

The Expert Guide To Organizing Your Internet Marketing Information

A Component of the IMI Organizer

*Manage the Gigabytes of
Disorganized IM Information
On Your Hard Drive!*

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This eBook and the **IMI Organizer**

This eBook is one of two components of the **IMI Organizer** (Internet Marketing Index Organizer) product.

The second component is the **IMI Folders** – a collection of professionally-designed folders for storing and organizing Internet Marketing downloads and reference material.

This eBook explains how you can use these folders effectively. It also explains the logic behind the design of the folders. This understanding will improve your use of the folders.

Access to the IMI Folders is also free, but you must download them from the link in the Installation section of this document. You may also be interested in a [graphical interface to the folders](#).

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Your rights to this eBook: **Give-Away Rights**

Your rights to the IMI Folders: **Personal use ONLY**

You may **not** give the IMI Folders to anyone directly – but you CAN give them free access to the Folders by giving away this eBook, which contains the link to access the Folders.

By controlling the access to the IMI Folders, we can ensure that everyone is given proper support and provided with new versions and upgrades.

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You will get details of how to become a Promotional Partner when you access the IMI Folders.

Under NO circumstance are you allowed to sell this eBook as a stand-alone product.

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1 Getting Organized? How Boring!...

Most people find the process of getting “organized” to be tiresome and boring. At best, it's a distraction from doing other things that they like even less!

Most people prefer to take “productive action”: doing things with more direct effects on profits, such as setting up websites, getting traffic, promoting products, building a list etc.

But you are different – and good for you!

You obviously understand that spending the right amount of time and effort getting organized can be THE most productive thing to do over time. You do it once – and you reap the benefits over and over again – because it means you end up having *more* time for those “productive actions”, AND you can be more effective when you perform them.

The danger, of course, is that you spend TOO much time getting organized – and then find that your organizational system falls short of your needs. Which is the worst of all worlds.

But again, you've not fallen into that trap because with the **IMI Organizer**, you'll be using a ready-made system, designed by an expert in the field of Knowledge Management, and proven in the Internet Marketing field for many years.

1.1 The Organizational Two Steps

The first step is to spend 30 minutes reading through the first sections of this eBook and getting to grips with the ideas here. **This is very important!** It will give you the understanding to make the best use of the **IMI Organizer**.

Without that, you may well mis-understand how it works, make changes that destroy the systems' compatibility with other tools, get frustrated, and give up on an asset that should form the very foundation of your internet marketing business.

Don't miss this critical step!

So, PLEASE READ THIS GUIDE IN THE ORDER GIVEN so that you get that proper understanding **before** you get to the download and installation instructions for the **IMI Folders** which are towards the end of the Guide.

2 Some Basics

I'm going to start with some things that are obvious, and some that are not so obvious. Here are some basics:

A. Put all your internet marketing information under a single folder.

Most likely you use your computer for things other than your internet marketing business, so it makes sense to keep your entire internet marketing content together, under a single folder. As well being a tidy way of working, it makes it much easier to organize your backups, your desktop searches and moving your information if you should ever need to.

With the **IMI Folders**, this will automatically be the case.

B. Put your top-level folder in the Root Directory.

The question is – where to put your internet marketing folder?

I recommend putting it at the root level of your drive.

This is because you are likely to end up with many folders and sub-folders and sub-sub-sub-folders and so on. In those circumstances, the total length of the path to the lowest-level files can sometimes exceed the length allowed by Windows.

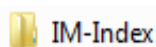
C. Use short folder names

For the same reason, I recommend using short names for your folders – to keep the path length short.

D. Store your information on an external drive, if you have one

Don't worry if you don't have an external drive right now – don't let it slow you down because you can always move to this later. But if you have a choice, use your external drive. This will remove your dependency on a single computer, allowing you to switch computers if anything happens to your main machine. I've had to do this on more than one occasion.

So, once you've installed the **IMI Folders**, you will have a folder at the top level of your chosen drive like this:



3 The Key Ideas Behind The IMI Organizer

This is a very important section.

