

Golden Rules

How to get the most out of your account

This report was written specifically for AdboardZ but the basic principles remain the same for all relevant situations

This report discusses some vital rules for online success.

They are all very simple rules, and it does not cost you anything to practice them. Yet, a lot of online marketers still sin against these rules, no matter how often I repeat them.

- These rules are 100% TRUE. No ifs or buts. Ignore them, and you will suffer a lot of frustration in online marketing, and most likely you will not even realize that these simple things are causing it.
- There is no hidden marketing tactic behind the advice I am giving here. Your wallet is safe. You can only profit by following these rules. They are here for YOUR benefit.

Email & Communication

The #1 reason for failing in online marketing: EMAIL IS UNRELIABLE !!

Emails very often don't reach their destination. Everybody knows this, yet most online marketers fail to see the enormous impact it has on their marketing results.

Email is very unreliable and this leads to a lot of frustration:

- Signing up for an opportunity, and not receiving the confirmation email or the information you requested
- Paying for some online service, and then not getting answers when you send them a lot of emails
- Sending out a mailing to a list, and not getting much response from it
- A website owner trying to pay out a commission, but not being able to contact that affiliate when there is a problem with the payment address

Here are some things that you can do to avoid this frustration:

- Do NOT use a Yahoo address for online marketing.

If you are using a Yahoo address in any of my sites, please log in your account now, and change it to something else. Use Gmail instead. That's simple, right ? There is no excuse for using Yahoo, you are setting yourself up for failure if you use it. This little tip will do your online marketing more good than you can ever imagine.

- Use my [helpdesk](#) to contact me. Don't complain if you send an email to my email address and don't receive an answer. ALWAYS use my helpdesk if it is important to receive a reply.
- Provide a reliable email address for me to contact you. Gmail is recommended. Yahoo should absolutely not be used. Other mailboxes to avoid are: hotmail, AOL, .ws, rr.com, comcast.net Or even better ... get your own [helpdesk](#) to dramatically increase the chance of receiving emails.
- Do NOT use an Auto-Reply (or vacation response) on your mailbox.
- Do NOT use a mailbox that sends a verification email to the sender of the email (bluebottle, spamarrest, ...). These challenge/response systems are only meant for use with your personal friends, and not in mailing lists.
- Even when you follow these rules, there might still be a problem to receive important emails. So that is why it is important to log in your account on a regular basis. If I can't reach your email address, your affiliate link will show a "de-activated" message. You will then know that I can't reach you, and you should send me an alternative email address to contact you.
- And if you still can't get answers to your questions after having followed all these rules, then the message becomes very clear: **DO NOT RELY ON EMAIL TOO MUCH !**
I would highly recommend to contact me on chat if you want to make sure that you get help. Unfortunately, many people have trouble to install chat software on their computer, so that many members got stuck before they could even ask me their questions. That is why I have set up the easiest system I could find for chat. You can find it by logging in your [AdboardZ](#) account, and clicking on Chat in the menu. Try it !

Setting up your account

It happens quite frequently that people sign up for an account in my websites, and then don't set up their account properly. If you don't set up your ads (correctly), then you can not get results.

- If you don't know where to start, or how to set up your ads ... contact me. I am here to help. But make sure to follow the advice in the previous chapter, because I can not help you if I can't reach your email address. And even less if your question doesn't reach me in the first place.
- If you have set up your account and you are not sure if you have done it correctly, check the "Alerts" page in your account. This page will test how well you have set up your account. Did you set up your ads correctly, did you upgrade, do you already have referrals, ... A red signal will show where you can improve.
- If you are still not sure if all is okay, why not contact me to review your account ?

Obviously, reliable communication is very important to solve any problems you might have with your account. Unfortunately, many people read my advice about email and immediately forget, or ignore it altogether. And when they don't get a reply to their question, they come to the conclusion that this must be a bad site, while it is actually their own fault. They move on to other opportunities ... where they will have the same problem ! This is of course not the way to online success.

I can not stress enough how important it is to follow the advice about email. Because when you can't communicate reliably with a website owner, he can't help you to get the most out of your account.

Advertising your affiliate link

Program-hopping is a typical sin in online marketing. You join an opportunity, advertise it a few days, don't see the results you hoped for ... and move on to a next site that promises the moon and the sky.

There are many members in my websites who have been a member for a long time and don't have a single referral. Here are some common characteristics of these members:

- They use a Yahoo address. They don't use my helpdesk when they have questions. They don't contact me when they need some help to get started. Basically, they ignore most of the advice I give in the section about email.
- They ignore the advice I give them, thinking they know better. I tell them not to use a Yahoo address ... repeatedly ... yet people keep using it. I tell them to use my helpdesk to contact me, people keep sending emails directly to my email address. I tell them to use a link-tracker ... they don't use it because they find it too complicated.
- They advertise their affiliate link for 2 days in safelists, and give up if they don't have a referral from that. Or they use other ineffective advertising methods (like auto-surf). Instead of questioning their advertising skills, they blame the site that they are trying to advertise.
- They don't make full use of all the features of my websites. Apparently, it is not evident to go over all the links in a menu. So many members have no clue about the fact that my sites have an alerts page to help them spot issues with their account setup. Many don't know that they can email their referrals with their ads. Many just don't read all the information that is available in my websites.

So, if you are one of those unsuccessful members who has no referrals in my websites ... why not give it another try. You will be amazed how much difference it makes to follow the advice in this report.

Ask for help when you need it, and realize that email is so unreliable that it can take some effort to communicate.

Freebie seekers

Business is never free. Many people don't realize that something you get for free, is only a trick to get your attention. You know you are going to have to spend something for full benefits.

Why can you open a bank account for free ? Because the bank knows that they will be charging you transaction fees, and trying to sell you their other products like insurance and what more (over and over again until you finally fall for it). They don't offer you a free account to do you a favor. Their goal is to make money off of you.

When something is free to you, it is usually also free to other people. If there are “no strings attached”, no requirement to put in some money anyway ... in other words, if you intend never to spend a single cent ... then that is also what other people will intend. No money coming in, and the business will die, and everybody loses.

It takes money to make money. And that is not only true for members of online opportunities, it is also true for the opportunity owner who has to rent a server (mega-bucks!), domain names, advertise, offer support, create products/services, ... not to mention that “we website owners” sometimes also spend our money on the wrong offers.

Business costs money. Those who make the most, also spend the most. You have to find the balance between what you can afford to spend, and what you will compensate by putting in extra time and effort (instead of hiring an expert to do the work for you). Ask any rich person, and they will tell you that they pay huge bills too. They know business costs money. The only tricky thing is that you have to spend on products/services that will eventually bring in more profits than it is costing you.

Sincerely, Valleyken

Questions ? Comments ? Contact me here:

<http://helpdesk.adboardz.com>