

The
**Profit Pulling
Project**

Garry Parkes

Our Roadmap To Success

Coming Together Every Issue!

The Profit Pulling Project

*"Essential information for you to prosper from and
build your own Profit Pulling System starting today."*

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A Few Small Steps Is All It Takes.

Since the last issue of the Profit Pulling Project I have been working on several projects all at the same time resulting in the busiest period this year in building my online Internet business.

The Power of Viral Networking

The first project I managed to complete was the publication of my new free e-book Dominating Twitter. When I say complete, that's not true really as this is an ongoing project. Last week's release was just stage one of a series of e-books and videos, this first one being titled "Volume One - Prepare for a Frenzy of Followers". You see there is so much I could write about Twitter that I decided it would be more digestible to people if I phased the release of the content so that you are not inundated with too much material.

Shortly afterwards my recent Internet Marketing mentor Alex Jeffreys released his own free Twitter product called "[Tweeting With You](#)", a 6-part Video Series. The reason I mention this is because it was particularly pleasing to see that I was, in fact, mentioned a couple of times by Alex in the videos! Why? Well, because I happened to mention a few new cool tips and techniques I found out with Twitter pretty recently and he found them so useful that he has started to use them himself! But of course there is so much more to Twitter and you really need to educate yourself to get the absolute maximum potential out of this fantastic Internet Marketing tool.

Just to whet your appetite of just what can be achieved take a look at the screenshot shown below. Now that one simple form doesn't look much but it is the primary reason for such a mega successful launch but why? Can you see the power of it staring right at you? It is all to do with viral networking and how Twitter can be used to such great effect to get a message out to so many people in super quick time.

Now that one simple form was responsible for my message being tweeted out a total of nearly 250 times and to in excess of 150,000 plus, potential followers. **So for a brand new website I have already had 10,000's of hits in less than a week!**

50 followers Follow this user Following Us Direct Msg homepage	342 followers Follow this user Following Us Direct Msg homepage	51 followers Follow this user Following Us Direct Msg homepage	42 followers Follow this user Following Us Direct Msg homepage	736 followers Follow this user Following Us Direct Msg homepage
221 followers Follow this user Following Us Direct Msg homepage	647 followers Follow this user Following Us Direct Msg homepage	492 followers Follow this user Following Us Direct Msg homepage	363 followers Follow this user Following Us Direct Msg homepage	3888 followers Follow this user Following Us Direct Msg homepage

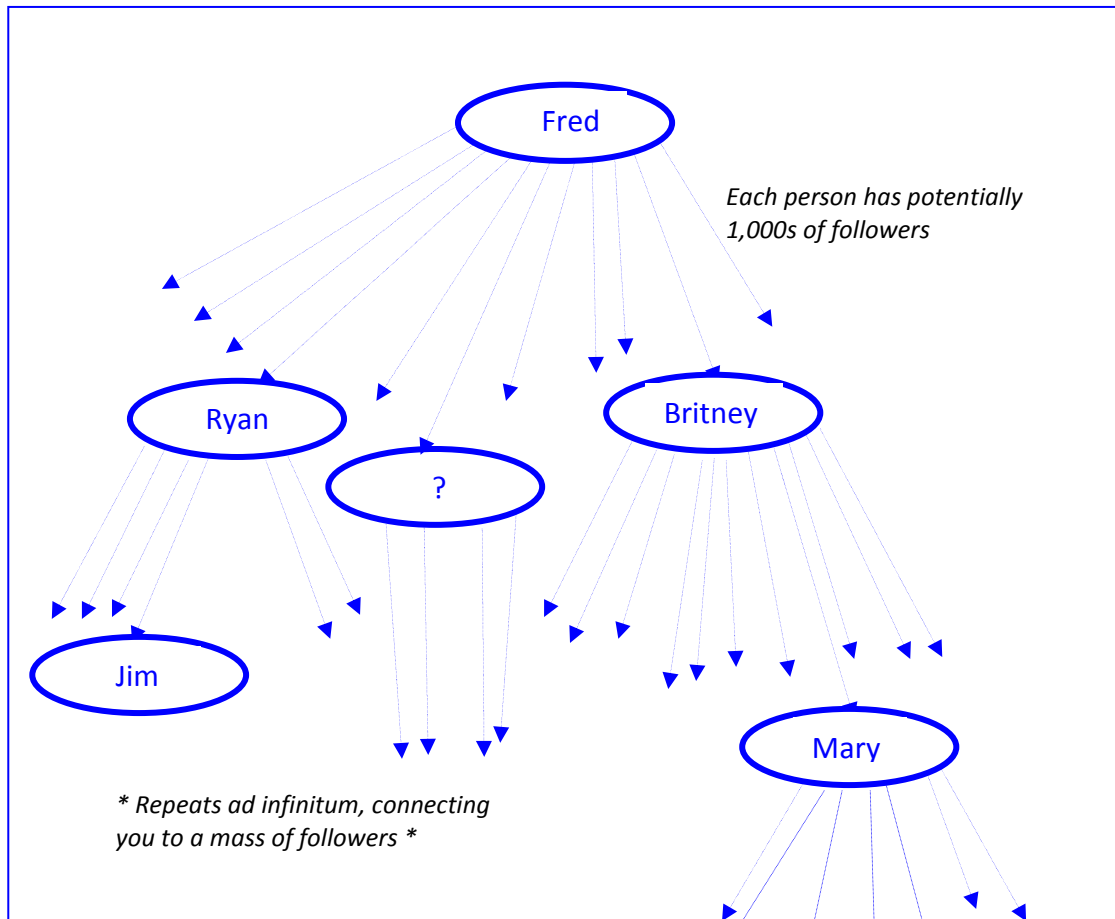
Form User Stats
Users (225)
Following Us (202)
Not Following Us (16)
We Are Not Following (225)