3.1 The Big Two Categories

The first thing to understand when organizing your internet marketing information and files is that there are two major organizational categories.

And I don't mean "Resell Rights" vs. "Personal Use". What I mean is...

Reference Content and **Operational Content**

The difference between the two is one of the keys to getting properly organized.

To understand the difference, think of a business operating in a building.

Reference Content

You would find *reference content* in one of three places:

- A Library
- A Training Department
- A Store Room or Warehouse

In the internet marketing world, this mostly means things that you download, but it goes a bit beyond that. Here's the full list of what makes up Reference content:

- Anything you download that helps you learn about internet marketing; guides and how-tos and so on, whether they are eBooks, videos, audios - whatever form they are in.
- Also as part of reference content are collections of resources, such as a list of article directories, web templates, collections of articles or keywords, graphics collections - anything like that which you might find useful at some point in the future.
- Also as part of Reference Content are your own notes on different topics - perhaps notes you've taken down at a conference or a seminar, or a forum post that you didn't want to lose.
- ... and this includes web addresses that you want to keep track of.
- And finally, it also means all your private label rights, resell rights and master resell rights content.

It is with Reference Content that most internet marketers first experience information overload and disorganization as we download more and more content in the form of bonuses and freebies etc.

Note that the basic **IMI Organizer** product (which includes the **IMI Folders**)

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deals exclusively with **Reference Content**, since that is the most urgent problem faced by most internet marketers.

Operational Content

The second category is **Operational** content.

Although that is beyond the scope of this Guide, you need to understand how and why it is different – and so why you need to separate it from **Reference** content.

Going back to the example of a business operating in a building, *Operational Content* is what you would find in an Office -

- On your desk
- In your filing cabinets
- On your office shelves

For the most part, all your operational content will be organized by the Project it relates to.

In other words, **Operational Content** is (mostly) the same as **Project Information**.

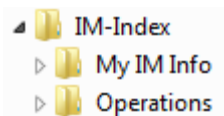
To summarise this very important distinction:

All your internet marketing information is either

GENERAL **reference content**, such as training material, general resources and resell rights content etc., or it is

SPECIFIC **operational content** relating to specific projects.

Putting this together, your folder structure would now look like this:



The folder *My IM Info* will contain your **Reference Content** (actually, only *part of* it – but I'll explain that later).

The folder *Operations* will contain your **Operational Content**. But please note – the *Operations* folder is NOT part of the **IMI Folders**. *You should create that yourself so that ALL your internet marketing information is within one master folder.*

(I'll cover this again during the installation process.)

3.2 Organizing Principles

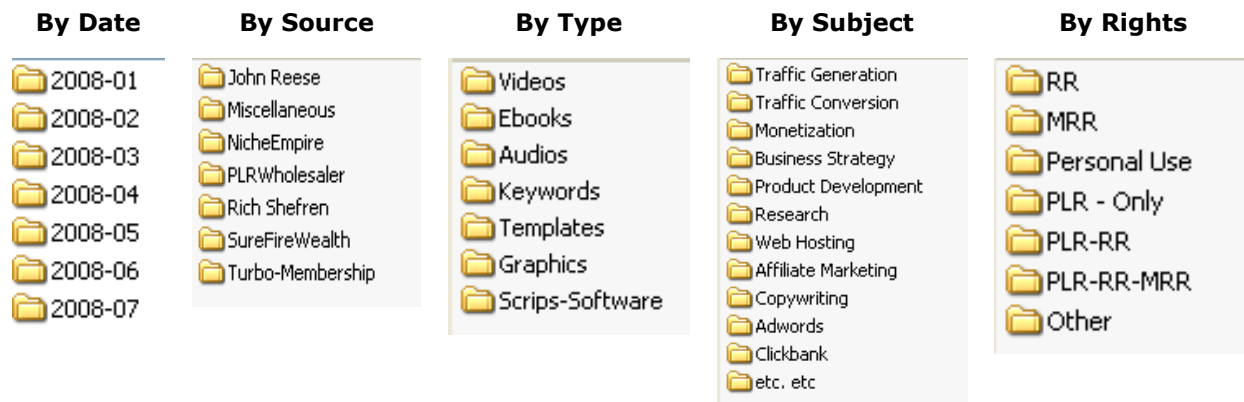
The other key idea to understand is that there are various ways we can organize the *Reference* content.

