

# 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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**Carl Barton**

of

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## We Reach 100 today!

Well with this fourth edition of the Profit Pulling Project we see our page count top 100 pages. Not bad for a free newsletter. But it is the quality that is far more important than anything. And the quality has been fantastic in the entire range of topics we have covered. Let's just list the subject matter we have covered since our launch issue way back in December 2008:-

- Video Marketing (Issue 1)
- Domain Name Setup & Hosting (#1)
- RSS Feeds (#1)
- Motivational Content (#1, #2 and #3)
- Email setup (#2)
- Cpanel File Manager (#2)
- Copywriting (#2 and #3)
- Google Adword Strategy (#2)
- Using HTML for Commenting (#3)
- Dominating Google Rankings (#3)
- Tools for Quicker/Better Blog Commenting (#3)

Each of these topics has been very well received and very practical to implement as well. But information is useless on its own. It only becomes useful if you start to apply the skills learnt to make gradual steps in the direction you want to go. Each of the above topics on their own will not have a radical and overnight impact on your online business initially, but added together and you start to see a measurable difference in the direction you want to move in. Furthermore, the first time you try a new skill you may not get it right 100%. So what, at least you have made a start and the next time it will be easier and you will get better at it.

The first time you apply a skill you may not even notice it has any effect, or a very small one, but stick at it and the momentum soon starts to build. The best example I

can give of this is referring back to an example I used in Issue One, published just two short months ago. In that issue we talked about the power of video marketing and how it can be used as a key strategy in getting website traffic. It was not long after I had started on the [Alex Jeffreys Coaching Course](#) and I had just created my first every video tutorial on:

["How to create a video tutorial using the Free Camstudio software"](#)

Now in the 10 days prior to publication of the first newsletter that video was embedded on 180 websites across the world. It is now embedded on over DOUBLE that now! You see I have done the work once but it continues to pay dividends and drive traffic to my site even though I do nothing with that initial video now. If some of you reading this, say so what, that's no big deal – WELL YOU MISS THE POINT entirely. You see, that is only one small thing I have done for traffic generation and furthermore I mentioned to you, that was my first attempt at video.

Since then I have made many other videos and each time I have gotten better and better results at it. What if I told you that I have three videos alone that have each been embedded in over 1,500 websites worldwide and a further one that is embedded in nearly 4,000 websites? In total I have videos that are embedded in approximately **14,000 websites !!!** Now that is a staggering figure to me and I could never have imagined that just two short months ago when I tentatively made my first video that I would see results like that.

Since then I have gone on to learn more about video (I didn't have all the answers then); I know how to use the software better, I know about [Animoto](#) which makes video creation a cinch for anyone, I know about [TubeMogul](#) that submits my videos to a dozen more sites at the click of the button, I have my own [YouTube video channel](#) setup, and I know how to market them better due to listening to Maria Andros on a Bonus Webinar with my mentor [Alex Jeffreys](#).

If some of these things are a mystery to you then you need to pay attention more, LOL 😊 Look back at the past issues of the Profit Pulling Newsletter and also check out my Blog where all the information is there and much more.

Now I highlight the above, not to brag or boast, but to highlight the fact you have to start somewhere. I used the example of video here for traffic generation but I have applied every technique that has been mentioned in the past newsletters myself plus those that I have talked about on my Blog or the other Blogs that are linked to from my own. Each technique may have an initial small impact but cumulatively together the impact soon grows to something substantial.

I never imagined I would be sitting here quoting these awesome stats but I took a small action and look where it has led. So, like I stated at the start of this section, the information in each issue is useless on its own but if you take action and stick at it - well who knows where it will lead?

## Newbie Bits and Pieces

### **Using Wordpress Plugins to enhance your blog**

{Written by Nikki Stephens from [www.NikkiStephens.com](http://www.NikkiStephens.com)}

Welcome to another article especially for newbies. Last time I discussed basic HTML code to use to enhance your comments when replying on other people's blogs (if you missed your copy, you can get it in the members area – see the end of this newsletter for details).

This time, I'm looking at simple enhancements we can make to our own blogs to make them more functional both behind the scenes and on the public side that's visible to everyone. Some of this can make our blogs more aesthetically pleasing to the viewer – and anything that helps to keep people coming back has to be a positive thing.

In this article, I'm going to briefly cover the concept of a Wordpress blog plugin, and provide you with a couple of examples on my own blog. I will also explain how you install these on to your blog – please note that this will relate to version 2.7 of Wordpress.

So, what is a Wordpress plugin? According to the Wordpress website, “Plugins can extend WordPress to do almost anything you can imagine...”.

There are all sorts of plugins out there that people have designed. The two that I am going to focus on are the **Post Teaser** plugin and the **Google Analytics** plugin. I have personally found both of these to be very useful.

