

Open Your Eyes...

To The Traffic Boosting & Profit Exploding Power Of Online Contest Marketing

By Bill McIntosh

<http://www.BillMcIntosh.com>

**If You Have Any Questions About These Materials, Stop By Our
Website & Send Them To Us...**

<http://www.ContestBurner.com>

This written manual accompanies specific video training and is designed to be used together. There are several techniques and tips contained in the videos not contained In this written training. If you have not yet watched the videos you should go there now & register for your free copy of the video training. Then come back and read this after you've watched the videos.

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The lawyers made me do it :)

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Click here to get started in the contest:

<http://www.contestburner.com/contest-links-promote-to-win/>

The purpose of this report is to open your eyes to how Contest Marketing will dramatically help you with your website traffic and profitability. It clearly demonstrates to you how a variety of marketers, promoting many different products, have already generated a tremendous amount of traffic and income using the power of online contests. These marketers had a large variety of experience. Some of them promoted other people's products as affiliates to make income, while others promoted their own product. Each marketer has agreed to share their time & expertise by telling you about their experiences while providing free tips & training.

The examples below are contests that were limited time promotions. They generated a tremendous amount of buzz in a short period of time. Then these contests ended so we could do an analysis of the results. An important fact you should remember is that contest marketing can be used in an ongoing way, with evergreen promotions. These evergreen contests can be used not only for traffic generation but to also keep your website visitors engaged and interested over the long term. I'll be telling you more about that in my next video and report.

All of the examples below used my [Contest Burner](#) software and contest marketing system in order to achieve these results. This software has been off the market and not for sale, but you'll discover soon how you can use these powerful tools in your own promotions. However for more on that, you'll have to stay tuned...

Brendan Wenzel - www.BrendanWenzel.net

Brendan is an awesome example of how you can start with nothing and use Contest Burner to create a highly profitable promotion in a short period of time. His initial promotion that he tied to Contest Burner started on a brand new site and ended with him initially selling 18+ copies of a \$3000 affiliate product. His 2nd promotion also started with another brand new website where he worked as an affiliate promoting clothing products for an ecommerce merchant. His contest promotion resulted in building a steady flow of traffic and a good sized mailing list and the site is now profitable.

Brendan's Bio:

Born and raised in Jacksonville, FL, Brendan has been dabbling in the Internet field since his senior year of high school in 2007. He has previously sold info-products and wholesale products on eBay More recently, Brendan has been working as an affiliate marketer and helping people create their WordPress blogs. You can find out more about Brendan at www.BrendanWenzel.net.

BRENDAN'S TIPS:

“Contest marketing can be one of the best ways to draw attention to a marketing campaign. For every dollar spent marketing the contest, you get exponential return due to the fact that people are sharing it for you at no cost after they sign up. It's crowd sourcing at its best.”

“Facebook ads have been the best converting and cheapest source of traffic for kicking off my campaign. Being able to target exactly who I want in the contest gives me an advantage because I know that not only will they join it, but they’ll genuinely want to win the contest and thus share it with all their friends on where else, Facebook.”

“Take advantage of the contest to add content to your site. Something I like to do is offer extra points for 100 word articles about my niche. This gives me weeks of content that I didn’t have to write. Not to mention all the new comments you can get on your posts.”

Brendan is a great example of how proper planning and some very clever thinking can make a HUGE difference in how well your online contests go. In Brendan’s examples, not only was he able to launch two affiliate promotions out of thin air, he got his contestants to do all his traffic generation and content creation for him!

Willie Crawford - <http://TIMIC.ORG>

Willie Crawford is a great study in how a seasoned marketer would utilize contest marketing. He’s extremely respected and very well known in Internet marketing circles. However, I think that the recent contest he ran with me was his first experience in online contest marketing.

In addition, Willie’s contest was designed to promote his cookbook. So it’s a great example how contest marketing works for any type of product.

Willie's Bio:

Willie Crawford started marketing over the internet in 1996, selling work-at-home type products. Seeking a "traffic magnet" to attract more visitors and build a list faster, in 1998 Crawford set up a site showcasing the southern or soul food recipes that he'd grown up with.

That site at <http://Chitterlings.com> was an immediate success. Crawford used a daily recipe exchange mailing list to market a variety of products. His subscribers ask for a cookbook of Willie's recipes and in 2000 he wrote one. That cookbook became an instant best-seller, and still sells well today.

Willie's success marketing a cookbook brought him fame as an internet marketer, and he started speaking at internet marketing seminars. In 2003 he hosted his own first seminar and from there evolved into an international speaker, traffic generation expert, and joint venture broker.

WILLIE'S TIPS:

“Definitely announce your contest on Twitter and Facebook SEVERAL times. Your announcement on Facebook in particular can show up in tens of thousands of others’ feeds.”

