The DotCom Success Formula

"How Anyone Can Make Amazing Income Selling Information Products Online."

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First Edition

Master Systems Manual

The Premier Information Product Business
Development & Internet Marketing Master Course…

"How To Make A Full Time Living And Even Get Rich Selling Information Products Online!"

"He who has the most information will have the greatest success in life."

(Benjamin Disraeli 1804-81 - England's Prime Minister in 1874-80.)

"A wise man learns from his mistakes. But the wiser man avoids them by learning from the mistakes of others."

(Date And Speaker Unknown)

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Before You Begin – Part I

"Make A Strong Commitment To Taking Action!"

"Read This Sign It And Stick To It!"

I want to create a successful business. I realize that, as with any thing in life, my success will depend on the effort I put forth toward achieving my goals. I want to invest in myself and my future.

Your Self Contract

By signing this agreement, I hereby agree to:

- Devote a set number of hours each week (depending on whether I am looking for part time extra money or to earn a full-time income) to building my business.
- Devote a set number of hours each week (depending on whether I am looking for part time extra money or to earn a full-time income) to marketing my business.
- Put forth my best effort to ensure that my business is successful.
- Be honest with my customers and myself in all aspects of my business.

So agreed:

_____

(Print Name)

_____

(Sign Name) Today's Date

Before You Begin – Part II

"Mindsets That Will Shorten Your Road To Success!"

"As A Man Thinketh So Is He – So Learn To Think Like A Successful Person."

Before you begin it is important that you really understand that the biggest difference between owning a successful business and an owning an unsuccessful business is just one thing, the way you think!

A famous man once quoted…

"As a man thinketh, so is he."

But how does this relate to YOU starting successful business? Well, what this means is that the amount of success you attain in life happens as a DIRECT RESULT of the thoughts you conceive in your mind. Here's how this process works…

- The way you think, shapes your words.
- Your words will in turn, shape your actions.
- Your actions will form your habits.
- Your habits will shape your character.
- Finally, your character will shape your destiny.

When you believe you can do something, you will work to make it your reality. But when you believe you can't do it then you won't even try. You see that's the problem. So many people think that they can't do it! They live in a negative environment where being mediocre is the normal way of life.

Success is viewed as an "unreachable" dream by these people and they often quit any business venture they start before any successful results can be seen, all because they have the wrong mindset.

What you are about to discover here are the million dollar mindsets of some of the worlds' most successful people and it is essential that you begin to adopt these mindsets right now (before you take the rest of this course) if you want to be successful in your own business.

I am My Own Boss

"I am the boss and I will boss myself when no one else is there to boss me."

One of the major reasons why people are not able to succeed in their business is because they lack the discipline to carry out the day to day tasks that require them to take action even in the midst of distractions.

Being your own boss is much different than living the life of an average employee. Typically, when you work for someone else you must wake up early, drive to work, and arrive on time. During the work week you carry out your tasks like a tired robot pre-programmed with a set of instructions and for most people Friday evening just doesn't come fast enough. All the while you're wishing you could spend your time doing other things.

However, once you decide to become your own boss you suddenly realize that you have more control of your time and you can decide when you want to work.

As a matter of fact, you have so much time that suddenly you don't know what to do with it! You become unproductive as a result because only busy people get more things done. To make things worse, you don't have a boss behind your back so you start slacking off, taking things easy and working at your own snail pace.

One month, two months, three months later, you wake up to the realization that you haven't gotten much done and you are way behind schedule. By the fourth month you have lost so much time and haven't made a dime, so you start looking for a normal job once again.

You start telling yourself that running your own business requires "too much work" and you convince yourself that running your own business is just not for you.

This is an all too familiar scenario for many people who jump out of the employment frying pan and into the fire of business ownership. But if you can't discipline yourself to work out your plan, no one can. That's why it is vitally important to have the right business mindset.

Developing a business mindset requires you to BE YOUR OWN BOSS. As your own boss you should make regular checkups on your schedule and reward and punish yourself properly.

A good idea is to do a spot check on yourself every hour to see whether you have done anything productive in the past hour. If you can't do that then it is better to make sure you 'clock in' at least 8 hours of productivity just like a normal employee would.

If you fail to clock in enough hours during the day then make sure you complete those hours during the night. Don't let the work time roll into the next day.

Don't tell yourself that you can make up for the lost hours during the weekends. If you continue to operate your business with an employee mindset, your mind will convince yourself that weekends are rest days and you will become unmotivated. You will have to work on weekends if necessary because as your own boss you have to be there 24/7.

Lesson: If you can't boss yourself, find someone who will until you are able to get the hang of it.

I Am Responsible For My Business

"As a business owner I and I alone, am responsible for my business."

Most people who have an employee mindset rarely work above-and-beyond the scope of their job requirements. They perform a day's work for a day's wages and nothing else.

Many will complain when they are assigned a piece of work that requires them to go beyond the call of duty. This is seen often in the

corporate world where employees refuse to comply with their colleagues when asked to perform a function that belongs to another department, even though they could easily do what was being asked of them.

They will say, "Wait a minute, this is not my responsibility. Please go and see someone over in the other department regarding this issue." This kind of attitude is destructive to the company as a whole as it takes longer to get a job done and contributes to inefficiency. If you adopt this attitude when you are running your own business, you can expect disastrous results.

When you are the boss, you can't pass your responsibilities on to someone else. Even if you hire employees to run the day-to-day tasks of your business it's just suicidal to put all of YOUR responsibilities on THIER shoulders. Why do you think business owners wake up early to open the doors to their store and stay late to close up shop on a daily basis?

Think of it this way, if you were teaching your teenage son to drive you would sit beside him and supervise him during the learning process. If you didn't you would be putting him in a very dangerous situation. Also you wouldn't say to him, "You know son, since you've had your first three driving lessons this week, why don't you go and pick up your little sister from school every day from now on." Of course any sane parent would never do that.

But the point is if you have to hire employees, for the most part, they will NOT have a vested interest in the success of your company the way you do and just as you wouldn't hand over the keys of a car to an inexperienced teenage driver, you shouldn't leave the responsibility for your success in the hands of the people you hire either.

Most of them will just do the bare minimum and go home and couldn't care less if your company was to collapse tomorrow. They'd just go out and start looking for another job.

So, in order to be successful in business you have to be the one paying attention to every single detail in your company whether it is the financial accounts, the sales, the customer service, the logistics or even the small tasks that your secretary does.

If anything goes wrong, it's up to you to fix it.

If customers complain, you're the one they'll blame.

Get the idea?

Neglecting any part of your duties as the boss and pushing the responsibility solely onto others is not a good business practice. If your business fails it's your fault. You either make money or make excuses, not both.

Lesson: Outsource work if necessary but always keep your all seeing eye on every aspect of the business.

I Will Not Quit

"I will never, never, never, never, never, ever quit!"

We are all familiar with this one. However, this is one of the most difficult because when problems come the mind will find all sorts of excuses to justify quitting.

I will just name two examples of people who made their dreams come true because they didn't quit.

The first is Colonel Sanders:

This man was dead broke and way beyond employment age. But he approached restaurant after restaurant in an attempt to sell the recipe for his fried chicken. Owner after owner rejected his offer, but because he didn't give up he finally sold his recipe and we have the world famous **Kentucky Fried Chicken** today.

The second example is Sylvester Stallone:

His script for Rocky was rejected by most of the people he approached. But in the end, the Rocky saga ran for a total of **6 MOVIES**. A feat rarely achieved by many. Stallone eventually went on to become one of the most famous action film stars of all time.

Now you might probably be thinking, "I'm not in the same class as Colonel Sanders or Sylvester Stallone when it comes to business." But these men were considered dead beats and failures by most of society before they had any success. They probably had even fewer opportunities than you and I have today and they still succeeded because they never quit.

It is easy to quit when you don't see results right away yet those are the times that you must go on. However, I would like to highlight one very important thing. Although you must never quit you must also work smart. If you do not work smart it's like trying to dig a big hole using a spoon. However persistent you are you will only destroy your business due to inefficiency.

Lesson: If you quit, make sure you quit out of strength, and not out weakness.

