

BRANDON HONG's SPECIAL REPORT
"MARKETING with BLOGS and RSS"



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OUTLINE

1. Marketing Revolution with Blogs and RSS
2. How blogs can help you with your online business
3. Five common mistakes to avoid with a blog
4. How to make money with your own blog
5. What are RSS feeds?
6. How RSS can help you with your online business
7. Easiest way to create an RSS feed
8. What are RSS formats? Which one should I use?
9. I've heard of feed validators. What is it?
10. What is a newsreader?
11. Can I track my RSS feeds? Why and How?
12. Can I monetize my RSS feeds?
13. How can I let others syndicate or use my feeds?
14. Where and how you can announce your RSS feeds
15. Putting it together. What you need to do NOW.

Lesson 1. Marketing Revolution with Blogs and RSS

Do you know that there is a marketing revolution happening online this very moment?

Before that, let's go back in time and take a look at the major revolution or 'waves' that has occurred when the Internet became a business or marketplace.

First there was the Search Engine revolution, with Alta Vista, Yahoo and now Google coming onto the scene and with webmasters busy tweaking their pages for high ranking on these search engines, which means more traffic.

Then there was the email marketing revolution, when people discovered the use of email as a means for follow up selling and is still being widely used today.

Finally, there was the affiliate marketing wave, popularised perhaps by Amazon, and with most businesses following using this model to distribute and sell their products.

And today, we have blogs and rss feeds being used as a new form of marketing for businesses. Blogs appeared few years back, and in a way was similar to a forum, except that with blogs, you call the shots and can write and talk about anything under the Sun.

When it first appeared, blogs were thought of nothing more than just a tool for people to express their rants, feelings, emotions and so forth. However, soon savvy marketers recognized the use of blogs as another channel of marketing - be it branding, selling, promotion etc.

Today, blogs have taken on a whole new meaning and become sophisticated in look and content to the extent that it has become a powerful way to market products and services. There are so many ways you can earn money with blogs, which is discussed in my multimedia e-book.

RSS Feeds are basically a way of distributing/circulating/syndicating your contents, which can come from your blogs, your newsletters, and so forth. In my video tutorials, ["Marketing Rampage with Blogs and RSS"](#) I show you in video how easy it is to create a feed in under 10 minutes!

Think of a giant sea octopus. Imagine its long tentacles with suction pods all over reaching out to grab food. RSS Feeds is like a giant octopus, with UNLIMITED tentacles and UNLIMITED REACH for you to "grab" your prospects.

Does that send shiver down your spine?

Lesson 2. How blogs can help you with your online business

In lesson 1, we talked about the marketing revolution that is sweeping across the online world in the form of blogs and rss.

Now, you might be wondering: How can blogs help me with my business?

The answer is plenty.

1. With a blog, you can easily brand yourself as an expert in your subject area and promote yourself all over the net. Blogs have taken a life of its own, and there are many blog directories springing to life.

Each blog directory is classified according to various topics of interest, and you can submit your blog to the major blog directories (my multimedia e-book shows you where).

You can then easily attract readers to your area of specialization, and slowly brand yourself as the expert from the many readers who visit these blog directories each day. The concept is similar to e-zine marketing.

2. Search engine will rank your web site higher if you have a blog on your site. This is because search engine "spider bots" like fresh content, and with a blog, you can just spend 5 - 10 minutes per day posting what you want to share for that day and that's it.

Do that on a consistent basis, and the search engine spider bots will come back to your site more often. Having a blog on your own site is so simple my 9 year old cousin can do it, and you will learn how in my multimedia e-book.

3. Blogs allow you to build and foster a closer relationship with your visitors and readers, building trust and rapport. Blogs allow readers to post comments, and it promotes interaction. With good relationship with your readers it will be easier for you when it comes to recommending products and services because they trust you.

These are just some reasons how blogs can help you in your online business.

