



### Part 3 – Content Direct

## How you can generate an infinite number of unique, high quality pages at the press of a button!

Wow! The response to the Build-an-Empire Partner System so far has been nothing short of astounding! We've received an onslaught of e-mail queries from every continent in the world asking when this next mini-report was going to be ready.

To say that this project has created a stir among marketing circles is a gross understatement. Many of the top marketers have jumped on the bandwagon NOT ONLY to promote the system to their lists - but also to have access to it themselves - the frenzy resembles a seismic tremor measuring **7 or higher on the Richter scale!**

I think all this excitement has come about for three reasons.

- 1** Downloadable audiobooks have a target audience that consists not only of Internet marketers and entrepreneurs but the entire mainstream population. And the demand for them will only get bigger as time goes on because their growth is directly proportional to the explosion of MP3 players and other digital devices (watch out for mini-report 4, which includes many more reasons why this market is poised for explosive growth).
- 2** Astute marketers will realize that the money isn't just going to be made from the main store itself, but from the infinite number of niches that can be reached using this system.
- 3** This isn't just about audiobooks. There are many other ways that this system, and the tools it puts at your disposal, can be used to generate additional revenues such as AdSense, or to build highly qualified lists, and we'll come on to some of these techniques in this and upcoming reports.

Do you want to know something that really amazes me? All of this excitement has been generated even though most people haven't even heard about one of the most incredible features in the system, and one of my personal favorites! This is the one that will remove all doubt that this really is something incredibly special.

The feature I am talking about is called **ContentDirect™**.

This feature gives you the ability to create, at the press of a button, an infinite number of completely unique web pages on almost any subject under the sun.

## How a health and fitness site can go from 0 to 100 pages in less than 5 minutes

Let me give you an example.

Imagine you have a site about self-improvement, that covers everything from time management through to health and fitness regimes, and you want to add some quality content to it. Just log into the system, click on the ContentDirect button and select the Self Help category. Choose how many pages you'd like (you can generate up to 100 at a time) and click the generate button.

Within 10 seconds the system will create the pages for you and put them in a single zip file that you can download to your computer.

You can choose to have the files created as standard HTML web pages (ideal for importing into existing sites using XSitePro, FrontPage or Dreamweaver) or if you're more technically advanced you can choose XML or CSV. For most people the standard HTML web pages will work just fine.

On the next page are two examples. The one on the left shows you what a generated page will look without you doing anything to it. The second shows an example of what the same page could look like after it's been imported into a site using a tool like XSitePro.

Every page that ContentDirect generates focuses on a different title and then includes a selection of other related titles underneath.

Each title listed includes a packshot. Visitors to your site can click on this packshot to view a larger image if they wish. The main title also includes links to RealAudio and Windows Media streaming audio samples so that people can listen to a short

audio sample, usually between 2 minutes and 5 minutes, to see whether they would enjoy that audiobook.

The terrific thing is that ALL of this is done for you automatically. You don't have to do any HTML coding at all. Just click the button and the pages are created automatically for you.

**Dr. Atkins' New Diet Revolution**  
Dr. Robert C. Atkins  
Narrated By: Eric Casper  
Publisher: Harper Collins US  
Runtime: 12 hours  
Type: Diet & Nutrition  
Focus on: Healthy Living  
Health & Fitness  
Download Price: \$12.95  
[View Details...](#)



Dr. Atkins' New Diet Revolution has taken millions to lose weight and just finally. Now the world's #1 diet and complementary medicine expert has updated his proven program for a new century -- offering a brand new formula based on a scientifically supported controlled carbohydrate prescription. The updated New Diet Revolution includes:

- \* All you need to know to achieve permanent weight loss and a lifetime of well-being
- \* Brand-new case studies
- \* The very latest scientific research!

With Dr. Atkins' New Diet Revolution, you can eat the delicious meat you love and kick-start your metabolism so that you burn fat for energy. You can reduce health factors associated with certain major health problems, including cardiovascular disease and diabetes. Atkins will help you to strengthen your life by increasing your nutrition so that you look good, feel good, lose weight and sleep well!

