content – and every issue has links to products you can earn commissions from. So you could earn a commission today from someone who signed up 6 months ago.

Note that I am continually adding new emails to the series. There are over 7 months as I write this, and that will only increase. These will always get emails with your links in them.

Note also that I cannot give you these email addresses due to privacy issues.

**Jeff Mulligan:** Well Terry, you've given us a lot to think about and I really appreciate your time and your effort and your ideas in promoting the CBmall. We're very grateful to you. Thank you.

**Terry Dean:** Thank you.