

Notes:

Jim Edwards'

“2005 Predictions & State Of The Internet” Address

Feel Free to **Pass This Report Along** To A Friend

Here's *YOUR* chance to **ASK!**

- Do you have a **“burning” Question** on your mind?
- Is there a **Product Idea** you'd love to see created?
- Do you have a **Pressing Problem** you need solved?
- Or maybe you have a **Suggestion** for how I can **serve you better**?

Tell me about it right now and look for an answer to your question, comment, or suggestion in an upcoming newsletter issue! ☺

→ **[Click Here Now To “Ask Jim” For 2005!](#)**

Dear Friend,

As usual, “Internet Time” moves much faster than “real world” time.

*Now's
your
chance!*

Notes:

Prominent people, technology, and circumstances change so quickly that entire industries explode (or fade) overnight!

Case in point, "Spyware" detection and removal software became a multi-million dollar business that left all the major anti-virus software makers scrambling to catch up with smaller software publishers who quietly cornered the market.

So let's take a walk down memory lane in cyber-space to see what happened in 2004... and what it might mean for all of us in 2005.

2 Quick Notes before we get into the look back and "predictions" for the year to come.

First, as I write this, the world is still coming to grips with one of the worst natural disasters in modern history. The tsunami that hit in Asia has killed over 100,000 people and left more than a million homeless.

The fact that you are reading this message means you are BLESSED beyond all measure!

No matter where you are in life... no matter what goals you have and where you are in relation to achieving them... recent events should remind you to count YOUR blessings that you are alive, reasonably healthy, and still have a chance to make a difference in your own life and the lives of others.

Don't EVER forget that.... EVER!

If you can, make a donation to the [International Red Cross Right Now](#) – any amount is appreciated.

Second, instead of just setting goals this year, why not create a compelling *vision* for your life and who you want to be as a person.

Most people make the mistake (fall into the trap, really) of setting goals for the year. The problem with goals is that they rarely work because they don't create a compelling

*If we all
do just a
little (it will)
DO a LOT!*

Notes:

vision that pulls us forward. Most of the time, goals just make you conscious of what you don't have, but don't give you any "gas" to drive forward to meet them.

If you're looking for a new way to set goals, create a vision of who you want to be, and finally discover the real success "formula" for getting anything you want out of life, then check out "[5 Steps To Getting Anything You Want!](#)" right now.

Half of all the profits from sales of "5 Steps To Getting Anything You Want" during January 2005 will be donated to the International Red Cross.

Ok... on with the show...

"Niche" Marketing...

WOW! Marketing inexpensive information products to small niches was the great "re" discovery of 2004.

Suddenly everybody and their brother realized that instead of selling "make money" products to all the other "make money" product creators, it's smarter to create products for audiences who are actively looking to solve a problem or satisfy a desire online that has nothing to do with Internet marketing.

In other words, go where the competition is either non-existent, or at least a lot less intense, and use all the skills that people have been teaching and perfecting in the "Internet Marketing" world to clean up in less competitive markets.



I like to think of it as being a "ninja" warrior... a marketing "ninja!"

If you fight other ninjas, you're likely to get smacked around, bruised, and hurt, even if you ultimately win the fight.

But, if you take that same ninja and set him loose on an 8th grade gym class... **he WILL clean the clocks of all 30 kids at once by himself!**

It's the same thing with small niche markets!

*All that's
old is NEW!
Again!*

- Real Estate*
- Woodworking*
- Flowers*
- _____*
- _____*
- _____*

*you fill in
3*

Notes:

You learn the skills, become a master, and then move into markets where people have no clue what you're doing or how you're doing it.

Things like date scripts that change the date of an offer expiring at midnight every day, or free reports, or things like that might be "old hat" in Internet Marketing, but in "daisy growing secrets" or "50 wood working projects for fun and profit" those tactics are still kick-butt website conversion tools.

I do have a couple of tips and editorial points on this subject for 2005:

1. Don't buy anything about niche marketing from someone who hasn't sold something to at least 2 or 3 different niche markets.

Most of the crap that will come out this year will come from people who either have never sold anything at all, or have only sold "make money" stuff and just want to jump on the "niche marketing" bandwagon.

2. Use your brain with this stuff! Don't expect that you can get rich overnight with niche marketing with one project.

My objective has always been to have 20 ebooks / software / info-products that each make me 1-3K per month... the sum of the parts is what you're after.

If you want to read one of the original (and BEST) products on quickly and easily creating ebooks for small, niche markets, go check out "7 Day eBook" at www.7DayEbook.com

Another suggestion is "eBook Secrets Exposed" at www.EbookSecretsExposed.com

NOTE: This month you're going to see a WHOLE lot of emails and information flying around the Net about [Frank Kern and Ed Dale's "Underachiever Mastery" course](#) on quickly creating and selling information products to small niche markets.

Much the same way John Reese released "Traffic Secrets," Frank and Ed plan to have a group of affiliates help them launch the product in late January.

(cont'd on next page...)

Amazing how the "gurus" disappear on this one!

