

INSIDE THIS ISSUE:

HOW TO GET EXPERTS TO.. 1

NO WEBSITE IS A SPAM SITE.. 2

EXPOSING SEO COMPANIES.. 3

WE MELTED OUR SERVERS!.. 4

WARMING UP TO WORDPRESS.. 5

WHAT IS THE LONG TAIL?.. 6

10 REASONS TO ATTEND.. 7

AUDIO AND YOU.. 8

CASH IN ON CURIOSITY.. 9

Many experts who provide advice on creating digital information products (ebooks, reports, audios, etc.) tell us to pick a topic we know about or are passionate about. That's a good place to start, but it isn't absolutely necessary. And if you follow the advice of the most successful Internet marketers, which is "find the market first, and then develop your product," it might not even be possible.

For example, what if you know there's a hungry market for a how-to guide about teaching ferrets to do tricks, but you've never seen a ferret in your life?

The answer? Research! And part of that research can include interviews of subject matter experts.

Here's a step-by-step process for getting top experts to provide content for your information products:

1. **Determine the focus of your information product.** In our example, we're interested in writing an ebook about teaching ferrets to do tricks. We don't care about raising ferrets, making nose mittens out of their fur, or other "off-topic" subjects.

2. **Create your list of interview questions.** Keep your focus and your target audience in mind. What will readers need, want and like to know? For example, our readers would probably want to know what works best in getting ferrets to perform tricks...food treats, petting, play, verbal praise, a framed certificate? Put yourself in your readers' shoes. This is one instance when it can be to your advantage to be clueless about your subject matter—you'll naturally have relevant questions.

3. **Decide who to interview.** For this article we'll assume you don't know any experts. One of the easiest ways to find top experts is to look for articles on your topic at an article directory such as [Ezine Articles](#). Read several articles to determine the quality of information they provide. When you find a few you feel are the best, search for similar articles by the same authors. Also visit the websites listed in their Resource Boxes. Your goal is to make sure the authors truly are experts in the field (and not marketers who hired ghost writers).

4. **Contact the experts by phone or email.** Here is a sample email (if you prefer to call, you can use this as a general script to follow):

Hi (Name),

My name is Bonnie Lowe. I recently read your excellent article, "Teaching Ferrets to Fingerpaint," at [EzineArticles.com](#). I also enjoyed visiting your website, [Ferret Finger Painting](#).

You're obviously an expert on teaching ferrets to do tricks, so I was wondering if I could interview you for my new ebook, tentatively titled "How to Teach an Old Ferret New Tricks."

In return, I'd be happy to include a link to your website within the ebook and send you a free copy when it's finished. I'll also have an affiliate program in case you'll want to offer the ebook to your site visitors and earn a 50% commission.

I've gone ahead and included five questions (below) so you'll know what kind of information I'm looking for.

I know you must be very busy, Name, but if you're interested, I'd like to have your answers by June 1st. If that's too soon, I would still love to receive your input whenever you can provide it; one of the great things about digital products is that we can easily update them whenever we want.

I'd be happy to interview you over the phone or via Skype if that would be convenient for you.

Please let me know, and thank you for considering this request.

Bonnie Lowe (phone number)

**P.S.** If you know of any other ferret experts who might be interested in this project, please let me know and I'll be happy to contact them, as well.

[THEN LIST THE QUESTIONS]

That P.S. is a very important! If they do provide you with additional names, you not only have more potential experts to contact, you have a very powerful and persuasive new sentence to add to your email solicitation: "**Ima X. Pert suggested I contact you.** Ima tells me you are one of the best ferret trainers on the planet and she thought you might be interested in my a new project ..."

5. **Be flexible.** Some people will immediately respond; some you'll never hear from. Some will be perfectly happy to answer your questions as long as you mention their name and include a link to their site in your ebook. Others may ask to be paid a fee. If you are unwilling or unable to provide what the expert wants, find another expert.

