Baxi Nishant
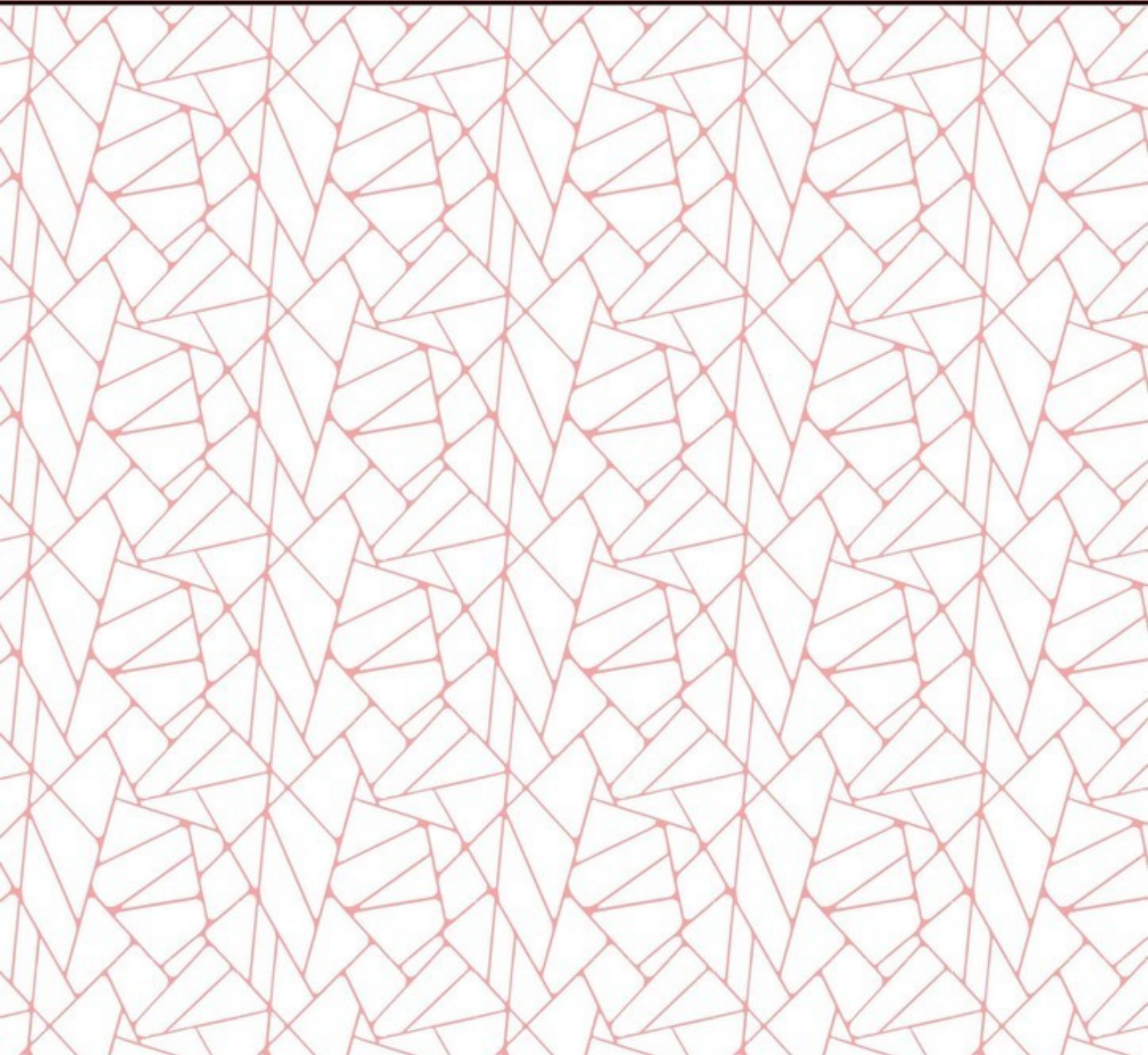
MobileTrendMarketing

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New Internet marketing tools are coming online each and every day. Why should you care? Mainly because these new marketing trends and tools.

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What's Hot Online Changes At Light Speed

New Internet marketing tools are coming online each and every day. Why should you care? Mainly because these new marketing trends and tools can have a dramatic impact on your online traffic, leads and sales. So much so, your online competitiveness can greatly depend on you finding and using these new marketing tools before everyone else does.