"Old School"

Notes:

Like John Reese's "Traffic Secrets" course, I plan to look Frank and Ed's course over **very carefully** and, *if* I like it, I will ADD ON a VERY special BONUS available ONLY for people who BUY through MY LINK. This is exclusively for my subscribers and customers.

Also, *if* I like the course, **I'm going to do a tele-conference with Frank the last week in January** to grill him about all this "underachiever" stuff he's been talking about... but **ONLY** if I like the course!

→ Download a FREE Copy of the latest edition of Frank's newsletter to learn about a Romanian guy who is making 30 TIMES his national average income with little info-products!

It's pretty funny!

Also, you can see pictures of John Reese in a massage parlor (for real)!

So stay tuned for more on the "Underachiever's Course" later this month...



Mini-Sites...

Hand-in-glove with "niche" marketing is the "mini" site. Mini-sites are just that, small websites or pages within a website that serve a very specific purpose, most commonly:

1. A sales letter mini-site (to sell a product)
Example: www.TurnWordsIntoTraffic.com
2. A newsletter signup min-site (to get opt-ins)
Example: www.IGottaTellYou.com
3. An affiliate "showcase" or "recommends" mini-site (to sell as an affiliate)
Example: **(NEW)** www.JimEdwardsRecommends.com **(NEW)**
4. An "about me" mini-site (to showcase yourself)
Example: <http://www.ebookfire.com/aboutus.shtml>

Notes:

Regardless of why you want to set up a mini-site, understand one thing: **The days of making lots of easy money *without* a website of some kind are LONG gone.**

Anybody who tells you that you can make serious amounts of coin online for any length of time without a website is full of CRAP!

As things change online in 2005, your ability to get a min-site up and running quickly, make changes to it, or put up additional mini-sites quickly rates **CRITICAL** for building and maintaining any lasting success online.

Even if YOU aren't the one who ultimately does your mini-sites, **KNOWING** how to do it yourself is critical for not getting over-charged by a webmaster, or being able to make simple changes to your site(s) quickly without being forced to wait 2 days for your webmaster to "get around to it!"

What's on tap for 2005?

I've just completed a 4 CD "multi-media" course **PACKED** with over **177+ videos of step-by-step instruction** on exactly **HOW** to put up all 4 of the different types of mini-sites.

It's not available yet, but will be later on this month in a limited release.

So if you want to learn exactly **HOW** to put up money-making mini-sites, get on the early-bird list **NOW** at www.MinisiteCreator.com!

This course has been a real breakthrough for the Pucky e-class students!

The Next Big Traffic Source?...

According to Alexa.com (a service that measures website popularity and usage), eBay.com is the 6th most heavily trafficked site in the **WORLD!** They get millions of visitors, all of whom actively want to buy and sell things online.

For less than a dollar, you can buy a weeklong targeted "ad" on eBay and put your marketing message in front of **MILLIONS** of potential buyers.

More importantly, you can put your message in front of people who want to **BUY** something right **NOW!**

Notes:

For less than the cost of a can of Coke, you can buy a full page advertisement on one of the most popular sites on the Internet... and not have to spend a dime on traffic to get eyeballs to see your message.

Now, instead of just leaving it at that, let me give you something else to chew on...

Do you want your own highly targeted list of customers and prospects?

Well, here's a pattern for using eBay to build your own highly targeted list...

Imagine if you put up 10 auctions a week (not hard once you learn the automated ways of doing it).

Now imagine that each of those auctions gets just 30 visitors during the week (actually very mediocre results for a highly targeted auction).

Out of those 30 visitors to each auction, imagine you get 10 of them to opt-in to a list for a special report (go look how much competition you have for others offering special reports).

That's 100 new subscribers a week.

Multiply that times 50 weeks and that's 5,000 targeted subscribers in a year (with 2 weeks off).

Now, imagine that 8 of those auctions you run each week successfully sell something... even if each one only nets you an average of \$20 each.

So each week, instead of spending money to advertise your business online in hopes of making a sale, you make \$160 from your auction sales, get 100 new subscribers, and work towards building a BIG targeted list.

Once you have figured out 10 auctions that work very well, you can re-run them every week with just a few mouse clicks... thus your workload approaches maybe an hour or two a week.

What would happen if you figured out 25 auctions you could run every week?

Hmmm... Kind of puts eBay in a different light, doesn't it?

☆☆☆
I plan to do a lot w/ eBay this year!

Notes:

The funny thing is, people have been advocating doing this for some time, but nobody does it anymore because they've all moved on to the "next BIG thing!"

Here's a guy with a decent book on using eBay to make money and build a list at the same time "[Silent Sales Machine](#)"

Here's some million dollar advice...

Go look at what people were doing 2 years ago to make money, see how you can do it better, go do it NOW, and then don't tell anyone about what you're doing!

Everybody wants to do something for a month and then be a rich "guru" telling other people what they've done.

My advice is, find something that works, don't tell anyone, go far, deep, and wide with it, and keep your mouth shut!

Being a "guru" ain't all it's cracked up to be.