Form Tweet Stats
Tweets Sent (245)
Possible Views (152017)

Becoming An Affiliate
Make money with your Twitter
Follower that you are generating
with My TweetElite Pro. You can

And of course, those figures will continue to grow every single day.

But the best part of all this; is that all those Re-tweeted messages are not done by me but by people downloading the free e-book. It is totally setup on auto-pilot so that when people download the E-book they send out a Twitter message to all their OWN followers that has a link to my free e-book in it. And of course, if any of those new people choose to download the e-book they will re-tweet a message to their followers so the 'reach' gets bigger and bigger. I love it! Can you see the power in implementing just one viral marketing feature like this? It starts to get chaotic as can be seen by the pictorial representation below of what actually starts to happen:



A picture says a thousands words and hopefully the diagram gives you a clear view of the power of just one message re-tweeted by one person. But of course, the beauty of the above is that that we are not just talking about one person here. The above can happen for every single person that sees the form.

Now you may be wondering what software I used to achieve this. Well it's called My TweetElite Pro, which I am currently beta-testing and it will be made available very, very soon. Check it out when it becomes available. I've only mentioned the power of the viral forms component but there are a host of other really great features which are included in My TweetElite Pro including the ability to automatically build a targeted Twitter following. And I do mean FULLY automated. You just set up a niche or person you want to follow and it will automatically follow all the people it finds for you and continues to do it every single day without you doing a thing. *(It's a shame I didn't have such a powerful tool to build up my following when I started*

out!). When it is released to the general public it will have a free trial period so it is worth bookmarking the following link to try it out at the earliest opportunity

[My TweetElite Pro](#)

Maximising Your Time

Anything that saves me time and effort - then I am all for it and My TweetElite Pro certainly achieves that. In fact, everything I do with my online business nowadays, I make a simple evaluation and assess whether my time is best spent doing that or on something else. You see 'time' is the one thing that we only have a finite amount of and can't accrue anymore of. There is only 24 hours in a day. Period. Nothing we can do can increase that universal principle and each of us must best manage whatever time is at our disposal to maximum effect. There are two fundamental ways we can do that;

- i) Automate the process, as per my example above with My TweetElite Pro or,
- ii) Delegate or outsource the work.

This leads nicely into my next feature I want to talk about. When starting running an online business many try doing a lot of the tasks ourselves. Even if we are not necessarily skilled in a particular area we battle on and try and complete the task on our own. We usually justify this by saying it saves money. Short-term it probably does, or appears to at the very least but there is a far bigger cost that is paid by taking such a route. Firstly, because you are not skilled in the area you are struggling with, it can take two, five, ten times as long!! Worse still is when you complete it, the solution or final outcome is not as good as if it were done by a skilled practitioner.

So the end result is you takes far longer to achieve something and the results are often far inferior to what could be achieved by someone with the proper skill-set.