6. **Record your interviews.** If the expert prefers an interview (in person or on the phone) rather than providing you with written answers to your questions, be sure to record it—even if you take excellent notes and have no intention of publishing any audios! There's no substitute for being able to replay the comments as many times as needed to get an accurate transcription of what was said. Mini-cassette recorders are cheap, small and easy to carry around. If doing a telephone interview, there are inexpensive devices that connect the recorder directly to your phone. I believe Skype has a feature which allows recording of calls when using that service. Of course, recording the interview also allows you to create an audio product, which will make a nice bonus to go with your ebook!

**NOTE:** Several states do not allow recording of conversations without the knowledge and permission of those being recorded. Whether doing the interview by telephone or in person, always ask permission to record it.

7. **Take notes of the interview—even if you're recording it!** Never rely on technology. Batteries die, tapes wear out or end without auto-reversing, etc. Always get as much down manually as possible to back up your recording.

8. **Incorporate the experts' content into your ebook.** This does not have to be done in a typical interview Q&A format, but that is easiest. How you incorporate the comments will depend on the style of your ebook.

9. **Provide the first draft of your ebook to the experts and ask them to verify the accuracy of the information attributed to them.** This is important. The last thing you want to do is misquote someone or get important facts wrong. Plus the experts may provide additional information (or glowing testimonials!) as they review your ebook. Another added bonus: by getting their approval, you're gaining their trust. If you wish to do follow-up ebooks in the future on the same general topic, it'll be easy to get the same experts to assist you again.

10. **Finalize and market your ebook.** Don't forget to fulfill your agreement with the experts. Even if they did the interview for free and asked for nothing in return, send them a free copy of the final ebook along with a nice thank-you note.

That's how you can get top experts to provide content for your next information product!

**Bonnie Lowe used this technique to create her popular ebook, "Networkaholics Revealed! (True Confessions from People Who Networked Their Way to Success, and How You Can Do the Same)" (available at [NetworkAholics](#)) Discover more great tips about earning money online at [Best Earning Strategies](#).**

**NO WEBSITE IS A SPAM SITE UNLESS THAT WAS YOUR INTENT**

No website is a Spam site unless that was your Intent, when you build them! My suggestion is not to worry about whether it is or is not, rather take and do your research in the overall niche of your choice and start building your business.

There will be people that will abuse the wordpress system and make a WPSpam site and make lot money! Because that will be their Intent. Remember what goes around, comes around, Karma!

Again, what is your ( **Intent** ) that is all that matters...

White Hat, Black Hat it is all about intent, and whatever your intent is in building an Authority Site, it will show through! Just like a person's integrity when they use respect and tact when dealing with people and always tries and lifts them up! Make sure to this for your visitors.

We are a internet family here at ASC and it has very little to do with making money, it has everything to with building each other up and becoming a new bread of internet Researcher, Publisher, and yes Marketer in the truest sense of the word, money is always a by-product of hard work and success is always a by-product of helping others.

1st - Do high quality **Research**.

2nd - Create your own personal style of **Publishing**, and become one of the Top Publishers in 2007!

3rd - Learn White Hat **Marketing** techniques and tactics, use them to Monetize your way to success!

4th - Then do it again, the only way to **Become an Authority**, is one day at a time. Grow into the person you were meant to be, "The value I place on my self, is the value others will see in me!"

All my best to you and your future, let me know if I can help in anyway!

**Your Online Security Authority**

**Bill Wardell**

[Online Security Authority](#)

**QUOTE:**

"Success and happiness are not matters of chance but choice.

"

## “EXPOSING SEO COMPANY ATROCITIES”

## QUOTE:

I got a solo mailing from SEO News today and I thought I was going to be sick. A slick, full-page color ad promising to "Get Your Site Listed in 48 Hours, Guaranteed!" Immediately, my bulls\*&t detector started flashing. It's not that you can't get listed in 48 hours, the question is: how much are they charging and what are they actually doing?

They charge you \$99.95 a month to submit your site to the search engines and update your title, description and keyword meta tags. They also provide ranking reports (by request) and a bunch of other great stuff I'm sure.

So, I went through their guarantee and decided that it would be useful to show my readers how everything they claim to do can be done for free or very low-cost. No need to pay \$99.95 a month. I've only used a few of the guarantees in this post, please visit their site for the complete list of claims.

