

Dr.Mani's

# PROFIT FROM RSS FEEDS

A Brand **NEW** Book To Show You  
**How To Profit From Blogs & RSS**

**Dr.Mani Sivasubramanian**

A RSS-Marketing.com Special Report  
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- **Lesson 5** → FOUR 100% Fool-Proof Ways To Turn Your Struggling Blog into a Stand-Alone Profit Center Generating Multiple FULLY-AUTOMATED Streams of Income!
- **Lesson 6** → A Tailor-Made Plan To Promote Your Blog and through it Your Business – AND Choose How Much Income You Want Each and Every Month Ahead
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To thank you for ordering this report, I'm going to give you a **very special** free unadvertised bonus. A report by 'super-affiliate' **Neil Shearing** of [www.scamfreezone.com](http://www.scamfreezone.com) The report is called,

### ***"How I Threw \$2470.06 Down The Google Adwords Toilet!"***

It explains, in detail, how Neil spent \$2470.06 promoting the **Internet Success Spider** on Google Adwords. In case you haven't heard about it, the **Internet Success Spider** is a powerful affiliate-seeking software program that allows you to scour the Web for the top performing affiliates for any type of product or service with *just a few clicks of your mouse!*

[To learn more about the Internet Success Spider, click here](#)

For the test Neil commissioned an expert ad tracking programmer. It was done for the "Ad Test Bed" in **The Private Site** which is where he reveals the results of his ad-tests – along with a whole bunch of **powerful** information and insider knowledge - so that members can see which ads work, and which don't.

The Google Adwords test bombed, but the results are very interesting. Neil and his partner reveal **every ad copy tested, how many clicks each advert got, how much they cost and more.**

**[CLICK HERE TO DOWNLOAD THE REPORT NOW](#)**

And if you appreciate the report's extra-ordinary value, you'll find the content inside '**The Private Site**' several times more profitable to your online business.

# PROFIT FROM **RSS FEEDS**

## *How To Make Money From Blogs & RSS Feeds!*

It's powerful. Very powerful. It's redefining online communication. It's going to be wildly profitable.

You really don't want to miss it.

**Web log** publishing – or '**blogging**' – is a phenomenon that has taken the online publishing world by storm. And a logical extension – RSS FEEDS – has added new dimension to the dissemination of blog content on the Web and off.

I've been writing, publishing and distributing online content for several years now. Beginning with email newsletters, and then to blogging, I've tried to stay ahead of the curve... and sometimes manage!

I'm author of many popular **eBooks, guides, tutorials and eReports** teaching about profiting from publishing content on the Web. My latest \$297-a-seat eClass, **Ezine ANTI Marketing**, focused on selling content to an eager audience even in these days of hyped-up saturation-advertising.

*You might say my specialty is creating – and selling -  
profit-spinning content for online audiences.*

With **Blog Profit Ideas Exposed**, I taught 33 different ways to monetize what was until then considered a 'pure publishing' channel. It is proof of the power of these ideas that at least 15 of them are full-fledged PROFITABLE businesses just a year later!

Now I'm putting on my 'ideas cap' and sharing some "**quick ideas**" that I personally use to profit from RSS feeds. Someone is going to take them, put them to use – and make themselves incredible profits.

### **You might as well be the one!**

*Note:* Before we start, let me say this is not one of my regular step-by-step in-depth tutorials. It is a **short concise compilation of 43 tips** to set you thinking about creating a profitable RSS feed. They should jumpstart your own success.

**Take these ideas and actually USE them. Apply them to your own blogging. Believe me, 99 out of 100 readers WILL NOT. You'll be the ONE IN 100 that will succeed – WILDLY.**

Good luck.

**Dr.Mani Sivasubramanian**

**[RSS-Marketing.com](http://RSS-Marketing.com)**

## About PROFIT FROM RSS FEEDS...

Welcome to the "*book on RSS marketing*"

### **PROFIT FROM RSS FEEDS** - 43 Quick Ways To Profit From Blogs & RSS

#### **Getting Started**

In case you aren't quite familiar with blogs and blogging, here's a brief report to introduce you to them.

#### **BLOG BASICS FOR MARKETERS**

Please read this report before this book, so you'll have a better feel for what I'm telling you.

