

The Profit Pulling Project

with Garry Parkes

Our roadmap to online success together

100%
GUARANTEE

100%

The Profit Pulling Project

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

Volume 1, Number 1 – December 2008

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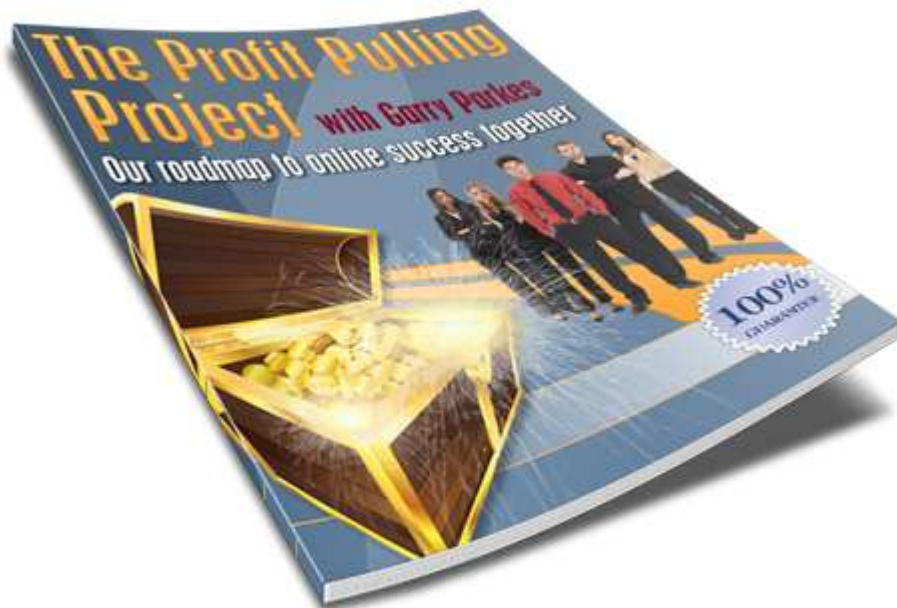
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of

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Welcome.

Welcome, to the first edition of "The Profit Pulling Project".

Well, the primary intention and mission of "The Profit Pulling Project" is to **make you money in your online business**. Pure and simple! To grow your business, week by week, month by month into a highly efficient money making machine on autopilot. As each edition goes by you will 'learn as you earn' so that you will really start to reap the benefits of the efforts you have put in. But there will be no quick fixes here. Building a successful online business is not hard but it does take effort. If you have been looking for that elusive get-rich-quick system where you are promised that if you buy product A, then the money will start flowing into your account by the end of the week, then this is not the place for you. Go away and buy Product A. But guess what? When that doesn't deliver (as you've found with countless other opportunities and broken promises) you'll soon forget about your disappointment and move onto purchasing Product B, followed a bit later by Product C Wake up, this isn't the way to make a profitable online business (not for you anyway, maybe for the vendors, lol!). There is no plan in that approach - just buying the latest new super-duper system – hoping that this is the one. It's like looking for a needle in a haystack. Instead, of wasting all your time, effort and money on such a hit-and-miss approach you need an alternative plan. You need a road-map to success and that is where "The Profit Pulling Project" comes in. I won't be selling you the latest new system here but teaching you how build your business correctly from the base up and for free. But you have to get the foundations right first.

You see, I have been fortunate enough to be [personally mentored by Alex Jeffreys](#) and as a result, after years of struggling getting nowhere, I saw the light as it were. I'm sure you have heard of Alex Jeffreys but if you haven't just do a Google of his name or "Alex Jeffreys Coaching Course" and you'll soon see what an impact he is in the world of Internet Marketing.

For both novices and knowledgeable people alike, "The Profit Pulling Project" will offer something for everyone no matter what your experience level. Not got an online business yet? Well don't worry this is the place to get you started on your road to building wealth forever. It will take you right from basics, step by step, until you know how to handle all the interrelated skills necessary to get an online business up and running. And I mean real basics here. If you've tried other things before and got stuck at the first hurdle then I know how you feel. We were all there once, but unfortunately, those that have been around the Internet for a few years, take for granted the simple things that they once didn't know themselves and as a consequence find it hard to pass on the skills to someone else. There will be clear concise steps given here in good old plain English. If you still don't understand there will be access to a Q&A (Questions and Answers) interactive forum and blog where you can go to for help. Hey, and guess what there is no charge for any of this!!! No honest, you won't have to pay a dime, a penny or what other currency you want to choose.

This is not going to be just another ebook you pickup, read, think that was good then put aside and not put the content into action. You see it is not a one-off. It will be a serial ebook (like a newsletter, or ezine) that will be published on a fortnightly basis. It will have practical actions you can take from each edition to move you in the direction you want to take. And because they are at fortnightly biweekly intervals, you will have ample time to put what you learn into practice.

Being personally mentored by Alex has made all the difference to me. In such a short space of time the results have been fantastic not just for me but other students of Alex as well. Just pop along to some of the student blogs (see end of document) and you can see just what an impact the Alex Jeffreys Coaching Course is having with the students. And I am talking here about seeing results after only a matter of weeks. The only thing holding you back from this success is YOU! So use "The Profit Pulling Project" as your kick-start to making a real success of things.

