

Next-Generation
Marketing Strategies
for Making
Millions Online

Anyone can
be a millionaire
with these powerful
money-making
strategies!

e-RICHES 2.0

A photograph of a modern house with a large swimming pool and a sunset sky. The house has a covered patio area with outdoor furniture. The pool is in the foreground, and the house is in the background. The sky is a mix of orange and blue, suggesting sunset or sunrise. The overall scene is peaceful and luxurious.

SCOTT FOX

Author of *Internet Riches*

A PDF COMPANION TO THE AUDIOBOOK

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MY 9 COMMANDMENTS FOR E-RICHES MARKETING SUCCESS



FIGURE 1-1. Your Product Presence: Product presence starts with the web site that you produce. Then it expands outward through your marketing efforts, advertising placements, and toward less-controlled promotions delivered by third parties. The sum of all your directly controlled marketing is your “product presence.”

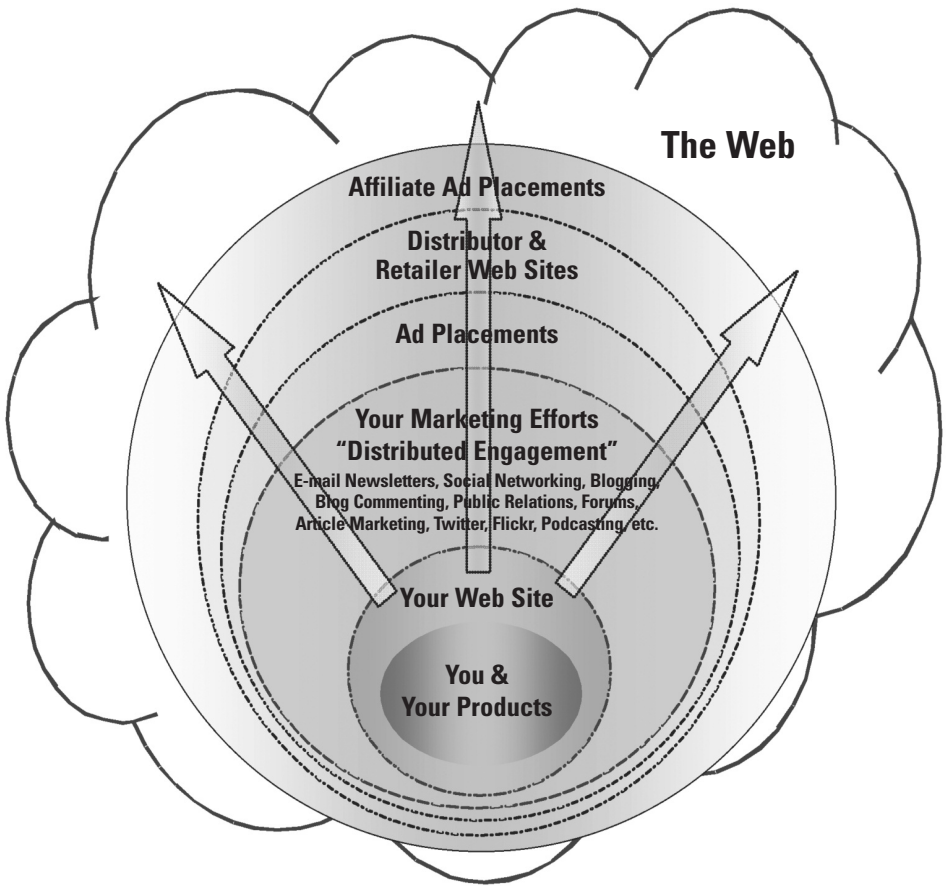


FIGURE 1-2. Your Product Presence Expands with Distributed Engagement: Reaching out from your initial product presence, distributed engagement expands beyond traditional marketing and advertising through targeted marketing efforts that reach the wider Web of online customer communities.