I Am Not Working For Money

> *"True business minded people do not work for money, but rather they will develop skills and invest in assets to generate money for him or her."*

"What? Don't work for money? Are you crazy?! I thought the whole reason to get in business for your self was to make money!"

We'll that's only partially correct, let me explain:

A true businessman does not work for money alone like an employee does. An employee mindset is really predictable. He works hard for his wages. He jumps to another 'better' job if it pays more.

But a true businessman is willing to work and develop business skills **EVEN IF HE GETS PAID NOTHING IN THE PROCESS OF GAINING THE SKILL BECAUSE HE KNOWS THE SKILL WILL PAY OF BIG LATER!**

Remember you are investing in yourself so don't sell yourself short because if you don't make money right away.

Skills related to business and marketing are priceless because they will help you earn more in the future by allowing you to design your business with proper planning and growth strategies so that one day you will no longer need to trade time for money anymore.

This is called walk-away income, meaning that your business runs mostly on autopilot without you having to do much at all. This is only possible when you learn business skills and implement systems that will allow you to stop working but the money will still come in whether you like it or not.

Lesson: If you are someone else's employee right now, work smart and learn everything you can from this course. You can even look at it as PAYING YOURSELF in the future to develop business skill and systems now in the present.

I Will Treat Every Day Just Like Any Other Day At The Office

> *"Come what may, rain or shine, even when the world comes crashing down, I will treat each day as just "another day at the office."*

One of the most important things to consider about being in business for yourself is when things don't go your way.

Mike Dillard, one of network marketing's top trainers in the industry teaches this:

If you are in business and you lose your biggest client to a competitor you might feel like heading downtown for a beer to drown your sorrows. But what you should do is tell yourself…

"Losing this big client is nothing because **TODAY IS JUST ANOTHER DAY AT THE OFFICE.**"

Or think about it like this…

You finally closed the biggest deal in your life. You feel like throwing the biggest party in town to celebrate your great achievement. Life is

FANTASTIC! But wait, getting this big customer is no big deal either, because, "**TODAY IS JUST ANOTHER DAY AT THE OFFICE**".

The point is that the business world is full of ups and downs. Nothing is always stable and nothing is always certain.

"Business as usual" is one of the most important mindsets you can learn. You must not let other things in your life distract you from carrying out the day-to-day operations that will make and keep your business successful.

Had an argument with your wife? - Move on, things will settle down, it's just another day at the office.

Suppliers jacked up the prices? - Tough, find a way to market your business better, it's just another day at the office.

A loved one or a friend passed away recently? – Of course you should take proper time off to grieve but get back to work as soon as you can and become more successful. After all they would want you too.

This may sound harsh, but in business customers and clients don't care if you break up with your soul mate. They will at most sympathize with you but at the end of the day you have to take care of your customers needs.

That's business and business is results oriented. You can't let too many distractions cripple your business dreams or you may never get started. You might even lose it all once you get a business up and running if you allow too many distractions into your life.

Lesson: Mixing personal emotions and distractions with business decisions is a recipe for disaster.

I Will Put Customer Service First

"The customer may not be always right but make sure he is always first."

You could be the manager of a large department, CEO of a major corporation, or even the owner of the largest business in your city.

But there is always someone that has the power to fire each and everyone in your company right from the CEO's and owners at the top all the way down to the janitor: **the customer**, by choosing not to buy from you or worse, choosing to buy from your competitors.

Once you become your own boss, you might think you don't have to answer to anyone ever again. But never forget that you will still have to answer to your customers and how you treat them will be one of your most profitable business assets.

In today's society, businesses are getting more and more competitive which means customers are getting fussier. Most of the time, when somebody buys something, they pay for two out of three things…

- A Quality Product
- A Fair Price
- Good Service

Having a quality product should always be first on the list and unless you are out of marketing options price should be the last thing that you should compete on. But giving good service is what can make the customer forget about price and somewhat lesser quality and ensures repeat sales over and over again.

Lesson: Your customer may shop around for the best price or find a competitor with a better quality product, but good, service can help keep customers with you for life.

I Will Market My Self As An Expert

"You may have the best product in the world, but it isn't going to make you any money unless people out there know all about it."

- Donald Trump

In this section, we are going to talk about marketing **YOU as an authoritative expert.** Nowadays, there are so many products and services on the market. People are bombarded with advertisements, media and millions of websites online.

Yet one of the best ways to make people buy your products over and over again is to have them remember **YOU**.

Experience teaches us that customers will buy things out of impulse and out of habits. This explains why they go back to the same stores over and over again or use the same brand of toothpaste for years.

The proper mindset you must adopt as a business owner is not just doing your job well, but to market and position yourself as an expert in whatever field you are in.

Human beings always have this kind of pack mentality where they will look to someone strong and powerful to lead them. So instead of you being a follower, why not position yourself as a leader in the eyes of your customers?

Once you learn to sell **YOURSELF** as well as the product, you create a following among your customers. Next time, whatever you sell, people will beat a path to your doorstep, with cash or card in hand just waiting to buy from you. It's like being the rock star in your marketplace or industry. Imagine people like *Anthony Robbins* who is the top name in the self-improvement industry or *Randy Gage* in the network marketing industry. They are the TOP experts in their field.

Lesson: There is only a very small difference between an expert and a salesman, they both can sell the same thing but experts influence more people to buy from them instead of the other guy.

I Am Running A Marathon, Not A 100 Meter Dash

"Be prepared to be in business for the long haul."

Another business mindset you must adopt for yourself is this: You must pace yourself and work with energy and enthusiasm. However, you must **ALWAYS** guard yourself from burnout.

When people first start out in their business they wake up in the morning with enthusiasm and joy.

They jump out of bed and can't wait to get to work and they view running their business as an exciting endeavor.

One month, two months, and three months down the road they lose their drive and they aren't motivated to get things done. They drag their feet when it comes to completing tasks and often lose their drive to move forward.

What happened?

The biggest problem is because people think that they can achieve their goals in a short time period. However, it is not always easy to get fast results. People get discouraged easily because they don't see the results right away and lose their initial enthusiasm.

The truth is it takes time to build very successful business and a better approach to achieving any long term goal is to think of it as a large scale project that can only be completed by achieving several short term goals over time.

Lesson: ROME WAS NOT BUILT IN A DAY!

I Will Be Proactive

"You must act, or be you will be acted upon."

Most people in life wind up in one of three categories:

- Those that make things happen
- Those who watch things happen
- And those who wonder what happened

In his book, *The 7 Habits of Highly Effective People*, *Stephen Covey* illustrates a very important point when it comes to the human mind. *Covey* mentions that we all have choices.

In life, if you choose to do nothing about you circumstances, you are still making a decision. For example, if you do not pursue your business goals, you have chosen to remain in the same position.

If you don't choose to **take action**, you have chosen **not to take action**.

One of the greatest keys to success is being proactive. A proactive person is able to think about problems that might occur down the road and makes decisions that will prevent them before they ever happen.

We know that in life, most people are motivated either by the desire to gain pleasure or avoid pain. Most of the time, we are motivated by the desire to avoid pain and the fear of loss.

So if you find it hard to think and act proactively then you must motivate yourself in ways that will "trick" your mind into feeling that if you don't act now you will suffer the consequences later.

For example, when the weekend comes and you feel like lying around all day, imagine yourself not having enough income to pay your rent. Or if you currently run a business, imagine losing your business and having to face a grouchy boss everyday for the rest of your life.

Would that motivate you enough to work on making your business successful?

Ultimately it is up to YOU to motivate yourself and you have no one to blame but you if you don't work hard enough to reach your goals.

Lesson: Never say "I can't". Always ask "How can I…?"

I Will Listen More, Talk Less

> *"If God wanted us to talk more and listen less, he would have created us with two mouths and one ear instead of the opposite."*

It is important is to be a good listener. It allows you to learn more. When you listen to others first, you will be able to communicate with them better when it is your turn to speak. You'll be able to get straight to the point and get problems solved quickly.

When you listen to your customer, they feel as though you empathize with their needs and hence they will respect you more (put *service first*).