Then, read this article about RSS FEEDS and follow the links to get more details about the concept of syndication and how RSS feeds can help bypass email.

#### **WHAT IS RSS?**

After you've done this, continue – and see the 43 ideas which could turn your blogging and RSS feed marketing into a profit-spinner... right from the start.

If you'd like to share your comments or ask a question about this book, or about RSS marketing, you may either [post a comment on this forum](#) or email me at

[info@rss-marketing.com](mailto:info@rss-marketing.com)

Enjoy!

**Dr. Mani Sivasubramanian**  
Author – *Profit From RSS Feeds*  
<http://www.RSS-Marketing.com>

# THE BASICS

## Getting Started BUILDING Your RSS Feed

*You don't have a third chance to make a second impression!*

### Tip #01

#### Name Your RSS Feed Right

In my "[Blog Profit Ideas Exposed](#)" book, I explained the logic behind naming your blog. With RSS feeds, the name is just as important. But there's a difference.

Blogs are read by humans. RSS feeds are interpreted by machines and programs. So while a catchy name is good, it is far more important to include keywords in your RSS feed title.

Especially now, when RSS feeds are in their infancy and directories are accepting submissions for free, and there is very little competition in most categories, a keyword optimized feed title can bring you vastly more exposure than anything else.

### Tip #02

#### Update Your RSS Feed Often

What's worse than not creating your RSS feed? Not updating it with quality content.

Every time you add content to your feed, it shows up on your prospect's feed reader – automatically. Remember the adage "Out of sight, out of mind"? You need mind-share. You need visibility. RSS feeds can give it to you – but you need to make the best use of them.

Update your blog or RSS feed as often as possible – no less than one time a week, preferably daily.

### **Tip # 03**

## **Add Only QUALITY Content**

RSS feeds have skewed the playing field for publishers – and marketers.

With ezines and email marketing, the consumer is forced to receive your content until you take them off your list. RSS feeds put the control back where it belongs – with consumers.

With a simple flick of a finger, your prospects could cast you out of their lives! Your only lever – **high quality, useful, valuable content**.

By providing quality TARGETED content that is useful to - and usable by – readers, you're setting your RSS feed apart from the vast majority that are simply personal journals, mindless ramblings and rants of authors.

All the time, keep this in mind – **one bad post can lose you readers**.

## **MAKING MONEY WITH YOUR OWN RSS FEED**

### **Tip # 04**

## **Syndicate RSS Feeds for Traffic**

RSS feeds let you offer content from your blog or feed to other websites, email newsletters – even other blogs – quickly and easily.

There are services that let you generate a snippet of Javascript code (that can be customized to fit the look-and-feel of any page it is displayed on). You can then offer this to other webmasters to use on their site.

This is a win-win solution. The website owner who displays your feed gets added value content to attract visitors. You get extra exposure of your content to an audience you may not be able to reach otherwise.

By including a link back to your website, or your contact details, in your RSS feed content, you will have interested prospects coming to you – already thinking of you as an expert or as a solution to their specific problem. Traffic generation just doesn't get any better!

## **Tip # 05**

### **RSS Feeds to Build Link Popularity**

In “[Blog Profit Ideas Exposed](#)”, one of the strategies I revealed was to use your blog to build link popularity for other webmasters. RSS feeds turn this around on its head – and let you build link popularity to your own site or blog.

Here’s how to do this. Build your RSS feed and post some useful messages. Create a simple syndication system, either using Javascript or iFrames (for a full explanation of the steps to doing this, and links to resources that can help you do it easily, sign up for the [advanced version](#) of this guide).

Then approach a webmaster with a related website. Offer to syndicate your content on their site – and send the cut-and-paste code to do it fast.

Bingo! You’ve just got yourself links back from targeted websites – and where you control the content, context and phrase used in the link back to you. All of these will help increase your website or blog link popularity and rank you higher in search engines.

## **Tip # 06**

### **It’s Your Feed – It’s Your Credibility**

Your RSS feed is also your own personal advertising tool. YOU are the featured sponsor, the valued advertiser, the guest star – all in one.

Create a popular, widely syndicated RSS feed and you could reap the benefits for a long time to come. Your content will be showcased across the Web, on many different media, to widely spread audiences.