What I mean by that is – when you open up the *My IM Info* folder, what would you expect to see?

For example, would the next level of sub-folders show...

- The date when you downloaded the content?
- The place you downloaded the content from ?
- The type of the content - eBook, video, template, and so on?
- The subject matter of the content - what it's about - such as traffic generation, list building, copywriting etc.?
- What rights you have to the content - such as personal use, resell rights, public label rights, and so on?

I call these “organizing principles”. Here are the options with examples:



A major part of the effectiveness of the **IMI Folders** lies in the choice of organizing principle – which I will reveal in a moment.

Note also that, once we've made our first choice, we can, if we want, decide to have sub-folders for another “organizing principle”. So, for example, if we had folders organized by Month, we could have sub-folders organized by Type, and then perhaps by Rights under that.

But THE most critical decision is - which do we choose for the top level of folders? Which of these five organizing principles?

4 Organizing Reference Content

In this section, I will explain the choice of Organizing Principles for the *Reference Content*, and then explain what the shortcomings are (sorry – it isn't perfect!)

4.1 First-Level Organizing Principle

Let's start with some case studies of how you might use an organizational system for internet marketing:

- "I want to start doing *Social Marketing*? What downloads or information do I have about that? "
- "I want to add a bonus to my product and it would be best if it were about *ClickBank* or *link cloaking* because that would make it relevant to my product. What PLR/RR products do I have related to those topics?"
- "I'm about to buy a report about *list building*. I vaguely remember buying something like it - or perhaps getting it as a bonus. Did I? Or have I got something similar?"
- "I want to write 4-5 articles about *website testing*. Do I have any material I could re- use? Do I already have some PLR articles about that?"
- "I'm thinking of buying a PLR eBook about travel in South America. What other content do I have in the *Travel* niche? For example, do I have any articles or keywords or perhaps some graphics?"

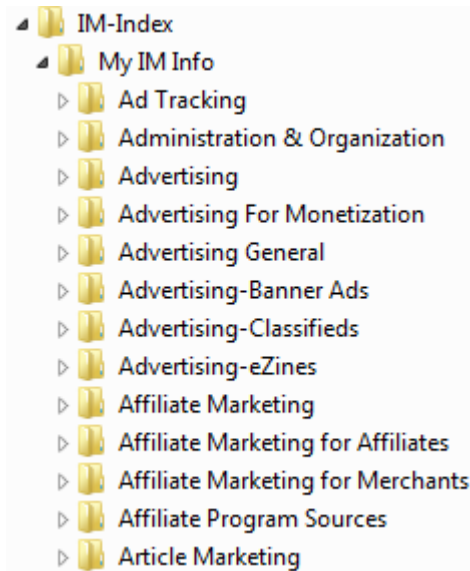
When you look at those scenarios, what is it that's common to all of them?

It's that they all refer to an internet marketing *subject*. The words I've put in *italics* (*Social Marketing, Clickbank, link cloaking, list building, website testing* and *travel*)

The one that's slightly different is the last one about travel, but I'll mention how to deal with niche content later.

Looking back at the table that explained the various *Organizing Principles*, the conclusion is that the IDEAL way to organize reference content is by **Subject**, because that is the way that helps us with ALL those scenarios. No other way of organizing content will provide us with much help in any of those scenarios.

When you install the **IMI Folders**, you will see the structure underneath the *My IM Info* folder like this...



In other words – there is an alphabetical list of internet marketing topics (**Subjects**).

4.2 Second-Level Organizing Principle

What about the other Organizing Principles? What is the next most important?

