

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."*

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Welcome To All Once Again.

Well, I can't believe where the time has gone and it's already two weeks since the last issue. Things are going from strength to strength with each issue and the feedback across the Internet has been fantastic. My fellow writers in the last issue should be proud they contributed to such a well received publication but this time, dare I say, it is even BIGGER and better.

Bigger, as this issue stands at a massive 30+ pages! Not bad for a Newsletter. Many so called E-books that you pay for don't get to that size and we produce each issue for free. And better, because where else can you get quality information for building a successful online business with new expert contributors from around the world in each successive issue?

I had a bit of a dilemma with this week's issue as so many people wanted to contribute an article. Thankfully, not everyone who wanted to contribute managed to get it to me before the publishing deadline so it made my editorial decision of what to include in this issue a little easier! But in the end, I had too much content to include (nice problem 😊) and so if you have contributed an article and don't see it in this issue rest assured it will be included in an up and coming issue. In fact, the major article I wrote myself for this issue has had to be sacrificed until a later date. I felt there were articles that just had to be included in this issue in preference to my own, to get the overall balance right.

So in this issue we have part two of five of the Copywriting series by [Coleen Cook](#) which was so well received in the last issue. We have three, yes three, new contributors to this issue. First, we have [Nikki Stephens](#) who is the first to write for a new regular section in the newsletter, called 'Newbie Bits and Pieces'. This regular feature will be written by a Newbie and be like an ongoing journal of the key useful skills and techniques that they come across on their quest to build a successful

online business. It starts with a great article about how to make your comments really stand out on other people's blogs by the use of HTML.

If you have struggled to get more traffic to your blog and make your presence known to a wider audience then the article by [Thomas B Northrop](#) will be of particular interest. It is all about using some great tools to get comments made to blogs far quicker and with greater effect. I wished I'd have known about this earlier 😊

A very [topical subject on the blogs](#) at the moment is Search Engine Optimisation (SEO) and this is covered in [Jerry Holliday's](#) comprehensive article in how to get better listed in Google.

And finally we finish with another article by [Gary Simpson](#) in his ongoing 'Motivational Moment' series. It is a mammoth piece but it would have done the article a great disservice if I attempted to spread it across two issues. I won't tell you about the subject matter but it makes compelling reading for everyone.

So let's get on with things.

Newbie Bits and Pieces

Enhancing your blog comments using basic HTML

{Written by Nikki Stephens from www.NikkiStephens.com}

One of the first things that I learned when I was looking at other people's blogs and leaving comments was that it makes it a lot easier to read if you can break up your text. A little basic HTML coding can do this for you, which makes it a lot easier on the eye for the viewer. That's certainly one of my priorities.

So, some basic tags are as follows. Note that these need to be directly attached to the words that you wish to emphasise – I will explain in my example.

	To start highlighting	To end highlighting
Bold		
Italic	<i>	</i>
Block Quote	<blockquote>	</blockquote>
Underline	<u>	</u>
Smiley Face	:) not strictly HTML, but fun anyway!	
Winking Face	;) not strictly HTML either	

I would add as a side note that too much can be just as bad as not enough, and can end up bombarding the viewer with conflicting priorities. Most of you will have seen comments that I have left, but for those that haven't here's an example that uses some of the coding above:

Hi **Garry**,

Thought I'd make up a random post just so that I can highlight the difference HTML tags can make to the readability of a comment.

Rather than just having a whole lot of text, it is often beneficial (particularly when referring to a third party) to highlight their **name** so that it can be picked out when scanning down the comments list.

That's just my humble opinion anyway 😊

Nikki

That's the 'pretty' version that you can all see online. What I typed into the comment box on the blog is as follows:

Hi Garry,

Thought I'd make up a random post just so that I can highlight the difference HTML tags can make to the readability of a comment.

Rather than just having a whole lot of text, it is often beneficial (particularly when referring to a third party) to highlight their name so that it can be picked out when scanning down the comments list.

That's just my humble opinion anyway ;)

Nikki

As you can see, the code is always attached to the beginning and end of the part that I wish to emphasise; there is no space between the code and the words I am highlighting.

I would like to suggest that you go and try this now. If you have blogs of your own, then leave yourself a comment written using some of this HTML code. That way you can play around until you are comfortable with it, and can easily delete it from your own blog in your Admin panel.

I hope that this has been of use to some of you; to the more experienced of you to whom this is second nature, please have patience with us newbies. After all, it is only by helping others that we improve ourselves.

Until next time,

Nikki

www.NikkiStephens.com

How to Write Copy that Will Sell Every Time

{Written by Coleen Cook from www.coleencook.com}

Part 2 - How Too Benefit From Using Your Ad Campaign Measurement Sheet

In the previous Article, we discussed why it is essential to test and measure; each and every ad campaign that you undertake regardless of the strategies you use to get your message out there.

In Part 2 of this 5 part series we are going to look closely at how using your 'ad campaign measurement sheet' will benefit you in making informed decisions as to

how you can improve your copy, ensuring that you always present your information using a formula that is based on a winning way with words.

Your 'ad campaign measurement sheet' is ideal for addressing the following:

Defining Your Seasons and Cycles – Document Your Ad Campaign Dates

Running a number of campaigns through the course of 1 year will present you with information on cycles in relation to your response ratios. Definite patterns will have emerged and you will begin to know when it is the best time to run a successful campaign. As you progress into the 2nd year you will be able to measure your data against information collected in Year 1, which will further benefit you in being able to forward plan your advertising campaigns.