### Guarantee #1:

In 48 hours or less (many times the same business day!), your site will begin to show up in many of the web's most important search engines and content sites, including Google, Yahoo!, AOL, Ask.com, AltaVista, Excite, InfoSpace, NBCi, CNET and many others. No other service is able to match this claim.

Ok, let's talk about indexing for a minute. All you need is a link from a high PageRank (PR) site to get your site indexed quickly. That's it. High PR sites are crawled multiple times a day and if you find a link from one of them, your site will get indexed in a matter of hours.

If you have a good linking structure on your site, then your whole site will get indexed. By good linking structure, I mean all the pages link to each other and vice versa.

Now, you may be saying, "Where do I get a high PR link instantly?" Easy. Craigslist. Go to Craigslist and post an ad. Try to make it useful. Never abuse a great thing, otherwise it disappears. Include your URL in the ad and you'll be indexed before you know it. Your ad will expire in 7 days, but the ad isn't what you're after, you are just trying to get indexed.

But, Craigslist is so Web 1.0.

Let's try another way. All of the Web 2.0 story submission sites have great PR. It's just a fact of life. Now, if you submit a story to Digg, Reddit or Netscape you may not be on the front page long enough for the search engines (namely Google) to notice.

So, search out the smaller sites where the submissions are less frequent. There are hundreds of these sites, but my favorites are ContentPop, HypeDiss and BlogMemes. Submit a story there and participate in the community; you'll be amazed at the results you get.

Oh, and a quick note on all the search engines they mention. Who cares? Google got 63% of the search market share in February 2007. Why would you even worry about the other engines?

### Guarantee #2:

That's only the beginning! We then submit your site, using our superior proprietary submission software, to every other search engine on the planet that matters, and re-submit every 30 days thereafter (click here to see the complete list). We submit to Google, Yahoo!, AOL, Ask.com, and all applicable international versions of these engines. Your site will be submitted by hand using our superior proprietary software, and we review all submissions for accuracy, efficiency and completeness.

Ok, the phrase I want to focus on here is, "superior proprietary software." Could that proprietary software be Internet Business Promoter? This software will do everything they are claiming and then some. Once again, I'm just speculating. I don't know what they use for tracking and submission.

Another interesting thing to note is that there is absolutely NO reason to submit your site to search engines. Never, no matter what! The last time that was effective I was still in high-school.

### Guarantee #3:

You may update your site name, description, keywords or any other information, with absolutely no cost or headache, an unlimited number of times (existing customers click here for Client Tools).

This is a good little feature to have for customers. I'm sure you enter your FTP information and then you can make updates to your meta tags. But, is that worth \$99.95 a month. Microsoft Notepad and a free FTP program will accomplish just the same.

### Guarantee #4:

At your request, we will provide you with a free report of where your site places in a select group of the top search engines and directories.

Now, we are talking about ranking reports. Internet Business Promoter will do this also, but say you don't want to spend the money and buy it. As always, free solutions exist. Digital Point has a very capable and useful ranking checker that costs you absolutely nothing.

After dissecting this company and what they do, I want to make a few things clear.

Do you feel a disclaimer coming?

This post in no way reflects the owners of the company or the service they provide. In other words, I'm not trying to get sued for slander. Everything here is just my opinion. That's it. Their site has dozens of testimonials from happy customers and I am inclined to believe they are real.

I'm sure they provide the exact service they claim to provide and I have no reason to believe they are shady. Most importantly, I have never used them personally.

**Brandon C Hall is a Partner at [Authority Site Center](#). To learn more about ASC please visit [Authority Black Book](#) for your free report.**

“Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.”

## WE MELTED OUR SERVERS AGAIN YESTERDAY.....

Every once in awhile I will see forum posts in different places about Authority Site Center where people remark that our servers must not be very good.

If you tried to visit The Friday Traffic Report last night and it wouldn't load, you might think so as well.

Actually this site and many of our members' sites are hosted on a server that is the top of the line server from LiquidWeb.com.

It has 4 cpus and 4 gigs of ram!

You can't get a better server than the one I am on.

So why the downtime yesterday?

In one word: Traffic!

This site gets about 4500-5000 visitors per day. There are a few sites on this server that get far more than that.

And the average ASC site on this server is getting 200+ visitors per day minimum.