When you listen to your outsourced workers or employees, you can pick up ideas that will help you get more customers or run your business more efficiently. They might even feel as if they have a place in the company and become more productive because you value their opinions.

Lesson: It always pays to listen first. If you act without listening you may miss an important opportunity that was right in front of you.

I Am Making A Decision To Get Started Right Now

> *"A 'right' decision at the wrong time is always a wrong decision."*

There are some people in the world who prefer to gather ALL the information first and wait for the **BEST TIMING**, before they start their business.

They wait until they know everything about the industry, research everything about their products, and write a mission statement or business plan that looks like a work of art. Then they pray to for a sign for the right time to come along.

They wait until the situation is perfect before they take action fearing the unknown and that they will fail if they were to start prematurely.

But when too much time is spent on getting everything ready those activities becomes counter-productive and very detrimental to starting your business. If there's one certainty in life it's that we *will* make mistakes, but often those mistakes turn out to be a blessing in disguise because we learn from them.

Making mistakes and learning from them is a lot like contracting a virus and getting well again. When we contract a virus, we develop antibodies that make us able to fight off the same virus in the future. Mistakes are what help us to learn where we have gone wrong and refine our decision making abilities so that we can avoid making the same mistakes in the future.

If you don't make mistakes, you will never learn. When you don't learn, there is no growth of knowledge and no improvement. Lack of knowledge makes you ignorant which in turn generates more inaction and amplifies your fear which causes the inability to make decisions. It is a vicious cycle.

So once you have done enough research and your intuition gives you the go ahead, it is time to put your plan in action and make the decision to get started immediately. Don't wait any longer.

Lesson: Don't suffer from the "paralysis of analysis" but persistently strive to grow and gain experience by making decisions and learning from your mistakes along the way.

I Will Enjoy My Work

"Treasure your learning experience and don't drag yourself all the way to the finish line."

Most people get into business because of the rewards offered. But often it is those who enjoy their work that succeed faster than those who don't. Imagine that you are the boss of a large company, and you tell yourself, "My job is so boring and I don't understand why my employees are so lazy."

Whether you like it or not your employees are probably lazy because you are so unenthusiastic. The law of attraction tells us that we can project our thoughts to others subconsciously. Therefore, in this situation your employees may feel that you don't have much motivation and consequently, they will feel less lively and less motivated because of you. If you look at successful business people, you will find that they are people who jump out of bed each morning looking forward to their work and they find no pleasure greater than running their business.

Take Bill Gates for example, he is one of the richest men in the world, but he loves his work so much, he constantly strives to make Microsoft a better company. He is highly motivated and has a vision that is larger than the sea.

It helps to have a clear and positive vision of yourself and what you desire out of life to keep yourself motivated. One of the ways to be successful in business is to focus on what you like to do.

Most people have hobbies and if they were to do some research they might find a way to turn their hobbies or interests into a profitable business.

Enjoying what you are doing can play a vital role in your success because it will bring out the best in you. When you enjoy your work, it makes the idea of work seem less like work and more like play.

Take for example, professional video gamers who compete in gaming tournaments. They spend many hours a day in training and they play

the same game over and over again. Normal people (who are not into gaming) would find that it is such a daunting task. But to the gamers, they can't wait to wake up each morning so they can train on their favorite video game.

And it's just a side effect that they make a 5-6 figure income in the process and are hailed as celebrities among gaming communities. For them nothing could be better than playing their favorite video game and making a fortune in the process?

Lesson: If you absolutely dread what you're doing in your business, then please reconsider your involvement.

I Will Not Expect Instant Gratification

"Sacrifice today for tomorrow, or tomorrow for today, it is your choice."

This is another mindset that can make or break your business.

Often in when you're just starting up your business, you need to put in many, many hours of groundwork which may not produce results for months and you will have to do it **CONSISTENTLY!**

When you are in business for yourself one of the most common setbacks you may face is lack of **time and cash flow.**

You'll have expenses that require you to spend some extra money. You'll be faced with many temptations when it comes to money as you might not consistently receive money every month, especially in the start up phase of your business. To say the least, there will be dry patches.

Would you be willing to sacrifice your weekly bowling sessions, Saturday night movies, expensive buffet dinners or even buying that new car? That money can be invested back into your business. Are you prepared to put your social life on hold if it means securing your future by sacrificing your present?

Again we are not just talking about money here, but also time. And don't pay any attention to the ridicule from others (especially friends and family) when you do not have the results to show them right way.

Most of the people in the world today are not mentally prepared for these sacrifices and they simply won't understand your new mindset. That's why it's so important for you to stay focused on your goals and remind yourself that it will all be worth it in the future.

Lesson: Given a choice to work hard today or tomorrow, I'd choose today otherwise there may be an unpleasant tomorrow.

I Will Be Goal Oriented

"Those who fail to plan, plan to fail."

People without goals are like people with absolutely no direction in life. They only live for today, and they never give a second thought about tomorrow. Like a sailboat they go wherever the wind takes them, even into the middle of a storm.

But goals are like the rudders of our boats. They help steer us in the right direction. Goals help us to stay focused! I won't cover what are the best ways to set your goals but I will just list some guidelines on how to set your goals wisely.

When you set your goals, make sure you are working towards something you really, really want rather than something that sounds good or sounds noble. There is a temptation for us to let others know our lofty goals, like saving the world, in order to make us look better in the eyes of others.

In reality, we work better when we are able to quietly keep our eyes on the targets of our own heart's desires.

Make sure you set a specific goal and not an ambiguous goal (like planning to lose some weight in the future). Once you have given yourself a specific instruction, your subconscious mind will work towards that goal much easier and remember to put a **COMPLETION DATE** on each of your goals.

Also while it is very important to be sure you are setting realistic and reachable goals for yourself, remember to set your goals a bit higher than you think you can achieve as well. If you set a goal that is too easy to reach there is no challenge.

At the same time setting a goal that is too high will break you and discourage you. Remember that we are just like our muscles. If you don't work out enough your muscles won't grow. If you work out too much you just might injure yourself.

Lesson: The difference between a goal and a dream is the written word and TAKING ACTION.

I Am The Master Of Managing My Time

> *"By labor we can find food and water, but all of our labor will not find for us another hour."*
>
> *- Kenneth Patton*

For most of us "time" is fair. Regardless of race, class, wealth or health, we are endowed with the same gift of **24 hours in every day** to do as you please.

People often fear that they have no time to accomplish what they plan. But often the problem is not that people don't have enough time, it's that they're **not using the time they have properly!**

You see, having too much time means that you are not fully utilizing your time. If you have too much time on your hands, it is most likely you are wasting time and being unproductive. On the other hand, if you have too little time and you don't seem to be reaching your goals, then you must consider managing your time more wisely. You must make sure you are doing the right activities that are consistent with your goals.

We all know that wasted time will never come back. It is something money cannot buy. But managing your time does not mean that you must have an extremely busy schedule in order to take advantage of every single minute of every day.

A smart business person is able to put time to work for him by **leveraging** his knowledge, skills, technology and other assets to free up more time. Managing your time well through self-discipline and leveraging it through a system that does most of the time consuming work is one of the smartest things you can do in business.

Wise investors let their money earn more money for them while they do other things they enjoy. Millionaire business owners don't do all the work themselves. They use their money to hire or outsource other people to do the work while they earn even more money in the process. That's called "leveraging" your money and you should also learn to do the same thing with your money and time.

Lesson: At a typical job you are trading your time away for a very limited amount of money. But when you own your own business you can make much more money buying other peoples' time – Think about it!

I Will Be Confident

"A person with confidence in himself will gain the confidence of others."

Successful business people tend to be very confident and their presence radiates that confidence to everyone they talk to. But unknown to most people, confidence goes hand in hand with fear. A person without confidence is no different from a person who is unconfident because of fear. The only difference is confident people acknowledge their fears and deal with them accordingly.

But fear always seems so powerful that people are afraid to confront it. The truth is taking action destroys fear. If a person confronts his fear and takes the first step, he or she realizes that it is not as scary as they thought it was. Remember also that inaction only strengthens fear therefore action must be taken as quickly as fear sets in.

