

**The Simple “Secret Weapon”  
That I Use To Recruit More  
Joint Venture Partners, Work  
With More Gurus, And Sell  
More Affiliate Products Than  
Most Internet Marketers  
Consider A Reasonable  
Expectation!**



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### **My Secrets**

To show you that you don't need a LONG, drawn-out report filled with fluff to deliver tremendous value, I'd like to just get into how I'm landing more joint ventures, working with the gurus more, and selling more affiliate products lately than many would image possible... using FREE tools.

In a word... Social Networking... or Web 2.0

I'm using sites like Twitter, FaceBook and MySpace to break through the clutter in ways that I never could before. I'm also using a copy of software tools that allow me to automate my interaction on some Web 2.0 sites.

More on the automation part later!

Let's start with Twitter...

If you visit my blog at: <http://WillieCrawford.com/blog/> and look in the menu bar you'll see an icon that says "twitter, do you follow me?" If you were to click on that icon it would take you over to Twitter.com where you could sign up for a free account and then start following other people... and allowing them to follow you.

Twitter is a community of "micro-bloggers" who post short notes called "tweets" to the site and anyone following them can read those tweets and even respond to them.

If you look above the icon in the menu bar on my blog, you'll see ACTUAL "tweets" posted by some of the people that I'm following.

This is very significant because it gives me unprecedented access to lots of people that I wouldn't otherwise have access to. Some otherwise VERY busy people spend a lot of their free time on Twitter, just chatting with friends. Read some of the tweets on the feed displayed on my blog, and you'll see that they often aren't talking about anything significant :-)

These tweets are busy people often taking a break to be human and connect with friends. The thing is they're fairly open as to WHO they will allow to become their friends :-)

Twitter also allows you to send "Direct Messages" to those who follow you. So instead of entering a comment that everyone following you can see, you can enter one that only the intended recipient sees.

This is one of my secret tools for connecting with potential joint venture partners, affiliates, and even customers. I simply drop them a brief note offering them a free review copy, asking them to team up with me, or even selectively pointing out a sale that I'm conducting. It's how I've scheduled numerous interviews, and practically orchestrated entire product launches!

The key there though is that you want to use this very sparingly. These are people who want to chat and have fun as much as anything else. They don't want to be

bombarded with offers.

However Twitter is a very powerful tool... a way around email... to get in direct contact with people that you otherwise wouldn't be able to.

A second social networking site that I've also used to connect directly with joint venture partners, customers, affiliates, etc. is FaceBook. Facebook lets you build a friends list.

You are allowed to PM your friends, post to their fun wall, and invite them to join your groups or attend your events.

I use FaceBook to PM potential JV partners offering them review copies of some products that I broker joint ventures for. I do also use it just to connect with old friends and to connect more with many of my long-time ezine subscribers.

I use FaceBook to set up "Events" and then I send invitations via FaceBook to certain people. I also set up "Friends List" on FaceBook. You can then compose a message and send it to everyone on a given list. You can also invite everyone on a given list to an event.

Your lists on FaceBook are limited to certain number of people each, but you can set up as many lists as you want. FaceBook limits the number of people that you can send broadcasts to via their system to only a few... 100 in some instances.

The limits placed on list size and the number of people that you can send a broadcast to simultaneously is good... and discourages spamming. It forces you to confirm that you really should be sending that message to that individual... and since it can be time consuming it enforces some discipline.

A third social networking site that I use similarly to FaceBook is MySpace. On MySpace you build a "Friends List" too. Then you can send those friends PM's, post to their profiles, and send them bulletins or invite them to join your groups.

I often filter through my list of THOUSANDS of friends on MySpace and selectively send JV invites to them. I also sometimes notify certain friends about special offers on affiliate products... and I do make many sales this way.

MySpace also allows you to set up an event, and then you can broadcast that event's details to ALL of your friends via a MySpace Bulletin.

I realized the full power of the Bulletin systems on MySpace and FaceBook when I started planning a free beach-side gathering for May 17th, 2008 at a local restaurant on Okaloosa Island, Florida... not too far from my home. I posted the details of the event on both FaceBook and MySpace. Then I broadcast an invitation to the event to ALL of my MySpace friends via a bulletin.

This was very powerful, and within an hour of sending that broadcast, I had people (that I had no other contact information on) sending me PM's or emails letting me know that they planned on attending my networking event.

By the way, the beachfront networking event is just me getting together with an unlimited number of online friends at a local restaurant for dinner, and then to exchange business cards, take photos, "pitch each other," and just had fun.

The one on May 17th was my second one. At this fun gathering, each person shows up, pays for his own meals, and everything is very informal... so it's really just me pulling together a lot of ideal joint venture partners... many from my local area.