**Other titles you may be interested in**

**Positive Psychology, The**  
Nicholas M. Pechter, M.D.  
Narrated By: Bob Work  
Publisher: Harper Collins US  
Runtime: 3 hours  
Type: Diet & Nutrition  
Exercise & Healthy Living  
Self-Help  
Health & Fitness  
Download Price: \$12.95  
Dr. Pechter guides you on the road to improved health, looks and well-being. [View...](#)



**Life, Events and the Pursuit of Happiness**  
Dean Fildel  
Narrated By: Dean Fildel with Heather Blumera  
Publisher: Harper Collins US  
Runtime: 5 hours  
Type: Diet & Nutrition  
Alternative Therapies  
Exercise & Healthy Living  
Health & Fitness  
Download Price: \$12.95

**The Cure for America's Blood Anxiety** [View...](#)

**Secret Guide to Reducing and Reversing Stress**  
Maggie Lauer  
Narrated By: Maggie Lauer  
Publisher: HBC AudioBooks Ltd  
Runtime: 45 minutes  
Type: Stress Management  
Health & Fitness  
Exercise & Healthy Living  
Download Price: \$6.99  
What is the secret to feeling relaxed? This audio programme will help you relax and enjoy life. [View...](#)



**Anti-Inflammatory Zone, The**  
Dr Barry Sears  
Narrated By: Barry Sears  
Publisher: Harper Collins US  
Runtime: 3 hours 30 minutes  
Type: Diet & Nutrition  
Exercise & Healthy Living  
Health & Fitness  
Download Price: \$12.95  
No one is always free from inflammation -- a condition that occurs when the body's natural immune system goes awry -- the underlying factor behind the development of these dreaded diseases are... [View...](#)



**Atkins Essentials, The**  
Robert C. Atkins  
Narrated By: Eric Casper  
Publisher: Harper Collins US  
Length: 9 hours  
Type: Nutrition  
Exercise & Healthy Living  
Health & Fitness  
Download Price: \$14.95  
[View Details...](#)



**Atkins Made Easy**  
Millions of people around the world have already discovered the Atkins nutritional approach™ and the reasonable benefits of controlling carbohydrates. Now it's even easier to get the reputation, lose weight, and get healthy the proven Atkins way!

Providing clear, concise answers to your questions and concerns, *The Atkins Essentials* is ideal for anyone seeking a healthier lifestyle. For those new to Atkins, it's a quick and effective way to get started -- and for those already on the program, it offers valuable tips on making safe, satisfying choices, and more. *Atkins Made Easy* is available!

Simply put, it is Atkins made easy, with:

- The secret of using Atkins
- An effective two-week launch into weight-losing mode
- Personal modifications to slow or speed weight loss
- Helpful listings of acceptable and unacceptable foods and much more!

**Other titles you may be interested in**

**Web Area The Basics**  
Leslie Sussman  
Narrated By: Leslie Sussman  
Publisher: HBC AudioBooks Ltd  
Length: 3 hours  
Exercise & Healthy Living  
Health & Fitness  
Download Price: \$12.95  
The breakthrough & most popular that help you burn fat, tone muscle and feel great! [View...](#)

**Get With The Program!**  
Bob Greene  
Narrated By: Bob Greene  
Publisher: HBC AudioBooks Ltd  
Length: 12 hours  
Diet & Nutrition  
Health & Fitness  
Download Price: \$11.95  
It's tempting for anyone at T.M.A.'s hand. In Get With The Program! Bob Greene shows you the way. [View...](#)

**How To Do Just Your Life**  
Dennis Waller  
Narrated By: Dennis Waller  
Publisher: HBC AudioBooks Ltd  
Length: 1 hour 10 minutes  
Self-Help  
Self-Help  
View Article  
Download Price: \$9.99  
An inspirational guide to fighting clutter and sorting your space. [View...](#)

**My Stress**  
Cynthia Gardner  
Narrated By: Bob Work  
Publisher: HBC AudioBooks Ltd  
Length: 3 hours 30 minutes  
TV & Film  
Exercise & Healthy Living  
Download Price: \$12.95  
Get ready to build your body right. Go the distance with GUY HARVEY. [View...](#)

**Health Coach Diet, The**  
Arthur Agostino, M.D.  
Narrated By: Arthur Agostino, M.D.  
Publisher: Harper Collins US  
Length: 3 hours  
Diet & Nutrition  
Health & Fitness  
Download Price: \$12.95  
For years, cardiologist Arthur Agostino, M.D., urged his patients to lose weight for the sake of their hearts, but every diet had too hard to follow or its restrictions were too harsh. Some were... [View...](#)



And don't forget, ContentDirect can generate up to 100 of these unique pages at every visit.