Most members are still wondering why they are getting so much traffic with our system, but they aren't complaining about the mystery. They are just happy they've finally found something that works as promised.

Members are driving targeted traffic because of the SEO friendly and proprietary software we've developed over the past 2 years.

Another comment that is common in forums outside ASC is that "ASC is just Wordpress and some fancy plugins. And I can do that on my own without signing up for a membership there!"

It's probably our fault that misconception continues to linger. Somehow we've not communicated just what it is that makes the above statement 100% wrong.

Partially it is because we don't want corporate spies trying to get ahold of the secrets, and part of it is because our sales material buries the facts in the overall explanation of why and how we can generate results for our members that no one else has been able to touch.

That's why we attract a whole different crowd of people to ASC. And we like it that way.

You have to become a mature, business-minded person to succeed on the web. While everyone is tempted in the beginning to get into "too-good-to-be-true" fluff "business opportunities," there comes a time when men separate themselves from boys and get real about what they want out of life.

Those in the small percentage of people who "get it" are members of ASC. They are workers. They have their own ideas for their online businesses and don't follow crowds and fads (anymore) that always end up watered down and fruitless for everyone involved.

The most successful sites on the web are owned by people who split off from the pack and did something, as Seth Godin would say, Remarkable.

That's why when people follow trends and fads where everyone is encouraged to jump aboard and do the same thing as everyone else, whether MLM or spam sites, thousands of people without the benefit of any business experience whatsoever get duped and get mad.

You see, if you have any business experience at all, you know that there are rules involved in success. Most people selling business opportunities and schemes are breaking those rules knowing most people will fall for them.

You never EVER get something for nothing.

You never get true secrets to success and wealth for pennies on the dollar.

People who come to us at ASC are tired of all that and are doing something for their future that cannot fail to pay off for them if they work and learn from the professionals who build true asset-oriented authority businesses online.

When's the last time you heard of anyone who sells traffic driving software, training, or coaching actually blowing up the most expensive servers in existence?

You don't hear about it because it doesn't happen. No one follows up and tells the public about the thing they sold months ago actually working today.

Let alone something from a company that's been growing for over 2 solid years! That is ancient on the web for a successful system of any kind!

Well, I am here today to report that our members are happy, thrilled, that they are finally building a business that works because they are finally realizing that the one main secret of success: It is buckling down and learning from people who know how authority site building is truly done.

We are buying more very expensive servers today.

Some of our members now have to get on their own dedicated servers because they are too big for shared hosting.

A note will be going out to our highest traffic site owners to let them know the "bad news."

That they have been so successful at what they are doing that they need to move to a shared dedicated or full dedicated server account so we can handle the bandwidth they are using!

How would YOU like to get a note like that someday?

Anyway, that should dispel the mythology floating around out there from people too scared of success to actually come in and try it out risk free. It's not like there's any risk whatsoever to find out first hand if we are legit or not.

(You'd think after 2 years and very public promotions, that if ASC was some kind of scam it would be easy to find credible evidence and testimony to that fact!)

What it really is is that some people are freaked out that this might just actually work, and if it does, their lives will change.

"Many people prefer to have a slick marketer blow in their ear and flirt with them, promising the moon and the stars."

Others are simply tired of the pick-pocket circus that is internet marketing and want the truth.

The truth is that there are some honest people on the web showing others how to build and grow true, high traffic authority sites with access to one-of-a-kind software (not just Wordpress templates for god's sake) that makes the process so easy a child could do it.

Time to take the pill Neo chose and wake up to the truth. The sooner you do the sooner you can start making your move on those goals you have listed somewhere on your computer right now.

**Jack Humphrey is a Partner at the [Authority Site Center](#) and editor of [The Friday Traffic Report](#). To learn more about the ASC please visit [Authority Black Book](#) for your free report.**

## QUOTE:

"We would accomplish many more things if we did not think of them as impossible".

**WARMING UP TO WORDPRESS**

I'll admit when I first tried to install Wordpress, having to setup a MySQL database left me in a cold sweat and shaking. I felt it was far beyond my meager capabilities. But like anything, the first time out is always a challenge and things get easier and easier from there. Now it is easy to use and has so many great features.

