

WIIFM?

Squeeze Page?



Your Internet Marketing Lingo "Cheat Sheet"

by

Steve Mancini and Geoff Hoff

Joint Venture?

Up Sell?

CPM?

Internet Marketing Lingo "Cheat Sheet"

By best selling authors

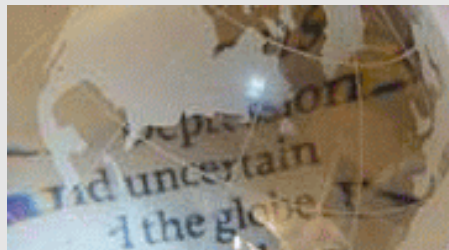
Steve Mancini and Geoff Hoff

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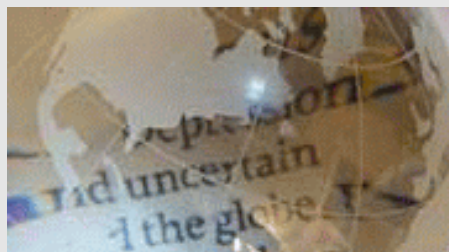
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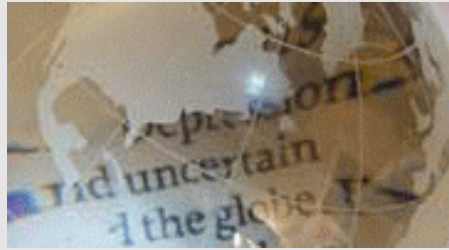
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Introduction

Congratulations! You now own one of the most powerful tools an Internet Marketer could own: Knowledge at your fingertips! This concise, handy and informative guide will immediately slide you right into Internet Marketing conversations with the best of them. As you will see, the words and terms are put into alphabetical order (the terms by the first letter of the first word) with cross-referenced words and terms linked to one another for speed and efficiency.

Many of the definitions are not exactly how a dictionary would define them, but rather how they are used in Internet Marketing circles. As a special bonus, after the definitions of the words and meanings, you will find some of the most powerful phrases used by many of the top Internet Marketing gurus explained, and how you can apply them to your business!

The last thing in this book is an extremely handy "one page" of all of the definitions that you can print, fold in half and keep in your pocket, notebook, purse or briefcase when you are in seminars or on the road.

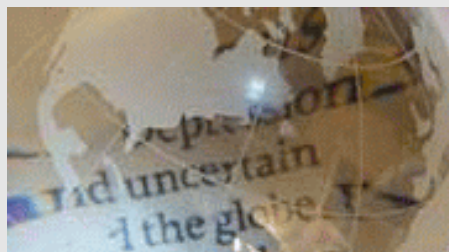


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We hope you find this book to be as useful and valuable a resource tool as we have. There are several ways you can use it. Read it all the way through to discover words and phrases you might encounter. Use it like a dictionary when someone uses a word or phrase you don't know or are not sure of. Use it as a tool when writing your own sales pages!

(Disclaimer: There are several links within this guide to products and services in support of the word. Some of these are **Affiliate Links** and, if you go there and purchase, we will get a small commission, but that will not affect your purchase price. In every case, there are other products and services that function in the same way, which you can find with a search. The products and services we've linked to, we use and have been happy with.)

To your success!



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Your "Cheat Sheet"

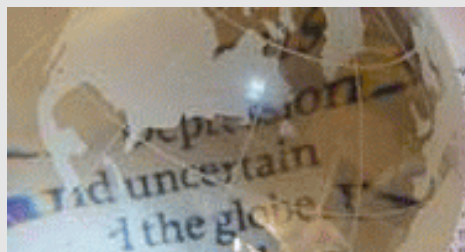
Note: Click on any **Red Word** in a definition to be taken directly to the definition of that word.

~A~

Above the Fold - When a web site is opened, everything you see on the screen or page without scrolling down is "Above the Fold". This is very important when marketing, because many people will leave a page without scrolling down if it doesn't catch their attention immediately.

Affiliate Tracking or **Affiliate Manager** - A service or software that manages the **Affiliates** who are selling your products. Some of the most important features of good affiliate tracking service or software are the statistics it keeps, the registration of new affiliates and the ability to keep track of their sales and the commissions due them.

Affiliate - Someone who sells another person's product or service to earn a commission. One of the most popular affiliate services is [ClickBank](http://www.clickbank.com), where the affiliate signs up once and has access to



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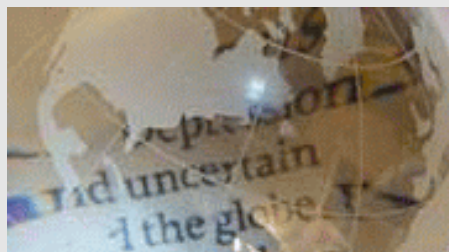
thousands of products to sell. Affiliates are provided with their own personal code in the product's **URL** which will identify that a sale has been made through them. For example:

www.thegreatestproductofalltimeever.com/?48814. In this link, the personal affiliate code is 48814.

Autoresponder - A program or service that automatically sends out email in response to an inquiry. For example, if someone joins your **Mailing List**, you can set your autoresponder to instantly respond to the email address they provided with a thank you and welcome email, without your intervention. One of the most valuable features of an autoresponder is to have a series of responses set up in a queue to be delivered over time. One can be sent instantly, then another one sent the next day, then another the day after that and so on. You can configure it any way you like. One of the more popular Autoresponder services is [AWeber](http://www.aweber.com).