## But what about Google's Duplicate Page Content Filters

Whenever we've demonstrated this system to people two things happen.

Firstly, they utter words such as:

"Awesome!"

"Incredible!"

"Wow!"

or something too rude to put in print.

Once they've got over the initial excitement of being able to create high-quality content so quickly the second thing they usually say is "*What about Google's duplicate page content filters?*".

For anyone not familiar with Google's duplicate page content filters let me give you a quick overview of what this is.

In its quest to provide quality search results Google tries to filter out pages that have identical or overly similar content on them. The reason for this is simply that nobody wants to see page after page of search results all containing *exactly* the same content.

The great thing about this system is that EVERY page that is created is unique. If you generated 100 pages the chances of generating a page that has been created for someone else previously are **over 10 billion to 1**.

For anyone interested in the mathematics behind this let me explain how we arrive at that figure. Here's the formula:

**100MT x 100ST x 100ST x 100ST x 100ST = 10 billion permutations**

Where *MT* equals *Main title* and *ST* equals *Sub-Title* (i.e. the ones that appear below the main title. When the system creates a page it will randomly add between four and eight titles below the main title. The 10 billion figure is assuming only four sub-titles are added, if the maximum of eight appear then the figure starts to run into the trillions.

In other words, **there's far more chance of you winning the lottery or getting struck by lightning than there is getting two identical pages.**

## How you can make the pages even more unique?

We've built into the system a whole range of features that make it almost infinitely impossible to get the same page twice and then we've added some additional features that allow you to quickly and easily make additional tweaks that customize your page, which makes it pretty much impossible to trigger any duplicate content filters.

The main method we've used is to select content at random from the main database and then list a random number of randomly selected titles underneath in the form of an "Other titles you might be interested in" section.

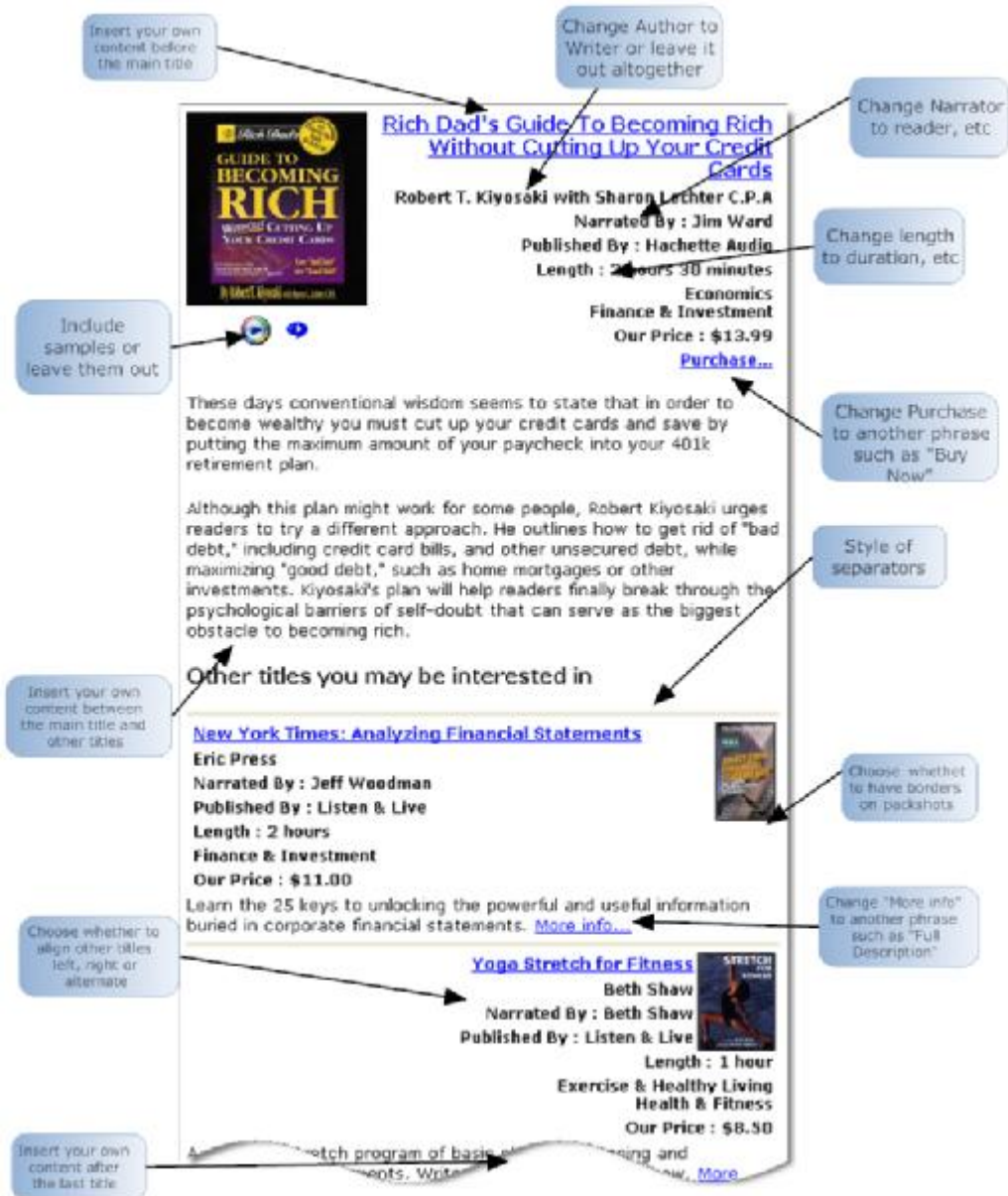
This means that even though the main title on any page might appear on the pages of other sites, the random list of other titles listed underneath it means that the pages are considerably different and so shouldn't trigger Google's duplicate content filters. Indeed, even if Google sent a real human being to check out the pages they would have to agree that the content is markedly different. They'd also see that the pages are completely genuine and are not spammy in any way at all.