**1. Plugins.** Smart, technical people everywhere are coming up with new plugins for Wordpress daily. Everything from Adsense to tags to social bookmarking plugins are available. Many are free, some, like Auto Social Poster are worth 10 times what I paid for it. It truly has been an awesome way to increase traffic.

Every post I write is automatically submitted to the top 15 or so social book marking sites. One post generates 15 inbound links and this is before you ping all the RSS/Blog feed directories, which again, happens automatically.

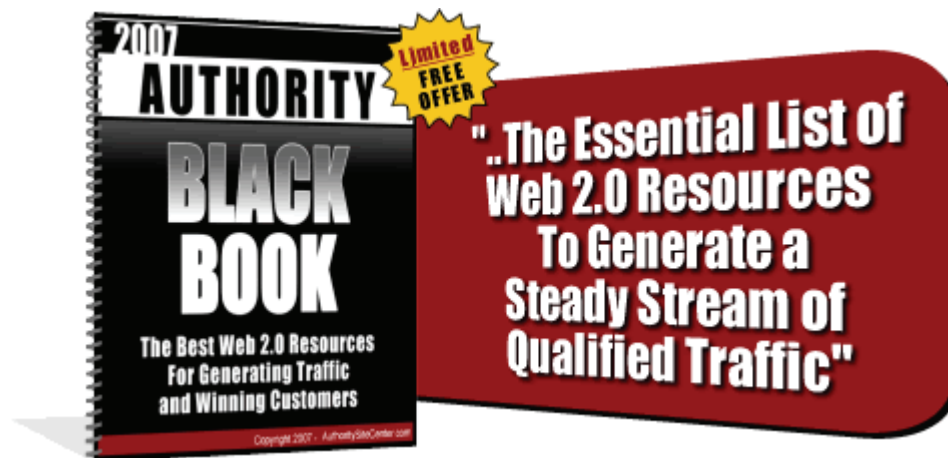
Another great plugin is Ultimate Tag Warrior. It generates a list of tags for your posts, which you simply click on to add. I guess I don't really use that many plugins at the moment -- I need to re-read the section from the Authority Site Center guide and add them in.

**2. Categories.** Categories in a blog are like keywords and they also help to organize the many pages of content at a blog. I prefer to have posts in reverse chronological order, so the first post is always the same. When a visitor clicks on a category, they can find the content they want. Posts are also archived by categories and when all those pages add up and are spidered, the Search Engine boost is invaluable.

**3. Themes.** A lot like MySpace profiles, Wordpress themes are everywhere. With a very basic understanding of CSS, you can make the specific changes you need to suit your site. And the best part is, all you need to do is upload and then select the theme from the list. Incredibly easy. When I first learned of the need to have a blog, I didn't know anywhere near enough to start second guessing, which in hindsight was a great thing. I simply followed the instructions outlined in the Authority Site Center guide and started to learn. It is a cliché, but in this case, it's very true. This isn't rocket science -- it's setting up sites on the internet and I know from personal experience that following the instructions laid out on page 69 for traffic sources alone, will get you a very high ranking in Google.

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**Matt Canham has been online since 2002 and most recently launched [Adult Stem Cells](#) using all the principles learned from ASC.**



GET YOUR COPY [NOW!](#)

## WHAT IS THE LONG TAIL?

The long tail has been a subject of research for a long time. The term was coined by Chris Anderson, chief editor of Wired Magazine.

It has been observed that high frequency events are always followed by low frequency ones before these events are finally fading out.

Often the low frequency event will collectively offset the high amplitude events to make up the majority of the graph. This phenomena is called The Long Tail.

In business, if a store has a wide distribution network but low sales volume, the phenomenon of the long tail can ensure that products in low demand can occupy as much of the market as products with high popularity.

Businesses can enter the long tail market via different distribution channels on the web.

One of the most famous papers on the long tail was written by Erik Bryn Ols-son, Yu (Jeffrey) Hu and Michael D. Smith. It is tightly related Amazon's sales with its sales ranking system using a non-linear curve on a XY axis graph.

It is said that the majority of Amazon's sales comes from books that are not found in ordinary popular bookstores, and thereby the value of the long tail is computed to consumers.