Lesson: Confidence does not mean that you aren't scared of anything it simply means that you believe in yourself in spite of your fears!

I Will Master My Relationships With Other People

"There is one common denominator in everyone's success and happiness – OTHER PEOPLE!"

Life is tough. When you put people together in a working environment, it is even tougher and disagreements tend to occur between them. There are times when just "getting along with others" still doesn't solve problems.

Les Giblin mentions in his book *The Art of Dealing with People* that the reason 90% of people fail in life is a because they fail to deal successfully with other people.

You see, the happiest people in the world are not the ones who have the best education and the most money. In fact, many rich people die lonely because they have all the money but they mess up every important relationship in their life in their ruthless pursuit to gain wealth.

You don't have to be overly aggressive nor a wimpy "doormat" in order to get along with others. Whether you like it or not, there will always be other people involved in your lifeo and business dealings no matter what industry you are in.

The key is to let people around you know that they're important to you. By making others around you feel important they will be open and honest with you. This way you will have less problems dealing with them and they will have less problems dealing with you as well.

Lesson: Human beings are more interested in themselves than anybody else in the world.

I Will Think BIG!

"History doesn't remember those who come in second."

This is one mindset that is really crucial to expanding your business and getting results no matter what field you are in.

Why think big? Well is there any reward for those who think small?

People only get small results because they think small. They often feel that they don't have "what it takes". Many times they get discouraged by others who tell them that they'll fail because they are thinking too big.

I believe that you should think in larger proportions because **it causes the mind to work**. If you say "you can't", then your mind will subconsciously give you more and more excuses as to why your plan will not work.

Nothing can be more destructive to your business than negative thinking!

Never ever think for a moment that being humble means selling yourself short. It is very important for you to have a big vision, a vision that will inspire and motivate, a vision that will instill a sense of belonging within yourself and drive you and others around you to do great things.

But thinking big is not just wishful thinking. Wishful thinkers are people who dream all day without taking any action. You will be an action taker.

Look at what you are doing as something of great importance. Take for example a janitor. He could complain of his lowly paid job, or he could tell himself he is sweeping the floors of an Olympic stadium where thousands and thousands of people will gather there for the event of the year!

It is how you think of your business that will reflect itself in your performance.

Lesson: Life is too short to be squandered away thinking small.

I Will Invest My Money Wisely

"If you don't invest your money wisely, you will be broke no matter how much money you earn!"

As a business owner you must be a shrewd investor. You cannot afford to waste your money on unnecessary expenses.

There are some examples I have seen in network marketing companies, where people have made it big earning 5 figure monthly incomes. Then they start buying expensive cars. Cars that costs more than $300,000 and they parade them around as a status symbol.

There is nothing wrong with buying expensive cars, but one of the dangers is that if something happens to your income, your car will be a huge liability and you will run into financial problems.

The key is to develop your financial intelligence.

You have to understand the difference is between **real assets** and **liabilities**. Assets are what PUTS money into your bank account. Liabilities are things that drain money away from your bank account.

When you are making money in your business, wisely consider investing a considerable portion of it back into your business. Think of expanding your marketing efforts, improving your customer service or developing a new product.

This is a mindset that you MUST have it you want to GROW your business big. Here's a good question to constantly ask yourself, "Is the purchase I am making contributing to my business or is it an expense that will hinder me?"

Lesson: Cash Flow is still King.

I Will Have A Mentality Of Abundance Not Scarcity

"The world is not like a pie where a larger slice for me means a smaller slice for you. The world is like a kitchen, which produces pies after pies."

Last but not least and possibly the most important mindset that you must adopt is the abundance mentality. It is the opposite of the scarcity mentality. The scarcity mentality is a clouded form of thinking that leads people to live life as though the resources in the world are limited. They think that if they were to get rich, someone else in the world would have to become poor. For most of us, in life we have the ability to create more out of less or in some cases, something out of nothing.

Paul Zane Pilzer exposes the key error of the belief in scarcity that leads to a misunderstanding of the process of creating wealth. He mentions in his book that "**A society's wealth is determined not by the supply of physical resources which are supposedly limited, but by human ingenuity which constantly redefines what counts as a resource in the first place."**

Take for example a software programmer. When he creates a software program, (by typing specific codes and commands into another software program) isn't that really just creating a new 'something' out of a resource that he or she already has?

If you live life with a mentality of abundance, you will believe and TRULY understand that there is more than enough in the world to go around. You will become more positive and more productive. As long as human beings strive to do what they do best for the good of society, true wealth will never run out. It will just keep on growing and growing.

True wealth is created by ethical business people who work hard at developing the quality of their products and improving their services to improve the lives of others. Competition encourages business to strive to constantly make better products and services.

Where there is healthy amount of competition there is a hungry and profitable market out there waiting for you to sell your product and

services to them if you are willing use this course to its full capacity, which will allow you to create valuable resources that people will buy, out the greatest resource in the world – your brain.

Lesson: Be willing to help others achieve their goals as you pursue your goals and making money in the process will be a natural "side benefit".

Introduction:

"Welcome To The Profitable Business Of Selling Your Own Information Products!"

"Reality Based Strategies That Work."

Before we get started you need to realize that the methods you will be learning here aren't just some pie in the sky bull crap. This isn't a late night infomercial. These are reality based strategies that work for small one man business (like yours), to some of the largest information publishing businesses in the world.

What you will be reading are the same strategies, tactics and methods that I have learned over the past 13 years. I have made a lot of mistakes and I have learned a lot about what works and what doesn't. I am telling you this because you don't have to make the same mistakes when you can just learn from my trial and error.

No reason to reinvent the wheel, right?

Having said that, the very the first thing you should know is…

If You Follow "The Golden Rule" You Can Gain All That You Desire In Business… Seriously, Don't Skip This!

Let's get ***"real"*** for just a minute…

If you're anything like me you know that you can't lead the life you want to live if you're stuck in a dead end job making peanuts. Even if you do currently make good a income at your regular 9-to-5, your financial future and your time is still being controlled by someone else.

BUT IT'S YOUR LIFE!... ISN'T IT?

- You should be in control of how much money you make.
- You should be in control of your time.

Think about that for a minute…

Besides your physical, mental and spiritual health - Your TIME and your MONEY are two of your biggest assets.

So How Do You Get More TIME & MONEY?

Simple, just follow the "Golden Rule of Give And You Shall Receive" in your business.

What I mean is…

"Give Great Value in Your Product"

And in return…

"People Will Gladly Pay You For It And Even Tell Other People To Buy It."

I recall a line from one of the many business and marketing courses I've purchased throughout the years…

"If You Can Help Enough People Get What They Want They Will Give You What You Want In Return."

This is a fundamental business truth that will allow you to get more money which will give you more free time. And all you have to do is help people BUY what they already want.

EXAMPLE:

Internet Service Providers

People pay for Internet Service so that they can communicate with each other through email, chat, instant messaging as well as access the latest news, games, videos, audios etc. So the people get all the benefits they want with Internet Service which is more, news, entertainment and faster and cheaper methods of communication. And

the ISP (internet service provider) gets what they want – PROFITS $$$.

Of course most of you don't have the means to compete with the giant multi-million dollar corporations of today and the good thing is you don't have to because…

Selling Information Products Via The Internet Levels The Playing Field For You

Specifically we are talking about "How To" information products that teach someone how to do something. "How to" information products are highly profitable because they're cheap and inexpensive to produce. Also depending on the market you're selling them to, the format you produce them in and how well you market them they can yield extremely high profit margins. They can even make you millions, especially if you provide a **SOLUTION** to a pressing problem.

This is possible because people will be more than willing to pay premium prices for your information products in order to access the valuable solutions that you will provide to them, especially when you provide **SOLUTIONS** that they are desperately seeking.

As a matter of fact the best selling information products are usually centered around BIG problems that a lot of people have. For example, the weight loss market is a booming and thriving industry because of a single **BIG PROBLEM** that many people have…

IT'S HARD FOR PEOPLE TO LOSE WEIGHT AND KEEP IT OFF.