In my video e-book I share more strategies and secrets on how you can unleash the power of Blogs and RSS to [start skyrocketing your online income](#).

Lesson 3. Five common mistakes to avoid with a blog

Avoid these five common mistakes with a blog.

1. Not allowing comments.

Without allowing comments, you can't build rapport with your readers.

2. No profile or information about yourself.

Blogs can be used for branding. Let your readers know who you are in your profile, for example, what you do, how long you have been doing it etc.

3. No contact information.

This is the worst mistake you want to avoid. Let others know how to contact you, either through fax, email or phone. If you're a skilled professional such as a dentist you might want to list your office address too.

4. Not putting relevant information

If you want to use a blog as a marketing and business tool, then do put in relevant content related to your niche market. If you just want to rant and ramble about anything under the Sun, then this probably wouldn't matter.

5. Using untargeted keywords in your blog title

Your blog can be turned into rss feeds, and the title of the blog is the keyword that people will use to search for targeted content. If you want your feed to appear in the search result, make sure you use targeted keywords in your blog title.

Lesson 4. How to make money with your own blog

There are many ways to make money with your own blog, and you can get really creative with it. My multimedia e-book, "Marketing Rampage with Blogs and RSS" lists some good blog examples to give you ideas how to monetize your blog.

It can be an indirect method, such as gaining new subscribers or readers and converting them to clients later on.

Or it can be a direct method, such as recommending products and earning money with affiliate commissions when someone purchase something using the affiliate links you posted on your blog.

In my [videos](#), I share up to 9 ways to make money, and I include a bonus Video tutorial on incorporating Google Ad sense into your blog.

Lesson 5. What are RSS feeds?

Try doing a search using keywords like "what is RSS" and click on the top 5 web sites that come up. I bet you still don't come close to understanding the meaning of it.

The reason is simple enough, most of the explanation is written in technical jargon by search engine people or other "techies". No wonder you don't understand!

In my multimedia e-book ["Marketing Rampage with Blogs and RSS"](#) I have a diagram that illustrates very clearly what is RSS. My experience as an ex Physics teacher gives me the insight to understanding how people learn, and analogies and visualization are a good way to explain complex things to people. My multimedia e-book was designed with this in mind.

Imagine a TV station. You record the program once, and you distribute it to everyone's home that has a TV set. And all this is made possible using data communication. The technology involved is data communication.

Imagine, if there is no TV station, how would you do it? Record on CDs and distribute thousands of it?

Likewise imagine a Radio station. Record a song once, and beam it to anyone who has a radio set. Anyone wanting to listen to a certain genre of music just need to tune in to the right channel. All this is made possible with radio communication. The technology here is radio communication.

RSS is just a method to allow your newsletter, blog contents, web pages, to be circulated or syndicated by other web sites, without the hassle of copying and pasting numerous times.

The technology here is a programming language called XML, which YOU NEED NOT KNOW OR LEARN. ANYONE can create Rss feeds WITHOUT programming knowledge. If you know how to use a mouse, you can create rss feeds. GUARANTEED. And my multimedia e-book shows you how.

In the past (still is today) anyone that wants to syndicate someone else's content the 1st time would have to do a search, go to the specific website, copy the contents and paste it in his own e-zine or web site.

Would it be any different the 2nd time? The process would be the same and is repetitive.

However, with RSS feeds, all the repetitive task is removed.

a) If you are a publisher, you can

i) use/syndicate other people's contents, just by copying his feed URL

ii) allow others to syndicate YOUR content, again just by providing your feed URL

The step or process involved is only one time, like the TV and Radio station example.

b) If you are a user/subscriber, by using a newsreader (software that allows you to read news feed explained in Lesson 10), you have PEACE in the sense that you no longer need to provide your email address and get bombarded daily with sales messages from e-zines.

You have the POWER to choose what and whose news feed you want to read.

Lesson 6. How RSS can help you with your online business

So who should I use RSS Feeds? How can it help with my online business?