“I looked at where I was already getting a lot of traffic from and redirected some of it. So, I did a solo mailing to parts of my subscriber database. I also put mentions of the contest on some of my product download pages... and on pages on some sites that my website stats told me were getting a lot of traffic. I had a banner designed specifically to promote the contest and put it on those high traffic pages. I purchased classified ads on two high traffic sites that made sense, specifically to promote the contest.”

At the time of this report, Willie's contest is still running and the traffic to his site is continuing to grow. He is already getting many new subscribers and new customers. Willie's contest is already a raving success, and I only expect it to get better.

Joey Smith – <http://www.joey-smith.com>

Joey Smith is a partner in Epic Traffic Systems. We did a contest promotion during the Epic Traffic Systems launch. That contest generated over 10,000 comments and hundreds of thousands of pages of content online talking about their product. Joey's feedback is valuable because it shows just how powerful it can be when you combine traffic generating systems with a viral online contest.

Joey's Bio:

Joey has consulted for Fortune top 500 companies on internet technologies including Cox Communications and Coca Cola Enterprises. He has been an internet technologist and marketer since 1994 and was brought on by best-selling author John Maxwell in 2000 to ramp up his online sales in leadership training. He did just that and took the company's online sales from 250k per year in sales to over 2.5 million in sales in less than two years.

Joey embraced social media late in the game and had some catching up to do... Therefore he created a system to grow quality followers in Twitter to the tune of 20,000 in less than 30 days and put thousands of dollars in his pocket to boot with his new methods. He now teaches people and businesses how to leverage social media marketing for credibility, relationships and profits.

JOEY'S TIPS:

“It is my experience that having a contest in the launch process is the way to build ‘organic’ buzz. People love give-aways and contests. Just watch McDonalds and their Monopoly give-aways. Think they know something? They do. Contests drive the marketing virus you hope that people will catch. :)”

“I would suggest posting the contest on many different contest boards as well as setting status on all social media sites such as Twitter, Facebook, LinkedIn, Sokule, MySpace, etc. You’ll also want to create a video and post it on Youtube. With this complete, create a press release about the contest and submit to PRWeb. Then, watch the fireworks!!”

“Rules rules! Put in plenty of rules to make sure your contest goes the way you want it to. Set up the goals for the contest, and monitor regularly so you can adjust accordingly. Have a good reason for the contest. The reason can make or break your contest. Tie the reason to the outcome for the participant. Rock on!”

Joey is an expert at social media and so his feedback on how to create a tremendous viral effect was very valuable. I particularly liked his tip on finding contest websites where you can announce the launch of your contest. This could make a big difference in your initial traffic.

Joey Kissimmee - <http://www.joeykissimmee.com>

Joey is a great marketer and because of his skills in Email Marketing, he’s an awesome example in how you can use contests to build your lists and turn your subscribers into raving fans.

Joey's Bio:

Joey Kissimmee is a full-time internet marketer who didn't even have a computer until the year 2000. But he's spent the past decade honing his ability to make money online, and helping others do the same thing. His specialties include Traffic, Product Launches, Product Creation, and improving Email Marketing results. Most recently, he says he's cracked the code to increasing conversions, doubling opt-in rates, and tripling click-through rates... and that anyone, with any size list, can make money with his techniques.

JOEY'S TIPS:

“A biggie for me was how I forgot how powerful viral marketing can be. I strongly believe in the power of "word of mouth" marketing. It's the oldest and most powerful way to market.”

“A good tip would be to keep your contest short, simple, and sweet. Give something cool and of value away. Doesn't have to be \$\$\$ value. Just as long as what ever it is you're giving away is of value to your customers.”

“The best way is to hit your subscribers up with the contest. Those subscribers can be in the form of your list, youtube subscribers, twitter followers, facebook friends, doesn't matter where. As long as it's people who know you already. Helps to get the word out.”

Joey used his contest as a list building tactic. He got a tremendous number of new subscribers and now Joey's earning money in two ways from these new subscribers. 1 – by emailing them about his own products and 2 – letting his subscribers know about other people's products that he gets paid commission as an affiliate.

Keith Baxter – <http://www.AffiliateRadio.com>

Keith did two online contest promotions with me. The first was for his blog “Affiliate Radio” & the second was for Epic Traffic Systems (which was a 7 figure product launch).

Keith's contest on Affiliate Radio is a very impressive lesson we can all learn from. He gave away products that didn't cost him any out-of-pocket cash, but had an extremely high perceived value to his visitors. He ended up with his blog getting so much traffic that it crashed his high powered dedicated server... Three Times!

Not only did the contest bring server crushing traffic... the new high levels of traffic remained in place and now his blog has become extremely popular. His blog readers are now regularly commenting on his posts & interacting with the site.

Keith's Bio:

Keith Baxter has been online for 12 years, owned and sold 2 advertising networks and a software company. He is best known for traffic, anything from paid traffic to SEO strategies, to viral marketing. Keith is the secret weapon that many experienced marketers go to when they need help with their own traffic generation strategies.