~B~

Back End - Selling additional products once a sale has been made. This is very popular with most Infomercials. You call the toll free number to buy the special blender and, by the time you've made your purchase, the person on the other end of the phone has convinced you to buy the additional storage



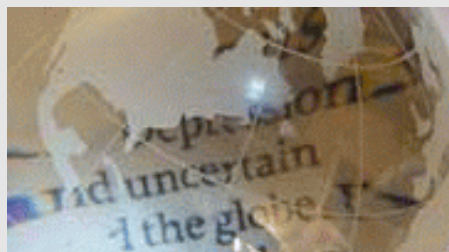
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units, the special attachment for chopping vegetables and the extended warranty. (Some people use this interchangeably with **Up Sell**, but they are different.) See also: **Cross Sell**

Belcher Button - A specific **Buy Now Button** designed by Internet Marketer Perry Belcher which was tested over and over to see how well it **Converted**. A special combination of elements, including colors and fonts, were **Tested** to see which increased sales the most. Perry has an example on his site that he allows you to use for free. You can find it here: <http://www.belcherbutton.com/>.

Benefit - Taking a **Feature** of a product or service to the next level: How can this feature benefit your customer? A feature of a Bic Pen is that it writes upside down. The benefit is that you can draw lines on your ceiling where your track lighting will be placed. A feature of a Zippo lighter is that it lights in the wind. The benefit is that you can quickly and easily light that comforting campfire on a cold, windy night. Benefits are often confused with features but the differences are very important.

Body - This is the meat of a **Sales Page**, the story, the content. This is where you tell your story of the product to the reader and make them feel emotionally attached. Not all readers will read the body, so it's very important to have strong **Sub Headlines**, **Bullet Points** and **P.S.**



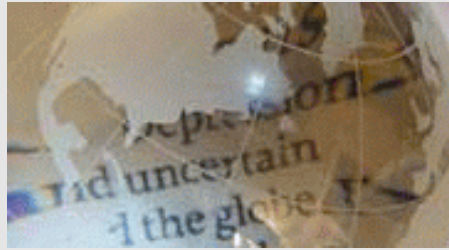
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Bonus - A product, usually digital, that you give to a customer at no additional charge when they buy your product or service. Sometimes, several bonuses are included with the purchase of one product. Some good bonus products are: **Public Domain** items; **Resale** or resell products and products made by other Internet Marketers who've agreed to let you give them away to your customers. If you want to give away bonus items with your products, don't hesitate to ask other marketers with similar products if they have something you could use as a bonus. They are often very happy to oblige.

It can also be used to make an offer more attractive. If you sell Himalayan Snow Monkeys for \$97, but give away a \$47 book on their upkeep, that is an **Ethical Bribe** to help them decide to buy the monkey. See Also: **Freebie**.

Broadcast - Distributing one email to an entire **Email List** at once. Unlike an **Autoresponder** series, this is done manually. This is how you would usually send time-specific messages to your mailing list, often for special announcements, new products or special sales.

Bulk Email - Any email message which is sent out to multiple recipients at the same time. An email sent to your email list is considered bulk email. See also **Broadcast** and **Autoresponder**.



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Bullet Points - Short, powerful sentences or parts of sentences, usually less than one screen line in length, that are preceded by a small symbol, such as a circle, an arrow, or a check. A reader's eyes will go to these, so it's important that bullet points pull the reader along. They are often **Benefits** of the product or a statement that elicits a strong emotional response. For example, if you are selling a home security system, one bullet point could be "One in seven homes in your neighborhood will be burglarized this year." This makes the reader feel less secure, less safe in their home and most people don't like to feel that way, so they'll continue reading to see if you have a solution for them.

Buy Now Button - A graphic, usually shaped like a box, sometimes a circle, placed on a **Sales Page** that, when clicked, takes the user to your **Shopping Cart** where they can make the purchase. Often, the button will literally say "Buy Now", and other times it may say something like "Yes, I want this product now!" or similar persuading phrases. See Also: **Belcher Button**

~C~

Clip Art - images, usually drawings, sometimes free, sometimes for a fee, often compiled into packages, that you can legally use in your product or sales page. The name comes from a time when they were



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printed images that you could "clip out" and paste into a document to be printed. Similar to **Stock Images**. It is important to know under what circumstance you can use the image.

Confirmed Opt In - A confirmed opt in is when a person provides an email address to you to allow you to mail to them, but you send them an email that they must then respond to in order to confirm that the email address they supplied is valid. This is usually done by having the recipient click on a link in the confirmation email. This helps to prevent malice (such as entering somebody else's email address) and error (mistyping their own address). Most **Autoresponder** companies require Confirmed Opt In.

Continuity Program - A product or service that is delivered on an on-going basis and for which the customer is automatically charged in regular intervals, such as monthly or yearly. It can take many forms from a series of emails, classes, **Webinars** or conference calls, physical products received in the mail, or a forum or some combination of these. See also: **Forced Continuity**.

Conversion Rate - Usually used to indicate how many of the visits or "clicks" to a **Sales Page** resulted in a sale. This term is also used to determine how many visitors to a **Squeeze Page** submitted their contact information. The Conversion Rate is expressed as a percentage. For example if you get 200 clicks to your Sales Page and make 9 sales, your Conversion Rate is 4.5%. Simply divide the number



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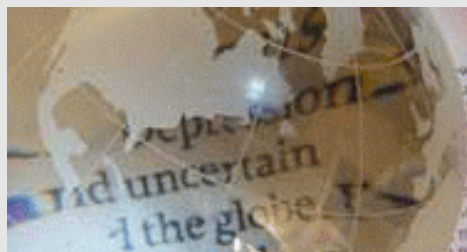
of sales by the number of clicks. $9/200 = .045$ or a 4.5% conversion rate.