Industries quite often display cycles in their activity and you will find the same within your own business. For example some business cycles work on seasons whilst others may work on times of year or times of the month or even, in some instances days. It is commonly noted that within the internet marketing industry, it is not recommended to begin a promotion on a Friday due to the downturn in traffic throughout the course of the weekend. Statistics have shown that the best time to begin a promotion is early to midway through the week.

By taking the time to document the date and times that you ran your promotions you will be able to clearly see which times denoted a better response ratio to your ad campaign thus enabling you to increase profits back into your business.

Clearly Defining Your Seasons and Cycles

Noting clearly the name of your advertising campaign along with your subject header if you are planning to run an online campaign using email marketing, will result in fast easy access to the correct campaign when referring back to your 'ad measurement campaign sheets'.

Long term planning and long term thinking need to be your focus and with this in mind, clear indication of which campaign you ran can be easily defined through using the name of your subject header. By keeping accurate records you will be able to clearly define your niche market's seasons and cycles and this will enable you to effectively plan out the correct advertising campaigns so that you can accurately target your correct market within your chosen niche at any given time.

Should you run multiple campaigns using the same product, you want to be able to effectively access and utilize the correct data at a moment's notice, which leads into the next point.

Clear Identification Using Advertisement Codes

Documenting an advertising code will ensure that there is no confusion when it comes to checking data surrounding an ad campaign. Just as you will build multiple lists in your Aweber auto-responder, so it will be, that as time passes you will run multiple ad campaigns.

This strategy can be applied no differently from that used in an invoicing book. For example, campaign number 1 could be coded as 001. Alternatively you may wish to abbreviate your ad campaign name and then have a code number. For example, if the name of your ad campaign was List Building Software as opposed to List Building Products you could code the first campaign as LBS001 and code the second campaign as LBP001.

Whatever you do, make sure that you create a coding system that is workable, reusable and easy for others to follow and learn. The end result for your business should always be leveraging your own efforts through using the strategy of multiplication of time. This can be achieved through employing others to work for you and or through utilizing automated software to maximum advantage.

Who Was My Target Market and How Did They Respond

Living in such a technologically advanced age, you are blessed to be able to use software such as Aweber for the purpose of collating information in relation to your data bases. This makes for easy transferring of such relevant information straight over to your 'Ad Campaign Measurement Sheet'

Even the basic excel spreadsheet, with its ability to automatically calculate figures is a time saving tool that can quickly give you accurate answers regarding who your target market was and how they responded.

Total Investment for Your Ad Campaign

When considering this aspect of your ad campaign it is important that you complete a realistic cost of your campaign. Depending on whether you are targeting a list using free trafficking methods as opposed to the pay per click method of buying advertising from Google will change your bottom line figures significantly.

Remember to include a portion of your running costs for your auto-responder, your internet access, your time, your employee's time, ezine advertising costs if used, and any other cost associated with running your campaign.

All too often it is easy to overlook costs such as your monthly Aweber fee, and your monthly internet access fee however a portion should be considered if you are to accurately assess the cost of your campaigns.

You also need to consider any costs associated with the product you are promoting. Have you paid to have a ghost-writer write an e-book for you? Did you engage the services of a graphic designer to create a cover for your e-book? Are you paying out an affiliate commission?

Stay realistic so that your data measurements are accurate, otherwise you will find, as time passes, that your profits may well diminish because you didn't accurately assess the true costs associated with an advertising campaign.

The Power of Using Aweber to Accurately Transfer Information

Part of your 'ad measurement campaign sheet includes documenting important figures associated with your number of sales, No. of opt-ins that didn't convert to a sale, overall conversion rates and your bottom line total on sales.

Thank goodness for your auto-responder! Once again this information can be monitored and accurately accessed directly from your auto-responder data base. Gone are the days when this data management is done manually. With the click of a button, and at a moments notice these important figures will be within easy reach and ready for transfer to your 'ad measurement campaign sheet'.

What's My Bottom Line and How Much Profit Did I Make?

Now you know, how many people responded to your ad campaign, how many people purchased, how many people didn't, what the costs associated with running your campaign were and what your overall sales amounted too, the accurate calculation of your profit will be easy.

Subtracting your costs associated with your promotion to find out what the bottom line net profit on your promotion was should be a simple process if you have followed the previous line of thought. Remember you also need to figure in taxes here so be sure to deduct your taxes after all other costs, so that you gain a totally accurate figure of your overall profit or loss on your promotion.

As you have learned by using the proven strategy of an 'ad campaign measurement sheet', just like famous copywriters have for hundreds of years, you will have a

wealth of information at your finger tips, that will benefit you in working towards improving each and every campaign that you run thus encasing your profits.

For other strategies on how you can create winning copy that will sell every time as you use your own special blend of a winning way with words, visit my blog at www.coleencook.com You will find helpful information that you can implement into your business today located in the Articles section of my site.

In the next part of this series we are going to look at the important aspect of any ad campaign, to ensure that you always market your copy using a winning way with words.

Coleen Cook

www.coleencook.com

The Key to Dominating Google

{Written by Jerry Holliday from SOSInternetBusinessHelp.com}

Tasks you can apply to get better results!

It's safe to say that every person publishing a website then grapples with the problem of getting into a top position on the Google search engine. Google typically wins a majority of percentage share when it comes to users searching for products or services on the Internet. With the advent of web 2.0 and social media this percentage is slowly diluting, but Google is still the No1 source when it comes to the battle of the search engines.

When it comes to getting your business a web presence there are a whole host of considerations when it comes to the Google indexing algorithm and positioning your website in its results.

