

Maximum Edge Introduction

Internet Marketing is just like any other business, to stay ahead of the game you have to innovate and improve on your strategies. The long tail / lens / HubPage strategy is still in my opinion the easiest and quickest way to make money, and that is why I chose to use it as one of my first projects, but it does have its down side... you have to create a fair amount of content to get the most optimum result...

Now creating content when you are working on your own (or even farming it out) is ok, but what I realized (and I am sure you guys did too) is that teaching a concept, and at the same time doing a project is pretty time consuming and ultimately timelines slipped somewhat, but that also made me think about everybody else.

You see I have been pretty lucky, I have been able to work full time now on marketing for quite a number of years, but by running the Edge and also my marketing business, and working on Edge projects it kind of hit home just what situation most people are in... If you are working a day job and trying to get your marketing business established then *time* is a killer.

What I didn't want people to do is sign up to The Edge, read the material, then just put it too one side, I wanted people to take action, build sites, and make money. But like I said above, by teaching, as well as marketing, I realized just how time consuming some of the tasks I normally take for granted are, and it is out of this that Maximum Edge was born...

The Evolution Of A Strategy

At the beginning of March and I was chatting to Ed on Skype, and he was showing me some of the results he and his labs were having with Squidoo, one of these really grabbed my attention. They had entered a market I was very familiar with, it was ultra competitive, but in just a couple of weeks they had managed to grab a number two position in Google for the

keyword phrase. This single phrase was generating a huge amount of traffic (over 80,000 hits so far), but what really stood out was the fact that the lens they had created was also ranked really high for quite a lot of other long tail phrases, this *umbrella* lens was doing the work of eight or nine lenses.

... The Strategy Was Born

Over the last six weeks we have tested this strategy over and over again and the results have been pretty much consistent, using just one lens we can get ranked well for a number of competitive phrases, and ultimately generate a considerable amount of traffic for a lot less work... this technique also has one other great advantage...

Testing Markets

One of the things people struggle most with in Internet Marketing, is picking a market to go after. WordTracker is pretty good at predicting numbers, but it is how those numbers convert to sales that really matter. If you were ever a member of Ultras or took part in the thirty day challenge then you will know that testing a market before entering it is key to success.

It doesn't matter if your ultimate goal is to generate income from affiliate sales, list building, or your own products, testing the market is something you need to do before you put a whole heap of work into any project. By using this strategy you can easily prepare tests in a couple of markets with no more than a few hours of work, and within a week you should have a good understanding of the markets you have chosen... and you are doing this at zero cost to yourself.

The Key Differences

There are a couple of differences between existing long tail / Squidoo strategies and this technique, these are:

1. You are targeting long tail phrases with a higher number of competing pages than before.
2. You only have to create a small number of phrases to be able to capture traffic for a whole range of additional long tail phrases.

3. You can test multiple markets with very little effort.
4. There are several new techniques to getting indexed and ranked.
5. It's a lot less work. ;)

So over the next couple of weeks we are going to be showing you in very detailed step-by-step videos and articles exactly what the differences are and how you go about implementing them... and remember, this system can be used for a whole lot more than generating affiliate sales, and I will be showing you *exactly* how I am going to be using it in the next project, which is creating an information product from scratch.