1. RSS Feeds allow you to deliver your newsletter/message directly to the desktop of your subscribers and readers, **BYPASSING** email.

As you might have read or heard, email is not getting through to a lot of people, especially now with CAN SPAM law in place, ISPs are filtering a lot of emails with certain subject lines in them.

Imagine if you have a 10,000 list and 20% of your emails doesn't get through. That means 2,000 mails are not being delivered.

How much sales are you losing from this alone? Can you sleep with this thought?

It is also costly to hire services that help you do the monitoring and ensure your auto responders/emails get through.

Your readers and subscribers themselves are getting numb to the constant bombardment of emails from other parties, bear in mind they are not just subscribing to your newsletter.

With RSS Feeds, you can get your readers to subscribe to your news feed using a newsreader (software or online web service for reading rss feeds). This way you can bypass all the email SPAM and reach 100% your readers.

And with some good headlines, you can bet your message gets read.

2. Get your site listed by YAHOO within 24 hours and save \$299

With RSS Feeds, you can get your site listed in Yahoo within 24 hours and save \$299. Yahoo is currently building an RSS directory and as such has inadvertently opened a "back door", allowing people to list their website with RSS feeds.

This secret is revealed in my multimedia e-book, with video tutorials showing you how to do it. Each day more people are discovering this secret, and I'm not sure when Yahoo will pull the plug. I'd hurry and get my [Videos](#) if I were you.

3. Dominate niche market with RSS feeds

You can create multiple RSS feeds centered on targeted keywords and submit them to RSS directories. There are people who are actually looking for good content online and wants to read and subscribe to news feeds.

They might be searching for news on the keyword "cooking" for example. When someone performs a keyword search and you have your feeds built around that keyword, it will turn up and you get to have more subscribers when they subscribe to your news feeds.

4. More subscribers, more leads, more sales.

RSS feeds give you a wider reach and gain more subscribers you otherwise would not have gotten. More subscribers mean more leads, and more sales! RSS allows your newsletter, messages, ads to be syndicated all over the web, giving you a wider reach you otherwise would not have.

Imagine a giant octopus with unlimited tentacles stretching all over the sea searching, looking...well, with RSS feeds, basically you're doing the same thing.

You have to submit your rss feeds though, to the relevant directories, otherwise nobody knows about it.

5. Pod casts

Podcast is the latest application of RSS feeds. Have you heard of web cast? With Web cast, you have to go to the website where the audio file (mp3 file) is stored.

Pod cast take it one step further. It allows you to syndicate your mp3 audio files (such as a web cast or tele-seminar) all over the web and even allows you to download to Apple Ipod.

Your potential customer and readers can listen to your message even without being at the PC. Isn't that fantastic?

Ride the RSS wave and [get started now.](#)

Lesson 7. Easiest way to create an RSS feed

Forget about programming or technical mumbo jumbo. I like SIMPLICITY in life.

Fact is you don't need any programming skills to be able to create an RSS feed. The method I show you in my multimedia e-book is so simple, you can literally create an RSS feed and have it up and running in less than 10 minutes. Watch and follow along in my video tutorials.

Just to give you a hint, the easiest way to create an RSS feed is from your Blog. And you'll be learning how to use a blogging service to do it.

It's basically "RSS push button publishing".

In my [videos](#), I teach you the technical blogging aspect such as setting up and hosting, to the non-technical part such as, tips to get your blog read and introduce ways to make money with your blog.

You will also learn the relation between blogs and rss, how to use rss feeds to get listed in Yahoo and search engines, how to dominate niche markets with targeted rss feeds and many more. Blogs come into the picture because it is the easiest way to create an RSS feed. That's why I organize the course into two parts, starting with blogs and moving on to rss feeds so that you understand the complete picture.

Lesson 8. What are RSS formats? Which one should I use?

The answer to both of these question is "YOU DONT NEED TO KNOW!"

