

Immediate Edge Highlights

The Immediate Edge is a massive repository of cutting edge information, tools and services and to be honest it takes some time to get around it all. So, I've put together a quick highlights package to guide you to some of the information and tools which you can download and digest instantly to hit the ground running and make some money!

All areas of the The Immediate Edge are accessible for you to use and download for 14 days for only \$1, so head on over and take advantage today to get not just these highlights I've picked out for you below, but access to the complete Immediate Edge repository.

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Edge Newsletters

The Immediate Edge newsletters are where we give you the most up to date information on what's hot right now, and the tools and techniques you can start using to take your business to the next level right away.

We often cover material in the Newsletters which other internet marketers cover months later, and for a taster...

- In our line of business, it's not just about getting to number one in Google, it's about dominating your niche to make money. In Newsletters 5, 6 and 7 we covered a full plan on how to **dominate your niche**, showing you the key research you need to do, how to completely find out **all your competitors dirtiest secrets** and **rip their business back to the bare bones**, how to build out your business to conquer your niche, and techniques to target specific locations and increase conversions.
- I'm not sure about you, but sometimes I just like to **make money fast**, there's always something I need to pay for like a new iPhone! In Newsletter 8 we show you how to make money quickly from **marketing the hot trends**, and we also show you a number of different techniques showing you how to **make money for free**.
- It's not all about me on the Edge, and in Newsletter 9 (which was a 2 part edition) I cover an Immediate Edge success story where I show you exactly how I helped an Edge member make a few simple changes to his businesses that added up to **over \$69,000 in increased revenue**. This newsletter also looks at another Edge member who started her marketing business from simple PLR content. Both of these can be implemented by you today.

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- Finding a niche can be one of those real big stumbling blocks, so in Newsletter 11 I lay out an **entire blueprint** for setting up a business in a weekend (or less) including a **24 hour action plan**. The type of business outlined in this newsletter can generate significant revenue, and if you already have an existing list (even a stale one) then it can be used to generate additional profit from it.
- Getting to the number one spot is the name of the game, but in Newsletter 12 we take it one step further and show you a simple and easy technique which shows you how to **completely dominate the whole of the top 10 positions**. Imagine knowing that no matter what link the customer clicks on in the top 10 they will land onto **your** site.
- Online advertising can quickly become a sink hole and you can easily throw away thousands of dollars if you don't do it correctly. In Newsletter 14 Part 1 we rip apart Google AdWords and pay per click (PPC) marketing and detail all the key information you need to concentrate on to **reduce your cost-per-click** and generate successful campaigns. And in Newsletter 14 Part 2 we show you some advanced techniques to **dominate Google advertising** and show you a method where your cost per click reduces with every click.

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- Landing page design is critical for increasing your quality score, and increasing your conversion rates. In Newsletter 15 we show you the complete do's and don'ts and throw in a couple of templates for good measure. This newsletter also shows you **how a simple tool resulted in our income increasing by over \$50k**, which you can implement on your sites quickly and easily.
- In Newsletter 16 we show you two killer techniques, the first will literally rocket your sales (especially when not targeting other Internet Marketers), and the second is a very devious but incredibly **powerful way to condition your list to react and buy from you**.
- Having a product to sell is one thing, but getting paid over-and-over again month-after-month is really good for your bank balance. In Newsletter 18 we show you **all you need to know to creating the ultimate business** - getting paid every month over-and-over again, and we also show you a **super simple way to make \$60,000 per year** by leveraging the back-end of your products.

Google Search Snippets Tweak (Training Center > SEO)

- Google recently rolled out a new tweak to their search snippets (which is the text under the link on the search results page) to include extra links to relevant parts of your page. This quick guide shows you how to get **Google to include you in their update and provide extra relevant links to your site in the search results**.

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Using Google Insights Parts 1 & 2 (Training Center > Finding A Niche)

- Finding a niche can be a tricky thing, but thankfully Google has a tool which not only tells you what's hot right now, but they also break it down by region and by category so you can tightly focus your efforts and concentrate on the rising stars and best performing keywords. This two part series by Jon shows you exactly how to use Google's Insights For Search to best effect to find what's hot right now to **find new niches and to also expand on your current niche to get more traffic.**

Know Your Competition (Training Center > Market Research)

- Market Samurai does a great job of analyzing the top 10 for on-page and off-page factors, but just looking at the competition results doesn't tell you about the competition's actual business. This article shows you **how to take apart your competitors business piece-by-piece, finding out their history, what they're selling, spying on their adwords campaigns, discovering the other websites and businesses they have, and much more** - this will show you how to tear apart their business so you can not just compete with them, but you can use the information to surpass them on every level.