But then we've taken it a whole stage further.

The system will let you change almost everything on the page BEFORE the pages are generated. For example, you can specify that you don't want the image on the left you want it on the right. You can tell it that you don't want to use the word "Author" you want to use "Written by" instead. You can add your own content that will automatically be inserted at the top, bottom or middle of the page (this is ideal for inserting AdSense blocks) - and that's just to name a handful of the tweaks you can make. In total there are over **twenty factors** that you can change to increase the uniqueness of the generated pages and to target your ContentDirect output to your market.

Even an inexperienced user will be able to use ContentDirect to create unique content within just a few minutes. What this feature achieves is amazing, but the ease of which it does it **beggars belief**.

The diagram on the next page illustrates many of the tweaks you can make to ensure that the pages you create are completely different to the pages other people create.



## How can you make use of Content Direct?

There are so many ways that you can use ContentDirect it's hard to know where to start. Once you put your mind to it the possibilities are endless.

Let me give you a few examples.

### **Example 1 - Travel & Tourism Site**

Imagine you already have a site that specializes in holidays around the world. You already have pages devoted to various trips that are available and special destinations, but you want to add more content to help you with your search engine rankings.

Go into the Content Direct system and select Languages and the number of pages you would like to create.

Click the generate button and within seconds you'll have your chosen number of pages ready to add to your site.

Every page you create will include your partner link so if someone wants to buy a title they'll be taken straight to your main store to make the purchase.

### **Example 2 - Radio Site**

Imagine you have a site devoted to radio shows. You know that your visitors enjoy listening to audio and so you decide to add a new section to the site listing a wide variety of appropriate titles.

Log into the system and click on ContentDirect. Select the Radio Shows category and enter the number of pages you want to create.

Within a few seconds you'll have lots of neatly laid out pages to add to your site so that your visitors can make their selection.

### **Example 3 - Business Site**

Business people are often too busy to read books and so you decide to offer the people who visit your business related site a selection of titles covering everything from improving their sales techniques through to audiobooks on business strategy.

Click on the ContentDirect button in the system. Select the business category, enter the number of pages you want, and hey-presto, you've got lots of great new pages to add to your site.

The great thing is that not only are you adding a potential new revenue stream to your site, but you're also adding lots of appropriate content, which can really help you push your way up the search engine ranking.

#### **Example 4 - Church Site**

Not only does the system allow you to generate pages for yourself, but you can also generate them for your *affiliates* too.

