



The Internet Based Moms Oath

As an "Internet Based Mom™" I do solemnly swear not to give up on my business until I have learned about and successfully applied the following Internet marketing methods to my business:

___ **Newsletter:** I am writing and promoting an informative newsletter that shows my expertise in my field and skillfully blends information with promotion of my products and/or services.

___ **Search Engine Optimization (SEO):** I have learned about SEO and am achieving top rankings for a number of my keyphrases.

___ **Content:** I have added informational content to my website that provides my visitors with useful information AND promotes my products at the same time.

___ **Publicity:** I send out press releases to my local media whenever something new is happening with my business.

___ **Copywriting:** I have learned the fine art of web copywriting and applied it to my website, so I can effectively persuade my visitors that my products are the best.

___ **Pay-per-Click:** I have educated myself in pay per click advertising techniques and perfected my technique using Google AdWords (highly recommended) or Overture.

___ **Website Statistics:** I have analyzed my website statistics to see where my visitors enter and leave my site, how long they stay and I know where my visitors who buy are coming from.

___ **Networking:** I effectively network - not advertise - on networking groups and forums. I use networking to build strategic partnerships and learn how to develop my business, not to make a quick sale.

___ **Affiliate Program:** If I sell my own product, I have implemented an affiliate program so that others can sell my product. AND more importantly, I have learned about affiliate marketing so I can train my affiliates and provide them with the promotional materials they require.

Signed,

Your Name Date

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