Use the valuable space to promote yourself. Demonstrate your talents. Feature your results and achievements. Highlight your experience and skills.

What do you do well? How can you be of value to other businesses or people? What services do you offer? What products do you sell?

You cannot predict who will read your RSS feed. It could be your potential client. You may be lucky and get a dream job, a wildly profitable contract, a huge order... or even your own TV show, movie part or book contract! If it happens, remember I told you about it first – and if you want to show your appreciation in the form of a huge check, I won’t object 😊

## **ADVERTISING IN YOUR RSS FEED**

Purists were initially outraged when blogs started accepting advertising. RSS advertising has been accepted with less resistance. Here's how you can profit.

### **Tip #07** **Display RSS Ads**

Your focus should be on content if you want your RSS feed to be popular. But once you have the content – and a big following – displaying ads is a cool way to profit from RSS feeds... without much effort.

RSS feeds can support all kinds of ads – text, rich media, audio, even video. By inserting relevant ads into your feed content, you can deliver them to targeted audiences – and command premium pricing from advertisers.

How can I find advertisers? Well, it isn't hard. But you'll have to work for it. In the future updates to this book, I will be reviewing services that offer to find advertisers for your RSS feed – in exchange for a small share of the ad revenues you generate.

### **Tip #08** **Banners, Buttons... or Billboards!**

RSS feeds carry data from web pages and blogs to a feed reader. And if a conventional advertisement is thrown in, the faithful RSS feed will carry it too.

Banner ads and smaller buttons can be used in RSS feeds, either mixed in with content (in the form of posts or audio), or even as standalone ad feeds.

Though it may seem extreme to say this, there will surely be some RSS feeds in the future which will be nothing more than simply billboard ads – just as some TV channels run non-stop advertising 24/7. Where there's a market, there'll be a product to fill it. If you're willing to take the chance, you could become the RSS feed equivalent of the home shopping network!

## **Tip # 09**

### **The Best Kind of Advertising**

RSS feed publishers beware! You are no longer in control. Your readers are. And if you bug them with too many ads or off-topic stuff, they'll drop you instantly.

But what if you could offer them targeted, relevant, on-topic ads for things they are looking for – or interested in – anyway. Would you mind if I told you about a fantastic new book on crafting if you were subscribed to my crafts RSS feed?

That's why contextual advertising is the very best thing to happen. And it's ideal for RSS feeds. In the premium version of this tutorial, I'll discuss '**Newsmastering**', a concept where RSS feeds and contextual advertising are happily wedded in a profit-spinning relationship.

Advertising in context is when you select ads suitable to your visitors and related to the subject of your feed. This should get you a higher response rate to ad views. [Google's AdSense](#) product is one such service. Some new services are currently being tested and will launch soon.

## **Tip # 10**

### **Take It Higher**

RSS feeds foster a higher level of trust with readers, who consider the publisher a reliable source of information on the subject.

Which means, you could add your personal endorsement to a product or service being advertised on your feed – and literally explode the response. A word of caution, in case your greed glands just went crazy! Endorsing the wrong kind of product is the death knell for your feed. You won't hear about it, you'll just get ignored.

Be very careful. This is a powerful secret. **Use it right, and make a mint.** Make a mistake, and burn yourself – bad.

## **SELLING WITH YOUR RSS FEED**

### **Tip # 11**

#### **Build Buzz, Sell Stuff**

Have an upcoming product launch? Announcing a special discount or sale?  
Releasing a powerful update or fantastic new service?

Feed it – using RSS!

Seth Godin is a master at this. He pre-launches his books on his blog – and builds up such demand, they fly off the shelves on launch day.

So get your blog buzzing. Hype up your forthcoming launch. Offer samples, trials, discounts, bonuses or previews. Ask for ideas and suggestions, invite affiliates and joint venture partners to help you with it. Get people talking.

I haven't seen many good examples of using RSS feeds for buzz. But using RSS feeds this way will definitely enhance sales when you're ready to roll.

### **Tip # 12**

#### **RSS Feeds for Direct Selling**

Direct selling using online media traditionally has depended on websites and email. Email invitations draw buyers to the sales website. And all was well, until the trouble with email, spam and filters. No longer is email as effective at reliably reaching prospects.

RSS feeds can fill the gap.