You've probably seen hundreds of different diet products in the past decade, many of which come in the form of information products packaged as books, CD's, and DVD's.

Ever hear of Tae-Bo? …

How about the Atkins Diet, The South Beach Diet or The Zone Diet?

Those are all information products and all of them are hot sellers that help people solve a big problem. So if you want to develop a hot selling information product you should follow the same path and aim to

provide detailed and specific information that will HELP PEOPLE SOLVE A PROBLEM!

This is how you can sell a 30 page report for $100 or more. I know this may sound a little farfetched. But what if that little 30 page report contained a set of detailed instructions anyone could follow to cure a life threatening disease. How many of those little 30 page reports do you think you could sell then?

Probably quite a few I imagine.

Other Reasons Why Starting An Information Product Business Is A Very Smart Move

You Have Low Operational Costs & Customers Love Instant Gratification

When you sell information products online you can deliver your products as downloads instantly and automatically to your customer's computer right after they pay. It's instant gratification, which in this day and age can make or break your business. The faster you can get your product into your customers' hands the better.

You customers will think to them selves...

> "*Great! I can just pay now and boom, three minutes later the product will be downloaded onto my computer*. *No hassle, no waiting, no fuss*."

Plus, by delivering your products online you cut your shipping costs to zero. As you can see it's an almost pure profit business model. The only real cost to you is just a few dollars to set up and maintain your business on a monthly basis.

And when I say just a few dollars that's exactly what I mean.

I currently pay 8 to 14 dollars a month for each and every one of my websites which is peanuts compared to the amount I make in return. You'll also need a couple of other low cost tools but the cost is just a drop in the bucket compared to the hundreds and thousands of dollars you can make every month.

Almost 100% Of Your Business Can Be Set Up To Run On Automatic Pilot To Make You Sales 24 Hours A Day

The Internet really gives the little guy a chance to be just as successful as a Fortune 500 company. With of all the technology, email service providers, video websites, and social media websites floating around on the internet you can now reach millions of potential customers without owning a real world brick-and-mortar store or warehouse. The best part is you can present your products or services to people 24 hours a day, 7 days a week and be making money even while you're sleeping.

You're going to learn how to set up your Internet Business on a system that will be up and running even if you're taking a cat nap. For instance I have several products that are delivered to customers automatically as soon as they fill out the order form to make the purchase from my website. This doesn't mean that I am anxiously waiting by my computer to send it to them as soon as I see the orders come through.

You see I have most of my products set up on an "Instant & Automatic Delivery System" commonly referred to as a Digital Download. So when someone fills out the order form, their credit card number goes through the approval process. If their payment is successful they are automatically taken to my download webpage where they can download the product to their computer.

Presto! – Instant delivery.

I'm never involved in any part of this process. I just set it all up… ONE TIME! To be honest as orders come through I am probably somewhere relaxing, or playing with my nephews out in the yard, or I may even be sleeping. And that is the real power of having a home based internet business that sells information. Almost all of your business can be set up to run on automatic pilot so that you can make money around the clock. In this course you'll learn everything about how to easily automate the bulk of your new business and how to AUTOMATICALLY and instantly deliver your downloadable products and services to your customers as soon as they pay you.

You Can Easily Create Or Get Your Own High Profit Information Products, Charge Whatever Price You Want And Keep 100% Of The Profits

In this course you're going to learn how to easily create your own information products and in many cases without having to lift a finger or spend much money. Honestly you can even create your own product or service without spending any money at all. Now I know that may sound a little bit far-fetched to you right now but trust me. I didn't finish college, and was an average high school student so if I can do this I know you can do it too.

The best part is that you can charge a premium price for your information and you get to keep 100% of the profits for yourself. Since the cost of running the business is so low compared to traditional businesses your earning potential is virtually unlimited.

Information Is Always A Hot Seller And Allows For Unlimited Growth

Using the Internet you'll have an array of low cost (and free) marketing methods you can use to reach a wide pool of potential customers who want to buy your products.

The truth is on any given day there are millions of people across the globe searching for all types of information. Since the beginning of the Internet people have been craving more information than ever before and in many cases they're willing to pay for it. But...*"Do Information Products Really Sell Well Enough For Me To Make Real Money In This Business?"*

Despite what you may think ***the answer is and always will be yes*** because people have and always will be prepared to pay for information that solves problems, increases convenience and helps them to do things faster and easier. You see, the strongest human desires are to eliminate pain, increase pleasure and to improve ourselves. These desires manifest themselves in several different areas of all of our lives.

Some people want to live longer, be healthier, be a better parent, be a better partner or lover, to raise children well, to earn more money, to

relieve stress, to own a nicer home, be a better athlete, and the list goes on and on. Almost everyone surfing the Internet is looking for information and many people are willing to pay for it when it caters to their desires, is packaged properly, convenient to access and easy to understand.

The fact that you bought this course is the best proof I can give you that people will pay for information. You purchased this product - you paid for the information it contains and you made a good decision as this course contains what you will need to know in order to start, build and grow your own information product business. It will show you how to create information products, how to package your information products and how to set up your business without wasting too much time or making unnecessary mistakes. Follow the advice I give you and you really could change your life.

As an "Info-Publisher" you can earn a substantial income and put in far less hours than the average person working a 9 to 5 job. You can fit in "work time" when it's most convenient for you and you can work from the comfort of your own home. Even if you only work a couple of hours each week, you can still make a healthy second income. How hard you work and how much you make is up to you.

This course was developed so that you can learn how to set up your own information product business starting from scratch the right way. You will learn all the basics and then some. There are thousands of one man information publishers that make hundreds and even thousands of dollars weekly and there's really no reason that you can't do the same. But nothing comes for free... The only thing holding you back now is your willingness to learn a few new skills and then deciding to take massive action.

"YOU MUST BE PREPARED TO LEARN AND THEN TO PUT THE THINGS YOU LEARN IN THIS COURSE INTO PRACTICE... IF YOU DO YOU WILL BE SUCCESSFUL, IF YOU DO NOT YOU WILL FAIL."

I cannot express this strongly enough. You would be amazed at how many people FAIL simply because they do not take action.

So let's go...

Module #1.0: Terminology

"A Few Things You Need To Know And Get Familiar With Right Now."

"Internet Basics: 101"

Now I'll admit this is the most boring section of the course and I realize that you may already know most of what's in this part of the course but I guarantee you there could be several things that you DON'T know that are in this part of the course if you aren't already very internet savvy. So don't skip this section if you're a as it is all information that you will be seeing a lot of in the future.

I included this very basic information because I don't want those of you who are absolutely new to the internet to be confused later on in the course. So if you don't know much about the internet at all then going over this introductory part of the course is a must. Also if you're a beginner you will just have to come back to it later anyway so it's best to just go over it now.

Let's start this part of the course with some definitions of frequently used terms so that you're clear as to what I'll be talking about later on in the coming modules. I'll be explaining it in simple English so I'll strip off as much technical talk as I can so that any ordinary person can understand the subjects with ease.

Let's begin, shall we?...

What Is The Internet? – Wait Don't Laugh

I know this may seem like a silly term to cover considering most of us know what the internet is so if you don't need to review this part then feel free to move on to the explanation of the next term.

Okay if you DO need to go over this section then let's continue…

The Internet stands for Integrated Network. The Internet is a GLOBAL network of hundreds of millions of computers all over the world all linked to each other. Your computer can easily access to the Internet one of two ways:

You can connect to the internet through an online service provider such as America Online. An online service provider not only connects you to the Internet but also provides content such as daily news, stock quotes, football scores, and other information resources.

You can also connect to the internet through an Internet Service Provider (ISP). This is much like an online service provider mentioned above but an ISP doesn't provide any type of content; it just provides your connection to the Internet.

Once you have an Internet Access account, through an online service or ISP, to log on to the Internet you need to get your own PC (Personal Computer) with a modem or networking capability. Most new computers come ready to access the Internet with a built-in (internal) modem or network card. Then all you need to do to access the Internet is to connect your home phone line or high speed connection to the modem or network card. Then you'd either dial an Internet Access telephone number provided by your ISP or online service or connect to the high speed connection with an Ethernet cable.