The Website

Your website itself needs to be correctly optimised and this is the first place your web designer needs to start. Well structured silo navigation, correctly coded accessible web-pages in XHTML/CSS to basic web standards, well written and error free copy, meta tags and descriptions, page names, XML sitemaps and H1 tags - all of these elements will help your positioning. These should also be standard considerations for your web designer when building your website, if they're not – get a new designer.

So what does all this mean?

Silos are the sub folders where different categories and pages fall into, so a section on Laptops would come under the Computers category and should be structured on your server as such. XHTML/CSS is the code that creates your pages. CSS layouts work better because they keep the juicy content, that search engines love, on the web page away from the code that positions and structures your website. It's not worth worrying about CSS layout if you are only going to be doing sales-pages on websites though, but the more web-pages on your domain the better. So if you do have a 1 page sales letter selling a product, consider having other article pages on the server (all linking to each other) as this gives your domain more visibility to the search engines.

The title, meta tags and descriptions are a part of the code for each page and although not nearly as important as they used to be, make sure you have the information in there with different descriptions and keywords for each page depending on the content.

```
<html>
<head>
<title>List Building Formula - Mailing List Secrets from Alex Jeffreys</title>
<meta name="description" content="List building formula - discover free list building secrets from Alex Jeffreys"/>
<meta name="keywords" content="Mailing list, build relationship with list, alex jeffreys, list building">
```

H1 tags are the most important part of the page when it comes to the content; this defines the title of the page. H2 and H3 tags are definitions for sub titles and should also be used. So if you are a gardening Tools Company and your targeted keyword phrase is 'Gardening Tools Oxford' then that should be a page title inside an H1 tag on one of your pages.

Make sure your website has an XML sitemap and submit it to Google..

<http://www.google.com/webmasters/sitemaps/login>

This will help them index your website correctly.

SEO on your Wordpress Blog

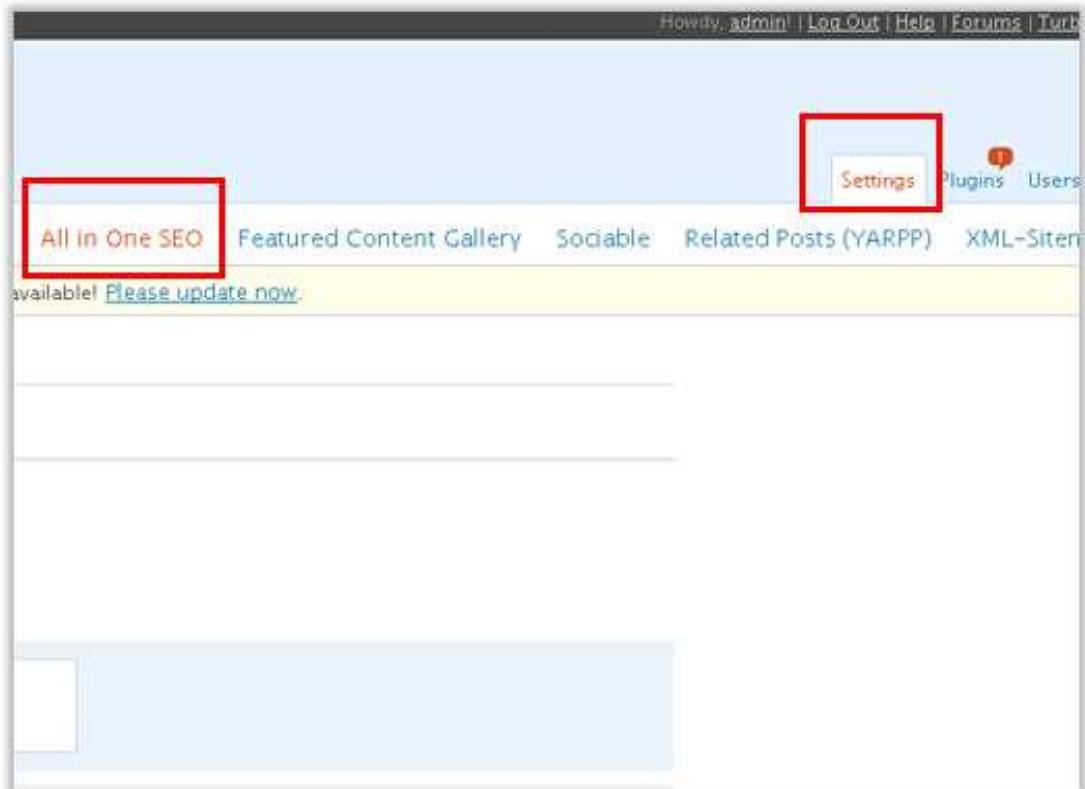
Wordpress already does a pretty damn good job with onsite SEO in recent versions (including tag fields, descriptions etc) but arming yourself with these plugins will boost your exposure even further.

If you're publishing on a Blog and using Wordpress (as you should be 😊) then typically the following plugins will help optimise your blog.

[All in 1 SEO Pack](#)

Installing this will give your blog extra juice for SEO and the plug-in creator has the default set to his recommended settings.