For example, say you had a contact at a large church you could sign them up as an affiliate<sup>1</sup> and then generate for them a quantity of pages for them to add to the church web site. These titles would be selected randomly from the Religion category and would include everything from complete dramatized Bibles through to guides to living a more spiritual life.

Before generating the pages you'd tell the system that these pages were not for you, but for one of your affiliates. When ContentDirect generates the pages it would then make sure that the chosen affiliate's special affiliate link was embedded into each of the pages automatically.

The church could then tell their congregation about this exciting new addition to the church's web site and then whenever anyone made a purchase the church would receive an affiliate commission (we look after all of this for you) and you'd receive your share of the revenue-split. For example, if the church received 10% you would receive 20%).

Creating content to add to your site is normally a time consuming task, but with ContentDirect in your toolbox it becomes so quick and easy that you'll release hours, even days of time that you can spend on generating traffic rather than hunched up in front of your computer building web pages.

### And I've saved the best until last

At the start of this report I mentioned that there are many ways that this system, and the tools it puts at your disposal, can be used to generate additional revenues over and above anything you earn from selling audiobooks, and I'm going to share one of these techniques with you now.

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<sup>1</sup> That's right. This powerful system will even let you sign-up your very own affiliates who can help you to promote the titles in return for which they receive a healthy commission. Your affiliates will have access to their very own Affiliate Admin system and we will handle all the affiliate payments for you - it couldn't be easier!

ContentDirect makes creating high quality content sites incredibly easy and if you add AdSense ads to the sites you create it doesn't matter whether you sell an audiobook or not, you'll still be able to generate an income from people clicking on the AdSense ads.

Imagine you use ContentDirect purely with the objective of creating AdSense revenues. You can literally spend all day creating niche web sites. Each of the sites you create will have high quality, unique content, and each one will have the potential to generate an income from AdSense clicks.

Many people have had huge success over the past few years creating sites using articles and other page generation techniques, and all of these methods still work to a greater or lesser degree, but with ContentDirect you'll have access to a tool that isn't available to everyone. This will help to give you a competitive edge when it comes to creating high-quality content sites that generate AdSense income.

I'm a firm believer in creating quality web sites and **not** spammy ones, which is why we've put so much work into making sure that ContentDirect not only creates high quality unique pages, but it creates pages that **look great** too.

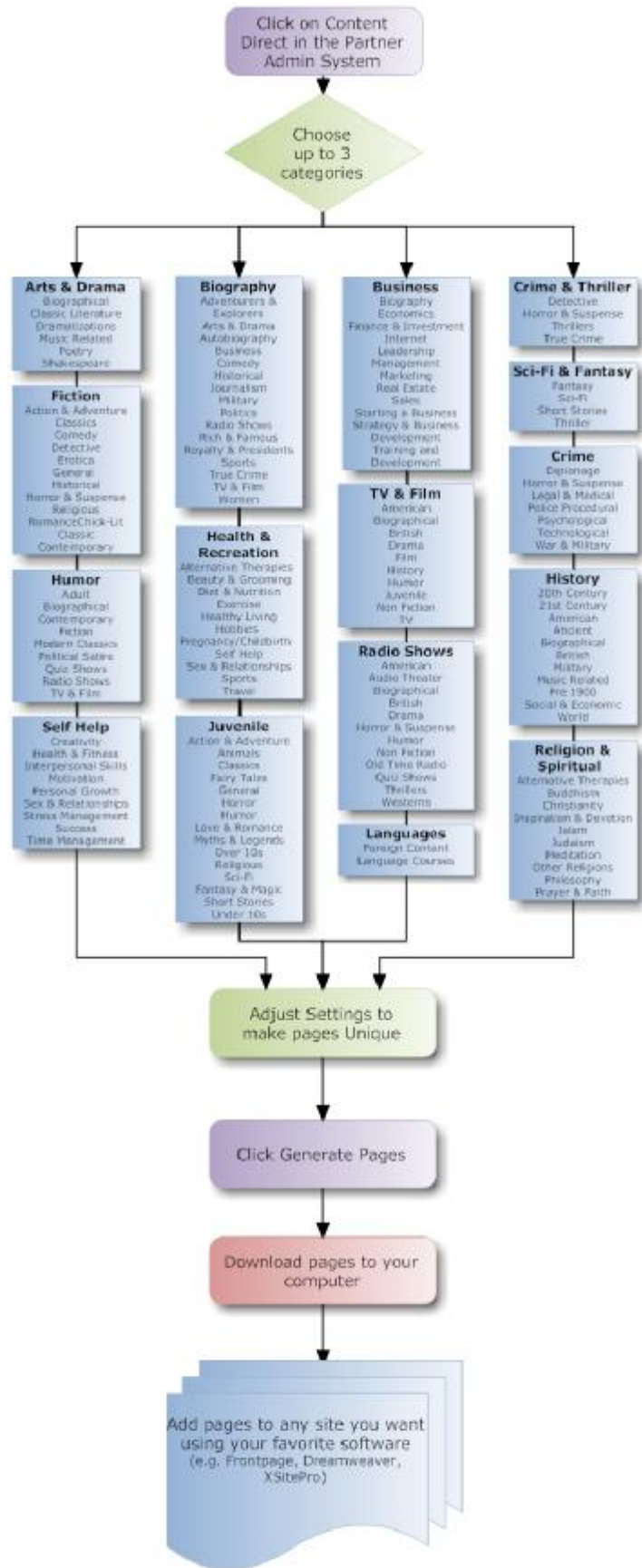
Having demonstrated this system to some of the top Internet marketers in the world I can tell you that this feature of the system has a lot of jaws dropping! When you grasp this concept fully, you'll stay awake at night dreaming of all the possibilities.