For most people, it is the ability to quickly distinguish between products that are for personal use only, and those for which you have some form of resell rights.

One approach would be to have sub-folders for each of the possible rights (give-away, resell, master resell and PLR).

However, that would, in my view, create more complexity than is warranted. It is better to have a single folder that contains all products (for a given Subject) to which you have more than just personal-use rights.

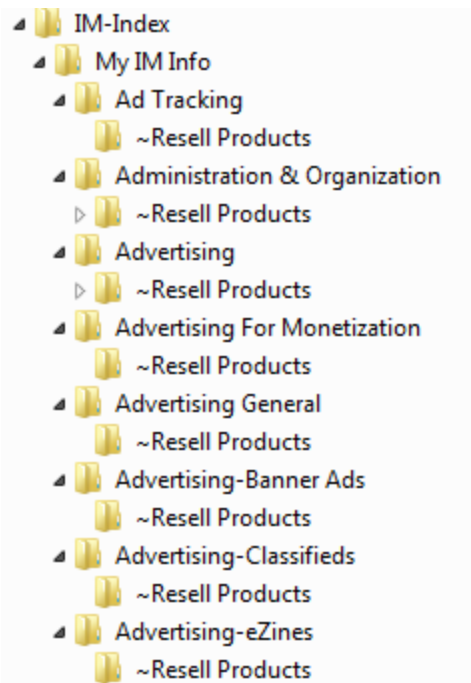
If you want to indicate clearly what type of rights you have to a given product, you can amend the filename. E.g. add -MRR to the end of the filename for a product to which you have master resell rights.

In any case, even if you know the general rights that you own (e.g. resell rights, PLR rights, give-away rights etc.) you cannot avoid also looking at the details given within the product files to see what additional constraints there may be.

For example: whether or not you can bundle the product with others, whether you can give it away on eBay, whether the PLR rights allow you to sell PLR rights, and so on.

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So, taking this into account, when you open up the next level of folders underneath **IM-Index**, after you install the **IMI Folders**, you will see this:



In other words – you put all your personal-use only products/files directly in the relevant folder (e.g. IM-Index\Ad Tracking), and anything with any additional rights in the relevant ~Resell Products folder (e.g. IM-Index\Ad Tracking\~Resell Products)

The reason for the ~ in front of the folder name is so that, if you create your own sub-folders, the ~Resell Products sub-folder always appears at the top of the list of sub-folders. (Warning: files starting with ~ are sometimes regarded as temporary files. *Do not delete these by mistake!*)

Coming up with a useful set of subjects – not too many and not too few – is not an easy task, but of course, you don't need to worry about that!

4.3 Why This Is Not The Ideal Solution

If you are limited to using folders on their own as a means of structuring your internet marketing content – which you are with the **IMI Organizer** – then I would claim that this is about the best solution you could come up with.

However, that limitation gives rise to a number of drawbacks which it is as well for you to be aware of.

▣ **How to do the structuring?**

The approach taken with the **IMI Organizer** is to have an alphabetical list of subjects - which is quite long.

An alternative structure could be a hierarchy, where you start with, say, 7-10 top-level subjects (such as Traffic Generation, Traffic Conversion, Website Building, etc.) and then drill down to more and more detail.

Both these forms of structuring are useful under different circumstances, but using folders on their own, there can only be one of them.

▣ **How to deal with synonyms?**

What do you do about subjects that have more than one name? For example, *Opt-in Page*, *Squeeze Page*, *Name Squeeze Page*, *Gateway Page*, *Capture Page* - they all mean pretty much the same thing. How do you remember which one you've used to avoid creating another folder for the same subject, but with a different name?

▣ **What level of detail do you go to?**

This is very tricky. For example, if you have a folder for **Internet Audio**, do you also need a folder for **Podcasting**? And if you do, how do you remember that you DO have a *Podcasting* folder and not put *Podcasting* content under *Internet Audio*?

Other examples of the level of detail problem are:

Split-testing vs. Testing and Whitelisting vs. Spam

▣ **Cross-references / related subjects**

And what about topics that are related?