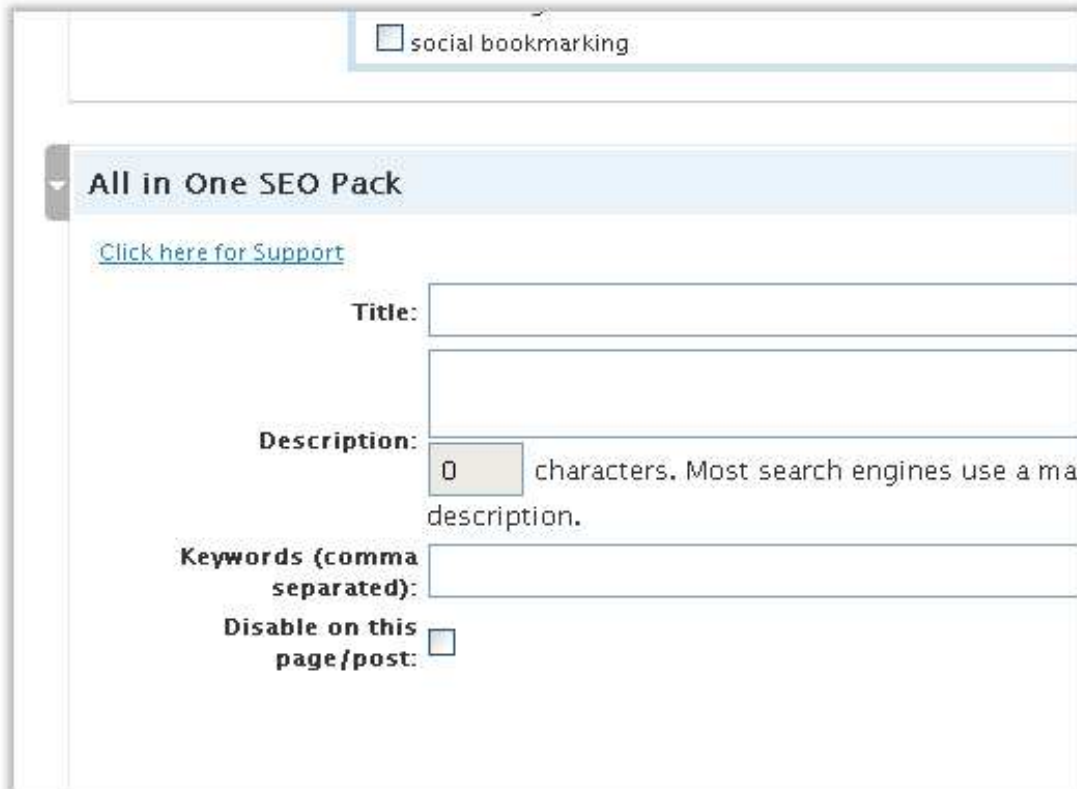
After uploading to your plugins folder on your server and activating the plug-in go to settings in your Wordpress admin dashboard and click on the All in One SEO Link.



This will give you the options for your main Blog details. The important part of this section is to fill out the title, description and keywords for your Blog home page.

Home Title:	<input type="text"/>
Home Description:	<input type="text"/>
Home Keywords (comma separated):	<input type="text"/>
Rewrite Titles:	<input checked="" type="checkbox"/>
Post Title Format:	<input type="text" value="%post_title% %blog_title%"/>
Page Title Format:	<input type="text" value="%page_title% %blog_title%"/>
Category Title	<input type="text" value="%category_title% %blog_title%"/>

When you write a post, further down the page you will see the SEO Plug in fields which should also be filled out based on the post you are writing.

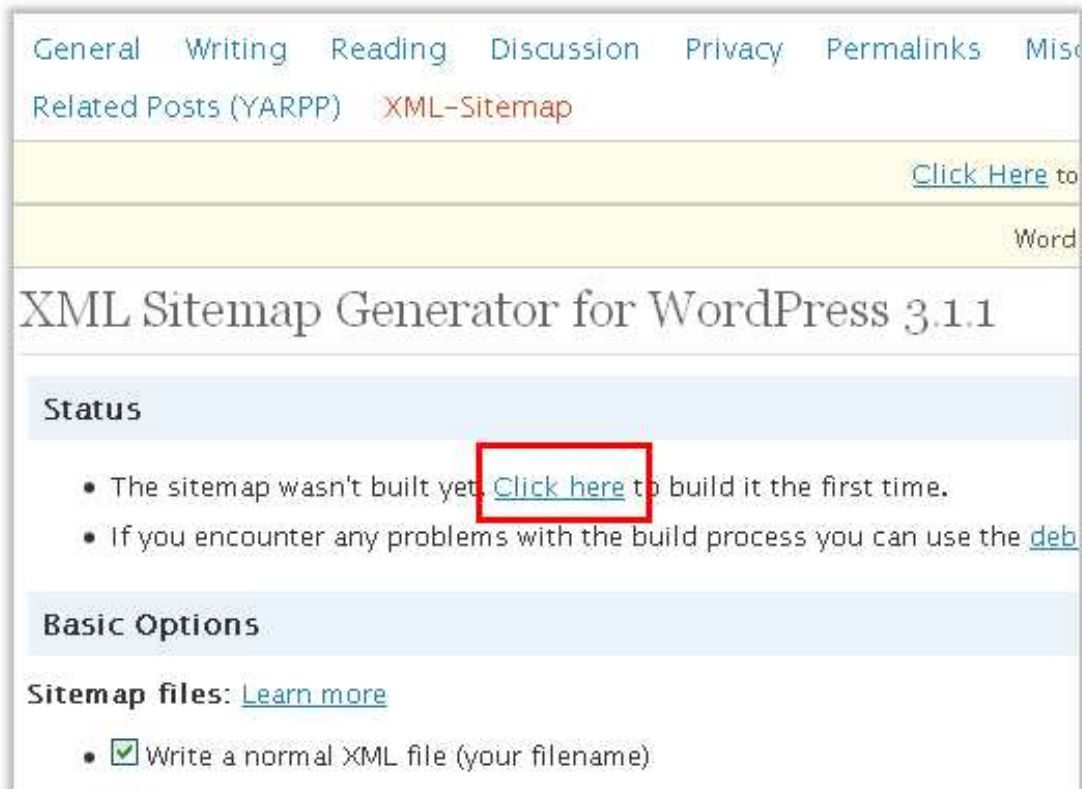


The image shows a screenshot of the WordPress post editor interface. At the top, there is a checkbox labeled 'social bookmarking'. Below it, a section titled 'All in One SEO Pack' is expanded. Inside this section, there is a link that says 'Click here for Support'. The main area contains several input fields: 'Title:' with an empty text box; 'Description:' with a text box containing '0 characters. Most search engines use a maximum description.'; 'Keywords (comma separated):' with an empty text box; and 'Disable on this page/post:' with an unchecked checkbox.

