

Anatomy of a B.U.M. Bum Marketing Made Easier/Faster

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<http://nicheology.com/1.htm>

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The purpose of this report is to help you:

Organize your BUM marketing or any marketing
efforts to save you time and money so you can make
more money.

Help you **recognize the opportunities** and
possibilities you may be missing

Train yourself to **create proprietary**
processes and models.

Bum Marketing is one of the latest "crazes." But there's something that makes it different from the rest. Importantly different.

It's based on the human element. It teaches you skills that you can use across the board of your online efforts. And while certain sites you're using for promotion might shift in popularity, it's relatively easy to find a new one.

Unlike the automated site generators, mass ping, etc. Bum Marketing is based on the elements of business and SEO fundamentals. Things that won't change with the next algorithm.

Bum Marketing has long term possibilities. If you're willing to stick to the simple system of BM, then here are some ways to keep it organized, and ways to advance your personal BM system.

Here's How to keep you B.U.M. clean...

Bookmark YOUR Process

book·mark (b^{oo}k'märk') : to record the location (URL) of a favorite Web site to allow quick access in the future. To place a marker to quickly locate a needed reference or tool.

Take the time to bookmark EVERYTHING out in your Bum Marketing (BM) process ONCE. Links, templates, checklists, etc. Don't waste time trying to locate a link, or hope that it is still in your browser memory.

Set up your:

1. Favorites Folder in your browser. Include your links to your affiliate markets, online

research tools, article directories, classified add directories, etc. **Link them directly to the login page**, not just the home page. Set them up numerically so you can work through them step, by step.

2. Shortcuts folder on your desktop leading to your tools. This will keep you from getting lost in your software options and keep you using only what you need. Place a shortcut to EVERY tool you use on the folder.
3. Website Templates. Lay a "beginning" site out and use it each time to rapidly make changes.
4. Checklists. Step-by-step processes for each BM element. An article writing example is for you below. The reason for a checklist is it keeps you focused and on track.

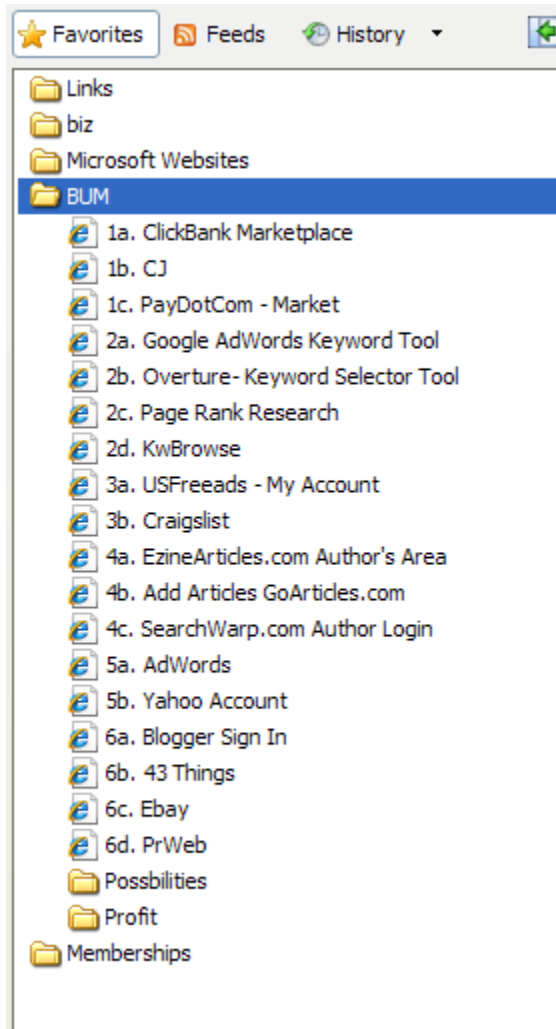
All of this little things are HUGE time savers. Even though you know your process, sometimes it is difficult to remember what step you are in.

Here is the way I set mine up...

My Favorites Folder:

I am able to move through the necessary links in my system quickly. They are arranged in order so I click and go.

In addition to the basic BM links I also have my *possibilities* links. These are community sites, forums, and pages I have noticed ranking high in my keyword areas. Then there are my profit links, which let me login to PayPal, Clickbank, etc to check the daily gross receipts.



My Shortcuts:

Anything you need for research & development should be in a shortcut folder for easy access. I went from "searching" for which tool I was looking for in my programs menu...

Anatomy of a BUM

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