If that wasn't bad enough, the real 'killer' is the lost opportunity. What do I mean by that? Well the real reason you are attempting to complete some mundane and/or difficult task (for example, designing a web-page for some) is not to complete the task itself but to move you one step closer to a successful online business. But rather than spending your time on the key things that will ultimately determine if your business is a success or not (product development, market research, building JV partnerships, marketing, etc.) you are distracted by having to do the less strategic things.

I mention all this because many struggle with the technicalities of hosting their own blog or web-site. Things that an expert can do in minutes, some people will spend days (even longer) struggling to overcome. Opting to take such an approach could be the difference between success and failure for your business. Or at the very least certainly delay the timescale for success. For many a far better approach would be to outsource these types of tasks to a Technical Expert, but for many having their own dedicated consultant on call is beyond their budget, particularly when starting out.

Well for those struggling with these type of web-site related issues my friend Adam Spiel has set up a new Hosting solution with a big difference. Adam will take away all the hassles and struggles associated with the day to day operation of your website. For a limited number of clients he is offering a one-on-one hosting and support solution. This is ideal for someone who wants to focus their time on driving their business forward at a rapid rate and not wanting to spend unnecessary time struggling with tasks that Adam can easily resolve and provide the solution for. If this is something that appeals to you have a look at the 45-day free risk trial Adam is offering here

[45-day Risk Free Test Drive](#)

It includes some fantastic bonuses as well. It is like having Adam by your side as a key business partner while you build your successful business.

In conclusion I've talked about a couple of small things that you can do to leverage your efforts and time to maximum effect. What small step can you do today, and tomorrow, and the day after, that will start to build the momentum for your business? Well don't just think about it do it, and DO IT NOW!

Free Website Advertising

{Written by Adam Spiel of <http://www.onlinecashflowguru.com/blog>}

In the last edition of the Profit Pulling Project Newsletter, I shared with you 10 (well actually it was more than 10...) free website software tools.

This time, I'm going to show you the top places to go to get your own FREE Website Advertising Websites that will increase your SEO traffic and Web Page Rank (PR)!

FREE ADVERTISING?!?

That's right – you can have your very own free advertising everyday just by setting up your business listing on major website business directories and local business profile pages.

Well, if it is free, then why don't more businesses do it?

1. People don't understand it
2. People don't know about it!

FREE WEBSITE CREATOR TOOLS:

First, let's start with a few website creator tools.

- [Squidoo](#)
- [Webon](#)
- [Weebly](#)

- [HubPages](#)

These are simple website creators, but they give you a great opportunity to give yourself a valuable back-link to your website where you can control the anchor-text.

You create a simple website, you can post a few of your articles with your keywords, you can even enter an RSS feed on for your niche market. You're able to get your content out in more places, giving you more exposure and more one-way back-links to your website.

FREE WEBSITE LISTING DIRECTORIES WITH HIGH PR:

There are a number of free website listing directories – depending on your specific niche and market, some might be better than others.

There are 3 main benefits of having your website listed in these listing directories:

- Greater Exposure for SEO
- One-Way Back-links
- Increase your PR

So, the website directories with the highest PR (Page Rank) are going to be the most valuable for your website, and help you increase your own PR.

This is great list of free website directories with a high PR, from

http://www.bestcatalog.net/seo_tips/directories.htm

Directory	Page Rank
DMOZ	9
Jayde	6
SuperPages.ca	6
Patient UK	6

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BestCatalog.net	6
Gimpsy	6
ExactSeek	7
Bizweb	6
Haaba	6
Canadopedia	6
Earthstation 9	5
Re-quest	5
MavicaNet	5
Web World	6
IllumiRate	6
America's best	6
Web Beacon	6
Clear Lead Inc.	6
Books Music Video	6
Chiff.com	6
SoMuch.com	6
Re-Quest dot Net	6
PsychNet-UK	6
Clickey	6
Proudly Canadian	6
TurnPike Directory	5
Greenstalk new	5
Smallerbizz	5
Emfind.com	5
Hoppa	5
All The Bizz	5

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Click4Choice	5
Websavvy	5
iMarvel.com	5
Cyber Web Search	5
DC2NET	5
The Orange Pages	5
Josh's Sanctum	5
Web's Best Directory	5
MyAllFish.com	5
Yeandi	5
Bontonic	5
All Free Things	5
Fitness Pros BodyBuilding	5
SmartLinks.org	5
Money Talk	5

Get your site listed in the search engine directories.. Getting listed in these directories will give your site a **boost in link popularity and improve search engine ranking in other search engines.**

You submit your website URL, along with your email address. Sometimes they make you create a username and login, and even allow you to post a description of your website.

