

Limitless Marketing Ezine - March 19th, 2005
ISSN: 1525-8459

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Editorial:

I've spent much of this week using a new piece of software my friend, Rod Beckwith, told me about called Keywords Mispelled. Let me explain why I did that...

If you use Google AdWords, or other pay per click search engines, you know that if you aren't careful you could very quickly waste a lot of money. I've literally gone through thousands of dollars in a single day bidding on a competitive keyword at Google AdWords. Savvy pay-per-click marketers know that a BIG key to getting the best return on investment for your pay-per-click dollars, you should bid on the less competitive keywords that ARE

getting clicks.

I was trained to develop lists of thousands of keywords - keywords that pertain to my products but aren't the most competitive. Using this strategy, you can bid near the minimum bid at Google AdWords, and knowing that you'll only pay a few cents per click, you can set up many campaigns and not have to watch them as closely.

I learned a long time ago that I get traffic to many of my sites from customers who misspell the search terms. Looking through your website logs will show you many terms people are using to find you. It will show you that many of these terms are misspelled. They misspell keyword phrases due to typos and because sometimes they just don't know how to spell the word. As an example, people visit my cooking site after misspelling biscuits, recipes, quiche, and dozens of other words.

With the software Keywords Misspelled, I was able to take common terms I target just on my recipe site and come up with a list of over 14,000 misspelled keywords. I'm sure I will eventually develop a list of over 100,000 keywords for my cooking site alone.

What Keywords Misspelled does is... what else.... generates lists of misspelled keywords. It transposes letters, adds a s to the end, and makes other "mistakes" that humans make. The software also tells you how many times that misspelled keyword was searched on at Overture during the previous month. Are you beginning to see the potential of this software?

According to Google 10-20% of keyword searches are misspelled each day. I see myself eventually developing lists of tens of thousands - even hundreds of thousands - for all of my niches. I also see my clients doing the same thing after I show them how.

The software has a lot of automated features that you just have to see for yourself. Take a minute now to check it out. If pay-per-clicks are a serious part of your website traffic formula, as they should be, then check out:

<http://WillieCrawford.com/misspelled-keywords.html>

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**This week we will have our networking and brainstorming call** on Saturday. It will be at 11 AM - 12:00 Noon. I'm doing it on my cell phone during my lunch break from Joel Christopher's Double Birthday Bash. Register by sending a blank email to my autoresponder at: willie3-56875@autocontactor.com

Next **submit your site for a free critique** by the group. Instructions are included in the autoresponder message. We already have two sites that we'll critique this week, but if you're fast, you can get your site included in next week's call.

Now, here's this week's article. In it I offer you a very valuable freebie :-)

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Feature Article

Ebooks Are For Amateurs!

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How do you get paid more for everything that you know and do? You become known as THE expert on a given topic. How do you do that? One very good way is to write a book. No, not an ebook - an actual print book. "What's wrong with an ebook?" I hear you asking.

The answer lies in the fact that anything that is too easy is not considered very valuable. That's why doctors and lawyers get paid more than taxi drivers and waitresses. The "barriers to entry" make it more "expensive" to become a doctor or lawyer, which makes being a doctor or lawyer a scarcer skill, which allows them to charge more for that skill.

Anyone can write and publish an ebook. To do that all you really need to do is:

- 1) Write your book (or short report) in ® Microsoft Word.
- 2) Convert it to PDF using a free program such as PDF995.
- 3) Announce to the world that you've published an

ebook.

It really is THAT easy, and therein lies the problem.

Thousands of people have published "junk ebooks" that aren't worth the electrons they're "printed on!" If you're like me, you probably have dozens of these on your hard-drive right now. You know... free ebooks that sounded great, but when you downloaded them, you quickly discovered that they were worth exactly what you paid for them. These ebooks often contain out-of-date, inaccurate, or commonly known information. The very worst ones are those written by people who have no idea what they're talking about, so they repeat inaccurate information that they found elsewhere.

Don't get me wrong. Ebooks are a great tool. I use them for viral marketing, as a handy training tool, and even as for-sale products. Since ebooks are cheaper to produce, you will sell them to people who don't want to pay the higher price for a print book, or to people who simply don't want to wait to get them in the mail.

The big difference in writing a print book is that people perceive someone who has written a "real" book differently. People assume that writing a book is hard work, so when they hear that you've published a print book, they attribute lots of great qualities to you. They reflect back upon when writing and publishing a book was a BIG challenge.