When you are looking for content under *Affiliate Marketing*, for example, wouldn't you like to be reminded that you also have a folder for *ClickBank* as well?

And when you are looking in your *Web 2.0* folder, wouldn't it be nice to be reminded that you have an *RSS* folder as well?

Figuring out all these relationships is quite a job. And even then, using folders, there's no easy way to record them anyway.

If you'd like to see a solution that overcomes these limitations, look at the [IMI Organizer Map](#).

4.4 Review – where have we got to?

We are not done yet.

But before moving on, let's briefly summarise where we've got to.

For *Reference Content*, we needed to decide which of the *Organizing Principles* were most important to us – and we concluded that the **most** important was **Subject**, followed by **Rights**.

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Here is that list of *Organizing Principles* again:

By Date	By Source	By Type	By Subject	By Rights
2008-01	John Reese	Videos	Traffic Generation	RR
2008-02	Miscellaneous	Ebooks	Traffic Conversion	MRR
2008-03	NicheEmpire	Audios	Monetization	Personal Use
2008-04	PLRWholesaler	Keywords	Business Strategy	PLR - Only
2008-05	Rich Shefren	Templates	Product Development	PLR-RR
2008-06	SureFireWealth	Graphics	Research	PLR-RR-MRR
2008-07	Turbo-Membership	Scripts-Software	Web Hosting	Other
			Affiliate Marketing	
			Copywriting	
			Adwords	
			Clickbank	
			etc. etc	

Now, you may ask “what about Date and Source and Type?”

Most of the time, most of these are not that important when you are looking to *find* information. Of course, if you wanted to, you could create sub-folders underneath the *Subject* and *Rights* folders – but if you tried to do that systematically, it would quickly get out of hand.

So – in general, I recommend ignoring these other *Organizing Principles* except for specific cases where they might be useful. For example, if you ended up accumulating a very large amount of content for, say, the subject of Product Development, you may decide to organize the content under that specific folder by Date or Source.

However, there is one *Operating Principle* which we **DO** need to take account of – **Type**. This is important enough to have a major section about it.

5 Organizing By Type

5.1 Type vs. Subject

First, let's be very clear about the difference between Subject and Type.

- Subject is what an artefact is **about**
- Type is what an artefact **is**

For example, we may have a file which **is** a Video **about** Keyword Research.

So its Type is Video and its Subject is Keyword Research.

Or an eBook about Copywriting.

So its Type is eBook and its Subject is copywriting.

You get the picture.

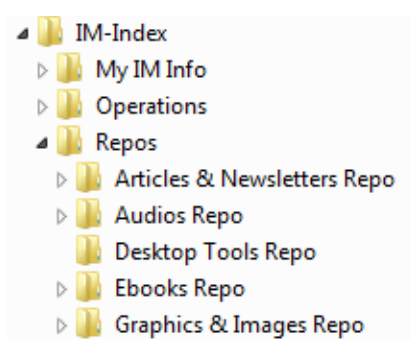
5.2 Why do we need Types?

If everything has a Subject and a Type, why don't we just store everything under its Subject?

The answer is that not everything does have a Subject. And quite often an artefact may have *many* Subjects. Here are some examples:

- A Wordpress Plugin
- A Web Template
- A zip file containing articles about many different Subjects

Because of this, it is very important to ALSO have a place to store things which do not naturally fit into any of the Subject headings. We can call these Repositories of content organized by Type.



So now, we have a brand new collection of folders, and our IM folders look something like this - with just a few of the Repositories shown.

(Don't forget that you will NOT get the Operations folder as part of the **IMI Folders**.)

Now we are nearly there...

There is just one more key idea that I haven't included yet... Niches!

6 Organizing Niche Content

If you do, or plan to do, any form of niche marketing, you are likely to accumulate large volumes of niche-related content.