Include a powerful sales message for your product or service, specifically focused on the benefits a buyer will get from it, along with a link to place orders in context (either at the end of your message, or interspersed with valuable content). By doing this you can encourage impulse buys from readers who know you, trust you, understand your expertise with the subject matter, and want it right away.

## **Tip # 13**

### **Affiliate Marketing via RSS**

Your RSS feed can even become a useful affiliate marketing tool.

Here's how it would work. Sign up for an affiliate program of a product or service related to the theme of your RSS feed. Then mix in a judicious number of endorsements or reviews of the product with your "true content" messages – and you'll make a few sales, and share in the revenue generated.

Don't overdo it. The ideal mix of content versus promotion will vary for each list. Make sure you understand how much your feed readers will tolerate – or you just might lose them. If you don't know, ask. Run a survey.

## **Tip # 14**

### **Are You Being Served?**

The easiest sale to make is one to your existing customer. That's why it is critical to take good care of them. In an era where other methods of staying in touch are becoming expensive or unreliable, RSS feeds are a wonderful, effective and cheap option.

Post updates about your new features, bug fixes, fresh releases, add-ons or bonuses for your product. Pull them into an RSS feed. Then invite your clients and customers to subscribe to your feed – at the moment they complete their order.

Then keep them hooked – and reading your RSS feed – by constantly adding value. Offer special customer-only discounts on your services. Give a gift. Ask for feedback and suggestions from buyers. Provide them with advance notice of new releases expected.

By building and strengthening a positive relationship with customers, you'll retain existing customers. An added benefit is that of delighted customers telling their friends about your business.

## **Tip # 15**

### **Follow Up With Feeds**

An extra benefit of having a customer service RSS feed is you can use it to follow up and sell MORE products and services. This simple step, ignored by over 85% marketers, could lose you hundreds – or even thousands – of dollars every year.

If you sell a product, you probably have other related stuff to sell – an extended warranty, a service contract, a book, manual or report showing buyers how to make the most of their purchase, refills, renewals, add-on services, consulting, recurring memberships. Your RSS feed is a great way to introduce them to buyers in a non-threatening, non-hardsell context.

Wrap up your add-on offers inside content. I'll discuss the exact strategy for doing this in the **advanced edition** of this course. Bottom line is this: If you keep selling, without educating, you'll lose your feed subscribers. Used correctly, RSS feeds are excellent tools to follow up and sell more stuff to your customers.

## **PAID SUBSCRIPTION RSS FEEDS**

### **Tip # 16**

#### **RSS Feeds for Newsletters**

Only a small section of newsletter publishers currently use RSS feeds. This is about to change – soon.

You can use RSS feeds for delivering newsletters. If you offer paid-subscription newsletters, sending them out via RSS can save costs and guarantee delivery. And if your newsletter is a way to keep in touch with prospects and customers, it is a cost-effective and reliable way to do it as well.

In fact, considering all the hassles of spam and legislation surrounding it, it is amazing just how many ezine owners are NOT already making plans to move to RSS. But there's an opportunity in there for a fast-acting entrepreneur.

## **Tip # 17**

### **Private Membership RSS Feeds**

If your content is truly unique and constantly updated or refreshed, you have the kernel of a private membership site. Place your RSS feed and blog behind a password. Let visitors know that it is open only to members.

By creating exclusivity, you'll enhance the perceived value to casual visitors. Human beings, by nature, want to be a part of something exclusive, an insider privy to secret, restricted information. They'll swarm all over your blog, eager to get in and see what it offers.

You can profit from this curiosity in several ways. You could insist on them giving you some data in return for access - like their phone number, name, contact address (to use in offline marketing).

You could ask for even more detailed demographic data (to let you segment any advertising or offers you may want to include in your RSS feed). You may invite them to take a poll or conduct surveys designed to identify their interests and needs. All of this can translate into future profits. Or you can...

## **Tip # 18**

### **Charge An Entry Fee**

As I said before, if your content is truly unique and constantly updated or refreshed, you have the kernel of a private membership site. And you could justifiably charge a fee to access your content.

The simplest way to do this is to set a fee – one-time or monthly recurring billing. And on the order confirmation page, show clients how to subscribe to your RSS

**In fact, this very 'book' is a working example of this tip.** And the **advanced version** is an example of an upgrade delivered by RSS.