So lets' get started right away

Lights, Camera, Action

One of the key things that is essential to building a profitable online business is the amount of website traffic you manage to generate. Without traffic and you are really struggling. Period. Yes, you can generate traffic to your website or blog using a subscriber list you have built up which makes things easier as time goes by, but how do you build that list in the first place? Yes, it comes back to you having to generate traffic in the first place to capture the email addresses of people who are interested in whatever you are promoting on your website.

So your ultimate aim is to build a loyal subscriber list but to do that you must first focus on getting yourself known in cyber space. Think about this; you can have the best product in the world, at the best price, that everyone really, really wants and you have the perfect all-singing, all-dancing, super-duper website but nobody knows where you are! They don't know your website exists. You've put all that effort, time, money and dreams into producing the perfect product but nobody at all knows about it. What a de-motivator. What a kick in the teeth that may stop you ever trying to make money on the internet again as you conclude it just doesn't work.

Compare, that against a more modest website than has just a reasonable product or service to sell or giveaway. They have just spent a modest amount of time getting something functional rather than perfect up and running. Their main efforts have been towards promoting traffic and building that crucial subscriber list. But how do you get traffic? How do you do that in the most effective way? Well, there are lots of ways but the one we are focussing on in this edition is **Video**. People love to see instruction videos.

You need to start using video now to promote your website. Some of the students on the Alex Jeffreys Coaching Course are already doing it with phenomenal results. I have only just begun doing this but to show you the power of this approach take a look at the following snapshot.

The screenshot shows the Viddler dashboard with the following elements:

- Header: Viddler logo, search bar, user profile (Hello [redacted]), and navigation links (Profile, Settings, Friends, Messages, Groups, Help, Forums, Invite).
- Navigation: DASHBOARD, YOUR VIDEOS (selected), RECORD, UPLOAD, REVENUE, EXPLORE.
- Section: Your videos
- Filters: All videos (selected), Public, Shared, Private.
- Table:

Thumbnail	Video title	Status	Views	Embeds	Size	Date Created	Delete
	Complete Tutorial on Creating a Free Website Video	public	36	106	449.67mb	12/6/08 3:19 AM	Delete
	Using CAMStudio	private	5	7	37.91mb	12/5/08 3:18 PM	Delete

Now I uploaded this video just 3 days ago and already it has been embedded in over 100 websites. Wow! Ignore the second video. That was just a very small test which I have made private just so prove to myself I could do it from start to finish. I recommend when you first attempt to make a video, just do a short 10 second one so you can get the whole cycle complete from start to finish including uploading on your webpage before trying anything ambitious.

Now think about that - it is already embedded on over 100 websites in just 3-days. Now my website is heavily promoted in the video so the people who see it on those 100+ websites are likely to come across to my site if they found it useful. Furthermore, the instructional nature of the video is such that many of those viewers will realise it will benefit people who visit their own sites so they will look to embed it on the own websites so the whole thing feeds on itself. It becomes viral in nature, self perpetuating and exactly the sort of thing you want for generating traffic.

And that is just after 3 days !!! My effort in producing that video is now complete, but the impact will go on forever. What will the stats show in a week's time, a month's time or even a year and beyond? Do you see the power here? From one video the potential is ultimately huge. I could go on a lot more here about the use of videos but that is for future editions. You need take action and start using videos to promote your business now. Don't know here to start. Then the video used in this

example is all about "[Making a Video for Your Website \(for FREE\)](#)" so how much more easier can I make it for you????

As a final post script here. Some don't like the thought of using their own voices on videos that are published for all to see and hear. I understand your reluctance here, I initially was the same. Hey, look I'm no Tom Cruise type movie star (more of a Brad Pitt type really!) but just look at what you are missing out on if you let excuses hold you back. However, for those that really don't want to be heard in their own videos then there are a couple of ways you can address this. First, you can use screen annotations to get your message across using pop up text boxes, etc. This is available in the Free CamStudio Video software which is demonstrated in my tutorial video.

Secondly, checkout the contribution fellow Alex Jeffreys' student Nigel Yip is making in this area. He's producing some really cool videos over on his blog. They look really professional, have super music tracks instead of any talking and get the message across by the use of clever effects. Awesome stuff, but I can't do them justice by just talking about them. Get over to Nigel's site now. <http://www.nigelyip.com/>. Oh, by the way he has produced an ebook about how to make videos as well. That's the great thing about being a student on Alex Jeffreys Coaching Course; the sharing and support one another gives one another in making successful online businesses is amazing. In fact, it is a key building block to their success.

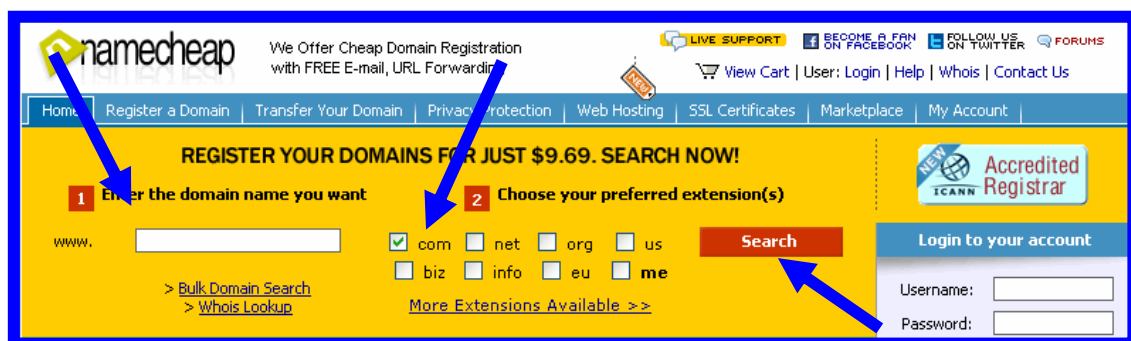
(UPDATE: In the 5 days that have passed since writing this section of the newsletter, the video referred to above has gone from been embedded 106 times, in other peoples sites, to now over 180! Are you getting the message here – using video is very powerful for traffic generation).