A fuller explanation of this plug in can be found on the plugin download page: [All in 1 SEO Pack](#)

[Google xml Sitemap](#) – This Wordpress plugin will give search engines easy access to the pages across your whole website/blog and will automatically notify search engines such as ASK.com, Google, MSN Search and Yahoo! whenever you edit or create a new post.

Again, click on the settings link and then XML-Sitemap on the sub-nav menu and then 'click here' to build it.



LSA

Latent semantic analysis (LSA), without wanting to get too geeky, refers to similar phrases and references on your website. Search engines also use this to rank a website's "worthiness." So, on a gardening website, the Search engines would look for references to watering cans, plants, and flowers etc to determine that it is in fact a website about gardening.

Your Domain

You may notice a lot of search engine results have old websites hanging around in the top positions. It is true Google consider the age of the domain when ranking, but also how long it is registered for – so if you have long-term plans for your project buy the domain for as many years as you can afford upfront. Google will also rank your site depending on where it is hosted, so if you are aiming at customers/readers in the UK it would be preferable to host in the UK – likewise for any other country. Of course Internet Marketers are aiming mostly worldwide so using servers in the US is no problem.

Incoming Links

Google sees quality one-way back links to your website as an indicator of its importance. Notice the word 'quality'. Google gives every webpage a page rank (<http://toolbar.google.com>) between 0 and 10, ten being better than zero. Links pointing to your website from another site with a high page rank will carry a lot more weight and hence the Google juice will rub off on your site. So any links from 'authority' sites such as high ranking business directories and other search engines, .org or .gov domains or any site that is popular in your marketplace are very valuable to you. Avoid general link farms and websites that have no relation to your market – Sites about fishing linking to your gardening site will do you no good at all. Reciprocal link swapping doesn't carry as much weight as it used to either these days, but should still be considered if the site that is linking back to you has a higher page rank.

When you provide incoming links you want the anchor text to be the keyword phrase that you are targeting. For example in the html code it would look like this:

```
<a href="http://www.yourwebsite.com">Your Keyword Phrase</a>
```

Using a combination of your top phrases on any links to your site will benefit you hugely.

Part 2 (next issue) looks at Google Universal Search and Search Engine Marketing.

Jerry Holliday

SOSInternetBusinessHelp.com

Tools for Quicker Blog Commenting

{Written by Thomas B Northrop from <http://www.runfrommoney.com>}

It is very interesting to watch this group of 500 [Alex Jeffreys Students](#).

Some are off doing their own thing. Some have bonded and formed their own little sub groups. Some have yet to figure out where they belong, what they want or who to turn to for help.

We are all part of this 500 member community and it is very comfortable for most of us. It is like a friendly comfortable womb. Within we have acceptance, friendship, assistance. Plus we have our mentor Alex Jeffreys.

However, now Alex has asked us to branch out past our comfortable little group. He wants us to go where we have few friends, no acceptance and little help.

He wants us to go to Blog Land

The dreaded place where people post about their new sweat pants.

Their favourite soap opera.

Even about their lack lustre love life.

Why oh why Alex, ask us anything, but please not Blog Land. Do we really have to wade through all that muck?

No we do not.

Because we have tools.

Today I would like to introduce you to a neat little tool. This tool uses keywords to find "do follow" blogs. It is important to find "do follow" blogs because the search engine spiders will follow your link and it will count as a link back to your site. This is good for your site ranking. If you comment at a "no follow" blog you will not gain this benefit.

Not only that, this tool shows you the blog post and auto fills the comment form. All you do is write a little relevant content and push a button. Then you move on to the next blog and repeat the process.

This tool is called Real Link Finder. You can download it here www.reallinkfinder.com

Have fun it's a neat tool.

Here are a few more things you might find interesting.

Here is a list of "do follow" Blogs

<http://courtneytuttle.com/blogs-that-follow/>

Here is a list of "do follow" forums

<http://www-marketing.blogspot.com/list-of-125-do-follow-forums-100-no-no>

Till next time

Thomas B Northrop

<http://www.runfrommoney.com>

Gary Simpson's “Motivational Moment”

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

“Taking Leadership By Being Seen As An Authority – Developing the Tiger or Tigress Within.”

Hello for the third edition of [Garry Parkes'](#) Newsletter, “[The Profit Pulling Project](#)”. Gary Simpson here and welcome to my Motivational Moment. This will be a somewhat different style of commentary from me today because I have something very important to share with everyone. So, consequently – as you may expect from me – this is a fair bit longer than my “regular” column. I think that the subject warrants it and I hope you get plenty of inspiration out of what I say.

But first, let me say this...