This is a huge benefit, because you are able to include some of your primary keywords in your listing, which points back to your website and helps again with your SEO.

FREE BUSINESS PROFILE DIRECTORIES:

You can set up a free business profile including a map and directions to your office locations, your company description, even list some of your products or an online coupon for your services.

These are just a few of the major business directories and business profiles pages that I have found that produce the best results:

- [Google Maps](#)
- [Yahoo Maps](#)
- [MSN Live Search Maps](#)
- [Insider Pages](#)
- [Merchant Circle](#)
- [Localeze](#)
- [Infousa](#)

There may be other industry-specific directories and websites that you can tap into as well – each website and industry is unique, but the basic principles are the same:

Getting your website listed in more places = more traffic and more visitors!

One of the major keys to dominating your competition is to have as many listings as possible on a search engine results page. And by creating these business profiles, your website can be in more places all over the internet for your potential customers to find you – and you want to make it as easy as possible for them to find you, right?

Even if your business does not have a physical location, these business profile listings and directories will give your website powerful exposure in the search engine rankings.

FREE ADS:

There are several sites where you can go and place your free ads – these are just a few:

- www.craigslist.org
- www.usfreeads.com
- www.gumtree.com
- www.classifieds.yahoo.com

Once you have your new free websites and new website listings, it would be a good idea to go and social bookmark those sites and directories too, using a service like Social Marker or something similar.

And remember – this doesn't have to be something that you have to do. You can create your website profile once, and then outsource the work by posting an ad on Elance or RentACoder for someone to help you submit all of these postings – as it can be a time consuming process.

There's one website service that I have used before at <http://wspromoter.com/> and they will submit your website to as many directories as you want them to, for a pretty low fee.

Google loves quality links to your website, and just remember that a quality one-way link with your keyword anchor-text coming from a page with high PR, is much better than 10 or even 20 links from pages with low PR.

I just opened up a few slots where you can get Unlimited Website Hosting, and the chance to have ME personally work with you on your website one-on-one, month after month – for FREE! I'm giving out over \$1,026 in free bonuses, but they won't last long. Head over to <http://www.prohostmanagement.com/riskfreetestdrive.html>

Adam Spiel

<http://www.onlinecashflowguru.com/blog>

Money, Money, Money

{Written by Hilary Dickinson of www.hilarydickinson.com }

Once upon a time an adventurer set out to find the pot of gold at the end of the rainbow...

So you decided to join that big adventure and become an internet marketer. Why?

It might have been to try out your computing skills or it could have been because you wanted to see what it was all about. But I suspect that for most people it was to make some money, to become more financially secure, even to become a millionaire!

These are great aspirations and ones which are shared by many people. Since I started taking my own steps forward into this huge world of the internet I have been looking for my own niche. I have become more and more interested in not just making money (though as **Linda Carroll** says only the Federal mint 'make' money, the rest of us earn it!) but also our attitudes towards it, how we understand it and, most importantly, what we teach our children about money.

We all hope to be successful and earn a good living, otherwise we wouldn't be doing what we are doing now. But what are we going to do with that money? Do we understand how we are going to make it work for us or will we just keep on working for more of it?

Many of you will have seen the discussion on my blog about what we are teaching our children (<http://hilarydickinson.com/125/important-what-do-we-tell-the-children.htm>). This was brilliantly flung into motion by a long comment from **Nikki Stephens** and the resulting debate contained some really great ideas and suggestions.

The general consensus was that we should be teaching our children about many issues surrounding both the use of the internet (with safety provisos) and making money - **“If you don’t teach these lessons to your children, no-one will.”** (Nikki).

But what if we are not too sure about some of these issues ourselves, or if there are young people who have not been taught these lessons?

I have spent some time investigating this area and have come across lots of useful resources, new ideas and other sites relating to financial literacy and have been using some of them with my own daughter **Lizzie** (as mentioned in **Gary Simpson’s Motivational Moments #2** video).