The Essentials – a Domain Name/Hosting

Right, so let's address the first thing that you need to address on the internet and that is a web address !!! Yep, I deliberately repeated myself there because an address, or to give it its correct term, a domain name, is the initial building block for all that you do on the internet. Without that you can't start anything.

So how do you go about getting a domain name? Well you need to register one first.

There are loads of domain name registration services around. Just do a search on Google and you will see a massive list. You need to go to one that has a good reputation and is recommended by independent sources. I use NameCheap.com. There maybe a cheaper option available on the Internet but then the cost of registering a domain name is small anyway – typically around \$10 for the year. The screen shot below shows a snippet of the [NameCheap](#) website at the time of writing. You can see they are presently offering annual registrations for \$9.69 so I'm not going to quibble if I can get it a couple of bucks cheaper elsewhere. I have an account setup with them already so I don't want the hassle of going elsewhere. At the end of the year (actually usually a couple of months before that) they will start sending you reminders that your next annual registration fee is due.



Let's take a domain name as an example to show you the steps you need to perform here. The example domain is [www.garryparkes.com](#). The main part of the domain name is garryparks, this is called the prefix, the last part is the extension which in my particular example is .com (pronounced and written by many on the Internet as

dotcom). You forget about the www bit when you are registering domain names. The first thing you do is enter garryparks in the white text-box where the first blue arrow to the left is pointing. At the second blue arrow you indicate what extension you want. The default is .com so I can leave that as is, but you may choose whatever one you think is more appropriate to the type of website you intend to create. However, without doubt the .com extension has more international appeal and in most cases is the one that will give your site a more professional presence than some of the other extensions. This is not to say that there are times when some of the other extensions can and in fact probably should be used. For example, the .org extension is great for charity or benevolent type organisations. There are no hard and fast rules, but if you are in doubt I would go for a .com or alternatively one for the country you live in, for example .co.uk. Anyway, I'm sure you get the idea.

Now the next thing you have to do is press the red search box just shown above where the 3rd blue arrow is pointing to. On pressing the search button, the domain name www.garryparks.com will be checked to see if it is available. If it is, you will be offered to signup with Namecheap and pay your annual registration fee that effectively reserves that website name for you. If it is not available you need to repeat these steps trying out some alternate domain name to see if that is available. Eventually you should find one that is available and you can register it for yourself. In fact, if the domain name is unavailable, NameCheap, like most other registrars, will offer a list of alternatives to select from. Oh by the way, don't think that if your domain name is unavailable with one registrar you can go and try and see if you can register it with another. You won't. They all reference a central register so once a name is allocated anywhere it is unavailable for anyone else to use.

So that's all there is to registering a domain name. Once you have your Namecheap account set up, the next time you want to register another domain name, it will be even easier as you won't have to enter all your personal details again as it will remember them.

So total cost to date of getting your online business off the ground is around ten bucks. Now if you can't afford that miss going to the cinema, the pub or a MacDonald's meal just once over the entire year and that'll sort it plus some change to spare!

But having registered a domain name gives you nothing on its own. All you have done is just reserved the permission you use that name when you get around to it. Nothing More. This leads us onto the other prerequisite thing you must do ...

More Essentials – Hosting

The next thing you have to do is find somebody to host your domain name for you. Now all this means, is a place where your content you create for your domain is going to 'live'. You got a domain name for a reason right? As a stepping stone to putting content, web-pages, a blog, a forum, whatever onto the Internet for all to see. Well a hosting company, essentially gives you disk space on a large computer (know technically as a server) to store that interesting content on. It also has the infrastructure and technology in place to enable people to visit your site and interact with you but you don't need to know the specifics of how all that works. After all, you can drive a car and don't necessarily need to know what makes it all work under the bonnet do you?

So where do you go for hosting and how much is it going to cost? Well as would be expected there are loads of hosting companies out there and the cost varies considerably. Anywhere from a few dollars a month right up to hundreds of dollars a month !!! Yep, a massive difference. Typically good ones can be found for easily less than \$10 per month though. So why the big variation in price? Well, like everything in life you pay for what you get. The very cheap options may not be quite as reliable to those that are at the high price ranges. Also the more you pay, the more features, disk space, bandwidth (amount of internet traffic (visitors) you can cope with) and other tools that will be included in the price. Don't worry about this. Unless you are NASA and need a super never-fail service with all the bells and whistles you will more

than likely just need a mid-range solution that is highly recommended. [Hostgator](#), is one such service that I use. Have a look at part of their website shown below:-

Host Gator
we eat up the competition

Toll Free: **1.866.96.GATOR**
Local: **1.713.574.5287**
Now hosting over 1,300,000 domains!

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» Web Hosting
» Unlimited Sites
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\$24.95/mo
» Reseller Hosting
» Unlimited Sites
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\$174.00/mo
» Dedicated Hosting
» Unlimited Sites
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ORDER NOW!