I think these newsletters are being very well received by not only students of **Alex Jeffreys'** but also those who are simply looking for better information on what works and what doesn't work in the field of Internet Marketing. And let's not kid ourselves here – if you have a website then you had better learn very quickly how to “market” it or all you will end up with is a diamond sitting at the bottom of the Pacific Ocean. Who will be able to find it? You can have the most amazingly spectacular website in the world but without exposure and traffic it is an absolute lemon! Keep that in mind as you read on...

That said, today I want to write about something that so many people struggle with – leadership and being seen as an authority. As I move around the many blogs and websites I see so many **people with extraordinary talent**. In many instances these people, while having constructed very nice websites and having very good products and give-aways on them, are largely unknown. Why? Well, here is my take on it.

You know I don't bulldust when it comes to these matters so I'm just gonna come right out and say what I think (as if I wouldn't – huh?). **People are scared.** Plain and simple. People are worried about what others will think about them.

Look, believe it or not, I am too. But I am overcoming that. There are things about me that I have been very reserved about and somewhat reluctant even to acknowledge when others even mention such things in their comments on my blog. Nobody likes to come across as a big-shot. Yeah! I said that! Me. If you REALLY knew me then you would understand what a huge deal this is for me.

The reason I am even addressing all this is because it all occurred to me when I was paying a visit to our resident (in Spain, at least) Video Wizard, [Paull Hamilton](#). Now Paull is one of our budding video experts, along with [Nigel Yip](#). In my opinion, these guys ARE experts. You see they know so much MORE than me. I am virtually clueless in video production. So guess where I am gonna go for help when I am ready to make my videos? Yep. Paull and Nigel. And Nigel has also created an e-book called **“Lights, Camera, Action!”**

Now I know for a fact that Nigel's e-book has helped lots of people already. I remember seeing a wonderful comment by [Thom Swartwood](#) complimenting Nigel on not only his book but also his help. And this is the stunning power of the F500. Everybody is helping everybody else. If you have a problem then just go to somebody who has an answer. Tell me ANY other place on the internet where this happens and you don't get shot down in flames for either being “stupid enough” to ask a question or have everyone trying to beat you up by proving their oh-so-superior knowledge to everyone else who may be lurking in the shadows. That isn't being a leader. That is called being a JERK!

Just going back to Thom Swartwood for a moment, I know he will be somewhat embarrassed when he reads this but I believe it to be true. Watch this guy. I have him picked to become one of the great leaders within the F500 group. You see, I know the arduous trial that Thom has been subjecting himself to for so many years. People who undergo this type of physical, mental and spiritual training for so long

are almost always OUTSTANDING leaders, if they are given the opportunity. So, I am predicting enormous things from Thom. There Thom! I have just dumped you right in the thick of it mate! LOL!

Anyway, getting back to my visit to [Paul Hamilton's blog](#), among other bits and pieces, I left these comments (see below) for Paull. I think they are important enough to repeat here because not everybody would have seen them and it was what I said that actually inspired me to expand on it and turn it into this article.

Here is what I said:

“Thanks for the plugs in the commentary. I do appreciate them. No matter what anyone thinks, we all have ego and in the infamous words of the late Shirley Strachan of Skyhooks (a wonderful Aussie band of the 70's) - “Ego is NOT a Dirty Word.”

Garry Parkes has also made some telling comments above (SIDEBAR: see [Paul's blog for these](#)).

Seriously, Paull, it's got me completely effed (SIDEBAR: sorry sensitive ones) why only about 100 or so of the F500 have downloaded my ACTION Planner. That was a free brain dump from me and only 20% of the people have it. I will bet that only 20% of those are using it too, so, maybe 20 to 40 people are on the planning.

The CRAZY thing is I get so many people asking me, “how do you get so much done?” Well... der! I wrote a whole 72pp e-book about it and they still have to ask.... horses... water.

Right, I see you have found your niche Paull - start to become the authority. Here is what I mean by that (SIDEBAR: this applies equally to Nigel Yip and several others too)...

Where do people go when they want knowledge on what is happening in the F500?
... Parkesy's (SIDEBAR: [Gary Parkes' blog](#) – Incidentally, in case you hadn't noticed, "Parkesy," as I [affectionately] call him, is a fantastic leader. You should be so grateful to have a man of this calibre standing shoulder to shoulder with you in your quest).

Where do people go when they want motivation, amusement, a rant, aggravation, annoyance and just heaps and heaps of well, pretty much everything? ... Yep. The Gazz-Man's (SIDEBAR: [Gary Simpson's blog](#) – ie mine!).

So, where should people go when they want knowledge on video? Yep. POSITION yourself. Parkesy did. I have. Whose blogs are blown completely off the Richter scale? Co-incidence? I don't think so.

The two Gazzas seized the moment and took leadership. Neither of us asked anyone. I can't speak for Garry Parkes but I now take what I want. I don't ask permission. Not any more. The days of being a tiger in a pussy cat's body are over. So many people will detest me for that but then they detest anyone who does anything anyway. So, who cares? This has been one of my problems for a long time...

... yes I have massive knowledge (SIDEBAR: "in my chosen specialist fields") but what friggin' good is it to me, or anyone else for that matter, stuck inside my own head.

Anyway, I'm banging on too much. I think I might convert this into a proper article for the PPP#3. I'm in the zone now. (SIDEBAR: And here it is)

Gotta go, Paull, to brain dump this into a word doc for Parkesy's [Profit Pulling Platform newsletter](#)."

So there you have it – the essence of my message to Paull Hamilton.

From my perspective, I am a tiger. There is no point in me trying to masquerade otherwise. Or denying it or hiding it any longer. And that is what I have been doing for many years. I haven't wanted to upset anyone by appearing too confident, or too knowledgeable, or too forthright, or too arrogant (I still have issues with this). But what people rarely ever see is that I am also a very compassionate man. I actually LIKE to help other people, IF I am the best person to do so.