© ScottFox.com

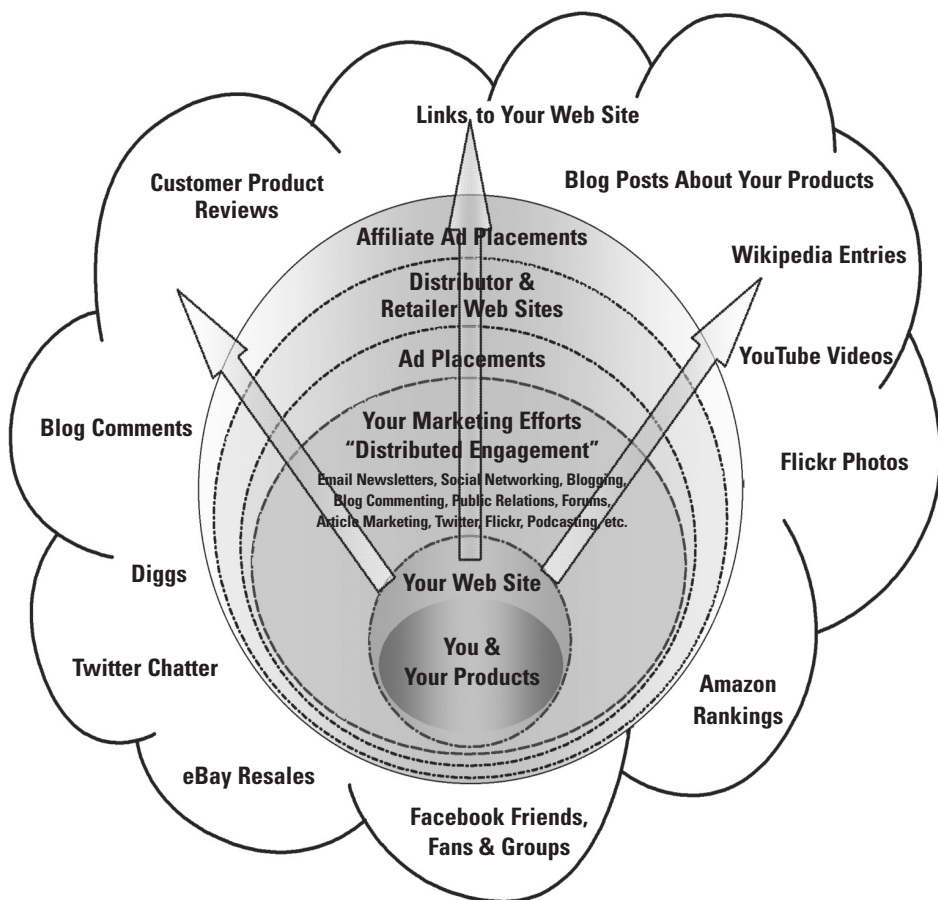


FIGURE 1–3. Your Company's Reputation Cloud: It starts with your product presence but includes your distributed engagement marketing efforts, advertising, and promotions, PLUS customer commentary in all formats. © ScottFox.com

3

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TODAY'S BEST E-MAIL PUBLISHING STRATEGIES

From: E-Riches Reader <info@scottfox.com>

Subject: News from Your Online Business

Reply: info@scottfox.com

News from Your Online Business

Newsletter Subtitle

In This Issue	Issue: # Month/Year
ARTICLE HEADLINE	<p>Dear Scott,</p> <p>Your introduction sets the tone for your newsletter and encourages the recipient to read further. Your style may be warm and casual, or technical and no-nonsense depending on your audience.</p>
Quick Links	<div style="background-color: #333; color: white; padding: 5px; text-align: center;">ARTICLE HEADLINE</div> <p>Article Subheading</p> <p>Know your target audience. Who are your most important customers, clients or prospects, and why? Know what is important to them and address their needs in your newsletter each month. Include a photo to make your newsletter even more appealing.</p> <div style="border: 1px solid #ccc; padding: 5px; text-align: center; margin: 10px 0;"> YOUR IMAGE HERE Click to change in edit mode. 100 x 100 pixels </div> <p>Insert a "read on" link at the bottom of your article to drive traffic to your website. Links are tracked, allowing you to see which articles create the most interest for your readers.</p> <hr/> <p>Use this area to provide your subscribers information about your organization.</p> <p>Sincerely,</p> <p style="text-align: right;">Your Super New Online Business</p>
Register Now News Related Topics More On Us	
Join Our List	
Join Our Mailing List!	

Save 25%

If you are using a special coupon or promo code, include it here. Or, indicate if the coupon must be printed and presented in person. Is the coupon transferable? If so, encourage recipients to share the offer with friends and family to maximize the viral effect of the coupon. Add a "Register Now" link to your website with more information.


Offer Expires: Enter Expiration Date here

Forward this email to your friends!