### **Tip # 19**

## **Sell Upgrades through RSS Feeds**

If you are selling a range of products, you could offer to send one every month, or every 2 weeks, only to subscribers to your RSS feed.

And once you have built up the value of subscribing to your RSS feed, you can decide to charge a price for it, or ask for data in exchange – with a plan to use the data in future marketing efforts.

### **Tip # 20**

## **Become the Industry Expert**

If you already are an expert in your niche – congratulations. If you aren't, you can become one. Reading an hour a day for a year will put you in the top 5% of any topic – and learning more can get you there faster!

Once you're the expert, and your word carries weight, use that to create a paid-subscription RSS feed. On the feed, you could write articles, comment on other articles, compile recent news and research to package with your editorial remarks – anything.

There are already many such 'authority RSS feeds and blogs' around – but there's always place for more. Many more.

### **Tip # 21**

## **Paid Syndication RSS Feeds**

Earlier we talked about syndicating your RSS feed to other websites in exchange for a chance to get traffic and links back to your site or blog. Here's a spin on that idea.

You could charge a monthly or annual fee for this service. If you regularly update your RSS feed with valuable, relevant content, it would greatly benefit other website owners in your niche to display this 'ghost-written' content on their site. It adds value to their visitors – and may even get them higher ranking in search engines (fresh, relevant, keyword rich content wins hands-down all the time)

**NOTE:** There are a few more very exciting ideas I have about paid RSS feeds. You can 'find' these ideas yourself by browsing other authority sites on RSS feeds.

## **PROFIT FROM RSS SERVICES**

Until now, I've concentrated on ways you can use RSS feeds to profit from your own content. Now let's talk of some ideas to offer RSS related services to other content publishers.

### **Tip # 22** **Develop Ad Networks**

Only very recently, the first RSS feed ad network launched. The field is still wide open. Is this your cup of tea?

If you can find advertisers willing to stay on the cutting edge and risk testing a new, as-yet-unproven medium like RSS... and then find enough publishers with RSS feeds willing to display your ads in them – you're in business!

And by going into a narrow niche – particularly if it is one you already are expert in – you can virtually lock-in your market and raise the barriers of entry for any competitors.

What more will such a service need?

### **Tip # 23** **Can You Track It?**

This is so 'ahead of the curve', I'm almost reluctant to include it here and reserve it for only premium edition owners.

The best part of marketing on the Internet is that everything can be tracked and tested. Each ad displayed on each medium can be tracked for effectiveness and return on investment.

But not for RSS feed advertising. Not yet.

Can you develop a set of tracking tools for RSS feed marketers? If advertisers know what their response rate is, how each feed compares against others, and what ROI they can expect, we'll see the entire RSS advertising industry explode.

## **Tip # 24**

### **Let Us Market Your Feeds!**

The process of getting word out about your RSS feed or blog can be time consuming and effort intensive. With the knowledge and expertise you've acquired while building and promoting your own RSS feed, you can now help other RSS feed publishers.

The top-100 RSS feed directories are a great way to start. The results can be fast. For my RSS feed for this 'book', I got 2 visitors on Day 1, 26 on Day 2, 58 on Day 3 and 89 on Day 4 – simply from listing the feed on the directories!

In contrast, submitting a website on Google or Yahoo can take 3 months or longer for a listing, and then the traffic from it is far from guaranteed.

RSS feed directory submission is a time-consuming, manual and frankly, boring process. But it's worth money to anyone who is willing to exchange time for money!

## **Tip # 25**

### **Rent a Blogger!**

Again, this may shock purists. But it's happening already – and will certainly catch on. It's better you play leader – than follower!

There are many marketers and content publishers who simply do not have the time to create content for their RSS feeds. Some are turning to automated solutions, or syndicating content from other sources.

But a few savvy marketers and publishers are outsourcing blog and feed content creation. This makes sense for owners of multiple blogs and feeds, who use the content on their own sites and syndicate to others as well.

Hire an author. Pay them to write short posts. Post them on a blog. Insert them into RSS feeds. And they're ready to rock and roll.

Where's the opportunity for you?