CPC - Cost Per Click. One of the two main advertising models. You only pay when someone clicks on the ad, regardless of how many times the ad appears. Unlike **CPM**, you only pay for actual traffic to your site.

CPM - Literally means Cost Per Mille. Mille is Latin for "Thousand", not Million, so be careful. CPM means Cost Per Thousand. This usually refers to **Impressions** on a web page. You pay a set price per 1,000 times your ad appears on a specific page, regardless of how many **Hits** you get. This is a good way of advertising if you have a high **Converting** ad, or one that has a high **Click Through Rate**.

Creative Commons - a specific licensing agreement that tells you what rights you have to use a product, image or page content created by someone else. Many **Stock Image** companies use Creative Commons.

Cross Sell - Suggesting related products to someone who's already purchase something. For example, Amazon.com will say "Other customers who bought this product also bought this one." One of the most famous cross sells is when you go to a fast food restaurant and order a burger and fries,



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they ask "would you like something to drink with that?" The combo of burger, fries and a soft drink go together in our minds, so you can't have one or two without the others. Related: **Up Sell** and **Back End**

CTR - Click Through Rate. This is the percentage of times an ad is clicked on per number of **Impressions**, or times it appears. For example if an ad is clicked on 12 times per 100 times it appears, the Click Through Rate is 12%. The formula is: $CTR = \text{Number of clicks} / \text{Number of Impressions}$. For example, $12/100 = .12$ or a 12% CTR. Related: **CPM**

~D~

Domain Name Registrar - This is a company or organization from whom you buy your **Domain Name**, often for one or two year periods. Once you've bought an available name, nobody else can register it during the period you own it. You can, however, sell your domain name. Usually, there is a grace period after your domain name registration expires to allow you to renew it before somebody else can get it. An example of a Domain Name Registrar is 1cheapdomains.com.

Domain or Domain Name - Quite simply, it's the name people type into the browser to access your site.



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"Google.com" is the domain name. In the **URL** <http://www.google.com/webhp?hl=en&tab=nw> the domain name is still "google.com".

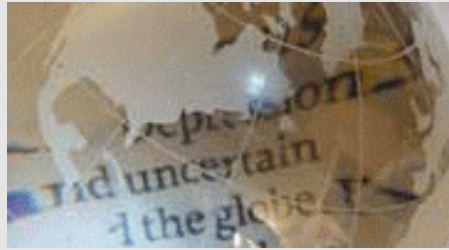
Double Opt In - A double opt in is simply **Opting In** twice. Once someone opts in the first time, they are required to enter their contact information again, verifying its validity. (Some people use this term to mean **Confirmed Opt In**, but they are different from each other.)

Downloadable Book - See **eBook**

~E~

EBook or Downloadable Book - Any book in digital form that can be delivered via the Internet. It could be fiction, nonfiction, how-to... anything you can have in a physical book, including photos and diagrams. Very popular and increasing in popularity every day, this method of delivering information allows for instant access, which makes a customer happy.

It also has a high profit margin, considering there's no physical product to manufacture or shipping



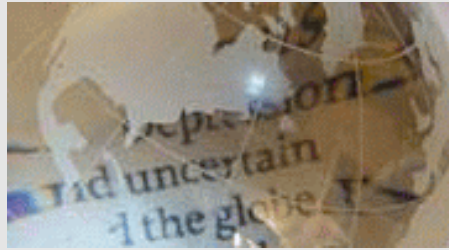
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charges incurred. The transaction is immediate and can be done automatically at any time of any day by using a **Shopping Cart**. This is also a great way to give prospective customers or your **Mailing List** something valuable for free without costing further out-of-pocket costs.

ECourse - Stands for Electronic Course. This is a series of classes, covering one particular subject, either at the student's convenience or delivered at specific times, via the Internet. It can be either on a web page or series of emails. It could be an audio, video, text-based course or a combination of two or more. For example, you could sell a six-part eCourse on chicken farming. The first lesson, session or class could be about Choosing the Breed of Chicken, the second could be Selecting the Land, the third Building the Coops and so on. (Chicken farmers, please don't write and scold us, this is just an example!). An eCourse is a step-by-step instructional means of taking the user from beginning to end.

Ethical Bribe - A free item, often a report or **eBook**, given to someone in exchange for their contact information. This is usually used to build a **Mailing List**. It can also be used to make an offer more attractive. If you sell Himalayan Snow Monkeys for \$97, but give away a book worth \$47 on their upkeep, that is an ethical bribe to help them decide to buy the monkey. See also: **Bonus** and **Freebie**

EZine - An electronic magazine, either a web page or an email **Newsletter**.



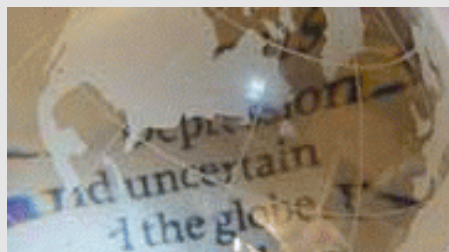
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~F~

Feature - An element of a product or service, usually something that stands above the competition's. For example: A feature of a Bic pen is that it writes upside down. A feature of a Zippo lighter is that it lights in the wind. This is often confused with **Benefit** but the differences are very important.

