

**Yahoo Answers**

**Become an Authority  
through Yahoo  
Answers**

**By Dennis Becker and Rachel Rofe**

# Yahoo Answers

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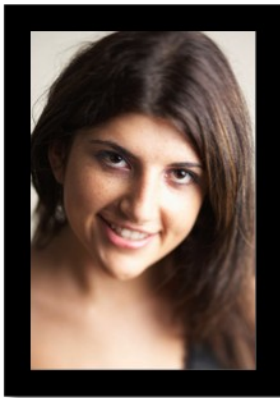
## About Us:



**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

When you type a question into your search engine, likely a thread from Yahoo Answers will appear pretty close to the top. Much like YouTube, Yahoo Answers has become quite a phenomenon in the online social interaction world.

This question-and-answer site is largely one of the most successful communities online, boasting over 70 million users. So, why not jump onboard and join in the fun? Below I am going to teach how to become a Yahoo Answers authority, and help drive traffic to your online business.

This free site offers a chance for anyone to ask or answer a question. The discussion vary from serious, like "how do I know if I have the flu", to not so serious, like "does my dog like me?" Whatever the question, there is always someone looming around the corner waiting to answer. When it comes to discussing your niche, that someone should be you.

## Become an Industry Expert

You've worked hard to know your niche inside and out. After spending countless hours researching, writing, and honing your skills, you really begin to feel like you should make better use of your knowledge.

With all that information itching to get out of your brain, becoming an industry expert on Yahoo Answers is only the next natural step. If you sift through the forums of this community, you will find a vast array of answers for questions. Some of them are spot on, and others come out of left field.

If you notice, those who provide the most accurate and trustworthy answers often receive a great deal of respect in the Yahoo community. Building a solid reputation in the forums will help to showcase you as a leading expert in the community.

Having a community of people who trust you will also build confidence in your business practices. If you are always reliable when answering questions, then you will likely be seen as reliable when conducting business transactions.

When you create a Yahoo Answers account, you are able to perform a

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specific search related to your niche. Once you start finding questions regarding your areas of expertise, you can begin answering right away. Always answer with 100% confidence. If you aren't sure of an answer, you are best to avoid providing feedback until you know for certain. Again, it is all about building trust with your community.

## Drive Traffic to Your Site

Okay, so now that you have a Yahoo Answers account, you want to make good use of it. Being an authority in your field is always a plus, but spending a few hours a week in the community needs to have some sort of benefit for your business.

That is when your links come into play. Have links to your website or blog in your profile as well as in your answers. Just remember that direct advertising is frowned upon and could have you banned from the site. Cautiously approach how you are going to link your website or blog in your answers.

Usually the best way to do this is have a page link directly related to the question topic. For instance, if you are a gardener who has a website to promote your nursery, then link to pages in your site that provide supplemental advice for your answer.

If you are a gardener and answer a question about buying a new television, linking to your gardening site is not such a hot idea. So, stick with your industry and find ways to supplement your answers with information on your site.

## Get to Know Your Target Market

Hopefully with all of this exploration and answering in the Yahoo community, you have taken some time to get to know your target audience. You can really learn what people are looking for in a product or service through this site.

A pet store supply owner can go into the Pets category and find out the latest trend in pooch pampering. A daycare owner can explore the Pregnancy and Parenting section to research what parents are expecting from childcare.

There is no better direct market research than Yahoo Answers. It's free, and

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you find out exactly what people want from their mouths. Talk to thousands of people in the community and you will soon realize how to improve your business.

## Search Engine Exposure

As I mentioned earlier, any question you type in the search engine will likely lead you to a question asked at Yahoo Answers. You couldn't ask for better exposure. Think about all of the time you spent perfecting your SEO campaign, only to have it succeed in Google, but flop in Yahoo or MSN.

Answering questions in Yahoo is a no-fail system. You don't have to use a certain search engine to rank high in results. Regardless if a users browses with Google, Yahoo, or Bing, your question will come up high in the ranks if it is typed into the search engine.

So, every time someone clicks on your answer, they are also brought to the link for your website. Think of it is an indirect way to drive traffic to your website.

## Network with Other Experts

Just like any social interaction site, you never know who you are going to run into online. Answering questions accurately and authoritatively may provide you possible business leads. You have the chance to interact with other experts in your field, allowing you to bounce ideas off each other and learn new aspects of your business.

Yahoo Answer also allows emailing between members. This opens up the possibility for new clients, joint venture prospects, and sponsors to get in touch with you.

Reading all of the questions and answers may also inspire you to try news things in your business. It opens up avenues of your industry that you may have never thought of in the past.

So, go ahead and start answering. In no time, you will be touted as an industry expert, and find new opportunities to explore.

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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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