The combined income potential from both the audiobook sales generated by your infinite number of niche sites AND your infinite number of AdSense sites is, quite frankly, mind-boggling.

## Conclusion

This report has taken you through just some of the many ways in which you can use ContentDirect to generate quality content, fast, both for your existing sites and for new sites - for your own sites and those of your affiliates - driving traffic to your audiobook store AND generating revenues through AdSense.

On the next page is a diagram showing the simple process you go through to create your pages using the ContentDirect system.



As you can see from the illustration on the previous page the permutations are SO exciting. And remember, you don't need ANY technical expertise to generate these pages; it takes mere seconds in the Partner Administration Site that you get access to on signing up.

The only limit to this exciting feature of the Build-an-Empire Partner System is your imagination!

I'll leave you to ponder the math on your own. In the meantime, if what I've told you about ContentDirect™ has made you want to get your hands on the Build-an-Empire Partner System (and frankly, I can't imagine why you wouldn't), be sure to go to Build-an-Empire on Thursday November 16 and grab yourself a spot before they're all sold out. Only 1,000 will be made available starting at midday (EST) on November 16, 2006.

If you're not already on the Priority Notification List make sure to get on it now so that you don't miss any of the information we're releasing about this remarkable system between now and the 16<sup>th</sup> November.

Details for adding your name to the Priority Notification List appear at the end of this mini-report.

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## What you need to do next ...

Over the coming days we'll be making available a variety of mini-reports covering **everything you need to know** about this exciting project. This is mini-report 3 of the series.

- Part 1 - **Overview**
- Part 2 - An Introduction to the **SellDirect** Technology
- Part 3 - An Introduction to the **Content Direct** Technology
- Part 4 - Why this particular market will see **rapid growth over the coming years**
- Part 5 - **Three Startling Trends** that you should be aware of
- Part 6 - Why this system is **like nothing you've seen before**

Part 7 - The Potential for **Exponential Growth**

Part 8 - Bringing it all together

To receive copies of future mini-reports as they are made available visit the page below and enter your details, if you have not already done so.

<http://www.build-an-empire.com/extra.html>

This will add you to the priority notification list and it will also give you the chance to get your place **before** they are made available to everyone else.

Thanks for taking the time to read this mini-report. I'm sure that by now the potential of this incredibly exciting project is becoming very clear to you. Do look out for my forthcoming messages, as the information I'll be sharing with you over the next few days will completely amaze you!

Wishing you every success,



Paul Smithson  
Founder and CEO

**FOR ALL THE LATEST NEWS** - Visit the Build-an-Empire blog, where all the latest-breaking news and up-to-the-minute updates about the Build-an-Empire Partner System are posted. Go to [www.build-an-empire.com/blog](http://www.build-an-empire.com/blog)

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**LAUNCH DATE:** Thursday 16<sup>th</sup> November 2006, 12:00 midday, EST