As Internet marketing grows more and more lucrative, it is becoming more competitive each day, so staying on top of what's happening in the industry has become vital to your online success. More importantly, if you're a full-time marketer like me, your livelihood will largely depend upon you being able to keep on up with of all the new ways of marketing on the web.

Again profiting from hot trends is only one of the newer ways you can leverage the power of the Internet. And as new ways to make money come online, others go by the wayside. There is no way to tell how long one money making method will last when it may be replaced by another.

So while profiting from hot trends appears to be something that will be with us for a good while (At least a year or two?), as fast as things change, you would be wise to not put all your eggs in this basket or any one online money making method. But that doesn't mean you get so many types of money making methods in play that you end up with none of them producing for you.

At the same time you need to start taking advantage of these marketing methods ASAP before too many people actually do see the profitability potential and the shear amount of competition starts eating into your returns for the time invested.

It will take some vision, forethought and planning to put yourself in a position whereby your potential competition will see your efforts as being pervasive and dominant in leveraging hot trends. Just like with many of the Internet Marketing methods you find where 4 or 5 marketers dominate those methods and you say to yourself, «They've got the market cornered on using this method», people will be saying that about you.

So lets seriously consider forethought and planning.

Vision And Planning Can Put You On Top

Plan your work and work your plan. You have probably heard that phrase a thousand times. But it has never been more true than it will be with setting up this, 'profiting from hot trends', system in such a way that you can implement it quickly and regularly as you find hot trends to capitalize upon.

Yes this system includes the plan to work this system effectively. However I am assuming you are approaching your Internet Marketing business with an overall plan with the primary goal of not just making money or generating revenues, but being profitable at it.

Some people will set down with this information and absorb it all in one day, and have their system up and operational in 2 days. That is what I would call a quick start. DO NOT think you have to do that yourself if you really don't have the time, study habits, computer skills or Internet

literacy to become accomplished at using this system in just a few days or even a week.

The advice in this guide assumes that you are managing or approaching your business in a professional manner by having established long term goals, short term goals and are implementing the daily task (As you currently understand them), to attain your goals.

If this assumption is not correct, once you have read this project guide through completely and you believe it may take you more time to set up your system and start using it than I have estimated in my description of a «Quick Start», at least set some short term goals and break them down into the daily tasks it will take to meet your short term goals. That way you stay on track to having your profiting from hot trends system in place in no more than a couple of weeks.

You will need to integrate using this profiting from hot trends system into your Internet Marketing Business Plan so you can spend about 5 to 10 man hours learning and setting up the system and then committing one hour a day for as many or few days you choose to incorporate profiting from hot trends into your regular daily work schedule.

Planning Pays Big Dividends
Without knowing exactly where you want to go, how can you possibly expect to end up exactly where you want to be without a map or plan that will allow you to get where you want to be. Planning will also allow you to expend the least amount of time, effort and for some, even money to get there.

One Hour A Day Can Make It Pay
Once your system is set up properly, you're comfortable with it and you have made a couple of test runs, it shouldn't take you more than an hour to have everything you need in place to start capitalizing on a hot trend project.

Your hour will follow this abbreviated time line:

20 minutes: Researching Trends for viability 10 minutes: Locate keyword heavy copy 10 Minutes: Set up your free blog 10 Minutes: Monetize your blog 20 Minutes: Promote your blog through back links

Obviously this timeline is a approximation and some steps will take a little longer and some a shorter amount of time. There are a number of variables that will come into play with each hot trend you decide you might profit from.

Just as obviously, in the beginning you will certainly take more than an hour to feed a hot trend into your system, but based on my experience I believe you can get your hot trends into your system in about and hour by the time you have done 4 or 5 hot trends. Set yourself a goal of being able to do it in an hour. If you always take longer, say an hour and a half or even two hours, you can still see a profitable return for your time spent.

One of the variables that will have a definite affect on your project completion time is the type of trend it is and whether or not you incorporate some of the optional or alternate promotion methods or strategies. That will depend largely on what you estimate the potential life of a hot trend to be.

Regardless of whether your research to deployment takes you one hour or more, having the tools in place to organize your system in one place will help you to cover the necessary steps in as little time as possible.

Getting Organized From The Get Go
As with any marketing system there are certain things you need to have in place so your campaign can be built and launched in as timely a manner as possible. The less time you have to spend on getting your campaign launch ready, the more time you will have to spend on other money making efforts and therefore more potential return on the time invested.