✉ **SafeUnsubscribe®**

This email was sent to info@artfaircalendar.com by info@scottfox.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Constant Contact
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Your New Online Business | 12368 Autumn Lane | Santa Monica | CA | 90021

FIGURE 3-1.



. . .

**SOCIAL NETWORK MARKETING
USING FACEBOOK, MYSPACE,
AND LINKEDIN**

facebook

Home Profile Friends Inbox

Scott Fox Settings Logout

Search



View Photos of Me (6)

Edit My Profile

Busy working on new book. How about you?

Information

Networks:

Los Angeles, CA

Relationship Status:

Married

Friends

147 friends See All

John Isaacson

Himanshu Sheth

Kevin Gw

Gary Vaynerchuk

Rhonda Spellman

Daniel Smith

Scott Fox Internet Riches E-Commerce Success Blog

Photos

1 album See All

Scott Fox Photos

Updated about 6 months ago

Posted Items

3 posted items See All

SweaterBabe.com - Sweater Babe Knitting Patterns & Crochet by Katherine Lee

Notes

3 of 143 notes See All

E-Commerce Success Show with Scott Fox, Author of Internet Ric...

11:09am Dec 26

E-Commerce Success Show with Scott Fox, Author of Internet Ric...

11:09am Dec 19

Scott Fox LIVE - Special New Product Launch Show! - Dec 12, 2008

11:09am Dec 12

Create a Profile Badge

Scott Fox

"Taking action is the key to your success. Reading, talking, meeting, researching, analyzing - none are a substi... <http://tinyurl.com/93z7rx>, via Twitter - about an hour ago clear

Wall Info Photos Boxes +

Update Status

Share Link

Add Photos

Write Note

Causes

What are you doing right now?

Post

Today

Scott wrote on Johns Wu's wall, 10:02pm

Scott "Taking action is the key to your success. Reading, talking, meeting, researching, analyzing - none are a substi... <http://tinyurl.com/93z7rx>, via Twitter - 9:37pm - Comment

Johns Wu wrote in 3:56pm

are you going to ASWP? might go

Wall-to-Wall - Write on John's Wall

Scott Fr-ee Affiliate Summit Conference Discount: Affiliate Summit West 2009 is taking place January 11-13, 2009 in La... <http://tinyurl.com/9722ht>, via Twitter - 3:22pm - Comment

Yesterday

Scott 7 Ways to Tell a Legitimate Affiliate Program from a Scam : Determining the legitimacy of an affiliate program c... <http://tinyurl.com/7v42b9>, via Twitter - 3:22pm - Comment

Scott new e-business brainstorming coaching call with retired military vet coming up - wonder what exciting project we're going to cook up... via Twitter - 11:01am - Comment

Scott gray and rainy in LA today. night as well move back to NY! via Twitter - 10:46am - Comment

Dec 21

Earheart (1897 - 1939), American aviation pioneer <http://tinyurl.com/8d54jf>, via Twitter - 9:38pm - Comment

Scott Fun Snowflake Maker Viral Promotion: When you live in Southern California like I do, snow is exotic. So I partic... <http://tinyurl.com/726f3v>, via Twitter - 12:19am - Comment

Dec 18

Scott webinars/teleseminars - like to listen? FreeTeleseminarList.com lists LOTS <http://poprcl.com/5PN>, via Twitter - 12:07pm - Comment

Dec 17

Scott clever and fun flash snowflake creator from popular front (agency) - great viral work guys! <http://ls.gd/cc5y>, via Twitter - 12:37pm - Comment

Dec 16

Scott SoCal safer than u think: your weather, floods & tornadoes more dangerous than our wildfires & quakes - @latimes <http://tinyurl.com/5okytg>, via Twitter - 1:29am - Comment

Scott What is Instant Internet Business Secrets? Fre-e Interview with Scott Fox : Want to learn more about Instant Int... <http://tinyurl.com/58v9wa>, via Twitter - 12:25pm - Comment

Dec 15

Scott RT @smallbiztrends: Guest Jim Tracy on Anita's radio show says ask one simple question to increase business: "What else can I do for you?" via Twitter - 11:14am - Comment

Scott joined the group Cook Italian, 10:25pm - Comment

Scott is now friends with Frederick D. Bland and Ian Brown, 10:25pm - Comment

Scott The price is going up!: Instant Internet Business Secrets was launched on Friday to great success. Thanks to all... <http://tinyurl.com/5evf6o>, via Twitter - 7:49pm - Comment