Forced Continuity - Forced Continuity in Internet Marketing circles commonly refers to the unethical and illegal practice of billing a customer on a recurring basis without their knowledge or consent. A more ethical way is a **Continuity Program** which is announced as such well before the time of the sale.

Freebie - A product, usually digital, with **Perceived Value** that you give away for free. This is often used to get people to join your **Mailing List**. For example, someone would have to supply their name and valid email address to get your "Free Report: Ten Secrets the Experts Don't Want You to Know About Himalayan Snow Monkeys!" See also: **Ethical Bribe**



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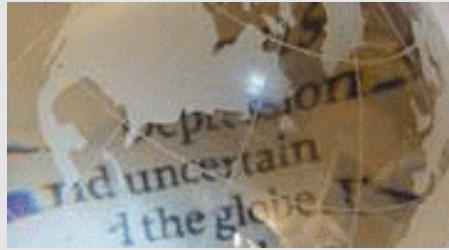
~G~

Guarantee - One of the most important elements of a **Sales Page**, this removes some or all of the risk of buying from the customer by offering either full or partial purchase price back if they are not completely satisfied with the product. Most, if not all, of the top Internet Marketers offer a guarantee on all of their products. Many believe the longer the period of the guarantee, the better, such as "Guaranteed for One Full Year". See also: **Risk Reversal**.

Guru - In terms of Internet Marketing, a marketing guru is someone who teaches Internet Marketing. It implies that they have had much success in their own marketing career.

~H~

Headline - In Internet Marketing, this usually refers to the title or opening statement of your **Sales Page**. Many experts believe this is the single most important element of the sales page. It is what will pull the reader out of his day and into your sales page. One example of a great headline is "They Laughed



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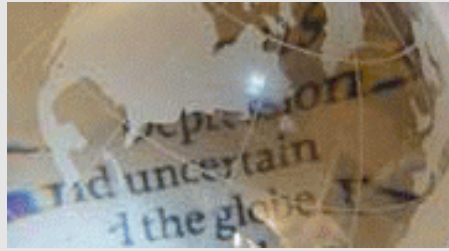
When I Sat Down at the Piano, But When I Started to Play!~". The main purpose of a headline is to get them to stop what they're doing and continue reading the sales page. It often expresses one of the main **Benefits** of the product.

Hit or Hits - Every time someone clicks on one of your Internet ads and goes to your **Sales Page**, it is considered one hit.

Host or Web Host - Web Hosts provide space on their servers, for a fee, so that your website is accessible via the World Wide Web. One of the more popular Web Hosts is 1and1.com.

~|~

Impression - Every time an ad appears on a web page is one Impression, regardless if someone clicks on it or not. See also: **Hit**



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~J~

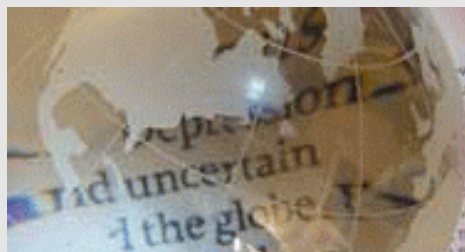
Joint Venture - This is when you team up with another person or company to either sell their product to your **Mailing List** or customers or vice versa. The profit from the sales is split, often 50/50, or there will be an **Affiliate** commission. A joint venture can also be creating a product with another person or company.

Junk Mail - See **Spam**.

JV - See **Joint Venture**

~K~

Keyword - A word that is used to search for a particular type of information or product. For example, a prominent keyword on a Beatles fan site would be "Ringo". It is important that the content of your page contains keywords pertaining to your product or service. If you own a site that sells fishing equipment, then it's important to use words like "lure, bait, rod, reel" and so on. It is wise to use them naturally,



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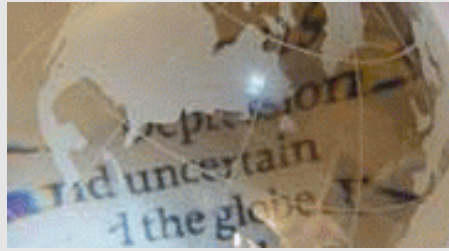
though, because many search engines are smart enough to know if a web site is cramming keywords in just to get higher search placement. Keywords are very important in **SEO**.

Keyword Phrase - Two or more words in a row used to find something specific on the Internet or used by advertisers to help bring in more targeted traffic than a single **Keyword** would bring in. "Himalayan Snow Monkeys" is a very targeted keyword phrase, as opposed to just using "Monkeys". Keyword phrases are also used in **Search Engine Optimization** to move your site up the search engine ladder.

~L~

Landing Page - the page you "land on" (the one that opens up) after you fill out and submit a form such as an **Opt In** form, or after you make a purchase. It will often have the product or a link to the product on it. Sometimes, it is simply a page thanking you. It is also the page you land on after clicking on an ad.

List Building - This is the term used for increasing the size of your **Mailing List** by acquiring names and email addresses.



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~M~

Mailing List - A list of names and email addresses from people who have given you permission to send email to them. This is usually done by an **Opt In** or **Double Opt In** procedures. Many Internet Marketers build their mailing lists by giving something of substance away (a **Freebie**) in exchange for the person's contact information. Mailing lists are very important to your career as an Internet Marketer. This is where you build relationships and trusts with your customers. The bigger your list, the more money you'll potentially make.

Marketing Guru - see **Guru**.

