It's Time Review How Far We've Come…

Hi again,

Today we'll be doing a quick recap on where we've come so far.

You may be ahead of these milestones or not quite there yet, but wherever you are in the process of building your new SBI site, let's take a moment to see where the coaching program has taken us so far.

If you're following along and you've been keeping pace with these lessons, you will have -

- Done your keyword research, chosen a niche to focus on and registered a domain name

- Built your home page and around 10 or more tier two and three pages focused on your most profitable keywords

- Changed several of your page's content slightly and submitted them as articles to some of the major article directories (see my important note below)

- Started exchanging links with niche related webmasters to begin building your link popularity and Google PageRank

- Put an opt-in form on some of your website's pages to start building a list of subscribers who will become your long term customers

- Done something about protecting your assets from people who would do you harm, including creating a Terms Of Use page and a Privacy Policy using Auto Web Law or some other method

- Subscribed to Jimmy Brown's List and Traffic Video Newsletter to increase your knowledge and understanding of how to build a profitable business.

Here's the important note...

Some members have asked me if they really need to subscribe to Jimmy Brown's newsletter. The wonder if they are really ready for it at this early stage.

My answer is a resounding "YES!"

If you do nothing else, purchase nothing else, or read nothing else, you need this in addition to the tools that SBI gives you.

Here's why...

Submitting articles to Article Directories and Ezine Publishers is one of the highest leverage, lowest cost strategies you can use to build a massive online business.

In fact, it's something you need to start doing as soon as you have content available to use as an article.

Problem is, most people haven't got a clue about how to do it properly and get the most mileage out of their articles.

Very few people know how to **_effectively_** get readers to take action after reading an ezine article.

If you've gone to the trouble of writing an article and somebody's sitting there reading it right now, don't you want to take maximum advantage of that moment?

Shouldn't you be trying to get as much leverage as you possible can out of every article so that it generates the most long term profit possible?

In Video 2 of List and Traffic, Jimmy shares the secret of how to get your article readers to respond like crazy.

I just watched it again and I sat there furiously taking notes, it's really that good...

He shows you exactly how to get lots of people to visit your site, join your list, or whatever action you want your readers to take.

The video lesson comes in two parts -

Part 1 - The steps for writing articles

Part 2 - The Secret for writing articles

Unless you are currently a subscriber to [List and Traffic](#), I guarantee you've never heard this very important information shared like this before.

Some things Jimmy shares in the video are -

- What your most wanted response should be when writing and submitting articles (most people get this totally wrong, I know I did for ages...don't fall into the same trap)

- How to write an opening sentence that virtually _forces_ your reader to continue reading to the end of your article. He even gives you a swipe file of tested and proven opening sentences he uses to get you started so you can't make a mistake

- He shares opening sentences starting with things like a question, a startling revelation, an emotion, how to use proof in your opening, how to open with a problem and how to start with an overview

- A step by step, fill on the blanks system for writing terrific, viral articles fast, including 4 keys to writing useful article content that gets results

- How to re-use your article over and over again to generate subscribers and customers from lots of different markets you may not have ever thought of

- How to create a series of related articles and get people to subscribe to read them all so they don't miss out on any

- Templates you can use to generate powerful headlines and article ideas one after the other

- How to make your article content ***useful but incomplete***, so your reader is encouraged to t*ake the action you'd like them to take* (buy a product, subscribe to a list, call you, visit your shop, etc.) to learn more

- The **most important thing** to include in every article to generate the maximum response. Forget this and you'll be robbing yourself of a *lot* of potential profit...

- 4 ways to use your article's resource box to get readers to take the action you want them to take immediately

- Why the *final point* of your article is so important and how to virtually force your reader to take action as soon as they finish reading

- and much more...

I think the part I liked the most was where Jimmy shows you how exactly, step by step, how to make the transition from the body of your article to your resource box.

You have to remember, your mission is to get readers to move on to your desired action.

Jimmy shows you how to do this using a simple formula anyone can use in any niche market or for any topic.

This is very powerful information that you need to know before you ever submit another article. Most people stuff this whole process up, which kills their response rate and therefore the profits they could make as a result.

Plus the part where he tells you exactly what to say in your resource box to get people to take your desired action is pure gold...

Does writing and submitting articles to directories and ezine publishers work?

About a year ago, I wrote an article entitled **"Training Your Dog... Is It Worth The Effort Or Is It Just A Waste Of Time?"**

I just did a Google search for that article title, and I found it's been downloaded hundreds of times and has now spread all over the web. Talk about viral marketing!!

My website now has hundreds of incoming links from a diverse range of websites, which increases my link popularity and Google PageRank, both important for getting high search engine rankings.

Now I realize that I made several glaring mistakes when I originally wrote that article.

These mistakes have cost me lots of potential visitors and most likely a large amount of money, and I hit my head with my hand and think **'Duh!'** now that I look back at what I did.

But since I found out from Jimmy how to _really_ write articles that get the response I want, I won't make those mistakes again.

Yes, you need Jimmy's newsletter. Go here and subscribe -

[List And Traffic](#)

Then as soon as you log in, watch Jimmy's Video Lesson #2 where he takes you through writing and submitting articles step by step.

Then, get started writing and submitting your own articles following his guidelines.

You'll start getting targeted traffic before you know it...and you'll know what to do with them when they arrive.

End of important note...

Yes, we've come a long way, haven't we?

And it's just the start.

Over the next few months, we'll be building traff1c, finding more partners and monetizing our websites...

There's nothing extra to do this week apart from what you're already doing.

Congratulate yourself on a job well done so far, and next week we'll move further ahead with your new web business.

Until then,

Warmly,

Rocky Tapscott