Given my tendency to write rather long posts, the **Post Teaser** plugin has made a very obvious difference to my blog. Otherwise my blog would just scroll down to infinity and people would get lost in the purple haze. It wouldn't be as nice to look at or as easy to navigate between posts. So this plugin has an obvious visual effect on blogs. An example of how this looks on my blog is here:



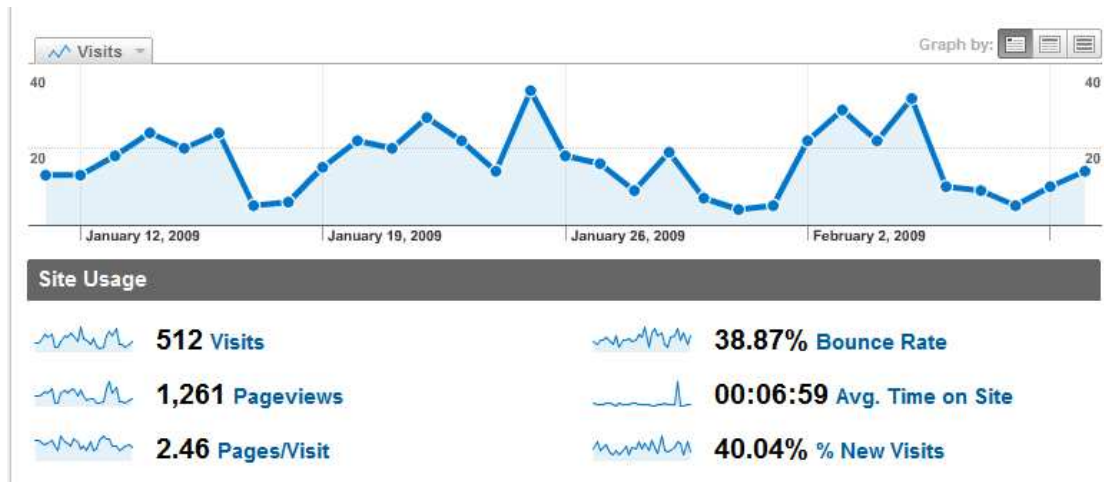
The second plugin that I'm going to cover is for **Google Analytics**. This is very useful for statistical information regarding the visitors to your site. To start off with, even before you get into the analysis of the statistics, it's nice to see that people are actually looking at your blog! When we start, we often find ourselves wondering whether anyone will actually visit our blog. Without Google Analytics you can only measure this by the number of people that choose to leave a comment, rather than a precise measurement of people that have clicked onto your blog and have looked around.

This plugin doesn't affect the look or layout of your blog at all, so is completely behind the scenes. Once installed, it can take up to a couple of days for Google to recognise it's in there and start collecting results for you.

In the meantime you will need to set up a free account with Google Analytics, as this will give you a piece of code that you will need to insert into the administration side of your blog (don't worry, this is nowhere near as complicated as it may seem). Visit [www.google.com/analytics](http://www.google.com/analytics) and follow the instructions. At the end you'll get given a long piece of code which used to have to be inserted into the footer text of your blog. However, you'll be pleased to know that WP 2.7 has made this a lot easier. Instead, you will need to look within that bulk of HTML code for a specific piece of code (will look like UA-XXXXXXX-X where the X denotes various numbers). Make a note of this code, as I'll come back to it later.

For information, once this is all set up and Google is collating results for you, then this is what you'll be able to see in your Google Account:

## - The Profit Pulling Project -



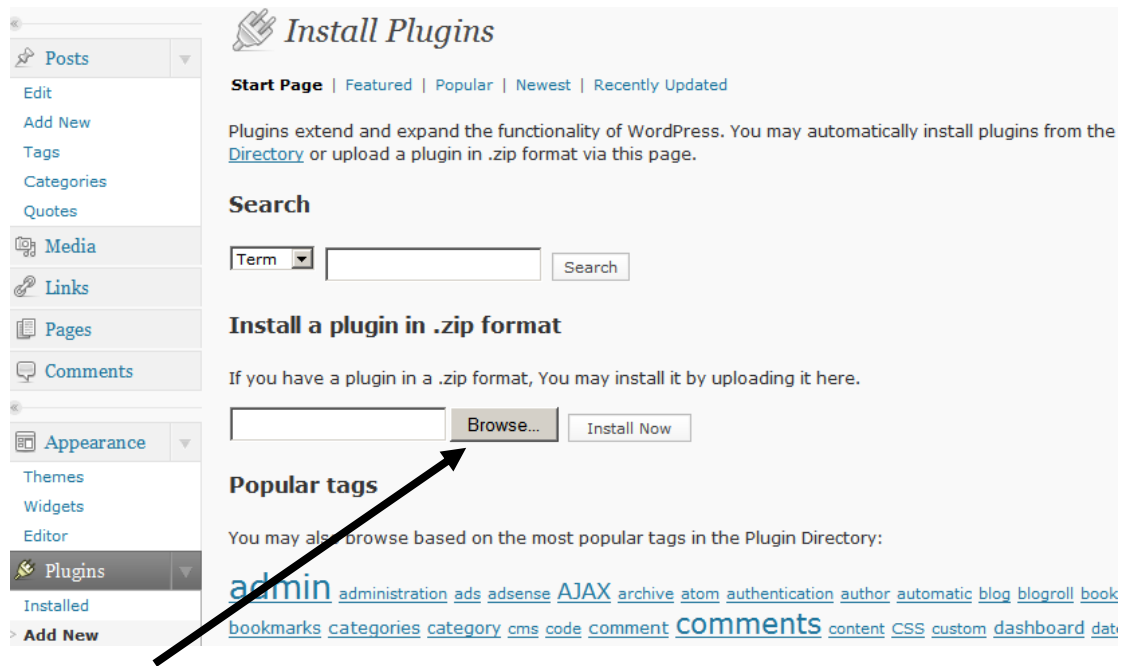
There is a lot more information available than this, but I just wanted to highlight part of what will be available to you.