Any tool that can help you to organize your hot trend profit system campaigns will ultimately save you time. Your time is worth money. So lets save some money so more of what we make is profit.

All of the organizational tools you will need for your hot trends profit system are available online as free downloads or free web based services where you just need to sign up for an account.

Below are links to the free downloads you will need to build your system. If you already have some of these programs in place that's good. You may be able to use them as is or you may want to set them up separate from your current software in your program files in a different directory. This first list is software. The second list down will be free web services.

Tools You Will Need

The FireFox Web Browser:
We will be using Mozilla's FireFox Browser for a number of reasons including it is more secure than I.E. but more so because of it's plugin Addons that will help you organize your system with blazing speed.

If you don't already have FireFox running on your computer, you can download it here: *http://www.mozilla.com/* click on the big green download button and save it to a folder you will or have named: @ProfitTrendsSoftware – the @ sign will move the folder alphabetically to the top and make it easier to get to when we start setting up your programs. WARNING: DO NOT SET THIS UP until you get to the «It's All Browser Based» section of Chapter 3

Free Service Account's and Tools You Will Need

A «My GOOGLE» Account:
If you already have a GOOGLE account, you will want to set up another one just for your hot trends projects. If you already have an account, you will need to sign up with a different e-mail address. Even if you have a Gmail account set up you should set up a new Gmail account. The purpose being you want to keep everything in this account separate from any other information you store online. It is cleaner and easier that way.

Just go to: *www.google.com/accounts/NewAccount an*d sign up. You will be sent information at your Gmail account (If you already have an account) or your alternate e-mail account. NOTE: from

time to time GOOGLE changes their mode of operations as far as these sign ups go so you may have to use a little common sense to read between their lines to get a new account.

Most of the tools you will use with this system will be from GOOGLE. To access any of the tools referred to from here on, (Before you bookmark them), just sign into your Google account home page and click on the tool icon of the tool you want to work with. You can also reach your account home page by using this link: *www.google.com/accounts/ManageAccount*

Login Database Tool
You will be required to enter a username and password when you sign up. You will be signing up for several free services. If you don't have a login info database like RoboForm you need to get one. It will save you untold frustration, time and probably your sanity. You can get it here: *http://www.roboform.com/* there is a free version but it only holds login information for 10 logins. You'll need far more than that. In a perfect world you could just use the same username and password for all accounts but that's just not the way it works online. Some will assign your a password. Some will want a user name, some will use your e-mail address as your username.

Login Database Tool – A Free Option: You can use the «AllPass» database for login info. You can get it here: *www.LastPass.com It* is by no means the user friendly, feature rich and powerful of a tool that RoboForm is, but you can get by with it for now.

There are numerous tools from GOOGLE you will use when we get into setting up your system. When you are logged into your Google account, all Google tools will be available through the same account and you should not be required to login to use any Google tool unless you have logged out. The only services that run contrary to that rule are AdSense and Adwords.

Use Gmail for all Your Hot Trends Projects E-mail
The first thing you want to do is set up your Google e-mail account on Gmail. That is Google's Free Web Based e-mail. From your Google account home page You may have to click on «My Account» in the upper right of the page), click on the Gmail link/icon in the Products section. Configure your e-mail account any way you want.

It is VERY IMPORTANT to use this Gmail account for all the free services you will use for this system. Doing so will keep all your e-mail information apart from non Hot Trends related e-mail and you will be able to organize this e-mail account just for hot trends related communications.

Organizing Your Trends System
You are going to need to keep records of your Hot Trends Profits projects.

When you are on your Google «My Account» page, you will see an icon in the Products section that says «Google Docs». Click on that icon. It will load the Google Docs home page.

You will have the ability to use and save spread sheets and word processor documents for your system as you database information on your different hot trend products. If you understand Microsoft Excel, you can use the spread sheet documents to organize your project data. If not, you can use the word publisher document to paste text data information into in the most organized manner you are comfortable with.

I won't be showing you how to set up your data documents. Those kinds of things are always a matter of personal preference. You will only have about 6 distinct data items you will want to have available to you at any given time, so I'm not talking about mountains of data here. Still you need to have the someplace where you can get to them right in your

browser and not have to go digging through your computer file manager to find what you need.

Another tool you will find on your Google «My Account» page is «My Notebook». Very handy for jotting down quick notes and keeping them organized where you can access them quickly as you are working your hot trends business.

Конец ознакомительного фрагмента.

Текст предоставлен ООО «ЛитРес».

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