Whether a sales distribution has a long tail or not, it is determined by forces acting on both the demand side as well as the supply side.

On the demand side search engines, recommended software and other sampling methods determine the presence of the long tail. On the supply side the main factor that determines a long tail is the cost of inventory and distribu-tion.

If the cost is low it is economically more practical to sell products with low demand.

These will cumulatively equalize the market share of more popular products. However, with high storage and distribution costs it is crucial to sell products in high demand.

As with most economic models, the long tail too has major social and political implications.

As explained earlier a low cost of storage and distribution of inventory makes it possible to increase sales demanded by a minority of the population.

The long tail phenomena can also effect long established businesses. Sale of popular products can decline if the long tail comes into play in that particular market. .

Brand name products can be replaced by a variety of no-name products with low individual need but high cumulative demand.

**Peter Lenkefi is a Partner at the [Authority Site Center](#) and editor of [Web 2 Center](#). To learn more about the ASC please visit [Authority Black Book](#) for your free report.**

## QUOTE:

“Money isn't the most important thing in life, but it's reasonably close to oxygen on the “gotta have it” scale“.

**10 REASONS TO ATTEND THE AUTHORITY SUMMIT 2007**

- 10) Its in Las Vegas. Did that get your attention?
- 9) You have a chance to meet all of your fellow ASC members
- 8) You'll learn cutting edge new content publishing techniques.
- 7) You may win one of the prizes in our Summit Giveaway
- 6) You'll meet new colleagues, friends, and joint venture partners.
- 5) You'll get to hang out with others who love content publishing as much as you do.
- 4) You'll learn directly from Jack, Mark, Peter and William
- 3) You'll benefit from our line up of educational presentations
- 2) You'll feel motivated and inspired, ready to build your content empire.
- 1) You'll have a whole lot of fun!

The Authority Summit 2007 is slated for September 6-9, 2007 at the Tuscany, Las Vegas.

If you are an Elite member, plan to arrive by September 5, 2007, as we'll have an all afternoon Elite-only training on September 6.

If you are an ASC general member, plan to arrive by September 6, 2007, as we'll have an all afternoon members-only training on September 7.

On September 8 & 9th, you'll learn strategies for publishing, marketing, and monetization from some of the top professionals in the business.

Plan to leave late on the 9th or, better yet, on the 10th- so you don't miss a thing.

**You can book your hotel rooms now:**

**Tuscany Las Vegas (<http://www.tuscanylasvegas.com>)**

**Phone: (877) 887-2261**

**Fax: (702) 947-6053**

**Email reservations: [reservationsinbox@tuscanylasvegas.com](mailto:reservationsinbox@tuscanylasvegas.com)**

**Use this code to get the group rate: "Authority Summit" and the group code is 11H7ER**

Can't wait to see you there!

**Rachna Jain**

**Director, Authority Summit 2007**

p.s. Watch for our early bird member pricing, coming soon! Current Elite students attend free.

**QUOTE:**

"The greatest good we can do for others is not just to share our riches with them, but to reveal theirs".

## AUDIO AND YOU

Jay Conrad Levinson, the father of Guerrilla Marketing, has said that audio creates a feeling of intimacy. Using audio on your content sites is important to more quickly establish a feeling of connection and relationship with your site visitor. There are several ways you might consider using audio on your site. We'll cover these ways, and then offer an easy tutorial in getting your first audio recorded and onto your site.

Audios tend to have a higher perceived value than PDF files. This means they may be great options for getting subscribers to join your opt-in list. You can offer a link to an mp3 recording, online, after they sign up, or you can actually mail them a physical CD, which is useful if you want to capture a working regular mail address for them.

Sometimes, people will offer "free" CD's, which they send out for a minor shipping and handling charge. The reason for doing this is two-fold. First, it gives you solid contact information for the customer, and, second, it allows you to segment out your customers into those who will spend money for your information. This can be a valuable strategy, done correctly. Though, to be honest, I never like it when I see offers described as "free"- which really aren't. Make your best decision and test this out in your target market.