Dec 14

E-Commerce Success Show with Scott Fox, Author of Internet Ric... 7:01pm

Tune in for guests and your live questions about online marketing strategies and entertaining information that can help grow your e-commerce business-e-commerce | internet marketing | make money online | web site advertising | social media

Add Comment

Scott Wall St Journal's guide to social media marketing. Maybe an impressive pkg in print but online = too little, too late <http://ls.gd/blv4>, via Twitter - 11:10am - Comment

Advertise

Get \$100 in Advertising

THE VISA BUSINESS NETWORKSM on Facebook

Get free Facebook ads when you join The Visa Business Network and connect with thousands of potential customers from day one.

Get free Facebook ads when you join The Visa Business Network and connect with thousands of potential customers from day one.

Are you making jewelry?

Chelseasbeads.com is your online bead store. We feature vintage lucite beads, genuine stone strands, chain, and more.

Applications

FIGURE 9-1.

a place for friends.

POWERED BY Google

[Home](#)
[Mail](#)
[Profile](#)
[Friends](#)
[Music](#)
[Video](#)
[More](#)

[My Account](#)
[Sign Out](#)

Hello, Scott Fox!

[My URL: myspace.com/scottfoxauth...](#)
[\[Edit Profile\]](#)

Tuesday, December 23, 2008 10:15 PM

Profile Views: 1,068
Last Login: 12/23/08

Photos: [Edit](#) | [Upload](#)
Videos: [Edit](#) | [Upload](#)
[Manage Calendar](#)
[Manage Blog](#)

[View My:](#)

Create and manage your playlists on MySpace Music.

Add schools that you've attended to find current classmates or keep in touch with old ones.

maybe later

Status and Mood

Status: Scott Fox is sharing e-commerce expertise. On September 9, 2008.
Mood: energetic (Update)

Paul is busting out chores, then WiiLig! 14 hours ago.
Mood: catalyzed

John Appleyard so excited that im going to Ultrafest 2009! March 28th, let me know if u wanna get involved :) On Thursday.
Mood: stoked

Morgan I hate apps - see http://morganmandel.blogspot.com On Thursday.
Mood: aggravated

view all

MERCURY MARINER
THE SAFEST MARINER EVER.

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[SPECIAL OFFERS](#) [GET A QUOTE](#)
[BUILD & PRICE](#) [SEARCH INVENTORY](#)

advertisement

Featured Profile
MARVEL COMICS

THE HOLIDAYS ARE HERE

My Apps

Find cool stuff for your MySpace.

[Get Apps or Manage Apps](#)

Sponsored Links

Internet Marketing Tips

Online marketing secrets for making money, revealed in special report.

[www.FueNet.com](#)

Friend Updates

edit settings | view all updates

Today

The Happy Commuter posted a new blog entry: Merry and Chubby

Dec 19

John Appleyard added 3 new photos to the My Photos album.

Dec 18

The Happy Commuter posted a new blog entry: Daddy's Defense Mode

Dec 17

Kyle: (Marketing-2-Millions.com) posted a new blog entry: The Number One Season We Built This System Marketing-2-Millions (Carbon Copy Pro)

edit settings | view all updates

Bulletin Space

From	Date	Bulletin
The Happy Commuter	7:27 AM	When Merry and Chubby Collide
Carina	Dec 19	Time sensitive GET THE KEYWORDS IN A TOP EARNER'S GOOGLE CAM

post bulletin | view all

Friend Space (28)

Search within Friends

Tom Anderson

Change my "Top Friends"

View: All | Online | New | Birthdays

Find your Windows Live Messenger, Hotmail, AOL, Yahoo!, Gmail and friends on MySpace!

Primetime [more](#)

"Home Alone:" Thirsty for More
Kevin puts the burglars through the ringer in this clip from the holiday classic.

[Watch Now!](#)

IMPACT: Stay Informed
A PLACE FOR VIDEO: Sweet Videos Daily
PRIMETIME: Movies and TV shows a click away

[About](#) | [FAQ](#) | [Terms](#) | [Privacy Policy](#) | [Safety Tips](#) | [Contact MySpace](#) | [Advertise](#) | [MySpace International](#) | [MySpace Latino](#)

POWERED BY Google

FIGURE 9-3.

FIGURE 9-4.

10

. . .