When you are connected to the Internet you can easily send digital files and information to another computer in a network (such as the Internet) within minutes. The faster your PC and Internet connection is, the faster you can send your files.

With high speed access to the Internet, you can easily and efficiently

share information with other users FROM AROUND THE WORLD within seconds or minutes. So because you can share information easily and efficiently – you can easily market your products or services to others and make money in the process at a very low cost!

You can set up a system on the Internet to send marketing information to your prospects 24 hours a day, 7 days a week, 52 weeks a year, because the Internet doesn't sleep, and its users are all over the world. This marketing system consists of primarily your Website (domain name) and E-mail Address.

What Is An Internet Browser?

An Internet Browser is the software program that allows you to view a website on the internet. An example of this would be Microsoft's Internet Explorer or Mozilla's FireFox. A browser is how your visitors will be able to view your website.

What Is Direct Response Marketing?

Unlike brand marketing where the advertisers' main goal is to get people to recognize their name direct response marketing is any type of marketing that **"you"** the marketer uses to reach your prospective customer with your sales message in order to **"direct"** them to take action and **"respond"** to your advertisements by visiting your website, coming into your store, calling you, requesting more information and to ultimately buy from you. There's no doubt that you've seen and heard this type of advertising before in the form of postal mailings, telemarketing, television infomercials, radio, and the internet.

In this course we are going to concentrate on using direct response marketing via the internet to sell information products.

What Are "How To" Information Products?

A "how to" information product is any product that teaches, shows or instructs someone on how to do something. These "how to"

information products are recorded or written down so they can then be mass produced. "How To" information products are what you'll be selling and they come in all types of formats such as CDs, DVDs, video tapes, books, .pdf files, articles, reports, and software.

What Is A Domain Name?

If I have a grocery store, then the address of my store in the physical world would look something like this:

John Doe's Grocery Store,
57 Anywhere Road
Some City, NY
11123.

Much in the same way, your domain name (example- www.mysite.com) is the Internet address of your website.

Once you have chosen a domain name and it has been registered no one else can register the same domain name just as there can never be two houses with the exact same street address.

What Is A Website?

For the purposes of this course a website will act just like a store where people will buy your products but in electronic form, viewable only on your computer through the Internet. Much like a traditional brick-and-mortar store in the physical world your website displays your products in the form of photos or illustrations and words that describe what it is.

People can browse your website or online store for the products you carry from any computer with Internet access without having to go to a store in person to see them.

What Is Web Hosting?

Since your own personal computer won't be on every waking moment of the day it is best for your website's files, documents, pictures etc. to be saved and stored on the disk space of a large network of computers that are always on and connected to the Internet 24 hours a day.

There are several different companies that own these large computer networks and these companies are known "web host providers" and the computers that holds the files of your website is called the server since they "serve" people information just as a waiter would serve you a meal at a restaurant. These large networks of servers can easily host many websites and serve your information to thousands of people around the world at the same time.

What Is E-Mail?

An email is mail in electronic format and hence the name, Electronic Mail. Instead of sending a letter to your friend by writing it on a piece of paper, putting it into an envelope and sticking a stamp on it and dropping it in the mail to send it, you simply use an email program from a free online email service to compose a message and when you're done, all you need to do is click the SEND button.

What Is An E-Mail Auto-Responder?

An E-mail Auto-responder is a computer program that acts like your answering machine for email messages from your friends. You can write out your message in advance, like the following:

> *Hi,*
>
> *Thank you for your email but I am away right now and I will reply to you as soon as I return.*
>
> *Sincerely,*
> *John Doe*

Once you've turned your Auto-responder on at your email address, anyone who sends you a message will automatically receive this automatic reply like the one above – without any need for you to send it to them manually.

More importantly, a **Sequential E-Mail Auto-responder** is a computer program that will AUTOMATICALLY send out MORE THAN ONE pre-written email address that has been set to follow-up with different messages in sequence. You can specify the interval between each pre-written message and you can add as many pre-written email messages to the sequence as you wish. A Sequential E-mail Auto-responder is your most vital online marketing tool and you'll be hearing and learning a lot about them throughout this course and throughout the life of your internet business.

What Is An FTP Program?

FTP stands for **File Transfer Protocol**. An FTP Program enables you to use the Internet to upload your files, including documents and images, to your website's host directly from your own computer so other internet users can see these files or download then when they come to your website. This program is also enables you to change or delete existing files and images already displayed on your website. Basically if you want your files to be seen on your website you have to upload them to your website and an FTP program will allow you to do this. You'll learn more about FTP later in the course.

Now that you know these basic terms it's time to move on…

Module #2.0: Product Ideas

"Don't Do Anything Without Choosing A Target Market Of Buyers To Sell To First."

"The Easiest Way To Sell One Million Hamburgers Is To Find One Million Starving Hamburger Lovers ."

The first step to creating a profitable information product business is to target a specific group of people who all interested in a singular topic.

Most people don't get this so let me explain…

Without choosing a target market first, you are literally killing your business before you ever get started. This is the critical mistake that most people make when they try to start a business. They spend the bulk of their time and money developing a product idea first, thinking that everyone in the world will want what they have to sell.

Then when it comes time to do the marketing and advertising for the product they spend tons of money and time trying to sell their wares to everyone they can reach only to wonder what went wrong when they make far less sales than they hoped, or even worse none at all.

I don't want that to happen to you so you must always remember that it is much easier for you to target a specific market first and then develop a product that will be a good fit for that market instead of creating the product first and then hoping that it will sell.

Now having said that here's what you should consider when you are looking for a profitable target market…

Seek A Target Market Full Of Proven Buyers

I can't stress enough how important it is to only go after target markets that are plentiful with buyers who have proven that they are willing to spend money time and time again.

For instance, you could choose to target Dog owners. We know for fact that these people spend money on dog food, visits to the vet, grooming, dog training and a countless number of other dog related needs. We know that these people will spend thousands of dollars over the life of their pet. In this type of market that's filled with tons of buying customers it's easy just to step in and take your piece of the pie if you go about it the right way.

There are literally hundreds of markets full of proven buyers that you could sell information products to such as martial artists, people who want to lose weight, dog owners, parents, auto enthusiasts, musicians, bodybuilders, horse lovers, writers, people looking for relationships and list goes on and on. Again there's no reason to reinvent the wheel when you can just find out what people are already buying and sell them something along the same lines.

Should You Only Choose A Target Market That Is Interesting Or Enjoyable To You?

In short the answer is NO.

You don't have to be extremely passionate about a particular topic to make a lot of money in it that market. In case you missed that, here it is again:

You don't have to be extremely passionate about a particular topic to make a lot of money in that market.

A lot of other information product courses teach the importance of 'Finding Your Passion' and selling a product related to something that you have a lot of interest in already, such as a hobby that you enjoy, when starting your business so that you don't get bored and won't lose interest along the way.

So, are they all wrong?"

Absolutely not! In fact, I recommend that if possible you start off by selling a product to a target market that you like, are already interested in and even have a burning passion for so that you will enjoy the work that you are doing and have fun in the process.

But…

What I don't want you to do, however, is to LIMIT YOURSELF by ONLY selling to markets that you have a personal interest in as many of those markets may not be very profitable.

If you truly want your business to flourish, you're going to need to branch out and expand when the time is right.

For example, let's just make up a market that you and a million other people love, "onion farming." Now let's also assume that in this market no one really buys anything related to onion farming. In this case I would really advise you to stay away from this market because it makes much more sense to just sell products to a market that is already full of proven buyers even if you are only slightly interested in the actual market at all because your ultimate goal is to build a thriving business.

For instance, I know a very successful information marketer who sells a product to parrot owners that teaches their parrot to talk. He doesn't even own a parrot, but I'm sure that thought never crosses his mind while he's cashing the checks.

I don't know about you but the real passion that get's my juices flowing is the passion of marketing my business, helping people and making money in the process, after all those are your three ultimate goals. Which market you choose to sell products to in order to get there is really up to you.

How To Identify And Zero In On A *Niche* Within Your Target Market

What is a "Niche"?