You see, it is my personal belief that it makes me even stronger by doing this. I am sure there are others who understand this concept and will readily agree. Again, I refer to Thom Swartwood. (Gee, you are gonna have a lot to live up to here mate – LOL! But I know you are more than capable).

Now, time to put up proof!

I made a statement on my blog on the last day of 2008. It's there for you to read if you want. I then went out and engaged an old friend who, in my opinion, is not only a wonderful person but a very highly skilled, extremely competent and well, yeah – I'll come right out and say this as I have said on my blog – **the most BRILLIANT coder and designer in the world bar NONE!** Look at the evidence. It's all over my blog for everyone to see. You'd have to be legally blind not to notice it!

I have stated in many places that I don't give trust easily and I'm not impressed easily and I don't give praise lightly either – only when it is earned. So, you will know what a HUGE statement that is for me to say. The identity of this person will be revealed at an appropriate time and you will be stunned at who it is. But, for the moment I just want you to look beyond the identity of the person to see the incredible talent on display!

Now, what you see on the outside of the blog is only part of the amazing work that has been done. It is matched by what I call the "heat" or the "weaponry" on the

inside. I have been astounded by what I have been seeing inside. I can confidently tell you that this blog now has the capacity to rival ANY blog, any where, any time. **A bold statement I know.** In motoring terms it is a hand-crafted, fully optioned, high-performance Lamborghini with 16" of Mickey Thompson Indy 500 rubber to nail the power to the tarmac. (Was that a good image?)

So, why am I telling you this? Indeed! Because you can do this in your niche too! (Especially, since I have negotiated such a special deal with the genius behind all the changes that have been made to my blog.) But that is what I have done (in conjunction with my accomplice). And now I am at the helm of one of the most powerful blog sites on the internet. But all you are looking at right now is the second stage of a four part plan. "Jeez!" I hear you say. Yeah – "Jeez indeed!" You see, I have been working a very carefully engineered plan right from day one – 26th November 2008. And the very LAST part of that plan will be the monetization aspect – NOT the first, like you see so many people do. The LAST!

Alex Jeffreys teaches this and it is a very sound way of doing business. Again, I see evidence of this across so many of the F500 blogs, so I am predicting that many of them will be making a lot of money as they "tool up."

Now, **here is another thing to consider...** just because you are a member of the F500 DO NOT expect everyone to give you whatever you want for FREE! Sure, if you have a SPECIAL relationship with somebody then that is for you both to decide by consensus.

OK. I want you to understand this coz I have seen indications of it on some of the blogs already. **The FREE information is the FREE information.** And the F500 blogs are already choc-a-block loaded with free stuff.

So, if you want a product over and above the FREE information then, in my opinion, **you should pay for it.** Otherwise, we will all become a bunch of free-banana-monkeys. And free-banana-monkeys are not business people. They are free-banana-

monkeys who go all over the place collecting – you guessed it – free bananas, most of which they will NEVER bloody eat anyway! But the important thing to them is that they got it all for FREE! And we ALL know how much we value anything that is free, don't we?

Please do not insult me or anybody else by asking for free bananas when the bananas go on sale. I don't do it so why should anyone else? If the vendor offers a free banana then that is his or her right but NOT the right of anyone else to EXPECT that simply because they are an exalted member of the F500 and believe that this is a "right." It is not!

So, back on topic, now when you look out across the "blog horizon" you will see several skyscrapers already launching themselves into the stratosphere. You all know who they belong to. My questions to you are as follows?

- When are you gonna start building your skyscraper?
- When are you gonna become the AUTHORITY in your niche?
- When are you gonna shed your pussy cat image and start wearing your stripes like the TIGER within?
- When are you gonna BRAND yourself and your blog or your website to make a STATEMENT and start to COMMAND attention?

Just on that last point, you don't ASK for attention – you COMMAND it by positioning yourself! But having said that, please realize this... a gradual change is always better than a dramatic one. If you have been following the development of my blog then yes, you may think it is dramatic. Visually, it certainly is. But if you are attracted to the "Temple" as I am referring to it as (for several reasons) then the reason you are coming is for the WORDS, not the pretty pictures (or the not-so-pretty ones of me – LOL!). The look of my blog certainly helps. However, the "pulling power" is in the WORDS. **That is what brings the SEARCH ENGINES.** They do not follow numbers or

pictures, they follow words. Keywords in content. And it is certainly what brings the eyeballs to your site.

Lesson? Get BETTER and BETTER with the skill of writing. You can come and learn from me if you want. I have studied the great contemporary masters of expression and in doing so I have become no slouch myself. And I continue to improve. That should be of great comfort to you. **YOU can ALWAYS get better.** All YOU have to do is study and apply YOUR new found knowledge. I do it on a continuing and relentless basis. You can too.

While mentioning skyscrapers, clearly, “Rome was not built in a day.” I have been studying this information on motivation and self-esteem for nearly 20 years, so I reckon I know a fair bit about the caper. Plus I have been practicing writing skills by studying the works of geniuses of their trade. I have written several times about this on my blog so I won’t bother to repeat it here. You can go and read it if you are interested. And I hope you are!

So, do not expect to emulate somebody like me or Garry Parkes straight away. You need your baptism first – ie put in the hard yards. Obviously some of you have and we do have some very talented and very highly educated people in the F500.

