

**Send Out an RSS**

# **Before You Sink, Send Out an RSS**

**By Dennis Becker and Rachel Rofe**

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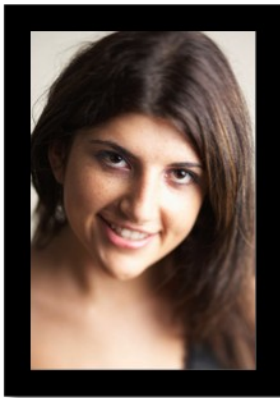
### About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofo** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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## Introduction

If you are new to Internet Marketing, then acronyms like RSS and XML probably sound closer to a vaccine than a helpful tool to boost your business. Below I will teach you the basics of RSS, so that you don't sink in the sea of IM terms.

Before I dive into the nitty gritty details, let's get a few definitions out of the way:

**XML (Extensible Markup Language):** a set of rules for encoding documents electronically. Essentially, it provides a flexible format for creating structured computer documents.

**RSS (Really Simple Syndication):** a family of web font formats coded in XML used to provide subscribers with frequently updated information. It is a way to get information from blogs and other sources without actually logging into the blog.

**Web Syndication:** website material is made available on a number of different websites such as RSS Feeds, news, and press releases.

**Web Feed:** Allows feed readers to access a site automatically when looking for new content and the post updates about that new content on other sites.

## Learning RSS Basics

Essentially, you use RSS to subscribe to the web feed of a site, blog or other media content found online (including video, music, or any other digital media).

When you syndicate, you no longer need to visit the actual site to read or receive the latest posted content. Alternatively, you use feed-reading software or websites to view the most recent content.

The glamour of it all is that rather than visiting all of your favorite sites each day to catch up on the latest news, you will receive everything of interest all in one place. This is a highly efficient way for you to get your favorite content as soon as it posts.

I won't bore you with XML information because it is really of no value unless you are a tech-junkie. I will stick with the basics so that you better

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understand the value of web feeds.

### Feed Reading: Software or Web-Based

If you perform a Google search for RSS readers, you will find several viable options. Search for one that is free and functional for what you want. Test out 2 or 3 before deciding on your favorite. Remember there is always a learning curve when trying out new software. Once you start receiving your feeds, the software will become easier to understand.

RSS reader software is a wonderful option, but there is a downside. You can only receive RSS feeds on the computer to which you installed the actual software. If you have more than one computer in your life (which most of us do), then you may want to opt for a web-based feed reader.

Web-based readers are fantastic because they are entirely Internet based and you can access your syndicated feeds online from any computer location. You also have the option to share your feeds with others and search what others are reading.

### Subscribing to a Web Feed

You have probably noticed at the top of blogs or other sites an orange RSS link button. This is what you use to subscribe to feeds. Click on the RSS link button, then copy and paste the web link into your feed-reading software or web-based reader. Sometimes you will have to name the feed, but other times the feed will be aptly named so you remember what it is.

Any blog you read will have a link to subscribe to. They come in various names including RSS, Atom, or Syndicate. Regardless what it is called, they all do the same thing. Like any new technology, different standards have been set to create web syndications. Much like DVD technology beating out the old Laser Disc, RSS seems to be winning this competition.

Though the rage of RSS began in the blogging world, many other forms of web content are catching onto the syndication fad. Many of the larger corporations and major sites are offering syndication for nearly all content.

Next time you click on a big site to read an article, check and see if it offers syndication. Most likely, you will find that it does.

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Another form of syndication that is catching on rather quickly is Podcasting. A podcast is essentially an audio show that you are able to listen to on your computer or an MP3 device. Many sites like Apple's iTunes allows you to subscribe to various podcasts for free.

## **Syndication is the New Future**

Become familiar with the technology of RSS because as an Internet marketer, you will likely find it to be a useful tool for your business. Even if you aren't a blogger, syndication is a great tool to help your customers and viewers make an easier life on the Internet.

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### Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

### Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

### Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

### Freelance Work

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

### **List Building**

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

### **Offline Marketing**

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

### **Outsourcing**

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

### **Product Creation**

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

## **Social Media**

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

## **Becoming Successful**

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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