BUILD YOUR OWN SOCIAL NETWORK CUSTOMER COMMUNITY



FIGURE 10-1.

12

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WELCOME TO THE BLOGOSPHERE

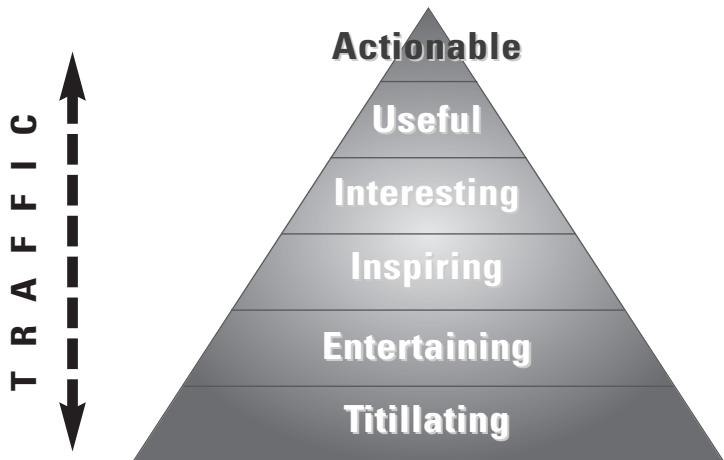


FIGURE 12-1. Blog Content Hierarchy

ScottFox.com

15

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THE PUBLIC RELATIONS OPPORTUNITY MATRIX (PROM) SYSTEM

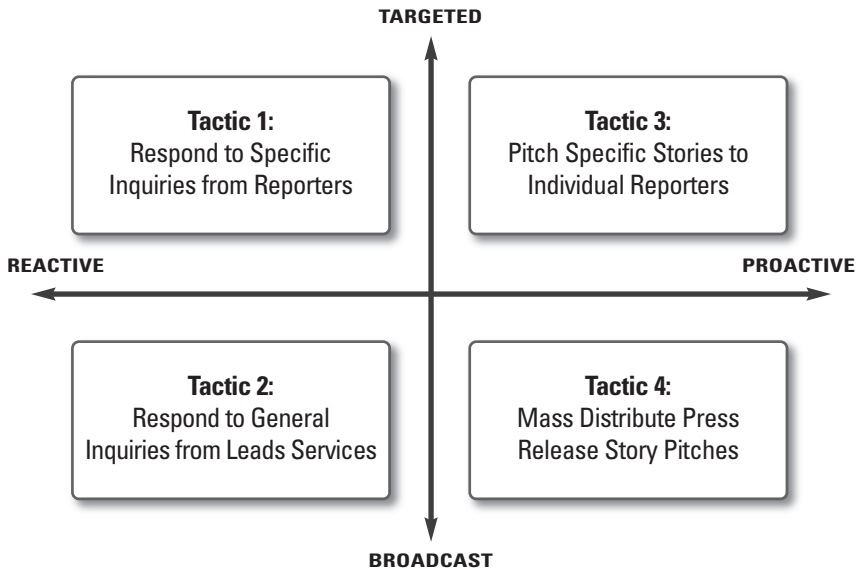


FIGURE 15-1.



News & Information

Upload Release

sWatch™ Monitoring

MEDIAplus™ Targeting

ProNet

ProfNet Post

24/7 Help

Inbox

My Profile

My Feeds

My Organization

Create Member Inquiry

Search Profiles

Help

Hello Scott

Logout

Inbox

Opportunities(111)

Trash

Search

Opportunities

Inbox status

New Opportunities

Keyword

Go

Exact

Like

Interest Categories

Opportunity Originators

Originator Location

Advisories

E-mail Options

☒ Arts / Entertainment / Media
 ☒ Banking / Personal Finance
 ☒ Computers / Telecom
 ☒ Education
 ☒ General Industry