Aside from subscriber bonuses, you can also use audios on your site in the form of a welcome message. You can also use an audio message to help your visitor navigate through your site. Some tests have shown that directing your visitor to opt-in, via an audio message, does increase the number of opt-ins to your list. Again, test this out for yourself.

You can also use audios as bonuses to other products, and they can, of course, become products in their own right. It's common for audio files to sell as part of a package for \$37-\$197 (or more!). You can also offer audios as bonuses to other people's products, giving you more tools for cross promotion, at minimal cost.

You can use audios to send out podcasts (an effective marketing strategy for building relationships) and, sometimes, audios are easier to complete and faster than writing articles. So there are many reasons to consider audio and many ways to use audio in your business. Be creative.

For all these reasons, audio should definitely be part of your online content publishing strategy.

The easiest and least expensive way to create an audio is as follows:

- 1) Invest in a good PC headphone, with microphone. If you use Skype or any other kind of internet telephony, the same microphone/headset arrangement should work. Plug this into the inputs on your PC.
- 2) Download and install Audacity, a free, open-source sound recorder. You can find it [here](#).
- 3) To export your Audacity recordings as mp3's, you will need to download and install the **lame-enc.dll file**. You can find that [here](#):
- 4) Check your microphone settings and test this on an audacity file.
- 5) Start recoding.
- 6) Export your recording as mp3
- 7) And that's it.

If you're more visual or need more detail, I found a more well-defined tutorial, with screenshots, to help you record audio files using [Audacity](#).

Once you've completed these steps- Congratulations!! You've recorded your first audio. Now, to get it on your website, you have several options. The easiest is to use the audio-player plugin for Wordpress. If it's not already installed on your site, you can get that here:

[Audio Player](#)

Install it like any other plugin, and you can configure how the player looks, if you like. You need to upload the mp3 file you created to your site via FTP. Then, to link to the file, using the audio player, simply use the following code in your post or page:

```
[mp3] name of file [/mp3]
```

The player will show up, and voila! You now have audio on your site!

Take advantages of the ease and relationship building qualities of audio- even if you don't think you have a great voice. The traffic and conversions make audio well worth it.

Audio Out,

**Rachna Jain**

**Liked this article? Learn more content publishing tips by joining [Authority Site Center](#)**

## QUOTE:

"It is your attitude, not your aptitude, that determines your altitude."

## CASH IN ON CURIOSITY: THE ART OF CREATING TEASERS

Curiosity may not be good for cats, but it can be profitable for online publishers - if you understand what makes your niche audience curious.

Whether you publish websites or blogs, podcasts or videos, infoproducts or eBay auctions, the art of creating tempting teasers can help you be the one to "get the click."

### What is a Teaser?

It's a snippet of text, audio, video, or an image that grabs people's attention without actually revealing very much - leaving them curious to find out more.

Television news stations expertly tease audiences into tuning in to the next broadcast: "Squirrel saves local family. Find out how at 10:00."

Magazine publishers know they have only a couple of seconds to get their target audience to pick up the issue and look inside, so they plaster their covers with teasers (both text and images) calculated to appeal to their readers' deepest needs and desires.

Here are a few magazine teaser examples. See how each one is designed to pique the curiosity of its specific niche of readers, without giving very much away:

Golf Magazine: "Never Slice Again!"

(Many golfers obsess on improving their game; the idea that one of their biggest golf problems can be solved by reading the secrets revealed in the article is hard to resist.)

Caribbean Travel and Life: "Four Expatriate Paradises."

(Many people who love to travel fantasize about starting a dashing new life in a foreign locale. How can they pass up the opportunity to discover the exotic locations revealed within this issue?)

Woman's Day: "How I Lost 112 Pounds for My High School Reunion."

(This woman must have a fantastic weight loss secret - will it help us lose those stubborn 10 pounds we'd like to shed? We hope to discover that her secret isn't just eating right and exercising.)

Notice how these teasers drop only a hint of the content inside the magazine issue, leaving each reader's imagination to fill in the blanks with whatever is most meaningful to him or her.

### Teasers for Web Audiences:

When you create content for your own online audience, your teasers should appear in each place where people receive a preview of your content, to spark their curiosity sufficiently that they'll click to read your article, blog, sales page, etc.