Our Most Popular Hosting Plan

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- **Host UNLIMITED** Websites
- FREE Instant Setup
- 99.9% Uptime Guarantee
- 45 Day Money Back Guarantee
- CGI, PHP 5, RoR, Perl
- MySQL, SSH, SSL, IMAP, POP
- **FREE Site Builder**
- cPanel Hosting ([View Demo](#))
- 24/7/365 Upgraded Support
- No Contracts or Hidden Fees
- [View Web Hosting Plans](#)

Only \$7.95 /month

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Web Hosting Special
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Sign Up Now!

[New to Web Hosting?](#) [Coming from another host?](#)

You can see hosting starts from a [low \\$4.95](#) right up to \$174 per month!! So which one do you pick? Well if you are just starting out and are new to all this then you will no doubt be starting very small before hopefully growing big. Go for one of the low end options that fit your budget. I'm talking about ones for less than ten bucks here. One other consideration you need to be aware of here is how many domains names (websites) do you intend to publish on the Internet, at least in the short-term? You see the very low priced options typically come with a restriction on the number of domain names you can host. So make sure you plan ahead. If you are planning on registering multiple domains as talked about previously make sure you have a hosting plan that supports all those separate domains. In the end don't get too confused about all this. If you make a mistake and select the wrong hosting plan you

can always move across to someone else at a later date as you grow, or even upgrade your existing plan with your current hosting provider.

This leads me to the final point about hosting. The fact that you can change or upgrade your hosting at any point if you are on a monthly plan, means that when starting out you **SHOULD NOT** sign up to an annual, or worst still I've seen 3-yearly plans. Why would you want to run the risk of tying yourself into a hosting company that you find out later doesn't give you what you need? That may be reliability, customer service, tools, or just flexibility. Remember, if you happy with a hosting company after using them for several months you can also then move onto a long term plan that will ultimately work out cheaper in the long run, but do not sign up initially on such a contract.

When you finally sign up to a plan you will be required to provide details of the domain name(s) you wanted hosted and then that's it - you are ready (or nearly ready) to go.

So for around a hundred bucks a year (probably even less) we now have our hosting sorted out. Incidentally, some domain name registration companies do offer a free hosting option with a very limited range of capabilities to get you up and running. However, in "The Profit Pulling Project" we are focusing on getting a profitable online business running so they will not suffice for our purposes.

Telling Everyone Where You Live!

Right. Up until this point we have reserved a domain name (garryparkes.com) and we have got a hosting account set up. When you sign up with a hosting account you will be provided with a crucial piece of information that you must then go back and update your domain name registrations details with. The information I am referring to are called the name-servers. Now, don't get scared here as although the terminology may sound a bit complicated the process you have to go through is not. You will typically be given two name-servers and they usually take the form of something like this;-

ns01.webmenow.com

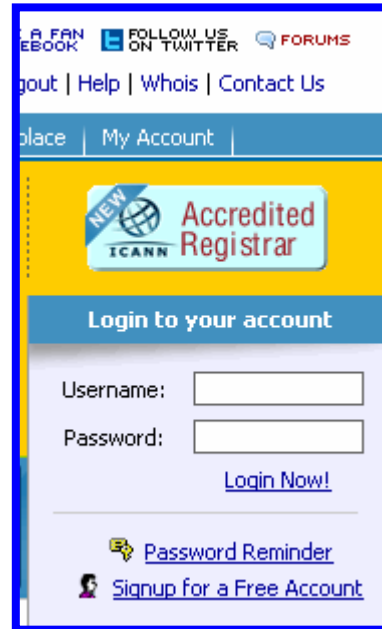
ns02.webmenow.com

In very simplistic terms the name-server is what links (or points) your domain name to your disk space on your hosting companies servers (big computers!).

I will use a little analogy to make this clear to you. Say we have a tower-block consisting of 30 apartments and a Mr. Homer Simpson lives somewhere in that block, but we don't know at which number. (I know, stop laughing ... stick with me though!!!!) Now, if somebody needed to deliver a personally labelled gift direct to Homer (and for Homer only) they would need 3 pieces of information; his name, the number of his apartment and finally the address of the tower-block. If any one of these three pieces of information is missing then you would not be able to deliver the parcel direct to Homer. Yeah, you may be able to get it to someone else that may live at his apartment, Bart as an example! But not to Homer personally. So how does this equate to how the Internet works. Well the domain name (garryparkes.com) is Homer Simpson. The Hosting Company knows that you 'live' here in the building. When we signed up we had to tell them the domain name the hosting account was for (this is the number of the apartment – which server you are on). Finally the name-server(s) tell us the name of the hosting company (Hostgator) to go to (equivalent to the address of the block). So there you have it. Hope that is a little clearer now. Or have I confused you even more, lol ????

Right, so what do we exactly do with these 2 name-servers (Incidentally there are two, as one covers as a backup for the other)? Well, we have to pop back over to our account where we registered our domain name. In our case we did it at NameCheap.

So go to www.namecheap.com and find the part of the screen that allows you to login to your account. At the time of writing this was located towards the top right of the screen. You are looking for something along the lines of what is shown on the image next to this paragraph. Obviously, things will vary slightly from registrar to registrar but I'm sure you will find the bit where you can log onto the account you setup previously. Enter your login details and sign onto your account.