There are two major formats of RSS, just like there is Windows, Mac and Linux operating systems, each with their own group of users and supporters.

Basically as end users and business owners, you don't need to go into all the technicalities, unless you're a programmer or some "techie". I consider myself a moderate "techie". I mean I like computing technology, but I'm more interested in the application of it, rather than the technical theory.

In my book, I highlight a technique of converting your RSS feeds into a Universal format that can be accepted by ALL Feed directories.

The process is simple as [my video tutorials will show.](#)

Lesson 9. I've heard of feed validators. What is it?

Again, unless you used some XML or programming language to write your feed, you really don't have to bother with this. The technique that I teach in my multimedia e-book requires no knowledge of programming whatsoever. All you need is to be able to operate your fingers and use a mouse.

Feed validators basically checks that your feed is compatible with the standard formats so that it can be read by news readers and submitted to directories.

I mention it here so as to clear your doubts on this.

Lesson 10: What is a newsreader?

A newsreader allows you to read rss feeds in English, not some gibberish programming or machine language.

There are basically two types of newsreaders,

(a) Desktop based newsreaders

(b) Web based newsreaders

Desktop newsreaders are software that you can install on you own computer or laptop. Once installed, you can then subscribe to news feed (RSS feeds).

Examples of web based newsreaders are like Bloglines, Yahoo. It allows you to subscribe to feeds as well. Unlike desktop newsreaders, normally these services require you to register an account, and you will use this account to login and manage your rss or news feeds.

Watch my excellent video tutorials in ["Marketing Rampage with Blogs and RSS"](#). I show you both methods of subscribing to rss feeds. It's fun and easy.

Lesson 11. Can I track my RSS feeds? Why and How?

You might be wondering why you want to track your RSS feeds?

Tracking lets you see how many people are actually subscribing to your news feed (your message), what type of newsreader people are using to read your news feed, which "bot" (search engine or rss directory) have indexed your feed and so on.

If you don't track your rss feed, you have no way of knowing all these statistical data, and you have no idea on how to improve.

In order to track your news feed, you have to optimize your rss feed. Again, there is no programming involved whatsoever in this. The method I am teaching you requires just a few simple clicks of your mouse. [Just watch my video tutorials and follow.](#)

Lesson 12. Can I monetize my RSS feeds?

YES YOU CAN!! That's one of the many beauties of of rss.

You can monetize your RSS fees through advertising. There are many companies looking to advertise in news feed that matches its target market. RSS is highly targeted, because it serves headlines only to people who have signed up for them.

There are many companies springing up offering to match advertisers and publishers.

If you're a writer or e-zine publisher this is definitely good news for you as this provides another source of income. Imagine having multiple feeds on different categories and having advertisers placing ads in ALL of them.

Secondly, you can make money through Affiliate programs. You can place your affiliate links into your blog, turning it into a feed and submit the feed to directories. Let's say someone subscribe to your news feed, read your message and click on your affiliate link. When he subsequently makes a purchase, you get paid!

[Start creating your RSS feeds and add additional income streams to your business.](#)

Lesson 13. How can I let others syndicate or use my feeds?

When you allow others to syndicate your feeds, it basically means that you are giving permission for webmasters, e-zine publishers, writers and so on to distribute and circulate your content freely.

You might have notice small orange buttons on websites that says "xml" or "rss". These are basically buttons with the URL of the RSS feeds, to allow other people to syndicate the website owner's contents. And contents basically mean written materials, like advertisements, messages, newsletters and so forth.

In the past before the advent of Rss feeds, if someone wanted to use your content he/she would have to copy and paste your entire article and post it in his web site or e-zine. This method is still practiced today.

And when you write a new article, this same person would have to copy your article and post it again. The process is repetitive.

However, with RSS feed syndication/circulation method, the person who wants to use your content only has to do work once. And he only need to copy the URL of your RSS feed.

There is no repetition of mundane work. You can continue to write content and publish your feed, and anyone that has your RSS URL can have the latest news from you, be it on his web site or by using a newsreader.