You may now be thinking 'well, that's great, but how do I get these onto my blog'.

**The general installation of plugins on Wordpress 2.7 is done the following way.** I'm going to use the example of the Post Teaser plugin, but you can follow this method for the majority of all other plugins.

For the **Post Teaser plugin**, go to <http://wordpress.org/extend/plugins/post-teaser/> and download the zip file to somewhere you'll remember on your computer. I have a separate folder for this called WP Plugins so that I always know where to download this type of file and where to locate it.

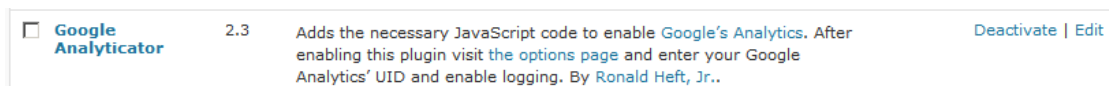
One of the new features of WP 2.7 is their plugin upload facility. This makes it nice and straightforward to do which is always a good thing in my opinion. Once you've downloaded the plugin, go to the admin side of your blog (usually your URL followed by wp-admin). Sign in, and then look at the menu on the left hand side. Under Plugins you'll see **Add New**. If you click on this, then you should see the following screen:



Click on **Browse** to locate the zip file that you downloaded and double-click on that file in the pop up box, and then **Install Now**. You should then see a message telling you it's been successfully installed. If you scroll down then you'll be able to see your list of installed plugins. Check that it says activated and then go and look at your blog to make sure that the changes have taken effect.

For the **Google Analytics plugin**, go to <http://cavemonkey50.com/code/google-analyticator/> and follow the instructions above until you have installed it.

Remember the code I referred to from Google Analytics earlier and said make a note of? This is where you need it. When you have installed it, if you click on Installed on the menu on the left hand side then it will show all installed plugins.



See where it says in blue visit **the options page**? Click on that as it will take you directly to the right page that you need to then insert your code.

## Google Analyticator Settings

### Basic Options

Google Analytics logging is:

Your Google Analytics' UID:

Enter your Google Analytics' UID in this box. The UID is needed for Google Analytics to log your website stats. Your UID can be found by looking in the JavaScript Google Analytics gives you to put on your page. Look for your UID in between `_uacct = "UA-11111-1";` in the JavaScript. In this example you would put **UA-11111-1** in the UID box.

Enter the code into this box, and then save it ensuring that the plugin is activated. This will then ensure Google can analyse your blog statistics and will start showing results within 48 hours.

I hope that this has been helpful. Until next time,

*Nikki*

[www.NikkiStephens.com](http://www.NikkiStephens.com)

## How to Write Copy that Will Sell Every Time

{Written by Coleen Cook from [www.coleencook.com](http://www.coleencook.com)}

### Part 3 - Lead Your Market Towards a Successful Purchase Every Time

In parts 1 and 2 of this series on How to Write copy that Will Sell Every Time I discussed the importance of creating an 'ad measurement campaign sheet' that will allow you to accurately track every aspect of your advertising campaign.

In this issue, we are going to focus on the essential elements of writing winning copy so that you lead your readers to a positive conclusion that will culminate in a 'yes', as you guide them to the successful purchase your product.

First and foremost the absolute most essential element of **any** copy is your Headline. If we are to focus on email marketing however, there is one other step that you need to take to ensure that your readers open your email and that is a compelling 'leading

line'. The 'leading line' will make the difference between an end user opening your email or not opening your email.