Once you are into your account you will probably see some sort of control panel or summary page. For Namecheap this looks something along the lines of the following screen shown next:-

The screenshot shows the NameCheap member dashboard. At the top, there's a navigation bar with links like 'Home', 'Register a Domain', 'Transfer Your Domain', etc. Below that, a yellow banner advertises a '\$17,000 in prizes' giveaway. The main content area is titled 'Garry's Home Page' and contains several sections:

- ACCOUNT INFORMATION:** A table listing account details with 'view' links.

Number of domains in your account	2	view
Domains expiring within 30 days	0	view
Domains you have listed for sale	0	view
Domains you have placed offers for	0	view
WhoisGuard subscriptions	1	view
WhoisGuard expiring within 30 days	0	view
Transfer requests in progress	0	status
Number of unread recent messages	1	read
- QUICKLY MODIFY ONE OF YOUR DOMAIN:** A form with a text input field containing 'www.yourdomain.com' and a 'Modify >>' button.
- NameCheap Twitter Trivia Contest:** A yellow box announcing 'over \$17,000 domains to be won' from Dec 1 to Dec 25.
- FUNDS IN YOUR ACCOUNT:** A table showing account balances.

Available Balance	\$0.00
Account Balance	\$0.00
Earned Amount	\$0.00
Withdrawable Amount	\$0.00
Auto Renew Requires	\$0.00
- More Links:** A sidebar with links to 'Your Domains / Products', 'Domain Transfer Status', etc.

Blue arrows point from the 'view' link for the 2 domains and the 'Modify >>' button to the 'Modify Domain' page shown in the next screenshot.

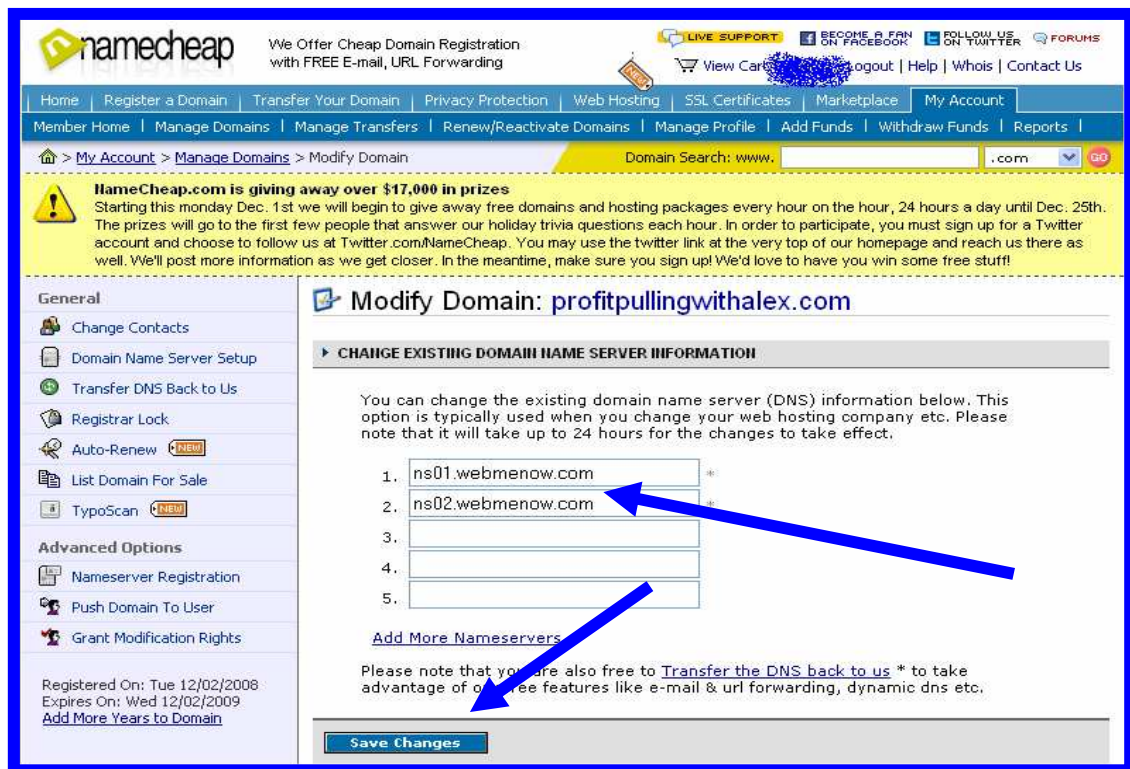
From here there are a couple of ways to access the domain name you want to change the name-servers for. You can either click to view all the domains managed in your account (2 in this case) or enter the domain name you want to modify directly into the text box.

The screenshot shows the 'Modify Domain' page for 'profitpullingwithalex.com'. The left sidebar has a 'General' section with a 'Domain Name Server Setup' link highlighted by a blue arrow. The main content area shows 'WHOISGUARD - ENABLED' and a message: 'WhoisGuard is currently enabled for this domain. Your personal information is protected from public access [Disable WhoisGuard]. This subscription expires on: Wednesday, December 02, 2009'.

Either way you will eventually get to a screen something like this. In this particular example I am going to change the name-servers for another domain name called

www.profitpullingwithalex.com. Click on the link on the left-hand side bar titled "Domain Name Server Setup". On other registrars it may be called something slightly differently, possibly "Changing Name-Servers" or variations like this.

Finally, we will get to the screen where we can actually change the name-servers to the ones our hosting company provided us with.