You could put together a team of content creators – or become one yourself. Write short articles on a theme, and then offer them with some modifications, to multiple blog publishers and RSS marketers. Charge a one-time fee, or on a cost-per-word or cost-per-article basis. You could even arrange a monthly payment ongoing deal.

## **Tip # 26**

### **For Sale: Private Label RSS Feeds**

You could offer content-loaded RSS feeds for other marketers to white-label and use as their own.

The sad thing I've realized is technical experts, who understand blogging and RSS feeds, don't think there's anything special about creating RSS feeds – and so they don't think it is hard work.

But not all marketers and publishers are tech-heads. The simplest technical issues may pose hurdles that paralyze them. You could become their solution.

Take the concept from the previous tip further. Create content. Then create an RSS feed. Offer the 'ready-to-go' feed, with a blog or website, to marketers and publishers who will simply brand and label them with their name and logo – and use as their own!

You could set up a flat-fee, or monthly license, or revenue sharing arrangement for your work.

## **Tip # 27**

### **Compiled 'Niche' RSS Feeds**

Another exciting area that is relatively free of competition is compiling RSS feeds.

If you take the time to research all available RSS feeds in a particular niche topic, combine them together into one location, you will have created a useful resource for consumers and marketers.

Take it a step further and compile the feeds into a single 'meta-feed' – and then offer it to end users for a fee – one-time, monthly recurring billing, or licensing.

Think of ways to add value to it. You could throw in a guide to using RSS feeds in their business or pleasure. You could offer RSS marketing services for buyers of your compiled feed. Be creative.

## Tip # 28

### Incorporate Feeds into Turnkey Websites

A strong attraction of RSS feeds for marketers is the content. By displaying feeds from multiple targeted content sites on their own websites, it is possible to get higher search engine rankings.

There are 2 reasons for this. First, there is a lot of relevant, keyword optimized content. Second, the content is frequently refreshed. As more search engines now have robots tracking pages which are regularly updated, and visit them more often, the chances are much better of having a 'RSS feed powered' website ranking high.

How can you benefit from this?

Create a website template. Include RSS feeds (parsed into HTML) in a section of the template. Sell the templates. In the [advanced edition](#) of this program, I'll tell you about some of the tools I use to create such pages.

## Tip # 29

### Build And Auction RSS Feeds

A variation on the theme mentioned above is to create custom blogs with RSS feeds - and offer them for sale on an auction site like eBay.

If you create generic versions of your feed that cater to a specific industry, you could sell multiple copies of your custom blog on different auctions.

## **Tip # 30**

### **Sell Accessories Separately**

This idea builds on creating custom blogs with RSS feeds – and then selling them or auctioning them off.

You could even throw in an offer to ‘personalize’ the feed – by adding a logo, modifying the look-and-feel using CSS, tweaking the RSS feed messages - at a small extra cost.

And while you’re at it, why not offer an **ongoing blog and feed maintenance** clause – to sustain the income potential for a long time to come?

## **Tip # 31**

### **Offer Feed Maintenance Services**

RSS feeds run pretty much on autopilot. However the entire process of blogging, feeding, tracking, tweaking, updating, archive maintenance, making updates and modifications – all take time and knowledge.

Many people don’t have either. You can help.

To get started, a beginner will need to create an RSS feed – either a standalone feed, or a blog (which means choosing software, installing it, and creating the blog). Next comes from testing the feed, validating it on different services and readers, and fixing bugs. Then comes tracking and ad insertion, if the feed is being used for promotions or to sell advertising.

Learning to do this takes time and effort. You’ve learned it already. Now you can offer these services to new marketers – **and get paid for your efforts.**

## **RSS FEEDS AND SEARCH ENGINE OPTIMIZATION**

The next section is about how you can use RSS feeds to get more traffic to your website. This can directly translate into increased profits from your site. Alternatively, you can use this strategy to optimize websites for others, and get paid.

## **Tip # 32**

### **Optimize Your Website**

One of the innovative uses of RSS feeds is to parse them back into HTML, and then include the feeds inside other websites.

There are different ways of doing it, some using Javascript, others without. The one thing you need to be aware while using Javascript based techniques is that search engines cannot view the content – so it is of lesser value as a SEO tool. Your ‘human’ visitors will however still find it useful content.