A leading line is part of any well written copy, but in the instance of an email marketing campaign, the subject header is equivalent to your leading line. It must be specifically worded in such a way that your target market feels compelled to open your emails. Your target market will be those prospective customers that you are focusing on bringing into your marketing funnel.

### **What Can I Do To Make My Readers Continue Reading My Advertisement**

In any copy, the Headline is the one essential element that will compel your reader to continue reading your letter. Once you have engaged the reader's interest, they will be more inclined to click on any links that you have within the body of your email.

That said, is it essential that if your link directs your readers to a sales page that you hit the reader with another Headline. I can not stress it enough. The Headline is the absolute crucial element in any sales copy

Using another 'leading line' is also part of your copy, once the end user has been redirected to your sales page and you will see when you begin to look at advertising material just how a properly structured advertisement is put together.

### **Model Yourself by Studying Others Presentations**

Begin paying particular attention to the presentation and styles of emails that you receive daily in your inbox from the myriad of marketers promoting their products. Look for similarities and look for points of difference. Take advantage of what you have right before your very eyes.

Armand Morin is considered to be one of the best online marketers in the world so if you are not currently subscribed to any of lists, then you may want to do so, if for no

other reason other than to observe how he presents his information using email marketing strategies.

If you are not interested in opting into one of Armand's lists you may like to visit my blog at [www.coleencook.com](http://www.coleencook.com) for the purpose of profiling how Armand Morin advertises and markets his products. You will find them located under the Resources section.

### **Essential Elements that All Advertising Should Contain**

Regardless of what medium you use as well as who your target market is, there are essential rules that need to be applied if you are to create advertising copy that has a winning way with words, each and every time. That said let's look at an overview of these essential elements.

- The Leading Line
- The Headline
- Sub Headlines
- The First Paragraph
- Testimonials
- Benefits
- Offer
- Guarantee
- Bonuses
- Closing the Sale
- Urgency

Pay particular attention to the order that I have listed down your essential elements. They have been designed in such a way that those that skim through your copy will still be told a story. We live in such a fast paced world today that it is not uncommon that people do not want to take the time to sit and read every single word of an advertisement, however don't be misled.

Using the above structure as your basis, attempt to write a piece of promotional advertising. Remember, the longer your story, the better, so write your story in detail. In one instance, I received a sales letter that was 50 pages long! I remind you, it has been statistically proven by the best copywriters in the world, that long copy is copy that sells.

Once you have written out your full story, then it will be easier for you to scale your advertisement down so that you present the main points in your email marketing campaign, whilst leading your end user to visit your full story in the form of a sales letter.

### **Take Advantage of Proven Studies Too Sell Your Products**

Once again, studies have proven that people do take the time to read copy, just as it has been proven that the longer the copy the higher your chances are of converting your prospective client/customer into a confirmed client/customer.

Look at it this way. If you spent considerable time working towards gaining a meeting with an important person, and after several knock backs, they finally agreed to meet with you, would you rush through your story, or would you want to tell that person the full version. The same applies with your advertisements. Tell the story and DO NOT give the edited version.

### **Free and For the Taking So Say Thank You Very Much**

Once again, I refer you back to modelling those emails and sales letters that you receive in your very own inboxes. Look at them, note where the headlines are placed. Look for the overall story in the main headings. Pay attention to the Leading Lines. Observe how the marketer has presented their information in such a way that they have covered the guarantee, and made a compelling offer whilst creating a sense of urgency surrounding their product. Where do they place links in their emails that will direct you to a sales page? How many times do they tell you directly to click on the link? How many times do they provide links for you to click on?

Use the above points as a guideline and you will see that every properly written piece of advertising will have included each and every single essential element to ensure that their prospective purchasers were psychologically framed correctly to respond conclusively with positive reactions, as they continued to read right through to the very end.

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](http://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 remaining two parts of this series you will learn in more depth, how each of these 13 essential elements discussed in this article will help you to create your very own advertisements that have a winning way with words so that your sales increase time and again.

*Coleen Cook*

[www.coleencook.com](http://www.coleencook.com)

## **Mask & Protect Your Affiliate Links**

{Written by Gordan Bosnjak from [www.gordanbos.com](http://www.gordanbos.com) }

**Protect your affiliate links using one of these two simple and effective methods!!!**

Have you ever thought that you might be losing 30-40% of your affiliate commissions?

Yes, that's right. Up to 40% even though it is very easily avoided. It would take less than 20 minutes of work to set up one of these two methods that I will be telling you about in this report.

Please don't make the same mistake that many other affiliates do. I don't really understand why many affiliates choose to ignore this advice.

To start with have a look at this affiliate link:

[http://www.yourdomainname.com/affiliate\\_id=3344](http://www.yourdomainname.com/affiliate_id=3344)

By observing it we can tell straight away that this is an affiliate link.