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Unique Article Wizard (Training Center > SEO)

- Getting unique quality content out on the web, with backlinks pointing back to your site, is one of the critical tasks required to boost your sites rankings in the search engines. This step-by-step guide shows you how to use the UAW service to get **high quality backlinks using spinnable articles** submitted to various directories, and once it's set up and running your content is all automatically **sent out on auto-pilot**, providing quality backlinks back to your sites.

Article Marketing Automation (Training Center > SEO)

- Google loves fresh, unique content, and if you want to have **good quality content regularly posted to your blogs without you having to do any of the work** you really need to check out this article. The AMA service also let's you send out spinnable articles to the network and get high quality backlinks back to your site to help with your search engine rankings.

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What Is LSI Anyway? (Training Center > SEO)

- Latent Semantic Indexing (LSI) is one of the cornerstones of how Google looks at your site to determine rankings. This article covers the important basics of LSI and once you've grasped this concept you will be able to structure your sites better to achieve more Google love.

Google Local (Training Center > SEO)

- People think Google Local is only for businesses which have an actual store on the High Street, but we show you **how you can dominate and get onto page one of Google by leveraging the power of Google Local**, whether you've got a store on the high Street or **only an online presence**.

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SEO For Video Parts 1 to 4 (Training Center > SEO)

- Video plays a huge role in search results, traffic generation and getting backlinks. This series with Gurubob covers all the key elements you need to cover to not only **get your videos ranking well in the search engines**, but also driving traffic back to your site.

Getting Set Up For Tracking (Training Center > Testing & Tracking)

- The single most important aspect of any internet business is being able to effectively track your metrics. This article takes you through a **step-by-step process** and shows you how you can use an outstanding **free** tool which you host on your own servers to track all your affiliate campaigns and become a master of tracking.

16 Part How To Write Good Copy Course (Training Center > Copywriting)

- In our business, writing effective sales copy is the difference in making a sale or having the customer click away and leave your site. It's one of those areas where people struggle all the time. This 16 part course on how to write good sales copy, which covers every aspect of convincing your customers that your product will fulfill their desires and needs, will have you charming the money out of your customer's wallets in no time at all.

[Click here to get your \\$1 Trial now](#)

Affiliate Marketing Is Dead (Training Center > List Building)

- Let's be clear - **affiliate marketing is not dead**, but it is a great title for an article ;) If done correctly, affiliate marketing can turn your fledgling business from the 'small time' into a major player - after all, you can only sell to so many people using your resources, and with affiliates selling for you then you will have a sales force working for you - selling to more people than you could ever reach. This article covers how I go about building my affiliate business and **get a whole army of people to sell my products**, and also capture even more email addresses to build my list for even more future sales.

31 Page Autoresponder Setup Guide (Training Center > List Building)

- There is a saying which you'll hear quite a lot in our industry - *"The money is in the list"*. Getting started with autoresponders and email marketing can be daunting, but this guide shows you how to create an opt-in page, sales page, up-sell page and download page plus setting up the autoresponders that goes with it. It's a whopping 31 pages long and includes all the code, sample pages etc. and is great for those of you who have never done this before.

[Click here to get your \\$1 Trial now](#)

23 Part List Building Explosion Course (Training Center > List Building)

- You may have the best autoresponder sequence and email marketing materials in the world, but if you've not got a list of people to send it to then it's not worth a dime. In this video series we cover all the elements you need to take into consideration and the actions to take in order to **build up your lists quickly and to maximum effect**.

7 Part How Ed Does Video Course (Training Center > Product Creation)

- Video is not only great for marketing your sites, but it's also a great product to sell which is easy and cheap to create. Follow along with Ed as he demonstrates how he creates the High Definition videos you all know and love, and once you've got a grasp of this you will be able to make uber professional quality videos in your niche in next to no time.

[Click here to get your \\$1 Trial now](#)

11 Part Creating Slideshow Videos (Training Center > Product Creation)

- Some of the best marketing and product videos out on the internet at the moment are slideshows, and once you watch this series from Ed you'll realize how quick and easy these super-effective videos are to create. Watch as Ed uses PowerPoint or Keynote slideshows to create a video, right from the first steps of the planning process through to design, storyboarding, using images, some fancy-pants effects, recording and then exporting the finished product.

Increase Your Profit By 100% (Training Center > Advertising)

- **How would you like to be able to turn break even advertising campaigns into profit making ones?** Read this article for a great technique to not just turn your campaigns around from 'dead ducks' to profit makers, but also for a cool way to **literally double your profit overnight**.

[Click here to get your \\$1 Trial now](#)

The Secret World Of CPV (Training Center > Advertising)

- Pay per click (PPC) is getting more expensive by the day, and Google is regularly having hissy fits which result in your cost per click rocketing up. **Discover the secret world of CPV networks** (which is Cost Per View) where you can **buy advertising for cents** on the dollar, **generate massive amounts of traffic** to your site, all without being subject to Google having a bad hair day.