### That means you'll be creating teasers for:

the titles and meta-descriptions of your articles, web pages, posts, and columns; your blog posts' RSS feed excerpts; the resource box of your syndicated articles; your autoresponder and email subject lines; your marketing materials; your infoproducts; etc.

And of course you should use relevant keywords in your teasers, when appropriate.

On search engine results pages, entries that include a well-written teaser headline and description are more likely to get the click.

### The Three Elements of Effective Teasers:

They appeal to the deepest and most desperate needs, interests, hopes, fantasies, wishes, fears, joys, or obsessions of a specific niche of people.

They don't reveal everything. Their purpose is to pique your interest just enough to get you to click to find out more.

They are truthful. A teaser should lead to a full article, product, etc. that delivers (and hopefully over-delivers) everything the teaser promised.

### And One Very Important Caution:

A pitfall to be careful of when creating teasers is not to get too carried away with them - or you'll lose your credibility in the eyes of your audience. There's a fine line between sparking someone's interest or curiosity, and turning your message into the exaggerated hype and noise that's rampant online.

If in doubt, tone your teaser down a bit so that it's something you feel comfortable saying to an audience you respect and intend to keep.

### Tips for Teasers

Certain words are extremely effective in teasers. For example:

Secrets, discover, new, lies, tips, save, learn, avoid, how to, how I, never, find out, little-known, myths, most, stop.

Also, a statement that's phrased as a question can make a very effective teaser. Compare these two headlines:

Loud Snoring Can Damage Your Hearing.

Can Loud Snoring Damage Your Hearing?

The first one sounds like it has already told you everything you need to know, so it may not get your click.

But the second one sparks your curiosity. Is it possible for snoring to be that loud? Just how loud can snoring get, anyway? And what can be done about it?

Developing an awareness of the teasers you see and hear everywhere is a valuable skill for online publishers. It's also fun!

Make a point of noticing which teasers make you pick up a magazine, investigate an infoproduct, click on a link, or tune in to the 10:00 news for the complete story.

Why do the successful ones leave you wanting to find out more? What specific words or other elements make them effective?

Also analyze the unsuccessful teasers, and why they don't work on you.

Teasers can be so powerfully effective in getting people to act on their curiosity, that infoproduct creators routinely build a landslide of publicity before their products are even available - simply by planning every part of their pre-launch marketing to tease their prospective customers.

Put teasers to work for your own online business. Make a list of the deepest and most desperate needs, interests, hopes, fantasies, wishes, fears, joys, and obsessions of your specific niche audience.

Then use the list you just made to help you create effective teasers for your new headlines, article descriptions, resource boxes, autoresponders, email subjects, RSS feed excerpts, etc.

Tap into the power of human curiosity, and then deliver what you promise.

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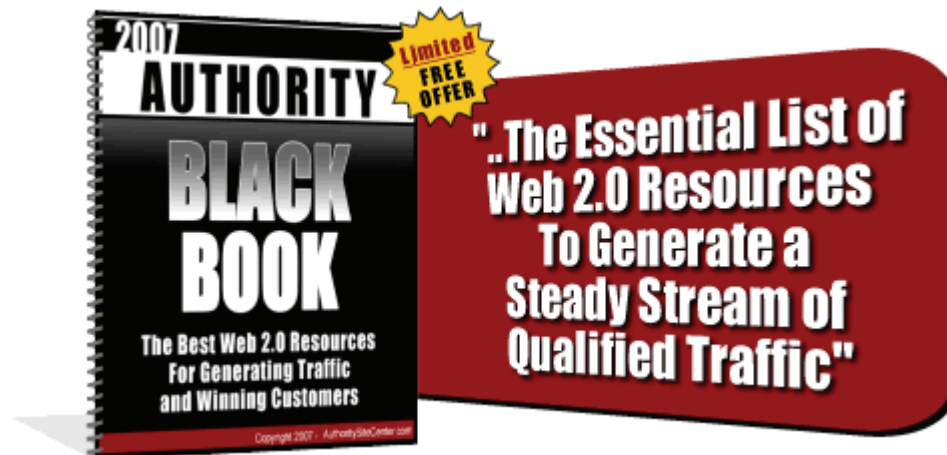
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