On this screen enter the two name-server entries in boxes 1 and 2. Also make sure that you press "Save Changes" so that they can start to take effect.

So that's all there is to it. You have now prepared everything ready to upload your content to your new website or blog. Congratulations.

RSS Feeds by JT Martin

{Written by JT from <http://www.jtmartin.net/> }

RSS is an acronym that has several meanings which are a result of the evolution of the technology. The world of the internet and computers is constantly in motion and ever changing. That is one of the reasons that RSS feeds were developed.



- RSS Version 0.91 was Rich Site Summary
- RSS Version 1.0 was RDF Site Summary
- RSS Version 2.0, which is the standard right now, is Really Simple Syndication

I am not going to go into the history and evolution of the technology. If you are interested, type “RSS feed” into your favourite search engine and click on the Wikipedia listing.

Your basic RSS feed is simply a way for a website to distribute content in a universally accepted format. This goes way beyond people visiting your website via the internet. People are able to stay up to date with new content on your blog without actually visiting your website.

RSS feeds let them access your content through a variety of mobile devices. The feeds are packaged into “widgets”, and other small packets of technology that make it possible for you to view content from podcasts, all types of news services, and blogs just about anywhere.

Now there are actually several different kinds of web feeds that are typically lumped together and referred to as RSS. Atom is one of the most popular. Both are web feeds that use XML (Extensible Markup Language) to encode and distribute information via the internet.

Even though huge strides have been made to consolidate web feeds into one format, the closest we have come is that 99% of them use some type of XML format. We have not yet reached a consensus on using RSS or Atom. Therefore it has been necessary to pick one and use it.

That is why you are often presented with several options when subscribing to a web feed. The option you pick will depend on which “reader” you use. This presents a problem for the publishers of web feeds. If you had a blog and wanted to distribute your content, you need to present it in different formats so that all of your potential subscribers can use your feed.

Some readers will handle any type of web feed so this is not really a problem. The reader that I recommend is the Firefox web browser. I think that any one who is pursuing a career in internet marketing should be using this browser. There are a lot of “add-ons” that make Firefox a very powerful marketing tool.

You still have a problem. Not every one uses Firefox or a browser that is compatible with all web feed formats. Ideally, you want everyone that comes to your blog to be able to subscribe to your feeds.

The best way I have found to solve this problem is to use a program called Feedburner. FeedBurner optimizes your content so it is properly formatted for all of the major directories and all types of mobile devices like pda’s and smart phones.

You can set up FeedBurner in a few simple steps.

- Sign up for a free account at <http://www.feedburner.com>
- Right click on the “Entries” link of your blog and “copy link location”
- Login to your FeedBurner account, paste your feed into the box where it says “Burn a feed right this instant”



- Click next, then give your feed a title and address. (you can name it anything as long as it isn't taken already)
- Then click on activate feed and you are finished. (copy your feed address you will need it later)
- Download the FeedBurner plugin here
<http://wordpress.org/extend/plugins/feedburner-plugin>
- Unzip the folder and upload the file fdfeedburner.php into the /wp_content/plugins directory of your blog.
- Then go into the admin of your blog, click on plugins, and activate the plugin
- Go back to the plugins menu and click on "FeedBurner configuration"
- You will see 2 boxes. Put the feed address that you created with feed burner in the top box and save.
- The bottom box is for your "comments" feed. If you want to add this you have to burn another feed at your FeedBurner account and enter the address you create.

The process is not as lengthy as it seems and only takes about 20 minutes to complete. I have created a video to walk you through the process at <http://jtmartin.net>. Once you have FeedBurner set up, you can go into your account and configure a plethora of advanced features.

There are enough advanced features to warrant an entire article. For now, you can go to <http://www.feedburner.com/fb/a/blogs> to find out more about the advanced features. Make sure you scroll down the page to the table that lists all of the features.

Now that you have your RSS feed set up so that any one can easily subscribe to it, the question becomes...what do I do with it?

You want to get your RSS feed in front of as many eyeballs as possible. The easiest way to do this is to submit your feed to RSS directories. There are quite a few of

these directories and it can be very time consuming to manually submit your feed to all of them.

This is a good task to outsource or you can use software to automate the process.

You can get a free trial version of **RSS Submit** that is good for 10 days here.

<http://www.itmartin.net/recommends/rsstrial> You can only submit to 10 directories and after 10 days the software becomes disabled and you have to purchase it to get a key that unlocks it again.

The unlocked version submits your RSS feed to 79 different directories in a matter of minutes. It will take you days to submit your feed to that many directories if you do it manually. I think it is worth the \$30 for the software. Don't buy the program outright or you will have to pay \$39.95.

Download the free trial and make a submission. A little window will pop up and tell you that you can only submit to 10 sites until you buy the product. Don't buy then, go ahead and close the program and another pop up will offer you a discount. Click on that and you will only pay \$29.95.

Your other options are to outsource this task or do it manually. I have created a listing of all 79 RSS feed directories for you at <http://itmartin.net> if this is the route you choose.

GARY SIMPSON'S "MOTIVATIONAL MOMENT"

{Written by Gary over in Gary-Land at <http://motivationselfesteem.com/talk/>}

I thought I would start off by telling you a little bit about why I believe I am qualified to present such a series. First, I have not only read many hundreds of motivational books but I have studied them. I have a library full of works by very famous authors – Dr Viktor Frankl, Napoleon Hill, W Clement Stone, Bob Proctor, Dr Maxwell Maltz, George s Clason and, well, a list that would take up the entire content of this article even to name. As you might expect, being a writer myself, I have also written many books of my own, most of which are based around this theme.