The Google Quality Score (Training Center > Advertising)

- Google's Quality Score can be the difference between a PPC campaign being profitable or making a loss. This article covers all you need to know and outlines the important aspects you need to focus on to **increase your quality score and drive down your cost per click (CPC)**.

Landing Pages (Training Center > Advertising)

- The Landing Page is the final stage of your sales funnel before conversion, and if it's done right then the Cost Per Click (CPC) can be reduced, increasing your profit. This article gives you the full rundown and contains **two fully useable templates you can download and use immediately to implement today on your sites**.

[Click here to get your \\$1 Trial now](#)

The Art Of Forecasting (Training Center > Advertising)

- These times, they are a changin'... and Paul who works behind the scenes here doing a huge amount of our lab tests has put together a great article on **using Google's Bid Simulator to optimize your AdWords campaigns.**

Yabba Dabba Yahoo (Training Center > Advertising)

- In July 2009 Yahoo! had 8.9 billion searches worldwide... Don't you think it'd be good to tap into some of that traffic? This article goes through all you need to know to utilize Yahoo's ad platform, **a place with no quality score, and no recent Google Affiliate Slap...**

[Click here to get your \\$1 Trial now](#)

Me, MySpace And I (Training Center > Advertising)

- In July 2009 MySpace served ads to over 64 million unique visitors... This article goes through all you need to know to utilize MySpace's ad platform, and benefit from their laser-targeted demographic information to serve your ads to qualified prospects and tap into that massive user base and traffic source.

Renegade Publicist Course (Training Center > Advertising)

- How would you like to generate bucket loads of cash with free publicity? Pete Williams (the Man Hunk to all those close to him :) loves The Immediate Edge so much he's decided to give you guys **his complete Renegade Publicist course entirely for free**, which outlines the exact steps you need to follow to get free publicity and get people hammering down your door for your products for absolutely zero cost.

Facebook Advertising (Training Center > Advertising)

- Facebook is now the largest social media site on the planet, and the cool thing is that the advertising platform allows you to ultra-target the user base so that your ads only get served to the right people. Inside the Immediate Edge we have a 15 part video course and an report covering a complete overview of how to set up an ad campaign and show how simple it is to **reach millions of prospects using the Facebook ad platform.**

[Click here to get your \\$1 Trial now](#)

Business Building Using Affiliates (Training Center > Business Building)

- Getting other people to sell your products and services for you is a key strategy to turbo-charge your income, and you need to start thinking of affiliates as your partners and not just as people who sell your stuff. Inside The Immediate Edge we have a 23 page report on how to build your business using affiliates and **truly take you to a higher level of income.**

Create A Membership Site In Under An Hour (Training Center > Business Building)

- In this killer step-by-step guide we show you how to set up a private membership area on your website in under an hour, which is fully secure & protected, only accessible using unique usernames & passwords for each subscriber, all done automatically, and more importantly - collecting recurring income for you each and every month. The extra bonus is that it can all be done for absolutely zero cost using our **ultimate business management tool** which is free as part of your Immediate Edge subscription.

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Ed's Dominiche Course on Buying And Selling Websites

- In this year's Thirty Day Challenge we've had some excellent success stories of people using Flippa to sell their sites which didn't quite make the grade. However, sometimes your sites actually make it & take on a life of their own and become very successful, and once this happens you really need to know all the in-depth details for selling your site to make sure all eventualities are covered and you don't end up getting ripped off. Inside the Edge **we have Ed's Dominiche course which retailed originally for over \$2,000,** and covers **everything you need to know about selling your site**, from soup to nuts.

Article Directory (Library > Extras)

- Getting your own articles with your backlinks published into article directories is a great strategy to leverage backlinks for better search results. Well, what if you could **start your own niche specific directory and leverage the power of that for your own benefit?** This great series shows you how to set up your own article directory and get content automatically posted to it, providing niche specific backlinks in the process.

[Click here to get your \\$1 Trial now](#)

Authority Site 2.0 Blueprint (Library > Extras)

- It's always a nightmare when you look at the Market Samurai results and see a competition matrix flooded with red across the board. Well, **this 166 page manual** takes you through all the steps you need to follow to get the search engines to **label your site an "Authority" in your niche**.

You Just Pay Shipping (Library > Extras)

- This killer ebook covers every angle of 'front-end' marketing, which is the art of **giving stuff away to make more money** on the back end, and includes real-world case studies showing all the practical applications of the techniques which you can implement today to make money.