In fact, I bet if you asked most of the people who really are "gurus" if they like being in the spotlight and having people put them under a magnifying glass to dissect their every move, you'd get some very surprising answers. Many would tell you they'd like to fade back into anonymity and just make a living "doing" it instead of teaching it.

So in 2005 my best advice is, instead of trying to fight over traffic, create traffic, borrow traffic, or "steal" traffic... just go where the traffic already IS!

eBay is like a raging river... so figure out how to divert some of those targeted visitors your way.

Learning to use eBay could very well be the "missing" piece you've been looking for to skyrocket your business and turn your advertising from an "expense" into a profit center!

RSS / Blogs...

RSS & Blogs, another couple of buzzwords that took center stage in 2004 and promise to be a BIG part of the scene in 2005.

← The 2005 version of "33 Days" will have a kick-butt bonus about blogs + RSS!

Notes:

Blogs (short for Weblogs) and RSS (Real Simple Syndication) make it possible for individuals to create and distribute dynamic, timely website content based around a laser-focused theme or topic.

The advantage of a blog is that search engines tend to view the content as very timely and relevant, thus often getting the publisher good search engine placement for specific keywords.

RSS allows blog content to get picked up and distributed by other publishers on their websites and blogs, thus getting you traffic by others linking back to you by displaying your RSS feed and links on their sites.

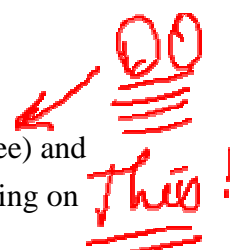
Predictions for blogs and RSS in 2005:

Overall, blogs and RSS make it possible for the “little guy” to quickly build up a voice and reputation in small niche markets... the people who can “walk the walk” will shine faster using blogs, while those who can’t will be exposed as inferior.

Trouble spot for blogs and RSS: Many people, in an effort to harvest easy profits, will use blogs the wrong way and the term “blog spamming” will (I predict) become common.

The automatic posting by web scripts or computer software of low grade information from poorly targeted RSS feeds will work for a while, but search engines will eventually learn to discount these pages and only blogs managed by humans will ultimately get the best search engine placement.

If you're not already, get a blog set up somewhere like www.blogger.com (it's free) and start learning how to create a discussion with your market by posting and publishing on your own blog!



“Flash” Streaming Video...

I'm personally most excited about this development online.

Check out a couple of great examples of full motion video in my latest newsletter issue www.IGottaTellYou.com/issue28/

Notes:

Flash Video (FLV) now makes it possible to share full motion video content on the web regardless of the user's computer system and without special media servers.

It doesn't matter if the viewer operates a Mac or PC, with Windows or Linux, because all can use the free Flash Player from Macromedia which enables FLV files to play.

Also, FLV works with slower dial-up Internet connections, furthering broadening the possibilities.

In 2005 watch for a truckload of tools, software, and services to spring up around FLV video to assist non-technical people in quickly and easily put full-motion video on the Web.

→ The leader right now in easy-to-use tools for putting full motion on your website is [Instant Video Generator](#)

★ Very
Cool for
NON-techies!

"SPAM"...

It's official, sending of SPAM (unsolicited commercial email) outpaced legitimate email messages and threatens to clog and eventually shut down the existing infrastructure of the Internet.

I use this → (MailWasher) services (SpamArrest), federal legislation with the "CAN SPAM" act, and even some extortion tactics by unscrupulous lawyers trying to exploit the system for personal gain.

Watch for two things in 2005:

First, SPAM will get worse since the majority of spammers operate beyond the reach of law enforcement.

Second, software and services that help lighten the crushing weight of SPAM on the consumer will rake in the money.

Google...

Google cemented its position as the “800 lb. Gorilla” of online search engines in two ways this year.

First, widespread adoption of the “Google AdSense” and “AdWords” models revolutionized the pay-per-click advertising world for both advertisers and content publishers by allowing paid ads to appear not just on search engines pages (which Overture pioneered), but to appear on millions of related websites through the “AdSense” advertising program.

Second, Google’s move into the public sector with one of the hottest IPO’s (Initial Public Offering) in history gave it a huge cash infusion.

In 2005 watch for Google to further entrench as the leader in search engines, but also watch for some big players to start trying to knock them off, most notably MSN (Microsoft) and Yahoo.

Service Pack 2

In 2004 Microsoft released its largest free update ever, the much anticipated “Service Pack 2” for Windows XP.

It represents the first time Microsoft gave any significant acknowledgment of major security problems their Windows operating system.

Combine this newfound concern for customer security with their significant loss in Web browser market share due to security problems with Internet Explorer, and you can actually expect Microsoft to show a much higher level of concern over customer satisfaction in 2005.

*Thanks
Mr. Gates!*

Well, that wraps up the predictions for 2005.

Not quite Ms. Cleo the psychic, but I think you’ll agree there are some jewels in this report.

So, keep your eyes open for the next edition of our newsletter(s)...

Notes:

Also, if you have a question, suggestion, or something you want to see us come out with in 2005, make sure you tell me about it by going here:

→ <http://www.igottatellyou.com/ask2005.html>

To your success in 2005!

Jim

*Ask Now!
The year's calendar
is already filling up!*