By pulling in multiple RSS feeds related to your topic or category, and tastefully distributing it around your original content, you can make your website more attractive to search engines. There is targeted, relevant content – plus it is frequently refreshed, automatically, each time the syndicated RSS feed is updated.

## **Tip # 33**

### **Get Listed On Search Engines**

To be fair, I must warn you this situation may no longer exist by the time you read this material. It is a window of opportunity – one you can take advantage of by acting quickly.

Yahoo is testing out a new idea – an RSS feed directory. By submitting your RSS feed for inclusion, you can get your site into the database – for free. No \$299 fee for being reviewed by an editor.

But here’s something no one else has specifically highlighted. Yahoo’s robot called ‘Slurp’ will follow all links from your RSS feed/blog – so by linking to all sections of your regular website, you can get them into Yahoo’s backdoor!

I did it – and got 120+ pages indexed within 48 hours. I put my entire experience, step by step, into a special report called “[Instant Yahoo Listing](#)”. It used to sell for \$97 earlier – I’m including it as a free bonus

## **Tip # 34** **Design RSS Networks**

An interesting idea to boost search engine rankings and drive a surge of traffic to a website is by building RSS Networks.

What are they?

A group of bloggers post updates to their blogs frequently over a pre-defined period (say, for one week). All members of the network blog on the same topic. Each one has an RSS feed. The feed is displayed on all other members' blogs.

Are you seeing the plan here? If you had 25 members, together they have created a massive content resource, interlinked via RSS feeds, all on the same topic or keyword – and when any one gets into search engines, all others will get 'discovered' and benefit from the surge in traffic as well.

Interesting. I haven't tried it myself. But think it might work in specific situations. Your opportunity? Put together a set of bloggers, willing to do this for different topics. Then offer your services to marketers or publishers – for a fee.

## **HELPING OTHERS LEARN RSS**

RSS is HOT. Many people are jumping on the bandwagon. And most of them don't have a clue what it means! You can help them – and profit from it.

## **Tip # 35** **Sell RSS Stuff**

Apart from the ton of free resources about RSS, there are a flurry of RSS related books, courses and software being released. **This 'book' is one of them.**

By selling these products as an affiliate, you can share in the buzz surrounding RSS. If you're inclined, you can even create a product or service to sell to the hungry crowds!

## **Tip # 36**

### **Create an RSS Membership Site**

This is an idea I'm toying with doing myself. Put together a resource focused on RSS. Include reports, books, tools, discounts and special offers on RSS related stuff.

Keep it updated and fresh. Include a community section – forums, teleconferences, webinars. Include peer-to-peer support. Rope in moderators who are experts at RSS.

Then place a price-tag on membership. You get recurring income for very little expense – apart from your time and effort to set things up.

## **Tip # 37**

### **Teach RSS**

Remember how helpless you felt when you first set out to blog your way to profits? Well, there are several million more people who are in the same boat.

And YOU can help them. Once you've got past the learning curve, and know what needs to be done, you can help others do it – quickly and easily.

Train newbie bloggers. Show them how to set up RSS feeds. Tell them how to use it in their marketing.

You can do this by email. Or conduct an eclass. Even write a book on RSS basics. Or create tutorial videos delivered by CD, DVD or downloadable video movies. Even conduct an RSS seminar! Invite me to speak at it... please ☺

## **Tip # 38**

### **Become an RSS Reviewer**

A lot about RSS and using it as a marketing tool is new, cutting edge, untested stuff. No one knows a lot about it – and there are very few ‘authority’ figures.

Here’s your chance to become one.

Buy – or request – every single RSS product you can lay your hands on. Write independent, unbiased reviews on each. Offer it for free – or for a fee. Build a reputation as the ‘go-to guy’ on everything about RSS.

Then leverage your reputation to turn it into profits. You can sell the products you recommend for a share of revenue. You can turn your review site into a paid-membership one. You can become an RSS marketing consultant with your new-found expertise.

## **RSS FEEDS FOR MARKETERS**

This section is about ways you can use RSS feeds to offer something of value to marketers.

## **Tip # 39**

### **Launch RSS Directories and Search Engines**

These are early days of RSS marketing. There are already a few established search engines and directories where you can submit RSS feeds. But the field isn’t over-crowded... yet.

You may consider setting up ‘niche’ RSS directories, where only feeds on a specific topic will be accepted for submission.