If you are wondering, "What in the world is a NICHE?", then don't be alarmed. You probably aren't alone.

While definitions and explanations of "niche marketing" and "niche information products" may vary among experts, for the purposes of this course a niche is…

"…Any focused sub-market within a larger target market."

Some example topics might be…

- Ways RV drivers can connect to the Internet - a niche within the RV market
- Helping your child get better grades - a niche within the parenting market
- Putting techniques - a niche within the golf market
- Teaching dogs to behave - a niche within the dog market

Identifying a niche market helps you to target customers with unique problems that probably aren't being solved. Even without using any of the methods described in this course I'm sure you could sit down and brainstorm dozens of niche markets by thinking about basic characteristics like age, sex, marital status, parental status, clothing size, car owners, etc.

Using just those parameters alone you can come up with at least a few niche markets, like:

- Parents who want to learn how to invest for their children's college fund
- Senior citizens with bad vision/any other health issue
- Teenage boys with acne
- Men who want to date beautiful women
- Car owners who want to save money on gas
- People who want to lose weight

Now…

All of these are niche markets in different categories and all of them are very profitable markets right now and the point that I want you to take away is that many of the people in these markets would easily become you customer if your information product could help them solve their problems.

For instance, you might determine that parents looking to invest in their child's college fund also want information about how to help their children get a scholarship, or better grades.

Also you may notice that some characteristics go together. You might notice teenage boys with acne also want to learn how to date pretty girls, or get a better looking physique.

By targeting a market and identifying a niche you will be able to tailor your product around the needs and wants of customers and you'll be more likely to make a sale to these individuals. Remember people will always buy things to meet their deepest desires, to solve their biggest problems and to make themselves' feel better.

Food For Thought…

Do you think it is easier to hit the bulls-eye on a target from 100 feet away with a blind fold on (untargeted mass marketing) or at point blank range with 20/20 vision (targeted niche marketing)?

I think you get the point.

Module #3.0: Product Ideas

"Research Profitable Target Markets To Get Hot Selling Info-Product Ideas Fast!"

"Legally Borrowing Good Product Ideas."

Many people mistakenly think that they need to create something totally unique and new in order to be successful as an internet business owner. They believe that their product has to be the only one of its kind. Nothing could be further from the truth and honestly I would highly advise against attempting to go this route as it could cost you big in the long run.

Here's why...

Let's say that you come up with a totally new and unique type of product and you think you've got a block buster hit on your hands. So you take your product to market only to discover that not many people want to buy the totally "new product" that you created.

That's such a waste of time and effort. Instead what you should do is create and sell information products patterned after other products that are already selling successfully. There's really no reason to reinvent the wheel when other companies have spent thousands and even millions of dollars on market research and product development already.

Remember an actual product can be copyright protected while the "idea for a type of product" cannot. It's the way of capitalism and it's what drives competitors to produce better products. For example, while it's illegal to copy the Atkins diet word for word, you can create your own low carbohydrate diet information product.

How To Find A Target Market Full Of Buyers And Generate Profitable Information Product Ideas

Magazines And Books

An easy way to find tons of profitable target markets is to visit a local bookstore or the magazine section in your local grocery store. We're particularly interested in the magazines, how to books and instructional guides. Especially take note of all the special interest and hobby types of publications. If there's a profitable market for a topic then there is probably a periodical such as a magazine or journal dedicated to it as well.

Take particular note of the publications that have been getting printed for very long time. The company who publishes the magazine has spent thousands and even millions of dollars to figure out that this particular market is profitable. So again there's no need to reinvent the wheel.

If someone else has already figured out what markets are making money, then you can simply enter the same market and take your share of the profits.

You can research over 1500 magazines at…

www.magazines.com

You can also research more books and magazines at…

www.Amazon.com

> ***NOTE:*** *Also most publishers have a web site dedicated to each popular magazine that they print. You can try searching for them at your favorite search engine such as Google or Yahoo.*

Q: But why are you going to need these books and magazines?

A: To do some research for profitable product ideas of course!

Here's how…

Look For Advertisements Of Products & Services With A Fair Amount Of "Competition"

When it comes to choosing a successful product idea competition is always good. The fact that there are others competing in and succeeding in a particular marketplace proves that there's already an existing market of consumers that are spending money.

If a particular market wasn't profitable then no one would be advertising to them on a repeat basis.

The truth of the matter is, major corporations have already spent millions upon millions of dollars in market research to discover the "hot button" topics that people want to know about, the most pressing problems consumers in the market are experiencing, and what types of products the people in these target markets and are willing to pay for.

And of course, these companies must advertise their products in order to make sales so again it's very easy to spot a product that is selling well in a particular market by simply looking through magazines and other publications.

What you want to do is pick up a few recurring issues of a monthly or weekly publication and look for the advertisements that you see running month after month after month.

The advertiser wouldn't keep running that ad if it wasn't profitable so you can assume that if you see the same ad in 4-6 different issues of the same magazine that the product is profitable for the person or company running the advertisements.

Try keeping a journal of the hot product ideas you discover. In no time at all you'll have a long list of potential product ideas.

NOTE: You can call just about any magazine publisher and tell them that you're interested in advertising in their magazine and ask them to send you a few back issues, and many times they will do so for free. Alternatively you can call your local library and ask if they carry the particular magazine that you're interested in and ask if they have any back issues, which they normally do as they don't usually throw the past issues out right away.

Take Note Of Likely Money Makers In These Publications

Again, what you are attempting to do is follow in the footsteps of success to capture your own share of a market that you already know is profitable.

Getting a small slice of a very profitable market is better than getting a big slice of nothing and just a small slice of a profitable market can net you six figures or more in profits per year.

When developing your products, your goal is NOT to reinvent the wheel. Remember, you WANT to do business in markets where the products being sold have a healthy amount of competition.

Here's why...

If a particular product idea has ZERO competition, it's more than likely because of one the following reasons:

1. The market for that product is way too small to be profitable (underwater basket-weaving for example).

   Or...

2. Someone has already tried to dominate that particular market, and they couldn't make any money in it. Think about it, if someone was making a ton of money in a particular market, why would they stop?

So you really have to ask yourself...

"Have I discovered a profitable market that no one else has ever thought of selling stuff to?

Unless your name is Thomas Edison (and it even took him thousands of tries to get the light bulb right), the answer is probably "No." Now, before you get all upset and start sending me hate mail, allow me to clarify something...

I fully recognize that you may come up with a new **method** or a new **type of product** for an **existing market**. For example, while you could sell an all new product such as cat ear warmers to cat owners, the cat owner market is none-the-less already existent.

That's what I mean when I say it's important to look for "competition." It's also why I placed quotation marks around the word. These other businesses may or may not be in direct competition with each other, but they're at least competing in the same general market place because there is money to be made there.

Also pay attention to anything related to that target market, such as a topic driven television channels or radio stations. Also keep an eye open for very popular topic driven shows and programs.

Example:

http://www.HGTV.com – A home improvement and decorating television channel.

http://www.FoodNetwork.com – A food, cooking, and kitchen related television channel.

Use Free Internet Keyword Research Techniques

One of the simplest ways for you to use the internet to start a profitable info product business is to find out just what kind of information lots of people are interested in then sell them related products.

By doing what is known as "keyword research" you can find out if the topic of your product is actively searched for by mass amounts of people on the Internet through search engines such as Google or Yahoo.

What Are Keywords?

A keyword or keyword phrase is simply the text you enter into a search engine such as Google when you want to search for a particular topic online.

Search engine activity is one of the purest online indicators that you as an Internet marketer have to gauge the interest level of a particular topic online.

SIDENOTE: I know that many of you may not have ever done any type of online market research before but it is really no different than doing a normal search at Google or Yahoo. There are just a few more steps involved and you will get back some slightly different type of data than what you are used to.

So if any of this confuses you go back through this lesson a few times before you try it out as I will give examples of some of my own research within the next few pages to clear things up.

Using The Google.com, Digitalpoint.Com And Wordtracker.Com Keyword Tools

Okay now…

Your first task is to take the market research that you've done up until this point (via magazines, books, television channels, shows etc.) and make a list of all to the subjects you are considering.