My friend, Elsom Eldridge Jr., author of "How To Position Yourself As The Obvious Expert In 90 Days Or Less Without Spending A Fortune On Advertising," taught me all about why writing and printing a book is a very powerful way to firmly establish yourself as an expert on a topic. Being considered the expert on a topic does mean that you can charge more for what you do, say, and produce.

I recently did a teleseminar-interview with Elsom on this very topic. You can grab the MP3 recording and/or the PDF transcript of this interview from my website at: <http://WillieCrawford.com/write-a-real-book.html>

It's my free gift to you :-)

If writing a real book allows you to better brand yourself as THE EXPERT, then why don't more people do it? I think many people simply think that it's too expensive. I'll let you in on a secret...

... My first physical book was a cookbook. It's 184 pages, and contains 250 of my own recipes. I simply made a list of recipes, typed them out, had a cover designed, found a few graphics/photos, and had it printed. I now sell this cookbook from my website at <http://Chitterlings.com/cookbook.html> for \$16.95 per copy plus shipping and handling. The secret.... it costs me less than \$1 each to print these books.

I simply went on the Internet and found a number of printers, then I compared prices. Since one of the least expensive ones I found was a short drive from where I live, I scheduled an appointment to go over and discuss my project. In volume, these books were so cheap that I ordered a mini-warehouse full. You don't have to visit your printer to set-up your project - I did just because they were so close.

I chose a cookbook as my first project because I couldn't think of anything else at the time. A cookbook is easy to write, and if it's on the right type of cooking, it should sell well. You can find more information on how to easily write and produce your own cookbook at: <http://WriteACookbook.com> That's where I have the transcripts and MP3 from a teleseminar I did with two other cookbook authors on that very topic.

If you don't want to order lots of copies of your print book, you don't have to. There are companies that do print-on-demand. They will print as few as one copy at a time, and then drop-ship your order right to your customers. A print-on-demand printer that I work with a lot is at: <http://WillieCrawford.com/print-on-demand.html>

Ok, so it's not that expensive to write a "real" book, or to turn your ebook into a print book. However, you need more reasons to go through all of that "trouble."

Well...

1) Print books have a longer shelf life. People download

ebooks and may never go back to them again. With a print book, they're at-least going to have to look at your book while dusting the bookshelf. Every time that they look at your book, they will be reminded of you and your products or services.

2) I think of a book as a glorified business card. My books all mention my websites inside them and on the cover. I put things in all of my books to drive people back to my websites. You should do the same. I sometimes actually give copies of my books to hot prospects. When you give someone you meet a copy of your book, they are likely to be very impressed AND to go check out your other offerings.

3) Every book that you write can, and should, have back-end sales built in. You should have a page or coupons for your other (bigger ticket) products. If you mail the books yourself, you should also include package inserts in EVERY package. If you have the books drop-shipped, you should have the drop-shipper or print-on-demand publisher, include your flyers in the package or inserted in the books. Consider having a tear-out insert printed right into the book!

4) Many offline stores and specialty shops may want to sell your book. Unless they're Internet-related, they're not very likely to want to feature your ebook. This exposes you to a whole new audience that would have never discovered you if you stuck to ebooks. Many country stores carry my cookbook.

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Willie Crawford is a corporate president, published author, seminar speaker and host, tele-seminar speaker and host, retired military officer, karate black belt, Master Network Marketing Trainer, and lifetime student of marketing. He shows people how to actually generate substantial income on-line

using very simple, easily modeled systems. An example of such a system that you can study and duplicate is at:

<http://ProfitMagician.com>

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Plus... Armand Morin is giving away \$20,000 in cash and prizes at the seminar. This is amazing. Get your share!

Here's the link again:

<http://bigseminar.com/cmd.php?Clk=1031423>

I hope to see you in Atlanta!

Willie Crawford

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Stop Struggling With Writing Powerful Web Copy!

If you still haven't checked out Yanik Silver's Ultimate "At-Home" Internet Copywriting Workshop, you may never master the most essential skill in Internet marketing!

Check out: <http://www.ultimateonlinecopymanual.com>

Yanik also has an underground workshop coming up in April that I've already registered for. It's almost sold out though! Yanik is very innovative in how he's getting the word out about this very exclusive workshop. Turn up your speakers and take a look at:

<http://www.profitautomation.com/app/adtrack.asp?AdID=118148>

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