Merchant Account - This is an account that allows you to accept credit card payments from your customers. They process the transaction then send you the money.

~N~

Networking - In Internet Marketing, this means to meet people who you might then be able to **Joint**



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Venture with, sell products to and who might be able to help you increase your exposure to the market place. Often done at seminars and workshops, it's a good way to meet the **Gurus**.

Newsletter - An informational letter about a specific topic, sent via email, which usually comes out on a regular basis, such as weekly or monthly. Often, newsletters are given away by Internet Marketers as a way to build their **Mailing List** and relationship with customers. They are a good method of giving your customer something useful for free and also a vehicle to sell them additional products or services. Some marketers sell **Subscriptions** to their newsletters that have extremely useful information.

Niche - The specific interests or area of products your business is focused on. Some of the more popular niches are meditation music, weight loss and Internet Marketing itself, but any area where an information product can be made or physical products sold is a niche. For example, you may love pet monkeys and sell information and supplies to pet monkey owners, which is a fairly specific niche. Many of the **Gurus** suggest that you can narrow it down quite far if there are aficionados of your niche with money who would be willing to buy. Instead of just monkey owners, you could be even more specific and sell information and supplies to Himalayan Snow Monkey owners. It might be a small niche, but you could own it.



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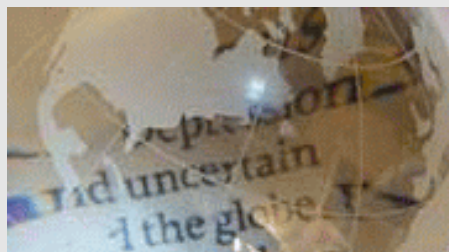
~O~

Opt In Page - see **Squeeze Page**.

Opt In - A person who opts in to your **Mailing List** has made a voluntary decision to receive email from you, so sending them mail will not be considered **Spam**. They supply you with their name and email address in exchange for the information or product that you offered. See also: **Double Opt In** and **Confirmed Opt In**.

~P~

P.S. - Literally stands for Post Script, or after the text. Just like in a letter, the P.S. on a **Sales Page** is at the very bottom. It is extremely important to have a P.S. because studies have shown that, if they read nothing else, a reader will always read the **Headline** and the P.S. Often you'll see several P.S.'s in succession on a sales page. If you use more than one, each successive one will have another 'P' added to its beginning. For example: The first one would be P.S., the second would be P.P.S. (or Post Post Script), the third P.P.P.S and so on. Try not to use too many, though, because it will look



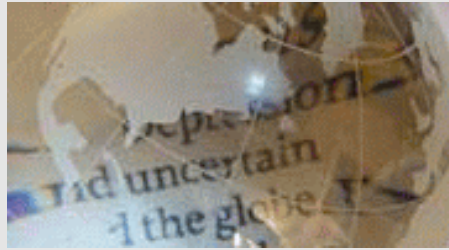
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ridiculous. One, two or three should do the trick. A P.S. is often used to restate a strong **Benefit** or reiterate the **Guarantee**. The purpose of the P.S. is to get the "**Skimmer**" to be intrigued and want to make a purchase or go back and read the entire sales page.

Passive Income - Income generated, often on a regular basis, which requires little or no effort on your part. Some examples of passive income are money earned from stock investments (such as dividends and interest), limited partnerships where you're a "hands-off" investor, and some real estate rentals. In Internet Marketing, it refers to a product that, once it is available and you've directed customers to it, the whole process is automated so you don't have to do anything more to get all your well-deserved riches on an on-going basis. Creating passive income is the ultimate goal of many Internet Marketers.

PD - See **Public Domain**

Perceived Value - Dollar value a consumer places on a product based on what **Benefits** he believes it will bring to him. The perceived value of a product has a direct impact on demand. It is very important to place a perceived value on any **Bonuses** or **Freebies** you give away. For example, "This package of **Clip Art** has a value of \$27.00, but is yours for free!"



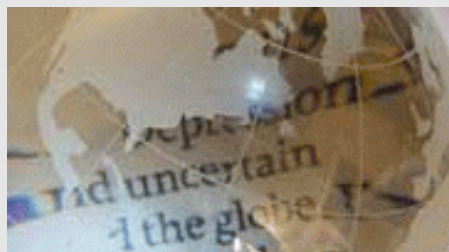
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Public Domain or **PD** - Any work of art or information that can be used by anyone for any purpose they wish. In the United States, these include any work published before 1923 and much of what was produced between 1923 and 1964. They can be sold, compiled into larger bodies of work, altered, given away and so on. Usually, it is the written work that is used, but public domain sheet music, recorded music and images are also popular.

Public Domain products are often used as **Bonuses**, **Freebies** or compiled into larger collections of works, such as a book of poetry or a recipe book. They're also good to give away in exchange for contact information to build your **Mailing List**. Often recommended by Marketing **Gurus** to people new to Internet Marketing to use as a product to sell immediately. For a good list of public domain works, go to www.gutenberg.org.

~R~

Re Sale Rights or **Re Sell Rights** - This is when an author or creator of a product gives or sells you permission to give away or resell their products under your own name. It's usually written information or computer software. These can be great to use as free gifts to give to your current or prospective



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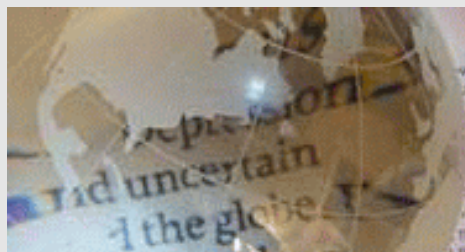
customers. Sometimes they come with little or no rules, so you can use them freely at will, while other times there are strict guidelines on how you can redistribute their products.