Ok, I've gone off a little... so let's wrap this little report up. My secret weapon for reaching lots of people that I wouldn't otherwise be able to is using MySpace, FaceBook, and Twitter. I use many others Web 2.0 sites too, but focus on these lately.

You're welcome to connect with me on any of these. My profiles are at:

Twitter - <http://twitter.com/innercircle1>

Face Book - <http://profile.to/williecrawford/>

MySpace - <http://www.myspace.com/milliondollarsin90days>

I hope that you can appreciate the simplicity AND the power in the information that I just shared with you. I didn't go into the how-to of setting up and using the social networking sites mentioned. Much of it is intuitive!

The sites all also have great instructions, and there are lot of tutorials on how to use these site.

My biggest point is that these sites actually afford you unprecedented access to some very successful people. Provided you don't abuse that access, it can also be very profitable! Please treat this information accordingly.

## **My Pitch - Please Subscribe To My Ezine**

You'll notice that I didn't require you to opt-in to a list to access this information. That's because I only to share my information (experience gained from nearly 12 years of marketing online) with those who want it.

So, I'd like to now invite you to subscribe to my free Internet marketing ezine. I do share information with you there (for free) that many marketers would charge you for. To subscribe, please just enter you name and email address in the box in the menu bar at: <http://WillieCrawford.com/blog/>

## **Web 2.0 Automation**

During a recent product launch, one where I sold over \$60,000 worth of affiliate products during the total of 27 hours that the order links were live, I used a LOT of "Web 2.0 sites." I posted notices, articles, press releases, etc. to many websites that Google ranks very high, and consequently, I occupied as many as 7 out of 10 positions on the front page of Google for some of my keywords.

I learned a lot of lessons from that campaign, and the 50% commission on those more than \$60,000 in sales wasn't bad either :-)

At the same time, getting those front-page positions on Google was very time-consuming.

As a result, I tracked down the top software expert in THE WORLD when it come to tools that can automate many of the things that I did. He showed me more than 30 new pieces of software that he created that automates much of what I had done.

I tested many pieces of his software, and now have front-page positions in Google for many VERY competitive keywords that I target.

I asked my connection, who has also become a trusted friend, if I could share his software with you. He hesitated because of the potential for those into "black hat

SEO” to use his software to entirely take over the front page of Google, or even the first 2-3 pages if they’re ultra-aggressive.

After a lot of LONG discussions, and acknowledging the fact that these types of tools are already in the marketplace, but that only the spammers, and those with lower ethical standards, currently have access to them, he began to realize that offering these tools to you is a lot like selling guns to those trained to treat them properly.

While a gun has the potential to easily cause great harm, they also allow us to be safer (law enforcement would be impossible without them), allow us to gather food in some locations, and allow us to protect ourselves when necessary.

So my friend offered to allow you access to his software (all 30+ pieces) but ONLY if I would be the one to tell you about it. So, I shared the software with one of my copywriter friends, and we’re now putting the finishing touches on a website. We plan on unveiling this site on June 6th when we’ll be at JV Alert Live in Philadelphia.

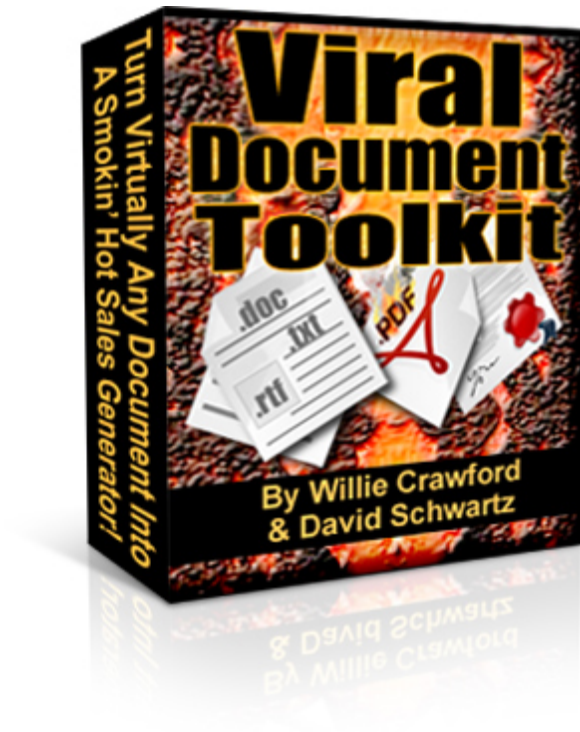
Given that you may not be in Philly, where you can chat one-on-one with me... or the programmer, I have set up an email notification list where I can let you know when and where to access this amazing software.

You can get on that list, used ONLY to let you know when this software is ready for you to get, here: <http://WillieCrawford.com/TheList/>

Ok, that’s the end of this report. No need to make it any longer than necessary. Do get on that early notification list, and then I hope to see you on Twitter, FaceBook or MySpace.

Willie Crawford

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