☐ Aerospace/Aviation
 ☐ Agriculture
 ☐ Airlines
 ☐ Automotive
 ☐ Beauty
 ☐ Business Equipment
 ☐ Business Services
 ☐ Cameras & Video
 ☐ Charities & Non-Profits
 ☐ Chemical
 ☐ Construction & Building
 ☒ Consumer Issues
 ☐ Consumer Products
 ☐ Cruise Lines
 ☒ Direct Marketing
 ☐ Energy
 ☐ Environment/Green Issues
 ☐ Fashion
 ☐ Fast Food
 ☐ Floristry
 ☐ Food & Beverage
 ☐ Forest Products
 ☐ Franchising
 ☐ Gaming & Casinos
 ☐ Home-Based Firms
 ☐ Hotels, Motels & Resorts
 ☐ Information Services
 ☐ Jewelry
 ☐ Manufacturing
 ☐ Maritime & Shipbuilding
 ☐ Mining & Metals
 ☐ Office Products
 ☐ Other
 ☐ Packaging
 ☐ Paper
 ☐ Petroleum Products
 ☐ Plastics
 ☐ Recycling Industry
 ☐ Restaurants
 ☐ Retail Industry
 ☐ Small Business
 ☐ Textiles
 ☐ Tobacco
 ☐ Transportation & Rail
 ☐ Travel/Tourism
 ☐ Trucking/Logistics
 ☐ Waste Management

☒ Government / Public Issues
 ☒ Health / Medicine
 ☒ Law / Crime / Justice
 ☒ Living
 ☐ Adoption
 ☐ Aging
 ☐ Astrology
 ☐ Behavior
 ☐ Body Image
 ☐ Cancer Survivors
 ☒ Consumer Behavior
 ☐ Consumer Issues
 ☐ Cooking
 ☐ Crafts
 ☐ Cultures
 ☐ Family Issues
 ☐ Funerals & Grief
 ☐ Holidays
 ☐ Home & Garden
 ☐ Interior Design
 ☐ Leisure & Recreation
 ☐ LGBT Issues
 ☐ Marriage & Divorce
 ☐ Men's Issues
 ☐ Non-Expert..
 ☐ Other
 ☐ Parenting & Child Development
 ☐ Pets
 ☐ Race/Racism
 ☐ Relationships & Dating
 ☐ Religion & Beliefs
 ☒ Retirement
 ☐ Safety
 ☒ Self-Improvement
 ☐ Sexual Abuse
 ☐ Sexuality
 ☐ Shopping
 ☒ Teenagers
 ☐ Toys
 ☐ Weddings
 ☐ Women's Issues

☒ Management / Workplace
 ☒ Science
 ☒ World Regions

Selections updated.

Save

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A United Business Media Company

FIGURE 15-2.

Online Press Release Distribution Services

PR Newswire: <http://www.prnewswire.com>

PR Web: <http://www.prweb.com>

PR.com: <http://www.pr.com>

Click Press: <http://www.clickpress.com/releases/index.shtml>

PR Leap: <http://www.prleap.com>

1888 Press Release: <http://www.1888pressrelease.com>

EcommWire: <http://www.ecommwire.com>

PR Zoom: <http://www.przoom.com>

24-7 Press Release: <http://www.24-7pressrelease.com>

PR Log: <http://www.prlog.org>

Resources

Help A Reporter Out: <http://www.HelpAReporter.com>

Joan Stewart's Publicity Hound: <http://www.PublicityHoundReview.com>

PR Leads: <http://www.PRLeadsReview.com>

RadioGuestList.com: <http://www.RadioGuestList.com>

18

...

**CUSTOMERS LOVE
ONLINE VIDEO**

Video File Upload

✓ **scottfoxvideo**

Success

Add Video Name, Description, and Edit Privacy Settings

Embed and Sharing Options

Title

Scott Fox Video

Description

Tags

Category

Please select a category: ▼

Privacy

- ☒ Share your video with the world (Recommended)
- ☐ Private (Viewable by you and up to 25 people)

Save Changes

Select a video to upload.

Browse...

Upload Video

Total videos uploaded: 1

Go to My Videos

About Uploading

- Upload up to 10 videos at a time
- [Best video formats for YouTube](#)
- Up to 1 GB in size.

Need more help? Visit the [YouTube Handbook](#)

Want to upload large numbers of videos in the background? Try our [Bulk Upload Plugin](#)

FIGURE 18-1.