But enough about me.

I expect that since you have enrolled in the Alex Jeffreys' internet marketing mentoring program called "Marketing With Alex" that you are wanting an opportunity that will improve your life. But I want to ask you a most pertinent question right at this very early stage. The question? Where is your head at?

I see so many people join all sorts of programs only to fail miserably because they just want to jump from one fad to another. They are fad junkies.

As I wrote somewhere in a blog or an email recently they just lay back and say, "give me the orgasm." Now, you may think that I am being crude. Not so. I am just being truthful and using an example that will probably bring a smile to your face.

So, let me ask you a few more pertinent questions. Do you REALLY understand the opportunity that you have before you? Do you? Are you teachable? Can you follow instructions? Will you work hard? Are you prepared to fail a few times before you succeed? If so, then you are a prime candidate for success in this incredible venture. And I can see endless options and much bigger things ahead for those of us who position ourselves properly.

Let me illustrate my points here by telling you a little story...

If a total stranger came up to you and said, "I've got a map", what would you think?

Would you be intrigued or would you think he was nuts? What if he added, "It's a map to a gold mine." Would that get you interested?

What if he said, "I'll sell you the map."

Am I starting to ring any bells for anyone here?

There are many unknown quantities in the above scenario. In other words, there are a number of things that you need to know about the man and his map. Here are some considerations:

- who is this man?
- does he have credibility?
- why is he offering you his map?
- does the mine still contain gold?
- who else has he offered his map to?

These are just some questions you might ask about the man, his map and the gold mine.

But let's assume that the man, the map and his gold mine are genuine. What else would you need to know?

- where is the mine located?
- how difficult will it be to extract the gold?

Let's also assume that the mine is able to be accessed and the extraction process is not cost prohibitive. When you have ascertained that everything is genuine, what would be your next question?

- how much does the map cost?

Let's now assume that the map is affordable. Just, for instance, let us say that the map will cost you \$20,000. If you knew you could mine the gold, recoup your money and start making a profit, would you pay the man his \$20,000 asking price?

In the back of your mind is there a little voice saying, "where's the catch?" Of course there is. However, let's also assume that there is no catch. What would be the only thing holding you back from taking advantage of this fantastic offer?

There is only one part of the equation missing. It's YOU. Can YOU make the process work? What do YOU need to do to mine the gold?

What do you need to know about yourself? If you had the map, would you do anything with it? Would you be prepared to pay the man for his map? Would you be prepared to part with the \$20,000 for the map? Is the price too high for you? What if it was \$10,000, or \$5,000 or \$2,500?

On the other hand, would you deny yourself the opportunity because you were concerned that you were giving the man money for just a piece of paper with a few lines and directions marked on it?

The question I really want you to think about is this... How much are you prepared to pay in time, money and effort for information that can enable you to improve your life?

If you have been following along here then you have probably realized that the man with the map here is none other than Alex Jeffreys and the “map” is the one that he has in his mentoring program called “Marketing With Alex.” You might also be reflecting on the price of this course. In my opinion, for what we are all getting I think it is massively underpriced.

It’s pretty obvious that Alex Jeffreys is a credible person who, indeed, has a very affordable map to a gold mine – YOUR future gold mine. The only thing missing from the equation now is YOU and the effort that YOU are prepared to put in to mine the gold.

Thank you for your attention. I’ll catch you again in Edition 2 where I will follow up this piece with another one on the “reasons” that people give for their lack of success. Yes, I will be talking about excuses. Stay tuned. And, until then, work hard. Follow your map and start mining your gold. Your future success depends on it.

Gary Simpson

Finishing Off

In closing, a lot of this edition was spent on setup for the 'newbies'. By the next edition I expect you to have done your 'homework' and got a domain sorted as described here. Remember, if you are stuck you can always pop along to the thriving community of Alex Jeffreys students and visit the many blogs that are around the place. A hub, where the rest can be accessed from can be found at www.garryparkes.com.

For those more advanced readers make sure you start to take video seriously. Get something done (even if just a test) by the next edition of "The Profit Pulling Project". Now we have only just touched on the power of videos in this edition so it is something we will be visiting again in the future but you have to start somewhere, so get directing now. Lights, Camera Action ... and that 'action' means you taking ACTION.

Until next time. Good Luck

Garry Parkes

<http://garryparkes.com/>

Members' Area

Please visit the members' area to get additional free resources and links that could not be included in this issue. There is also a MP3 Audio download of the ebook as well as a few surprises you won't want to miss out on as well. The Members' Area can be found here:

<http://garryparkes.com/profitpullingproject/>

Acknowledgements

The success of this launch edition of "The Profit Pulling Project" would not have been possible without the help of the five hundred students of the Alex Jeffreys Coaching Course. The thriving community has given me the motivation, inspiration and determination to make this succeed not just for me but for everyone.

In particular I have to give special thanks to a few individuals who have gone above and beyond the call of duty.

Firstly, Gary Simpson (<http://motivationselfesteem.com/talk/>) who has given me great feedback, advice along the way and is just someone to bounce ideas off. Amazingly, although I have never met Gary, we found out that although we live over ten thousands miles away we used to live about 10 minutes apart! I hope to one day meet him as I consider him a friend from afar.