What about this one?

<http://www.yourdomainname.com/pinkballoons>

This one definitely looks much better, more professional and gives you more credibility. It is all about psychology. This link looks better and will produce more clicks than the first one and it does not look like referral URL.

Have you ever clicked on an affiliate link and then once the affiliate page is displayed, you have deleted "affiliate\_id=3344"? Well, many people do just this and your commission is gone forever.

And we can't do anything about it. We can't change the way people react when they see affiliate link but we can do something to protect your commissions.

I will show you how you can protect your affiliate links using **directory redirect** method. It is very simple and effective and it costs you nothing.

Please note that I created separate videos for both methods and you can watch them under following link:

<http://www.gordanbos.com/video/>

Here is what you need to do:

- 1) Open File Manager within your cPanel on your web server.
  
- 2) Create a folder and give it a name (if your affiliate link is with aWeber create a folder called aWeber).
  
- 3) Create a file called index.html (or index.htm). You can use notepad to create a text file and then later rename it to a html file.
  
- 4) Then edit index.htm file, so it contains following code:

```
<HTML>
<HEAD>
<TITLE>Insert page title here</TITLE>
</HEAD>
<FRAMESET>
<FRAME SRC="Insert your affiliate URL here">
</FRAMESET>
</HTML>
```

What is the page title?

To find out the page title go through your affiliate link and the page title will be on top your browser's window.

- 5) Use your File manager to upload index.html file into "aWeber" folder that you have created earlier.

That's it. Your new link will look like this:

<http://www.yourdomainname.com/aWeber>

instead of like this:

[http://www.yourdomainname/affiliate\\_id=3344](http://www.yourdomainname/affiliate_id=3344)

The second method is called ***subdomain redirect***.

Here is what you need to do:

1. Go to your cPanel and click on "create subdomain".
2. Fill in details (in this case it should be "aweber.yourdomainname.com")  
, save it and close the page.
3. Go back to cPanel and open "redirects".
4. Enter you affiliate link into the field "redirects to-->".
5. Save it

Your new affiliate link will look like this:

<http://aWeber.yourdomainname.com>

I recommend you use the second method subdomain redirect rather than directory redirect as it looks more professional.

Please note that I created separate videos for both methods and you can watch them under the following link:

<http://www.gordanbos.com/video/>

*Gordan Bosnjak*

[www.gordanbos.com](http://www.gordanbos.com)

## The Key to Dominating Google (Part 2)

{Written by Jerry Holliday from [SOSInternetBusinessHelp.com](http://SOSInternetBusinessHelp.com)}

Last issue we focused mainly on onsite SEO so let's look at Search Engine Marketing and other external factors to improving your sites ranking and traffic.

### **Google Universal Search.**

The Google search engine consists of many separate databases of content. These are Google Images, Google News, Google Video, Google Local, Google Base, Google Blogs, Google Books and Google Code.

The problem with traditional 'vertical' search is that searchers don't get the full picture. A search for 'blue hats' would display a list of websites related to that topic, but if you wanted images of 'blue hats' you would have to click on the 'images' search directory.

The vast majority of users simply do not use these databases of information.

Universal search solves this problem by taking the results from these other databases, also known as 'verticals' and includes them in the main search results.

For online users universal search provides much faster and satisfying search engine results as well as a variety of different media to choose from. For example, Google Video appearing in search results can be played directly on the web page.

Other types of results appear on the page in different ways.

News and Products – Display icons and information such as prices and dates.

Google Local Maps show a map thumbnail along with telephone, reviews and web links.

A Google Blog listing shows a blog icon, link as well as author information.

Images themselves should be named descriptively so that when they show up, people will end up on your website. So 'bluehat.jpg' instead of '001a.jpg' and ensure images are near their respective article title, which should use the <h1> tag.

Images should be a larger than icon type images, as these aren't valued so much, along with tidy aspect ratios such as 200x300, 375x500 etc.

News is great link bait for Google. Think along the lines of creating stories around your business. Online press releases provide the perfect outlet for this information and can filter through to Google News, Google Search, Yahoo!, MSN and more. Use your top keyword phrase in the title, along with other media that the PR website will allow, such as logo branding, videos and audio, and this will not only add to your back link juice, but the press release will appear in Google's search engine results.

Consider these PR services:

<http://www.pr-insider.com>

<http://www.prleap.com/>

<http://www.prweb.com>

As well as Press Releases, Videos and Podcasts also appear in Google's results.

Videos will appear in results if you use [YouTube](#), [Revver](#), [Google Video](#) and many other Video services. By uploading any audio podcasts to [Google Base](#) you also ensure these are found in users search results too.

### **Google Local**

If your niche can be somehow also focus on a particular geographic location, you can provide information to Google at the [Local Business Center](#).