KEITH'S TIPS:

“Give something of extraordinary value, either perceived or real value or just something huge as the prize. The small, less than extraordinary prizes just don't cut it and don't motivate people. If you can offer something that is otherwise out of their grasp on a normal day to day basis, then you'll get people becoming evangelists for your contest and doing everything they can to win that prize.”

“First and foremost, we promoted our contest hard to our prospects. If you think people are just going to find your contest without being told what to do and then have miniscule

prizes that don't excite anybody, don't expect it to go viral. If you put it in front of people's faces and you stress how valuable the prizes are that they are going to receive if they win and if you use a little copywriting savvy to get their juices flowing, you're going to be on top of the world with this thing. Everybody is going to start promoting it.”

“To say that the results were spectacular is an understatement. The blog was getting about 500 visitors a day at that time which was not that big of a deal, but once we implemented contest burner we quickly within the 2 week contest period, we crashed the server, a very beefy server, we crashed it 3 times! And to this day, the traffic really, hasn't died down. We introduced enough people to the blog and got a lot of people excited during the contest that the readership has stayed consistently high as a result of that. In essence, I attribute the success of the blog to the contest.”

Jani “G Money” Ghaffor – <http://www.gheadshot.com>

As an guerilla affiliate marketer Jani's experiences with contest marketing are even more powerful lessons on how you can use any newsletter or customer list to generate free leads.

Jani is an affiliate marketer who used Contest Burner to drive new leads into his mailing list. He did this by leveraging his existing newsletter subscribers and getting them to go out and recruit the new subscribers for him! He made a simple contest and for a prize he gave away a 1-on-1 phone consultation. So, you can see as an example, prizes do not have to cost you a lot of money out of your pocket.

His main strategy was mailing his list more than once to keep them aware of his contest. Over a very short period of time, his newsletter subscribers went out and got hundreds of new people to sign up to his mailing list.

Jani's test proved that it doesn't take very much time or money to get amazing results with an online contest. As long as you correctly leverage your existing assets like previous customers, current traffic, ad campaigns or subscribers you can achieve dramatic results.

Anik Singal – <http://www.empireformula.com>

Anik is an example of just how powerful contest marketing can be. He had a very large product launch in the Internet Marketing world and wanted to capitalize on all of the temporary traffic he was going to have during the launch. So he came to me for some help with running a viral contest. One of Anik's successful actions was to encourage his users to take a variety of word of mouth actions to help spread the word about his website. He offered incentives for posting on YouTube, posting to Twitter, commenting and Liking on Facebook, emailing their friends, commenting on his blog as well as getting other people to sign up to the contest. This resulted in amazing, viral buzz and he had stuff appearing about his website everywhere. Hundreds of people created videos talking about him and his products. Thousands and thousands of people posted to Facebook. This actually created Tens of Thousands of new subscribers for Anik during his launch!

Not only did Anik get an amazing amount of traffic, but this also helped give the marketplace the impression that his launch was extremely exciting and everyone everywhere was talking about it. This is a very potent method for increasing your sales by generating a frame of mind like this in your prospects.

Mobile Monopoly – MobileMonopoly.com

Adam Horwitz was looking for a way to inspire his affiliates and at the same time, create a spike in traffic. I worked with him to create an exciting contest on

mobilemonopoly.com where he gave away a lot of gadgets and 9 free copies of his marketing software.

We then announced the contest to his subscriber list and got it kicked off nicely. The next step was to create a sort of side entrance into the contest for all of his affiliates. We set it up so his affiliates could play and still get commission at the same time. This created an absolute frenzy! It definitely worked to inspire his affiliates to take action. Many started doing new promotional methods which they hadn't done before.

They began massive press release campaigns, article marketing campaigns & even video posting campaigns which started generating traffic and created an incredible number of new inbound links to the Mobile Monopoly site. The contest stirred up the competitive spirit amongst the affiliates and they began battling it out to see who would come out on top.

In the end, the big winner was Adam because this was a marketing battle and they were all busy sending him traffic and links. The end result was that Adam saw an enormous spike in sales and traffic during the contest and long after the contest is over, there are still over 60,000 pages online of videos, press releases, articles and backlinks of all kinds. These links still bring in traffic and will continue to do so for a very long time. Mobile Monopoly is an awesome example of how contests are super powerful for motivating, activating and inspiring your affiliates.

Well... That's it for this free report.

HOWEVER, I've got a nice surprise for you...

I have more free reports, more free software & more free video training for you!

And...

Of course you'll want to go earn more points in our current contest so you can win awesome prizes like an iPad, MacBook Air, iPod Nano, \$7,000 website design and development package as well as have me work directly with you to drive traffic to your site, but just for participating I'll even give you some free software that you can start using to captivate your website visitors and keep them returning over and over.

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