What can you do about this issue yourself? Well you could start by reading books such as *‘Think and Grow Rich’* by Napoleon Hill or *‘Rich Dad, Poor Dad’* by Robert Kiyosaki. I am doing this myself and taking my study further to help me, my husband and children to learn and move forward in our own financial literacy. If you have any thoughts, suggestions or questions of your own, then I would love to hear from you so please leave a comment on my blog.

I was fortunate enough that my parents taught me the basics of budgeting and financial awareness at an early age. Our financial establishments have been turned upside down in the past year and we owe it to ourselves, our children and young people to begin the process of understanding how to make our money work for us and to pass on this knowledge to others. Our education systems give very little help to our young people in this vital area.

In my next article I will give you some ideas about where to begin. *There might not be a pot of gold at the end of the rainbow but the gold can be found if we know where to look.*

Hilary Dickinson

www.hilarydickinson.com

Gary Simpson's “Motivational Moment”

{Written by Gary at the “Internet Marketing TEMPLE of Learning for Newbies”}

<http://motivationselfesteem.com/talk/>

“Are You Putting Yourself on the Road to Success or Are You Just Plodding Along Like All the Other Plodders?”

What separates successful people from unsuccessful people, achievers from non-achievers, winners from losers, racers from plodders? Are people born a certain way or do they develop habits as they grow older which determine their stations in life?

It would be fair to say that the answers to these questions are rather complex ones.

It is a combination of factors which include such things as:

- your country of birth,
- when you were born,
- your IQ,
- your physique,
- your capacity to remember,
- your environment,
- your parents,
- your friends,
- your associates,
- the formal education you receive and
- your non-formal education (ie the seminars you attend, the information videos you watch and the books you read).

Let us look at the things you have no control or little control over and work through to the things that you have **absolute control over**.

First, you have no say whatsoever about when, where or how you were born or who your parents are. Genetics dictate such things as your IQ, to a large extent your

physique and your capacity to remember. However, these things can be improved through training and effort.

As a youngster you also have no control over your environment or the formal education that you receive, but that can also be improved as you grow older and take more control of your life - **if you choose to do so.**

So, what is left? You might think not much. However, I contend that what **IS** left could very well be **the most important determinants of failure versus success.**

Here are two very powerful determinants:

- 1 - the people you keep company with (who are your friends?) and
- 2 - the books that you read (and I will include videos here too).

Now, here is the exciting part of it all...

They are the TWO things that you **definitely** have control over. So I need to ask you two questions:

- 1 - Are you associating with positive people who are interested in helping you achieve your goals?
- 2 - Are you educating yourself, on a continuous basis, by studying appropriate books, attending information seminars and courses or watching educational videos to improve your knowledge base?

One of the easiest sources of information to help you succeed is books...

There are books available to suit everybody's taste. I quite often do reviews of "success" books on my blog. Recently I reviewed "**Psycho Cybernetics**" by **Maxwell**

Maltz and "**The Richest Man in Babylon**" by **George Clason**. These are two very POWERFUL books! Pardon me for being so bold but maybe you should go to my blog and read those reviews... your choice, of course.

For those who have an aversion to reading books might I suggest "**Rhinoceros Success**" by **Scott Alexander** (ISBN: 0-937382-00-0). It is one of the most amusing "success" books you will ever find. It also contains cartoons complementing the text. It is quite a masterful production written by a very talented writer.

Scott Alexander has written three "Rhinocerotic" volumes. All are eminently readable.

I first read Scott's books some 15 to 20 years ago and have read them several times since. They are always enjoyable and are just as relevant today as when he wrote them way back in 1980.

So, in summary, you cannot change the conditions of your birth but you can take advantage of those things, which are within your control.

You can put yourself on the road to success. Just surround yourself with positive people, attend information seminars, watch educational videos and **read, read, read!**

Until next time ...

Gary Simpson

<http://motivationselfesteem.com/talk>

(Continued)

Contributors

In closing, once again I'd like to thank the contributors for the time and effort they freely give in making each issue so informative and such a useful resource for everyone.

If you would like to write an article and pass on your knowledge to other people then please feel free to contact me. Of course you will gain valuable exposure for yourself as the Profit Pulling Newsletter now goes out to thousands.

Until next time, wishing you success in all you do.

Garry Parkes

<http://garryparkes.com/> (My Blog)

Members' Area

Please visit the members' area to get additional free resources and links that could not be included in this issue. The Members' Area can be found here:

<http://profitpullingproject.com/members>