In my [videos](#) I show you two simple ways of letting others syndicate your feed. Again, I've done all the brainwork for you to come up with the simplest way; all you need to do is just copy and paste.

Lesson 14. Where and how you can announce your RSS feeds.

To get listed by search engines you need to submit your web site to them. The spider bots will then index your site and catalog it so that it goes into their database and turns up as part of the search result when someone performs a search on a keyword.

Likewise, with RSS feeds, you have to announce your rss feeds to relevant rss directories, otherwise it will never be "discovered".

In my multimedia e-book, I list 20 major rss directories where you can announce your rss feeds, and I even show you how with my Video tutorials.

If you order my videos, [you will be added to my mailing list and I will keep you in the loop on the latest developments in blogs and rss.](#)

Lesson 15. Putting it together. What you need to do NOW.

You've come to the end of the E-course on "Marketing with Blogs and RSS".

I hope you've enjoyed the lessons as much as I did writing them. Blogs and RSS are an indispensable marketing tool and can bring you FREE targeted traffic. Would you like to have more leads and more sales for your online business?

At this point, I would recommend that you continue with your education by ordering my multimedia e-book, ["Marketing Rampage with Blogs and RSS" where I show you in VIDEOS](#), step by step how to implement advanced techniques and strategies.

Wishing You Success,



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["Marketing Rampage with Blogs and RSS"](#)

PS: You can either spend 3-6 months figuring out all this technology yourself or you can also do nothing about it. Either way, **you're missing out** on a **FREE**, fast and easy way to generate traffic that can help you make more money.

Order today and receive **over \$200 of free gifts.**

PPS: Just look at some of the testimonials below...

"Hi Brandon, All I can say is 'Nice Job'. Being a 'techie' myself, I can say that without doubt, anyone who would like to know how to setup and publish a blog or access RSS feeds will be VERY glad that they read your e-book and watched the excellent video tutorials you've created. I just hope that readers don't underestimate the power of the information you're providing [as you've shown them how to get indexed in Yahoo quickly, how to optimize rss feeds, and how to find untapped RSS markets - all very useful information, and powerful](#). Keep up the good work.

Andy Henry

www.moneyandmotivation.com

Excellent Brandon!!

Not only did I get **indexed in yahoo within 48 hours** I am already getting sales and traffic thanks to your guide on RSS marketing.

I am blown away with the potential your Video e-book showed me. Thanks a lot! Also The guide is very easy to understand thanks to all your video tutorials... brilliant!! Hopefully more e-book creators will take notes and do the same!

A perfect 10 and your Video e-book has my recommendation to anyone interested in [getting more traffic and sales to their website without spending half their budget on ppc and banner advertising](#). In a time where pay per search and banner marketing prices are skyrocketing here is finally a way to get instant free traffic that converts! Who can not be interested in this?

Author of www.robthesportsbooks.com

Hi Brandon, I'm amazed. You've really put together a top notch in depth and lively training course on how to use blogs as a source for quality free website traffic. I've reviewed other courses on blogs but yours takes the cake. I was kept interested the whole way through with your exciting video presentations. I can tell you use to be a teacher because your lessons are very organized and dummed down for the average reader to comprehend. I **fully endorse your product** and wish you the best with your marketing.

Gary Huynh, www.rebrandprofits.com

Wow! Brandon, I thought I knew a bit about rss and blogging myself, but your course just blew me away. Combining the written word with audio and video, makes for easy absorption of all the important facts. [Your well planned assignments are an excellent idea, making the course both practical and interesting. Congratulations on a well thought out course. Anyone wanting to learn about blogging and rss will find this course very worthwhile.](#)

Neil Tracey, www.dog-training-behaviour.com

[Yes, I want to leverage and unleash the power of blogs and rss feeds to get more FREE traffic, more subscribers, more leads and sales for my business.](#)

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