Focus on making sure your business is included; verifying your correct address, website and contact info; listing on the correct categories; adding your top keywords to your business name as well as getting customer reviews.

Yahoo! And MSN are well on the way down this road too with different elements now appearing in their search results.

### **Remote Content.**

Another way to get back links and search result coverage is to publish snippets of content relating to your business industry with links back to your website on remote content sites or satellite sites using your targeted keyword phrases.

By using your phrase as the name of the page, in the title and as a link you are ensuring the maximum chance of showing up in Google.

There are hundreds of sites popping up all over the web, but the ones you want to focus on are the ones Google like, the 'A' networks. Here are just a few:

<http://www.facebook.com>

<http://www.youtube.com>

<http://www.blogger.com> (owned by Google)

<http://www.squidoo.com>

<http://www.shoutwire.com>

<http://www.propeller.com>

Other remote content sites worth linking back to your site/blog:

[Hubpages](#) – Seen as the main rival to Squidoo and a remote content site that can show up very high in Google for your keyword phrase.

[Wordpress.com](#) – This is the remote blogging platform as opposed to self-hosted. So good for small short blogs with the purpose of backlinks and traffic, but not as good as your main ‘authority’ blog as you have a lot less control.

[Wetpaint](#) – This online wiki gives you options to provide different pages of content as well as being editable by other users (if you so choose) With an Alexa ranking of around 2000, at the time of writing, wetpaint is one for the list!

[Weebly](#) – This is essentially an online website creator and becoming very popular. You can assign your own domain name to these websites. Worth setting up a couple based around your keyword phrases.

[Squidoo](#) – Probably the best known remote content site out there. Add modules of content, keep the advertising and outlinks to a minimum apart from your ‘money pages’

[Scribd.com](#) – This gives you the ability to upload documents to share with other users such as pdfs, word documents etc. Be careful not to upload anything even slightly spammy, they’ll throw you out in an instant. Articles in pdf or word format with a call to action link work well.

[Docstoc](#) – Another document resource site similar to Scribd.

[Slideshare](#) – This has been appearing high in Google with an Alexa rank currently at #1,038 - so upload a slide presentation with your keyword phrase in the title and description.

[Google knol](#)

Google have recently entered the article directory market and this is an excellent example of hosted content that can lead visitors in your direction. You wouldn’t want to bet against Google at the best of times and you can be certain they will rank

their own 'knols' very highly over the coming months. You won't get backlink benefits from these unfortunately, but as a traffic source, it is well worth looking at.

Of course there are always going to be tricks and secrets to get around the search engines and they will catch up eventually and change the rules. But there are two things you can do that will never change: provide high quality and relevant content, whether on your own site or satellite sites and try to appeal to real people – not search engines, because that's who is going to be deciding whether to trust you or not.

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If you're looking for more 'how to' strategies on using social media, video, podcasting and blogging to blow your business through the roof - check out our launch at <http://www.newnewmediaworld.com> on Feb 17<sup>th</sup> for video tutorials – complete ebook and mp3 interviews with experts such as Yaro Starak, Scott Paton and more.

*Jerry Holliday*

[SOSInternetBusinessHelp.com](http://SOSInternetBusinessHelp.com)

## Gary Simpson's "Motivational Moment"

{Written by Gary over at the Internet Marketing "TEMPLE"  
of Learning for Newbies at <http://motivationselfesteem.com/talk/>}

### "Introducing the Power Hour Concept to Tear Through Mountainous Tasks"

Welcome to the fourth edition of **Garry Parkes' Profit Pulling Project Newsletter** number 4. Like many, I can hardly believe that this is the fourth newsletter. Time seems to have slipped by so quickly.

It is such a vastly different world now to the one in **1955** when the **Righteous Brothers** recorded that fabulous song called **“Unchained Melody.”** The second stanza says:

*“And time goes by so slowly  
And time can do so much  
Are you still mine?”*

Not any more it doesn't – unless, of course you are waiting at a set of traffic lights or sitting in a dentist's chair.

Well, after my monolithic article of the third newsletter I thought I would give you all a break and write something relatively short, “relatively” being the key word here. And my offering this time is indeed about... **TIME!**

I get many comments on my blog and via email – and even in person - about how I get so much done. Well, the truth of the matter is I spend a lot of time working, often early in the morning or late at night. But the biggest advantage that I have is in being highly organized.

Now – a **SHAMELESS PLUG HERE** - I did write a 72 page **Action Planner** e-book that was totally free to anybody who wanted it. But, it would seem that organization is not something that too many people aspire to coz so few have downloaded it and I would suggest that only a small percentage of those who did snare it are actually using it. Not co-incidentally, those who are using it really seem to like it and are getting lots of things done. Strange that, huh? Not!