One way of looking at Niches is simply as another collection of Subjects. For example, you may have an eBook **about** Yoga, or a collection of articles **about** stopping smoking. In that respect, Niches actually ARE Subjects, but it would be far too confusing to dump them in amongst the internet marketing subject folders.

However, the goal with organizing Niche content is exactly the same as with organizing any other form of Reference content – to have ALL content for a particular niche in one place.

For example, suppose you obtained, from different places, and at different times:

- An eBook about *How To Grow And Maintain A Perfect Lawn*
- A web template for *Gardening*
- A keyword list about *Weed Killers*
- A collection of 40 PLR articles on *Plants & Shrubs*

You would be well on the way to having a niche site up and running with very little effort. But **how would you know that?** Unless you had your niche content properly organized, you wouldn't know it at all.

So how to go about it?

There are two choices here.

- Create a folder for every possible niche.
- Create 15-20 top-level niche folders that cover all possibilities

The first choice is clearly impracticable. We would have thousands of folders, and 99% of them would be empty. So we need to go for the second option – and that precisely what you get with the **IMI Folders**.

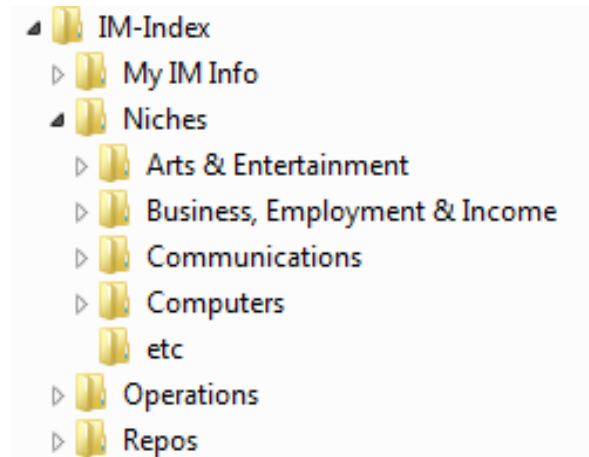
Once more, this solution is not perfect. This is why:

Inevitably, with only 20 top-level niche topics and potentially thousands of actual niches, there will be some sub-niches that could fit under more than one top-level niche.

For example, suppose you had an eBook about healthy diets. Given that the categories in the **IMI Folders** include *Food & Drink* and *Health & Fitness* – which one would you choose for your healthy diets eBook? You *could* just create another category, but if you keep creating new categories, you'll end up with far too many.

Rather than keep creating new categories, you need to have some way of noting what your policy is for these ambiguous cases. E.g. you would probably make a note that anything related to Diet goes under **Health & Fitness**.

Finally, then, the complete collection of top-level folders for organising all your Internet Marketing content would look like this (showing just a few of the Niche categories):



(Remember – the *Operations* folder – which is where you would store all your Project-related content - is not part of the **IMI Folders**)

7 Accessing & Installing The IMI Folders

This eBook is the first component of the **IMI Organizer**.

The second component is the **IMI Folders** which you access using the link below. This will mean I am able to ensure you get future updates to the product, and also provide you with support:

[Access the IMI Folders here](#)

Brief Bio of the Author

What qualifies me to write this Guide?

Firstly, I've studied, practised and written about Knowledge Management since before the term was even invented in the early 1980s. I attended the first conference on KM in 1984, and published and edited one of the very first newsletters on the subject. In today's money, I was charging around \$1,000 per year to subscribers. I am also a joint patent-holder for one of the most comprehensive methodologies for creating Knowledge Communities and provided consulting services in Knowledge Management to a large, multinational IT services company.

As regards Internet Marketing, I spent around five years studying (and applying) it, and six months systematically researching and organizing all the concepts into a massive Mind Map. I took this and refined it and built it into the IM Index Mind Map – the basis of the **IMI Organizer**.

I sometimes write my thoughts and ideas about Internet Marketing on my blog: <http://AlexGoodallInternetMarketing.com>

Happy Organizing and Stay In Control!

Alex Goodall

The Internet Marketing Knowledge Manager

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