Be sure to carefully read the owner's policies. Many of these Re Sell products are available for free or cost just a few dollars. Just like **Public Domain** products, these are very useful in building **Mailing Lists** and to give away as **Bonuses** and **Freebies**. Often recommended to people new to Internet Marketing to use as a product to sell immediately.

Reciprocity - Reciprocity in itself means to give and take mutually. In marketing, it usually means giving somebody something for free, therefore creating a desire in them to give back, usually in the form of future purchases. It's human nature. If you're an expert in raising chickens and you send your mailing list a free **eBook** showing them how to build economical, strong chicken coops, they'll be more likely to buy your eBook on mixing the most efficient chicken feed. Related item: **Ethical Bribe**

Red Word - This is just an example of our note at the beginning of the book. Now, go back to that **Note** and stop fooling around!

Registrar - See **Domain Name Registrar**.



Your Internet Marketing Lingo "Cheat Sheet"

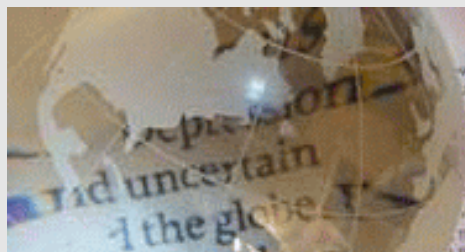
Risk Reversal - In other words, a **Guarantee**. Takes away the risk from the customer of losing money on a product they may not like with a "money back if not satisfied" offer.

~S~

Sales Page - On the Internet, a web page or email used to persuade a customer to purchase a product or service. Many Sales Pages for different products have similar components, such as: **Headline**, **Sub Headlines**, **Body**, **Guarantee**, **Bullet Points** and **P.S.**

Search Engine Optimization - See **SEO**

SEO or **Search Engine Optimization** - Utilizing various components on and relating to your web site to obtain a higher placement on a search page, resulting in "free" or "natural" traffic. If somebody searches for a **Keyword** or **Keyword Phrase** which pertains to the contents on your site, prime SEO can land you on the first or second page of the search results, preferably near the top of page one. There are many SEO companies that will optimize your page for a fee. Be very prudent when using one of these companies, though. While there are many legitimate ones with good reputations, there are also



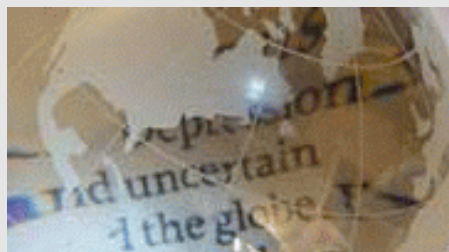
Your Internet Marketing Lingo "Cheat Sheet"

many "fly by night" ones, too. If you find one you're interested in, do some searches on their name, website or both to see what comes up. Forums are a great place to see what past customers have to say about them.

Shopping Cart - The software or service that handles the processing of orders and integrates it with the **Merchant Account**. For example: The customer buys your product using their credit card or PayPal account. The shopping cart transfers the money to your account and authorizes the product to be sent to the customer. One of the more popular shopping carts is 1ShoppingCart.com. Another is [E-Junkie](http://E-Junkie.com). 1shoppingcart.com is also an **Autoresponder** and **Affiliate Tracker**.

Skimmer - A person who reads only the **Headline**, **Sub Headlines**, **Bullet Points** and the **P.S.** of your **Sales Page**. It is very important that these elements are compelling and **Beneficial** enough to the skimmer to make her want to go back and read the entire sales page.

Spam - **Bulk Email** sent to people who have not given you permission to send to them. It is often used by fake drug and porn companies. The name comes from a skit by the British comedy group, Monty Python, where the word "Spam", meaning the lunch meat, was used 132 times. Also called **Junk Mail**.



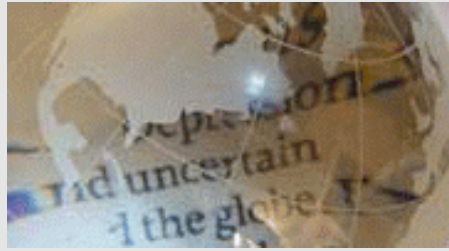
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Split Test - This is a way of testing two or more **Sales Pages**, **Squeeze Pages** or ads against each other to see how they perform. For example, to test a **Headline** on your sales page, create two sales pages that are exactly the same except for the headline. You then direct an equal amount of traffic to each one and see which one has a higher **Conversion Rate**. You keep the page that converts higher. You will often test another headline against that one, or another element, such as price, in the same way. The more you split test, the better performing your sales pages will be. Often your **Shopping Cart** will include features to facilitate split testing.

Squeeze Page or **Opt In Page** – Usually a shorter version of a **Sales Page** used to get someone to sign up for something free by providing their name and email address.

Stock Photo or **Stock Image** - An image, sometimes free, sometimes for a fee, that you can legally use in your product or sales page. Similar to **Clip Art**. It is important to know under what circumstance you can use the image. It will often be under **Creative Commons**.

Sub Headline - Typically smaller in size than a **Headline**, it can go either before or after it, although you'll usually see them after. These are often **Benefits** of the product and more than one can be used. Sometimes they are used at the top of the page to qualify the reader, such as: "Attention Himalayan



Your Internet Marketing Lingo "Cheat Sheet"

Snow Monkey Owners".