Next, I'd like to thank JT Martin (<http://www.jtmartin.net/>). He had a tight deadline to hit with his article, but came up trumps. His experience will be a big plus for the newsletter going forward.

A Special mention has to go to Nigel Yip (<http://www.nigelyip.com/>). In all the chaos that was going on with getting this issue together he offered to do some promotional videos and I just left him to get on with it not knowing what to expect. The results were amazing. Check out Nigel's latest ebook on Videos as well.

I certainly can't go without giving a special mention to my personal mentor, Alex Jeffreys (<http://marketingwithyou.com/>). He has inspired not just me, but many countless other students, to reach for greater things. He has gone out of his way to help and has had an active interest in my progress. I really appreciate the Skype calls offering support, guidance and encouragement. After years of going nowhere on the Internet you have given me a solid plan to work to. Sincerest thanks Alex.

And finally, thanks to all the Alex Jeffreys Coaching Students. A thriving and active community is well established on my blog <http://garryparkes.com/>. It has become a key hub in all that is going on but only thanks to the many students that participate and freely give their time to adding great content to it. Unfortunately, it is not possible to list all, but Mark Austin (<http://missioninternetmarketing.com/blog/>) has helped compile the following list of those that actively promoted this launch edition. I'm glad you were part of the team and sincere thanks to you all;

Adam Spiel	http://www.onlinecashflowguru.com/blog
Al Vaughan	http://www.alvaughan.com/
Alan Kiel	http://alankiel.com/
Alan Neath	http://www.alanneath.com/
Angela Brandenburg	http://truewealthparadigmblog.com/
Ann Marie Dennis	http://www.annmariedennis.com/

Anthony Arias	http://anthonyarias.net/
Austin Delaney	http://nicheweapons.com/
Bobby Winchell	http://bobbywinchell.com/blog/
Brian Welsh	http://www.brianmwelsh.com/
Carl Barton	http://carlbartonpresents.com/
Chelsea Filan	http://chelseafilan.com/
Clayton Moore	http://claytonmooresblog.com/
Coleen Cook	http://www.coleencook.com/
Dave Dunn	http://www.davedunnonline.com/
Dave Pumfrey	http://www.davepumfrey.com/
David Smith	http://anotherdavidsmith.com/
Dean Hohn	http://www.deanhohn.com/
Debbie Foster	http://www.debbiefoster.net/
Ed Wellman	http://www.edwellman.com/
Gary Simpson	http://motivationselfesteem.com/talk/
Gordon Bosnjak	http://www.gordanbos.com/
Harry Harris	http://harryharrisblog.com/
Hilary Dickinson	http://hilarydickinson.com/
Honey Wesley	http://honeywesley.com/
Ian & Becky Carter	http://www.ianandbeckycarteronline.com/
James Woodfield	http://jameswoodfield-online.com/blog/
Jean Shaw	http://jeansmenopausalmoment.com/
Jeff Sargent	http://sargentmarketing.com/blog/
Jeffrey Dibble	http://www.jeffreyblogonline.com/
Jerry Holliday	http://sosinternetbusinesshelp.com/
Joan Hughes	http://www.askjoanhughes.com/bloglb/
Joe Green	http://www.josephcgreen.com/
John Huver	http://www.johnhuver.com/
Joseph Green	http://www.josephcgreen.com/
Joshua Collins	http://iseenewpeople.com/
Kenneth Douglas	http://kennethdouglas.com/blog/
Lesley Morgan	http://www.lesleymorgan.com/
Lori James	http://www.everythinghomebiz.com/
Mandy Mccollum	http://mandymccollum.com/
Mark Austin	http://missioninternetmarketing.com/
Mark Call	http://www.markcall.com/blog/
Mark Luciano	http://www.marklucianoonline.com/
Mark Terrell	http://www.markterrell.co.uk/
Martin Lodley	http://www.martinlodey.com/
Michael Burton	http://www.greathomebasebusiness.com/
Nadeem Ahmad	http://affillions.com/
Nigel Booker	http://nigelbooker.com/
Nigel Yip	http://www.nigelyip.com/
Nikki Stephens	http://www.nikkistephens.com/
Norman Pascoe	http://www.g4usbmarketing.com/blog/
Paul Hutchins	http://www.paulhutchins.com/

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Paul Mracek	http://paulmracek.com/
Peggy Schoonover	http://peggyschoonover.com/
Renee Olson	http://marketingwithrenee.com/
Richard Moloney	http://www.richardmoloneyblog.com/
Robin Pike	http://robinpike.net/
Ruth Stewart	http://ruthstewartmarketing.com/
Ryan Price	http://ryans1.com/
Sandra Rodrigues	http://www.motherlymarketing.com/
Scott Thrall	http://scottthrall.com/
Stephen Bray	http://www.stephenbray.com/
Steve Williams	http://blogsteve.com/
Susan Boscola	http://www.susanboscola.com/
Susan Livingstone	http://susanlivingstone.com/
Theresa Mayhew	http://www.theresamayhew.com/
Thomas Northrop	http://www.thomasnorthrop.com/
Thomas Skavhellen	http://www.widlas.com/
Traci Moore	http://www.tracimoore.com/
Will Lim	http://willim.com/

PS. Sorry, if we've missed anybody off! We made our best efforts in compiling this list but may have accidentally omitted somebody as the amount of activity on the blog has been massive in the build up to releasing this newsletter. Any omissions I apologize for in advance, but will make sure you get a mention in issue two.