Example of Embed Code for OneMinuteU.com Video

```
<script
type="text/javascript">oneminuteu_param_flv_url =
"http%3A%2F%2Fwww%2Eoneminuteu%2Ecom%2Fcontent%2F
353DBEDC%2DD0BA%2D44C1%2DBD8F%2D4759C290970D%2F33
1132%5Fembed%2Eflv"; oneminuteu_param_video_title
=
"SEO%3A%20How%20Can%20I%20Get%20A%20Top%20Search%
20Engine%20Ranking%20For%20My%20Website%3F"; one-
minuteu_param_video_link =
"http%3A%2F%2Fwww%2Eoneminuteu%2Ecom%2Fbranch%5Fc
ontent%2Etaf%3Fpage%3Dcontent%26id%3D1114"; one-
minuteu_param_video_author = "ScottFox%2Ecom";
oneminuteu_param_video_author_link =
"http%3A%2F%2Fwww%2Eoneminuteu%2Ecom%2Fdefault%2E
taf%3Fpage%3Dprofile%26profile%5Fid%3D10662";</sc
ript><script type="text/javascript"
src="http://www.oneminuteu.com/inject_embed_playe
r.js"></script>
```




. . .

THE NEW MARKETING POWER OF FREE TELESEMINARS AND WEBINARS

Resources

Free Conference Call: <http://www.freeconferencecall.com>

Simple Event: <http://www.simpleevent.com>

FreeTeleseminarList.com: <http://www.freeteleseminarlist.com>

21

...

INCREASE YOUR SALES WITH SEARCH ENGINE KEYWORD ADVERTISING


[New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)

[Campaign Management](#)
[Reports](#)
[Analytics](#)
[My Account](#)

[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#) | [Ad Creation Marketplace](#) | [Audio Ad Library](#)

Search my campaigns:

Edit Keywords and Bids

Traffic Estimates

View the ad performance estimates for your selected keywords on the Google Search Network below. Estimates are provided only as a guideline; your actual costs and ad positions for your keywords may vary. [Learn more](#)

Your keyword and CPC changes have not been saved.
You may continue making changes and re-calculating estimates [below](#).
When satisfied, please save your changes.

Without budget limitations:
At an average CPC of \$0.05 these keywords could potentially generate 181 - 272 clicks per day (which would cost you \$10 - \$20).
[▼ Hide total potential clicks in the table below](#)

Keywords	Max CPC	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Potential Clicks / Day	Potential Cost / Day
Search Network Total			\$0.05	4 - 6	181 - 272	\$10 - \$20
bicycle	\$0.05	<div><div></div></div>	\$0.05	7 - 10 delete	73 - 112 was 74 - 113	\$4 - \$6
bicycles	\$0.05	<div><div></div></div>	\$0.05	4 - 6 delete	60 - 84	\$4 - \$5
mountain bike	\$0.05	<div><div></div></div>	\$0.05	4 - 6 delete	42 - 66	\$3 - \$4
bike shop	\$0.05	<div><div></div></div>	\$0.05	4 - 6 delete	3 - 4	\$1
handlebars	\$0.05	<div><div></div></div>	\$0.05	4 - 6 delete	2 - 3	\$1
bicycle tires (to be added)	\$0.05	<div><div></div></div>	\$0.05	7 - 10 delete	0 - 1	\$1
bike seat	\$0.05	<div><div></div></div>	\$0.05	11 - 15 delete	0 - 1	\$1
bicycle chain	\$0.05	<div><div></div></div>	\$0.05	7 - 10 delete	0	\$0 - \$1
Overlaps with: bicycle	\$0.05	<div><div></div></div>	\$0.00 - \$0.05	7 - 10 delete		

FIGURE 21-1.

Google

AdWords

[New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)

Campaign Management

Reports

Analytics

My Account

[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#) | [Ad Creation Marketplace](#) | [Audio Ad Library](#)

Search my campaigns:

[Campaign Summary](#) > [Scott Fox publicity](#) > **Edit campaign settings**

Edit Campaign Settings: Scott Fox publicity

Basic settings

Campaign name:

Scott Fox bicycles

Start date:

Jul 29, 2007

Will run until:

☒ No end date
 ☐ Dec 30 2009

Budget options

Budget:

\$ 10.00 / day

[View Recommended Budget](#) | [How will my budget affect my ad performance?](#)

Delivery method:

☒ Standard: Show ads evenly over time
 ☐ Accelerated: Show ads as quickly as possible

FIGURE 21-2.

Google

AdWords

[New Features](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)

Campaign Management

Reports

Analytics

My Account

[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#) | [Ad Creation Marketplace](#) | [Audio Ad Library](#)

Search my campaigns:

[Campaign Summary](#) > [Scott Fox bicycles](#) > **Edit campaign settings > Ad Scheduling**

Ad Scheduling

Edit days and times and watch the schedule update. When you're happy with the schedule, click 'Save Changes' to activate Ad Scheduling. To adjust your pricing during any time period, [switch to advanced mode](#). (You can always switch back.)