I sure hope the women do not feel as though I am ignoring them, **I most certainly am not.** I just haven’t seen a skyscraper go up yet. But they will and I know of one, at least, who will become a monolith in her own right in this regard. The foundation has been poured and this skyscraper will be as big and powerful and bright as any male owned one. And **you can take that prediction to the bank right now** and deposit it! And that will show all the other ladies that if this lady can do it, so can you. This is NOT a male orientated and dominated world any more.

[Valerie Davies](#) and [Hilary Dickinson](#) and [Nikki Stephens](#) and [Renee Olsen](#) and [Theresa Mayhew](#) to name just a few are very talented ladies. All have talents that

are obvious. I am sorry if I left anyone out (and I know I invariably have). Quite simply, I just cannot name everyone. Nor will I.

We must NEVER look at gender as the defining criteria. There are many, many equally talented women as men. And that is part of the purpose of this article. You will be amazed at what some of the women – I was gonna say “have got cookin” but it certainly gives the wrong impression, so instead, I will say – have got planned.

Now, you may think I am an ego-maniac, or a loud-mouthed stentor, or a show off, or a lecturer or a know-all-know-nothing, or a “would be - if he could be” for saying all this in what many will consider is a RANT, but do you know what? I cannot control what you think. And really, it is NONE of my business. But one thing is for sure and certain - you DO have to respect what I have done. And in a very short time.

Whether you love me, hate me, or have complete indifference towards me as an irrelevant “thing” in your life, the one thing that you cannot dismiss or overlook is what I (and my accomplice) have done. As I have said above, look at the evidence.

So, are you gonna start to gear up, beef up, toughen up and throw yourself in front of the wolves. Coz there ARE wolves are out there. And they come in many disguises. Not all wolves are dressed as such.

But I will tell you this and I truly believe it – I would back a female Bengal Tiger any day of the week against any number of male wolves out there.

You see, a tiger takes what it wants with no regret for being a tiger! It just does tiger things coz that is what it is. A majestic tiger!

Go get 'em tiger! Go get 'em tigress!

Best Wishes to you!

Until next time ...

Gary Simpson

<http://motivationselfesteem.com/talk>

PS: I hope you have enjoyed reading this as much as I did writing it. If you feel so inspired please come to my blog and let me know what you thought. I am happy for comments for and against as I will use the feedback to develop better offerings in the future.

Until Next Time

Hope you agree there are some highly informative and useful articles in this issue. But in the end they are only useful if you go away and apply what you have read. Knowledge is useless on its own unless you put it to good use, that is TAKE ACTION. These Profit Pulling Project Newsletters come out every two weeks. That is ample time for everyone to really start to put into practice what you learn in each issue. Let us know what you think on my blog. If there is something you don't understand or want to have an article written about, tell us and we will make sure we cover that topic. Also please remember we have a great [Members' Area](#) with other content, all the back issues and some tutorial videos as well for **only** those readers of the Profit Pulling Project. Please use it to get the most out of each issue.

Before I finish, I have to mention my friend [Paul Hamilton](#). He produced a fantastic [promotional video](#) I will be able to use for marketing this newsletter going forward. Now I know that Paull has already been mentioned extensively in this newsletter but he most definitely deserves it. You see Paull did this totally unselfishly without any request, prompt or anything from me. He just very kindly decided to do it for me to help out. My sincerest thanks Paull. You are going to be a true Video Marketing Star and you most certainly deserve it.

And just before I go, as we are talking about video, for those who haven't been to my blog recently you missed out on a real treat. 😊 A Video of me talking 'live' to [Alex Jeffreys the Internet Marketing 'Guru'](#). You'll learn a lot from this short video for although it is done in a comical way the message is very serious. It just shows you how far you can come by applying the [techniques that Alex teaches](#) his students which I am very fortunate to be one of.

That's it for now. All the best until next time and please TAKE ACTION.

Garry Parkes

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

[Members' Area](#)

Please visit the members' area to get additional free resources and links that could not be included in this issue. 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://profitpullingproject.com/members>

Acknowledgements

Again there are many people from the [Alex Jeffreys Coaching Course](#) who have helped make this edition of the Profit Pulling Project Newsletter possible. Many have taken it upon themselves to selflessly promote this edition on their own websites without any prompting or direction from me. I thank these people sincerely because without the publicity we would struggle to get our message heard.

Other members have helped by writing for this edition or have an article already submitted to me for inclusion in the up and coming issues. If you would like to contribute then please contact me via my [Blog](#). Please let me know first what you would like to write about so I can make sure it doesn't conflict with any other contributors. The sooner I get articles in the better, as I can then plan them for inclusion in the up and coming issues. So thank you again to all those people below who have helped out in any of the above ways 😊

Austin Delaney	http://nicheweapons.com
Coleen Cook	http://www.coleencook.com/
Gary Simpson	http://motivationselfesteem.com/talk/
Gordan Bosnjak	http://www.gordanbos.com
Hilary Dickinson	http://hilarydickinson.com
Jerry Holliday	http://sosinternetbusinesshelp.com
JJ	http://improfitlauncher.com
Joan Hughes	http://www.askjoanhughes.com/
Nigel Yip	http://www.nigelyip.com/
Nikki Stephens	www.NikkiStephens.com
Paul Hamilton	http://www.paulhamilton.com/
Thomas Northrop	http://www.runfrommoney.com
Thom Swartwood	http://thomswartwood.com

PS: Sorry, if we've missed anybody off! I made my best efforts in compiling this list but may have accidentally omitted somebody who may have promoted this issue without me spotting it. Sorry, I apologize in advance if this is the case, but will make sure you get a mention in the next issue if you just let me know. There are so many blogs to view that it is not always easy to track so it is always best to make it clear by posting a comment on my blog.