Anyway, since I am still being asked the same question I thought I would address this **time issue** thing here for all those who can't be bothered getting the e-book. So, here we go...

Have you ever been totally overwhelmed by a massive task confronting you? Ever felt daunted by the thought of even making a start on such a massive quest? I thought so. Read on...

Some time ago I suffered a serious injury. I won't bore you with the details other than to say that I underwent major surgery that required many weeks of recovery and painful rehabilitation.

While all that was happening, do you think people stopped demanding things of me? Did companies and utilities stop sending me accounts with strict payment deadlines? Do you think that any of the banks that I deal with stopped expecting me to make the regular repayments on my investments? Did I still have mountains of correspondence flooding into my office and through my Post Office address?

All these things continued to happen. My temporary incapacity was of **ZERO interest** to all of them.

My desk looked like a bomb had exploded on it. The in-tray was overflowing. There were notes and reminders taped, pinned and pegged everywhere. My cell phone had dozens of messages saying, "Call back urgently." One person even used the term "super urgent." I rolled my eyes north on that one. My emails were almost bursting my computer apart. Every day the normal humdrum of life kept banking up on me.

I think you get the picture. What could I do? I could hardly move. All I could manage was to try to be patient while everything kept piling up. Let me say - patience has never been one of my greatest virtues. It was a very depressing time. My mind was willing, my body was not.

Every day the biggest thing on my agenda was rehabilitation - every three hours for half an hour. Oh, and I forgot to mention about several good-natured friends who would drop in unannounced and soak up several hours of my time - cutting right across my strict rehabilitation schedule. It got to the point where I had to exercise in front of them and because I was in a lot of pain that was rather embarrassing.

My recovery was slow but steady. But the correspondence and other demands just kept piling up.

What was I going to do? Just looking at the massive amount of work confronting me made me want to do anything else - like pack up and go for a vacation to get away from it all - forever. But I knew that eventually I would have to come back and then the task would be even worse.

I needed a plan of attack, a system.

At a low-ebb of extreme miserableness over it all, I invented a concept which I dubbed "**The Power Hour.**"

Here is how it works:

First, I got rid of all distractions. I took all the land line telephones off their hooks and I turned off my cell phone. **Telephones are the greatest time thieves and distracters that I know.** Some dork always wants something at the WORST possible time. Next, I stopped answering the door. I didn't care who it was. I didn't even look. I closed the door to my office and set a clock with a timer on my desk.

"The Power Hour" was invoked. I even began announcing it to myself. "**Power Hour has started.**" Basically, I did as much as I possibly could for exactly sixty minutes. No distractions, no cups of tea, no snacks, no bathroom breaks, no goofing off. My total focus, concentration and effort went into clearing my backlog of work for one power hour. Total activity.

You can amaze yourself with the amount of work that you can rip through in a Power Hour.

Back it up with another Power Hour later in the day. Give it everything you've got.

Repeat the process. One Power Hour on, several normal hours off. Do the same the next day.

Soon the work starts to disappear. This will give you even greater incentive.

So, next time you are faced with a huge task, try the Power Hour technique. One concentrated hour at a time. You will amaze yourself with how much you will achieve.

Now if you combine this power hour with the ACTION Planner you will have a very powerful way of smashing through your workload because you will have a method to do it and a plan of action to organize it. And THAT is how I do it.

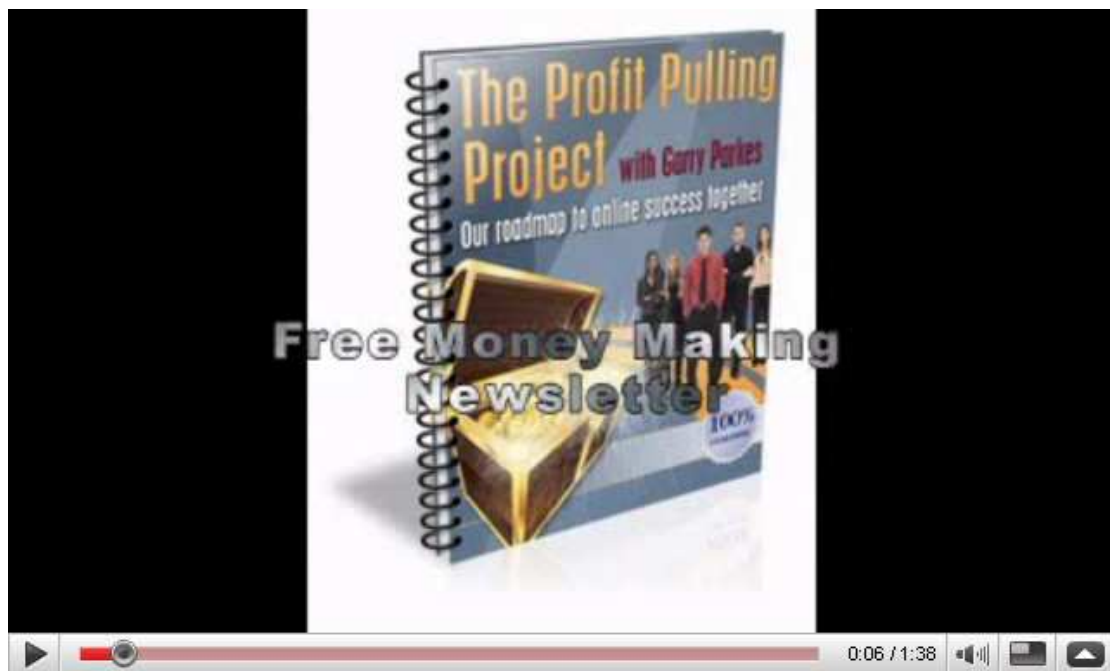
Until next time ...

