



Nicole Ephgrave: Hi there. This is Nicole Ephgrave, search engine expert of the Internet Marketing Center, and that's at www.marketingtips.com. And the Search Marketing Lab, which you can check out at blog.search-marketinglab.com. Today, we're going to talk about Internet marketing strategies. We have a lot of great web entrepreneurs out there looking for new Internet marketing strategies to build their businesses.

I have a special guest today, Jim Kobialko. He is a seasoned Internet marketing expert. He's one of our leads of our fantastic mentoring program, and he also heads up our eBay team. Hi, Jim!

Jim Kobialko: Hi, Nicole. Thanks for having me today.

Nicole: Now, Jim is going to share an amazing Internet marketing strategy that's going to help you with your competition analysis. It's going to help you create products. It's going to show you how to get free information. This tool does a lot of really neat things, and I'm going to get Jim to give you some more of the details. Go ahead, Jim.

Jim: Excellent. Yeah, this is a great tool. It's called PowerSearchTool.com. It's a free download. It's a toolbar that will be on your computer, Internet Explorer, when you're browsing the Internet. And it sounds too good to be true, and it's free.

But what it helps you do, you can type in your niche phrase within the search tool--like, say, for example, it might be "anxiety," or it might be a niche on golf or another area--and you can actually search the specific areas related to it. And there's a feature, on the right-hand side of the Power Search Tool, that only searches products or information that you can give away for free and that you can share.

So, there's a section there that says, "Free to use, share, or modify, even commercially." What that means is, say you haven't developed your product or maybe you're looking at building another product to back-end your original product, you can use this tool to get free information that's already created. So you can use it and you can sell it, even commercially, and make money, without spending a lot of time doing it and creating it.

Nicole: That's really exciting, Jim, because the one thing that we've proven here at the Internet Marketing Center is an electronic product is the most lucrative way to make money online. And sometimes it can be hard to gather all that information. You spend days and days searching for it, and some of it you can't even use.

So this is really going to help you come up with some amazing ebooks, electronic products, and some really strong bonuses. What a great Internet marketing strategy!

Jim: Excellent! And another Internet marketing strategy with this is it allows you to search file types--just specific file types on whatever you search for. So, say you're searching for "anxiety," you can search just the PDF documents out there, or just the Excel documents or the PowerPoint presentations.

And what happens is some incredible information comes up that you can credit in your sales copy, that you can refer to in your sales copy for that, as well. So it's a great way for finding information, even if you're just creating a product, but also being able to sell it when writing your sales copy. So, I thought that was pretty interesting as well.

Another thing that it does is you can do side-by-side comparisons with other search engines. A lot of people use Google, but other people use Yahoo. So if you're searching your phrase, you can do a side-by-side comparison to see what comes up in Google compared to what comes up in Yahoo.

So it's great for seeing who the competitors are out there. What are they doing? What keywords are they optimizing for? What are they selling? Are they making money? So it's great for analyzing the competitor as well.

There's so many different Internet marketing strategies that I can see this tool helping us with, like we teach people in the mentoring program how to find a niche, how to analyze the competition, how to write a sales copy. All of those different strategies, this tool will be crucial in all aspects of that.

So, when you're analyzing competition, it does side-by-side comparisons. When you're trying to create a product, you'll be able to use this tool to be able to find free information that you can include in your ebook. If you're trying to write a sales copy and use specific, credible sources, you can use this tool to be able to find PDF documents that you can credit in your sales copy. So it's pretty fantastic, and I'm really excited about this.

I haven't even gone into it too deep. I have been fooling around with it for the last couple weeks, and I tell you, it's pretty amazing.

Nicole: Wow! That does sound amazing. Can you tell us about the blog search it can do?

Jim: Yes, absolutely. Another cool feature here, and it's a great Internet marketing strategy, is you can search just blogs. So, a lot of people have their own blog, a lot of people are promoting their websites through their blog, but this is a great way to just search blogs on your niche, to be able to find joint ventures, to be able to talk to them and say, "Hey, can you promote my products," and also to find the competitors that have blogs that are related to your niche.

It also searches groups and forums. I know one of the biggest things that we tell people is try to find out the problems related to your niche. So you can actually type in "anxiety" or "golf," or whatever your niche phrase is, in groups, and it pulls up all the groups that are talking about that phrase.

Another cool feature it has, and I'm just getting started on this, but it allows you to search patents. And people come to me and say, "Hey, Jim, this is a great idea, this is a great product idea, will it sell?" Well, it might sell and it might be great, but it also might be out there already.

So, what you can do is you can type in your product idea or an interest that you have, and you can search the patents, and it will tell you if there are patents on this idea already, so you don't waste your time thinking about it, planning it, and there's already a patent on it. So, it's from square one.

Nicole: Wow! That makes a lot of sense. This is an amazing tool that's going to help you with all kinds of different Internet marketing strategies. So, as we've mentioned before, this is going to help you analyze your competition, which can really help your search engine optimization. It can help you create products. It can help you write your sales copy and find problem statements.

All right, Jim. Well, thanks a lot for being here!

Jim: Thanks, Nicole, for having me.