Subscribe - To voluntarily sign up for a **Newsletter**, **eZine** or other web service. This is usually done by providing your name and email address. Sometimes other information is required, such as phone number and physical address. See also: **Unsubscribe**

~T~

Test - See **Split Test**.

Thank You Page - A type of **Landing Page** that thanks your customer for purchasing your product or service, or signing up for your **Email List**.

~U~

U.S.P. - See **Unique Selling Proposition** or Unique Selling Point



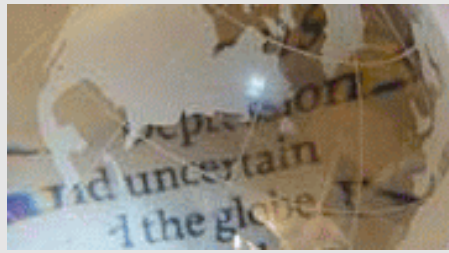
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Unique Selling Proposition or U.S.P. - This is what makes your product or service different and better than the others. The **Benefit** you can tell your prospective customers that others cannot or do not tell theirs. It is also sometimes called "Unique Selling Point". One of the most successful U.S.P. campaigns was that of Domino's Pizza when they claimed "You get fresh, hot pizza delivered to your door in 30 minutes or less, or it's free."

Unsubscribe - To voluntarily remove oneself from a **Newsletter**, **eZine** or other web service. The unsubscribe feature is usually located at the bottom of the email, newsletter and so on. Sometimes you need to go to the **Subscriptions** home page to do so.

Up Sell - Persuading a customer to buy a higher-priced version of the product or service they're interested in. A bigger TV, a faster computer, a no frost freezer and a higher value insurance policy are all examples of up sells. See also: **Back End** and **Cross Sell**

URL - Universal Resource Locator. This is simply the web address of a site or a specific web page. www.google.com is the URL to Google's home page. www.Google.com/Adwords is the URL to one of Google's advertising services. See also: **Domain**



Your Internet Marketing Lingo "Cheat Sheet"

~W~

Web Host - See **Host**

Webinar - Any seminar delivered over the Internet. It can be audio, video or both.

What's In It For Me? - See **WIIFM**.

WIIFM - What's In It For Me? One of the most commonly used expressions in marketing. Usually used when referring to **Headlines** and **Sales Pages**. What your potential customer always wants to know is "What's in it for me?" so you must write your sales page with that in mind. State the **Benefits** of your product or service so the reader will want to purchase the product knowing it will do them good. For example, Acai berry ads promote weight loss just by eating them without additional exercise or diet. Most people hate exercising and dieting, yet want to be thinner, leaner. So the benefit or "What's In It For Me (for the reader of the ad) is losing weight without the pain and wasted time of exercise and the frustration of being on a strict diet.



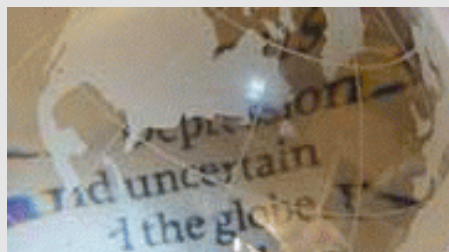
Your Internet Marketing Lingo "Cheat Sheet"

~Some Useful Phrases~

Write Once, Sell Often. What this means is that you can use the same information for several different products. This is good because different people like to get their information in different formats. Often, a customer will buy the same information in different formats. For example, you've written a book on chicken farming. You can sell this as a physical book, then a downloadable or **eBook**, an audio book, a **Newsletter**, an **eCourse** and so on. You can record it as a video presentation and sell it as a DVD or set of DVD's, a video file and so on.

Find a problem, solve the problem, sell the solution. This is a classic. The marketing greats love this phrase and it's easy to understand why. Many marketers have a great idea for a product (and it could very well be a great product), create the product and then try to sell it without ever seeing if there's a market for it.

The **Gurus** suggest visiting forums based on a specific **Niche** and see what problems the members are having. For example, you may visit a forum of people who live in the Midwest. Many of them complain about their high winter heating bills and would like to stay warmer without cranking up the heat.

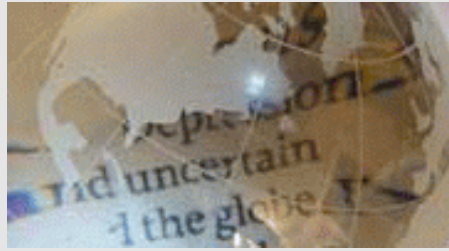


Your Internet Marketing Lingo "Cheat Sheet"

Someone creates Snuggles! a loose-fitting blanket, but with sleeves. It's comfortable, keeps them warm and it doesn't cost much. They save on their heating bills and are warm and happy. Problem solved! And you've made money.

People buy with their emotions. The best marketing appeals to a person's emotions and how a particular product or service will make them happier, more confident, calmer or more successful. They will also buy if they have negative emotions like fear or embarrassment that they think you can alleviate.

It's important to put yourself in the shoes of the prospective customer and feel their grief about certain aspects of their life. Maybe they're people who are insecure and shy because their skin is bad. They would love to go out with their friends or on dates but they're too embarrassed about their poor complexion. Your "miracle face cream" gives them smooth, youthful skin. You want to appeal to their emotions: "You'll never have to stay at home on a Saturday night again!" (Combat loneliness) "Your friends will be envious of all the attention and compliments you get from all of the gorgeous people at the club!" (Boost ego and confidence). These are both good examples of **Benefits**, by the way. Any time you want to sell something, think of how it will affect the buyer's emotions and explain how it will make them feel better.