*Gary Simpson*

<http://motivationselfesteem.com/talk>

## Competition Time

As I big thank you to everyone I would like to offer you the chance to win a prize. At the time of going to press I have not finalised the prizes but rest assured they will be worth winning and I will publish these on [my Blog](#) soon. This is what you have to do to have a chance of winning the prize. Have a look at the video below.



It's awesome isn't it and was kindly done for me by [Paul Hamilton](#) who is specialising in the field of Video Marketing. Well in order for you to have a chance of a prize you have to embed this video on your website/blog. I won't go into the precise things you have to complete when you embed this but if you visit the webpage below the full details will be listed there. But rest assured it is real easy and you've got a great chance of winning a great prize. So don't miss out, spend a few minutes now to ensure your inclusion in the competition rather than forget like most will!! **ACT NOW.**

[Garry's Competition Page](#) – Full details listed here on how to enter. It's Real EASY!

## Final Thoughts

Just a few brief final words here.

I hope you took heed of the opening section regarding small steps soon becoming mammoth strides. I picked the example of video but there are loads of other strategies that can be used for getting traffic to our sites which is the life blood of our business. Each issue has discussed these different strategies that you can use but I can't force you to use them. You have to do that bit for yourself 😊 You have to have a little faith as well and don't discount something before you try it. I recall one of the first comments and feedback we got on the launch of the first issue. It said something along the lines of this - "just glanced through the first issue and it looks great but I don't see much in the way of traffic generation". Check back on my blog and look at the early comments. Now that was the same issue that discussed Video Marketing and, well, you all can see the results a mere two months later. Astronomical! Where will it be in another two months?

So I will leave you all with that thought. Good Luck and see you next time.

*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>

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## [Acknowledgements](#)

As always, below is the list of people I would specifically like to mention who have helped make this issue of the Profit Pulling Project possible. Many have selflessly promoted this edition in their own websites or on Twitter; others have contributed to this issue or have a contribution about to be published in future issues.

If you would like to contribute to a future issue please contact me via my Blog. There are so many things to write about when it comes to Internet Marketing. Everyone has something worthwhile to contribute from novice to advanced marketers alike. So I encourage you to do so.

Coleen Cook	<a href="http://www.coleencook.com/">http://www.coleencook.com/</a>
Colin Platt	<a href="http://www.colinplatt.com/">http://www.colinplatt.com/</a>
Dave Pumfrey	<a href="http://www.davepumfrey.com/">http://www.davepumfrey.com/</a>
Debbie Foster	<a href="http://www.debbiefoster.net/">http://www.debbiefoster.net/</a>
Gary Simpson	<a href="http://motivationselfesteem.com/talk/">http://motivationselfesteem.com/talk/</a>
Gordan Bosnjak	<a href="http://www.gordanbos.com">http://www.gordanbos.com</a>
Jean Shaw	<a href="http://jeansmenopausalmoment.com">http://jeansmenopausalmoment.com</a>
Jerry Holliday	<a href="http://sosinternetbusinesshelp.com">http://sosinternetbusinesshelp.com</a>
JJ	<a href="http://improfitlauncher.com">http://improfitlauncher.com</a>
Nikki Stephens	<a href="http://NikkiStephens.com">http://NikkiStephens.com</a>
Paull Hamilton	<a href="http://www.paullhamilton.com/">http://www.paullhamilton.com/</a>
Thomas Northrop	<a href="http://www.runfrommoney.com">http://www.runfrommoney.com</a>
Thom Swartwood	<a href="http://thomswartwood.com">http://thomswartwood.com</a>

PS. Sorry, if we've missed anybody off! We made our best efforts in compiling this list but may have accidentally omitted somebody. Any omissions, I apologize for in advance, but will make sure you get a mention in the next issue if you just let me know.