You may create ‘pay-per-click’ directories, or ‘pay-per-subscriber’ type services where feed creators will pay a fee to get listed, viewed, or deliver sign-ups to your feed.

Revenue ideas could also include banner and other advertising on the directory, recommending RSS related products in-context on the search page, update services for users and many more. We’ll delve into them in depth in the [advanced version](#).

## **Tip # 40**

### **Build RSS Hubs for Niches**

Think about everything a marketer might need to use RSS feeds in marketing a business. Then put together all these resources in one place.

Then, modify everything in it to suit a specific niche!

The hub will have all the content, all the tools, all the information, all the training required to start using RSS feeds in marketing to that niche. Do you think marketers will pay top dollar for a resource like that? I sure do 😊

## **Tip # 41**

### **Create RSS Software**

It's an industry in its infancy. And there's incredible potential for expansion.

You'll have to be imaginative – and creative. Think of the applications a marketer might be seeking in RSS. Then see if there's a solution out there for it. If there isn't, go out and create it.

My friend, Andrew Peacock, did just that. The result – an amazing script called **“RSS Responder”**

What can you come up with? If you're looking for more specific ideas, I share a few in the **advanced edition**. And Adrian Ling's new book, **“RSS Made Easy”** has a couple of neat ones too.

## **INDIRECT PROFITS FROM RSS**

### **Tip # 42**

#### **RSS Feeds for Brand Building**

Your RSS feed is a reflection of your business – and you. Used intelligently, it can help brand both to your select target audience. No huge ad budgets, no expensive creative, no complex campaigns.

Just be yourself – and let your personality shine through in your content.

Do this consistently over time – offering great quality, being professional and courteous, caring for your readers – and soon you'll have loyal fans hanging on your every word – and ready to buy from you over and over again.

### **Tip # 43**

#### **Repackage Your RSS Feed**

Here are some more ideas to create multiple income streams from content in your RSS feed. People have different tastes.

You can package your feed content into a print manual or book, an audio product delivered by cassette or on CD, or even a digital video program delivered by instant web download or on CD or DVD. By offering this content in varying formats, at different price points, you can make sure you have something for all audiences – and boost your profits.

## ***In Conclusion:***

I hope you're as excited as I am about RSS feeds and using them for marketing your business.

Let me know what you think. Send in your feedback by email, or post a message on our forum, in the section called "**RSS Marketing**".

<http://www.Reach-n-Relate.com/forum-fortune/>

Share anything you like - your comments, ideas, opinions or feedback about this set of 43 quick tips.

And don't let these ideas wither away and die. Do something about them. **NOW.**

***The difference between success and failure online is not a lack of knowledge or experience, but a lack of dedication and drive.***

And the attitude that's so wonderfully depicted in Nike's branding slogan:

**Just Do It**

I look forward to hearing about your explosive success with **RSS Marketing**.

All success.

**Dr.Mani Sivasubramanian**

P.S. If you don't own a copy of my other blog book, please get a copy here. Many of the ideas overlap, but reading them in a different context will let you imbibe them into your system – and think up some cool ways to use both blogs and RSS feeds in synergy.

***Blog Profit Ideas Exposed***

*33 Quick Tips To Profit From Your Weblog – Today!*

<http://www.BlogProfits.com>

# WHAT'S NEXT?

*Coming Soon...*

An entire range of products and tools to get you started with **blogs and RSS feeds - for profits.**

## BLOG PROFIT BASICS

### How To Get Started With Your Explosively Profitable Blog– And *Enjoy* It

A tutorial that'll guide you **step-by-step** through the process of planning, building and fuelling your own blog - *to skyrocket profits through the roof!*

This is a '**must-read**' for anyone who has watched the weblogging phenomenon but has worried about not knowing enough to get started. You'll find your most basic questions answered here.

At the end, you'll have enough knowledge to **start launching your own blog** – or decide it isn't for you and stop wasting your time!

To get your copy of **BLOG BASICS FOR MARKETERS**, [click here](#) to go to

<http://www.BlogProfits.com>

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If you'd like to keep updated about new **RSS PROFIT** reports we'll be releasing shortly, please add our RSS feed to your feed reader. Go to

<http://www.RSS-Marketing.com/what-is-rss.htm>

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