By default, your ads are now running *all* days and times, as shown by the green squares below.

Ads are active on green squares, paused on gray squares.

12 hour clock | **24 hour clock**

Bulk edit: [all days](#), [weekdays](#), [weekends](#)

			Midnight	4am	8am	Noon	4pm	8pm
Monday	5:15am - 6:00pm	Edit						
Tuesday	5:15am - 6:00pm	Edit						
Wednesday	5:15am - 6:00pm	Edit						
Thursday	5:15am - 6:00pm	Edit						
Friday	5:15am - 6:00pm	Edit						
Saturday	9:00am - 7:15pm	Edit						
Sunday	Paused all hours	Edit						

☒ = Running
 ☐ = Paused

Time zone for all statistics in this account: (GMT-08:00) Pacific Time. [Learn more](#).

FIGURE 21-3.

DIFFERENTIATION STRATEGIES IN A COMPETITIVE ONLINE MARKETPLACE

Marketing Strategies Matrix

MARKETING STRATEGY	COMPETITOR A	COMPETITOR B	COMPETITOR C
E-mail marketing			
▲ Address collection	None	Yes, but small	Prominent
▲ Design	None	Nice	Text-only e-mails
▲ Frequency	None	Weekly	Never?
Blog	None	Not updated	Weekly
Social networks			
▲ MySpace	None	Yes	No
▲ Facebook	None	No	No
▲ LinkedIn	None	No	Yes

APPENDIX

RECOMMENDED RESOURCES AND WEB SITES

The following sites and blogs are all well-established resources for the online marketing community. I read, use, and recommend them personally.

Awake at the Wheel: <http://www.jonathanfields.com>. A well-written and often inspiring blog from a former yoga teacher turned social media expert and author of *Career Renegade*.

Chris Brogan's Blog: <http://www.chrisbrogan.com>. Chris is an active and insightful social media professional. His blog covers the latest trends in online community and social media. His book is called *Trust Agents*.

CopyBlogger.com: <http://www.copyblogger.com>. Brian Clark is a master of online copywriting. Read this blog and watch your writing (and your sales) improve.

Darren Rowse's ProBlogger: <http://www.problogger.net>. The leading blog (and book) teaching how to make money as a blogger. Darren's advice is practical and down-to-earth.

FreeTeleseminarList.com: I designed this site to offer free promotions for teleseminar and webinar hosts. If you are promoting such an event, you can post it here for promotion by email to subscribers worldwide interested in teleconference and webinar education.

HARO: <http://www.helpareporter.com>. The free press leads e-mail service profiled in Chapters 9 and 15 of this book.

InternetMillionaireDomains.com: <http://www.internetmillionaire-domains.com>. Here I offer domain names just above cost, basic web site hosting, and the tools to help get your Web presence moving cost-effectively.

Joan Stewart's Publicity Hound: <http://www.publicityhound.com>. Joan Stewart's always informative and entertaining free noozle offers public relations tips, tricks, and strategies.

PRLeads.com: <http://www.prleads.com>. Dan Janal's affordable repackaging of the ProfNet service that includes custom coaching and personal training on how to work with reporters.

RadioGuestList.com: <http://www.radioguestlist.com>. My free service that helps radio, podcast, and teleseminar hosts find expert guests.

Rich Brook's Web Marketing Blog: <http://www.flyteblog.com>. An informative resource for both online marketing strategy and tactics.

ScottFox.com: <http://www.scottfox.com>. My web site offers free e-mail newsletters, downloads, and my blog about e-commerce entrepreneurship and online marketing. Use the search box on the site to find more info on any topic that interests you. Search on "Web design," "affiliate marketing," "SEO," or "podcasting," for example. ScottFox.com is also home to the Scott Fox forums. This membership community is focused on mentoring and sharing online marketing expertise. Your purchase of this book entitles you to a free trial of the service, too!

ScottFoxRadio.com: <http://www.scottfoxradio.com>. The home of my online radio show and podcast, *The E-Commerce Success Show*. Visit the archives for free downloadable MP3 recordings of my interviews with experts, authors, and online entrepreneur success stories.

Web Strategy by Jeremiah Owyang: <http://www.web-strategist.com>. The informative and insightful blog of Forrester Research's social media and Web marketing analyst.

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