[Click here to get your \\$1 Trial now](#)

eCover Black Pack (Library > Extras)

- Presentation is everything, and this very cool tool allows you to create those great looking looking graphics for ebooks, reports, CD and DVD product cases on your site using Photoshop. To see what this cool tool can produce [click on this link](#) for some samples.

SlideUp FX (Library > Extras)

- Grabbing your customer's attention is a paramount objective in making the sale, and this **killer ad generator** will let you create slide-up and fade-in effect ads on any site to grab your visitor's eye and point them in the right direction. The great thing about this tool is that you don't need to just use it for ads, **you can also use it to capture email opt-ins as well**. [Click on this link](#) and wait a few seconds to see it in action.

LinkDaemon plugin (Library > Software & Tutorials)

- The search engines don't just like to see backlinks coming into your site from other sources, they also like to see well constructed internal links to navigate around your site. **The linkDaemon is a WordPress plugin we've developed to automatically create internal hyperlinks to other pages** on your site based on the keywords you enter in to it, significantly improving the linking structure within your site and **helping you rank better in the search engines**.

[Click here to get your \\$1 Trial now](#)

GEOIP (Library > Software & Tutorials)

- Getting an affinity with your customer is a great hook in making a sale, and this script enables you to display the name of the visitors city on your squeeze page or sales page, which can vastly improve conversions by making them feel that the content is for people just like them.

Edge Networker (Library > Software & Tutorials)

- Most people go out and make a ton of backlinks to their site quickly and then stop, and all that happens is that Google takes brief notice of you and then drops you like a hot potato. In order to stay in Google's rankings you need to have an initial burst of consistent backlinks coming in to get you noticed, and then a steady stream of backlinks over time to keep you relevant. The Edge Networker does exactly that process, all automatically, **drip feeding in automatic social bookmarks and other backlinks to your site over a steady period of time** so that your pages and site remain relevant in the search engines and retain your rankings. It's a set and forget solution to use as part of your overall backlink strategy in addition to all the other tools you use.

[Click here to get your \\$1 Trial now](#)

Organic Traffic Estimator (Library > Software & Tutorials)

- Sometimes you need a quick 'ready-reckoner' to see what traffic and income you can expect to get depending on where you are ranking in the search engines. This tool calculates the average number of visits that you will receive for each of the top twenty positions in Google and gives you an estimate of potential income based on your conversion rates. Quick and simple!

CPA Blueprint

- On the 30DC we show you how to test using affiliate products from Amazon and other companies like Commission Junction, but if you're looking at making serious money then you need to be working with CPA companies, and these aren't easy to get accepted when you're first starting out. Inside the Edge we have an ongoing course which runs you through the CPA minefield, including how to get accepted to the networks, analyzing the competition already in the market, compiling your first offer, **through to making some serious money.**

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Blog Farm Networks

- Blog Farms can have an amazing boost to your sites rankings if used the right way, and this ongoing course inside The Immediate Edge will cover everything you need to know about **leveraging this killer longer-term strategy** for a lasting gain to **give all of your sites a mega-boost in the search engine rankings.**

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Complete Business Management System (Tools > Fantasos)

Quite simply, inside The Immediate Edge you'll gain access to **b**. It gives you the exact same capabilities as the Internet Marketing Big Dogs: complete, centralized and automated internet business management.

This monster service automates and manages every aspect of your internet marketing so you can focus on what's most important: building your business. Here's just a little sample of what this powerhouse service can do:

- **Sell digital products and services.** It handles digital product purchase from A to Z, from processing the payment to automatically giving your buyers access to your protected download areas. Kiss your 1ShoppingCart fees goodbye!
- **Run complete membership sites.** It handles full recurring billing support and interacts seamlessly with all the popular payment service providers.
- **It's a complete affiliate management system** that supports JV arrangements, multi-tiered payments, automatic payouts and performance related commission percentages. No more need to mess with AMember, iDevaffiliate, DLG or BM script and get only a small fragment of the Ultimate System functionality.
- **Support running affiliate contests.** You can run contests and offer prizes to your top affiliates. Your affiliates win prizes, earn more commissions and make you more money.
- **Manage one-time offers and product up-sells.** You can offer one price to new customers, a different price to existing customers and even additional discounts to

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customers who have bought from you in the past.

- **Equip you to offer discount coupons.** Your affiliates can also offer their customers coupons for discounts on your products. You control how much the coupons are for and how fast they expire.
- **Facilitate your own Rewards Program!** If you're promoting affiliate products, this is a fantastic way to encourage people to buy from you. When your customers buy, they get points redeemable for products. You set all the parameters – the Ultimate System handles the rest.

This is only a fraction of the content available right now on The Immediate Edge, and if you sign up for a \$1 trial you can get to download all of this and much, much more instantly.

So, what are you waiting for?

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