Your Internet Marketing Lingo "Cheat Sheet"

Resources

Here are a few free resources for Internet marketers:

3 Day eBiz - a recording of a webinar on simple product creation. Not sure where to start with your Internet business? This webinar could point you in the right direction - <http://3DayEBiz.info>

Make Money with Giveaways - an ebook that guides you through creating an automatic email campaign to keep marketing to your prospects - <http://MakeMoneyWithGiveaways.com>

Managing Time - an ebook with valuable resources for, yes, managing your time. Not specifically geared toward Internet marketers, but an invaluable tool for them - <http://ManagingTime.net>

Blogging for Writers - a teleseminar about setting up and keeping up with your blog. Again, not specifically geared toward Internet marketers, but every Internet marketer MUST have a blog - <http://BloggingForWriters.net/call/>

Special Bonus "Cheat Sheet"

**Print the following page out.
(The easiest way is to go to that page,
then choose Print, then Print Current Page.)**

**Once you print it, fold it in half and keep it with you
as a quick reference guide
to all the words covered in this eBook.**

The page is hard to read on the screen, but should print just fine.

Quick Resource for Internet Marketing Lingo "Cheat Sheet"

Above the Fold - everything you see on the screen or page without scrolling down on a web site.

Affiliate Tracking - A service that manages the affiliates who are selling your products.

Affiliate - Someone selling another person's product or service to earn a commission.

Autoresponder - A program or service that automatically sends out email in response to an inquiry.

Back End - Selling additional products once a sale has been made.

Belcher Button - A specific Buy Now button designed by Internet Marketer Perry Belcher.

Benefit - Taking a feature of a product or service to the next level: How can this feature benefit your customer?

Body - This is the meat of a sales page, the story, the content.

Bonus - A product that you give to a customer at no additional charge when they buy your product or service.

Broadcast - Distributing one email to an entire email list at once.

Bulk Email - Any email message which is sent out to multiple recipients at the same time.

Bullet Points - Short, powerful sentences that are preceded by a small symbol.

Buy Now Button - A graphic that, when clicked, takes the user to your shopping cart where they can make the purchase.

Clip Art - images, usually drawings, that you can legally use in your product or sales page.

Confirmed Opt In - A person provides an email address, but you send them an email that they must then respond to in order to that confirm the email address they supplied is valid.

Continuity Program - A product or service that is delivered on an on-going basis and for which the customer is automatically charged in regular intervals.

Conversion Rate - Usually used to indicate how many of the visits or "clicks" to a sales page resulted in a sale.

CPC - Cost Per Click. This is the amount you pay every time someone clicks on your ad.

CPM - Cost Per Thousand (not million) of times your ad will appear on a web site.

Creative Commons - a specific licensing agreement that tells you what rights you have to use a product image or page content created by someone else.

Cross Sell - Suggesting related products to someone who's already purchased something.

CTR - Click Through Rate. The percentage of times an ad is clicked on per the number of impressions.

Domain Name Registrar - This is a company or organization from whom you buy your domain name.

Domain or Domain Name - The name people type into the browser to access your site.

Double Opt In - Requiring your potential customer to opt in twice.

EBook or Downloadable Book - Any book in digital form that can be delivered via the Internet.

ECourse - Electronic Course - A series of classes given via the Internet.

Ethical Bribe - A free item given to someone in exchange for their contact information.

EZine - An electronic magazine, either a web page or an email Newsletter.

Feature - An element of a product or service, usually something that stands above the competition's.

Forced Continuity - The unethical practice of billing a customer on a recurring basis without their consent.

Freebie - A product with perceived value that you give away for free.

Guarantee - Offering either full or partial purchase price back if they are not completely satisfied.

Guru - Someone who teaches Internet Marketing.

Headline - The title or opening statement of your sales page.

Hit or Hits - Every time someone clicks on one of your Internet ads.

Host or Web Host - Company that provide server space so your website is accessible via the World Wide Web.

Impression - Every time an ad appears on a web page.

Joint Venture or JV - When you team up with another person or company to sell their product or create one.

Junk Mail - See spam.

Keyword or Keyword Phrase - A word or phrase that is used to search for a particular information or product.

Landing Page - The page you "land on" after you fill out and submit a form on a web page.

List Building - Increasing the size of your mailing list by acquiring new names and email addresses.

Mailing List - A list of email addresses from people who have given you permission to send email to them.

Merchant Account - An account that allows you to accept credit card payments from your customers.

Networking - To meet people who you might then be able to work with.

Newsletter - An email letter about a specific topic delivered on a regular basis.

Niche - The specific area of products your business is focused on.

Opt In Page - See squeeze page.

Opt In - When a person makes a voluntary decision to receive email from you.

P.S. - Literally stands for Post Script, or after the text.

Passive Income - Income generated, often on a regular basis, which requires little or no effort on your part.

Perceived Value - Dollar value a consumer places on a product based on what benefits he believes it will bring.

Public Domain or PD - Any work of art or information that can be used by anyone for any purpose they wish.

Re Sale Rights or Re Sell Rights - When an author or creator of a product gives or sells you permission to give away or resell their products under your own name.

Reciprocity - Giving somebody something for free, therefore creating a desire in them to give back, usually in the form of future purchases.

Registrar - See domain name registrar.

Risk Reversal - A Guarantee.

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