EXAMPLE:

- *Woodworking*
- *Sewing*
- *Chess*
- *Scrap booking*
- *Bird watching*
- *Etc…*

After you have made your list of topics, head over to one of the following web addresses…

https://adwords.google.com/select/KeywordToolExternal

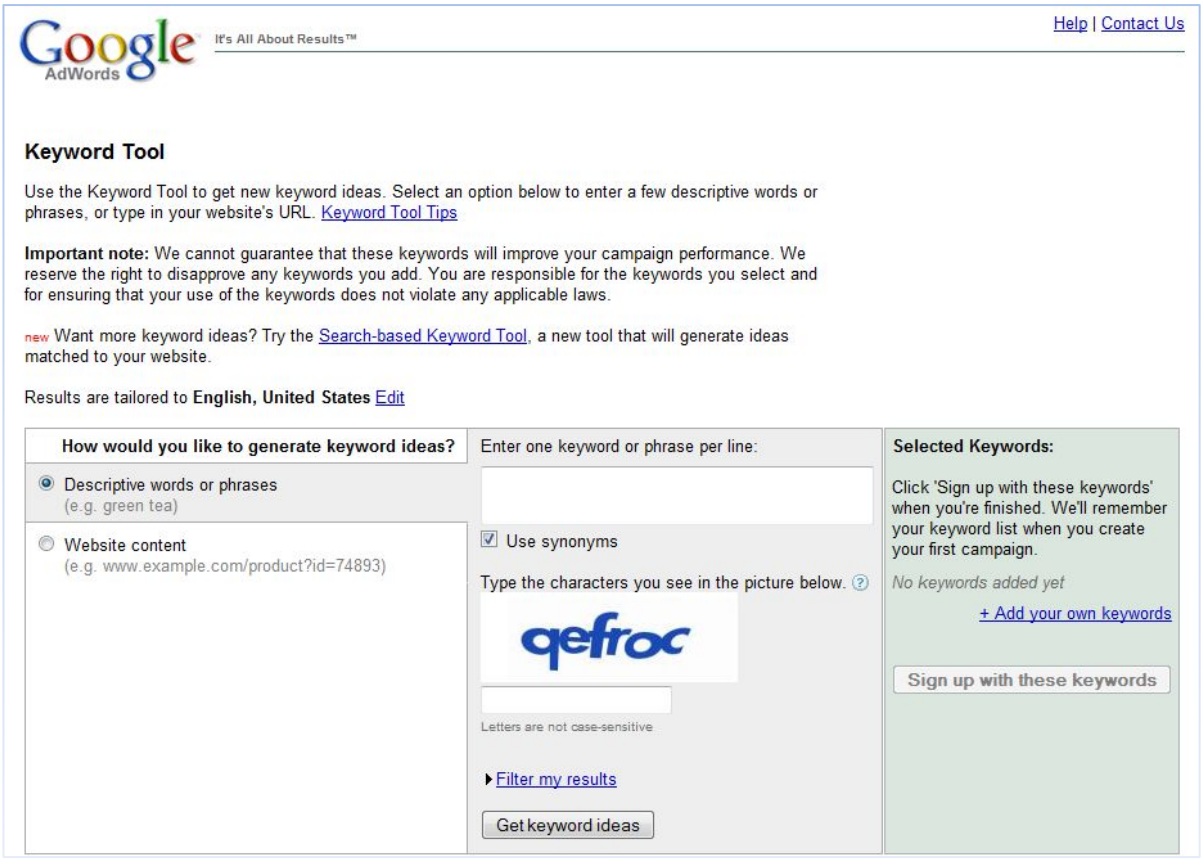
http://www.digitalpoint.com/tools/suggestion

http://www.freekeywords.wordtracker.com

Now, on all three of these pages there is an online tool called a "Keyword Suggestion" tool.

You just enter a term that you want to research into the search box of one of these tools. All these tools are connected to a large database of internet related information and they will show you an estimate of how many times a specific word (often called a "keyword") or phrase (often called a "keyword phrase") has been searched for by internet users worldwide on a daily and monthly basis. This information is made available through companies that sample the search habits of millions of internet users. This data is gathered from very popular search engines like Google & Yahoo.

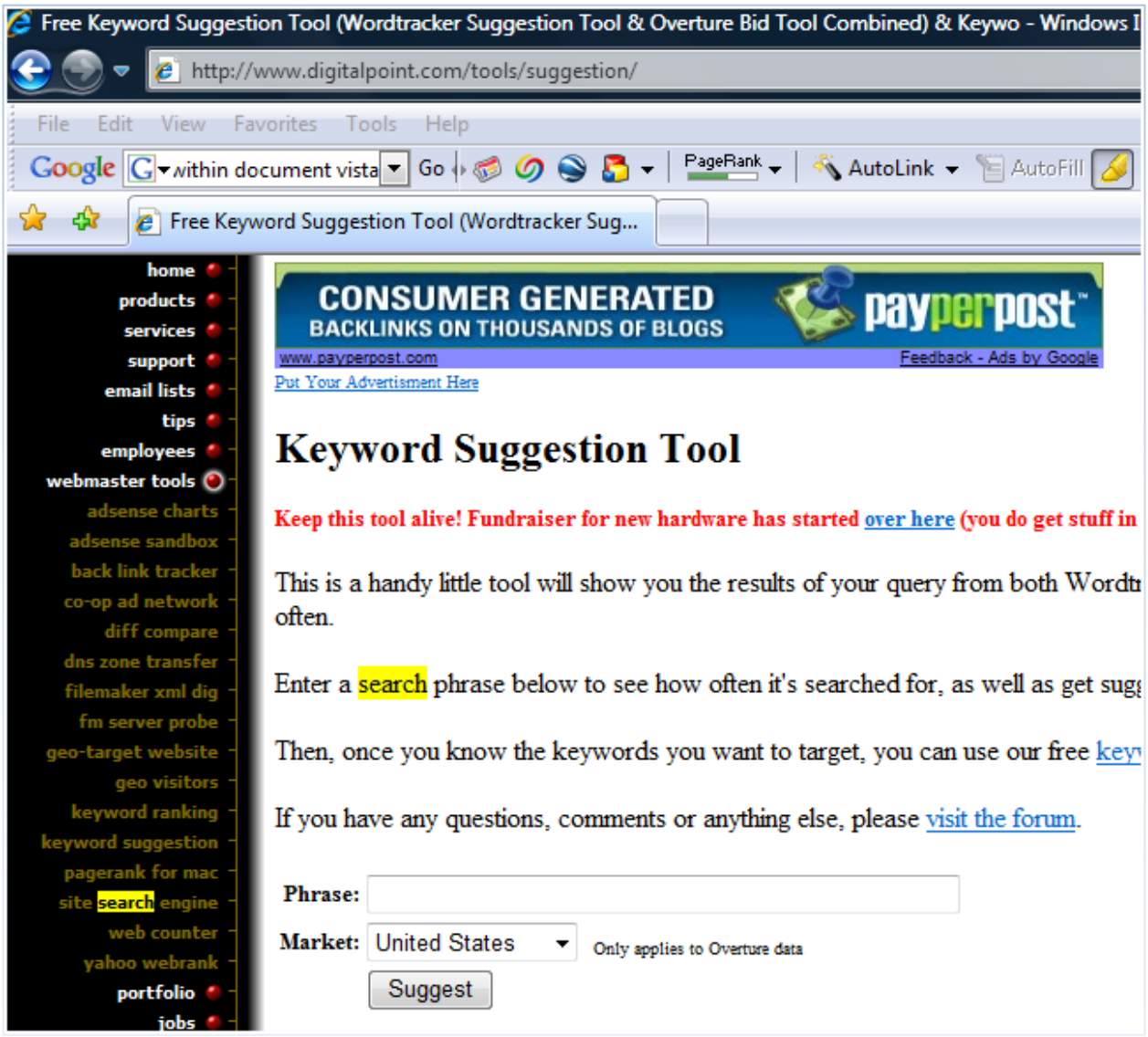
(Screenshot From Google's Free Keyword Suggestion Tool)



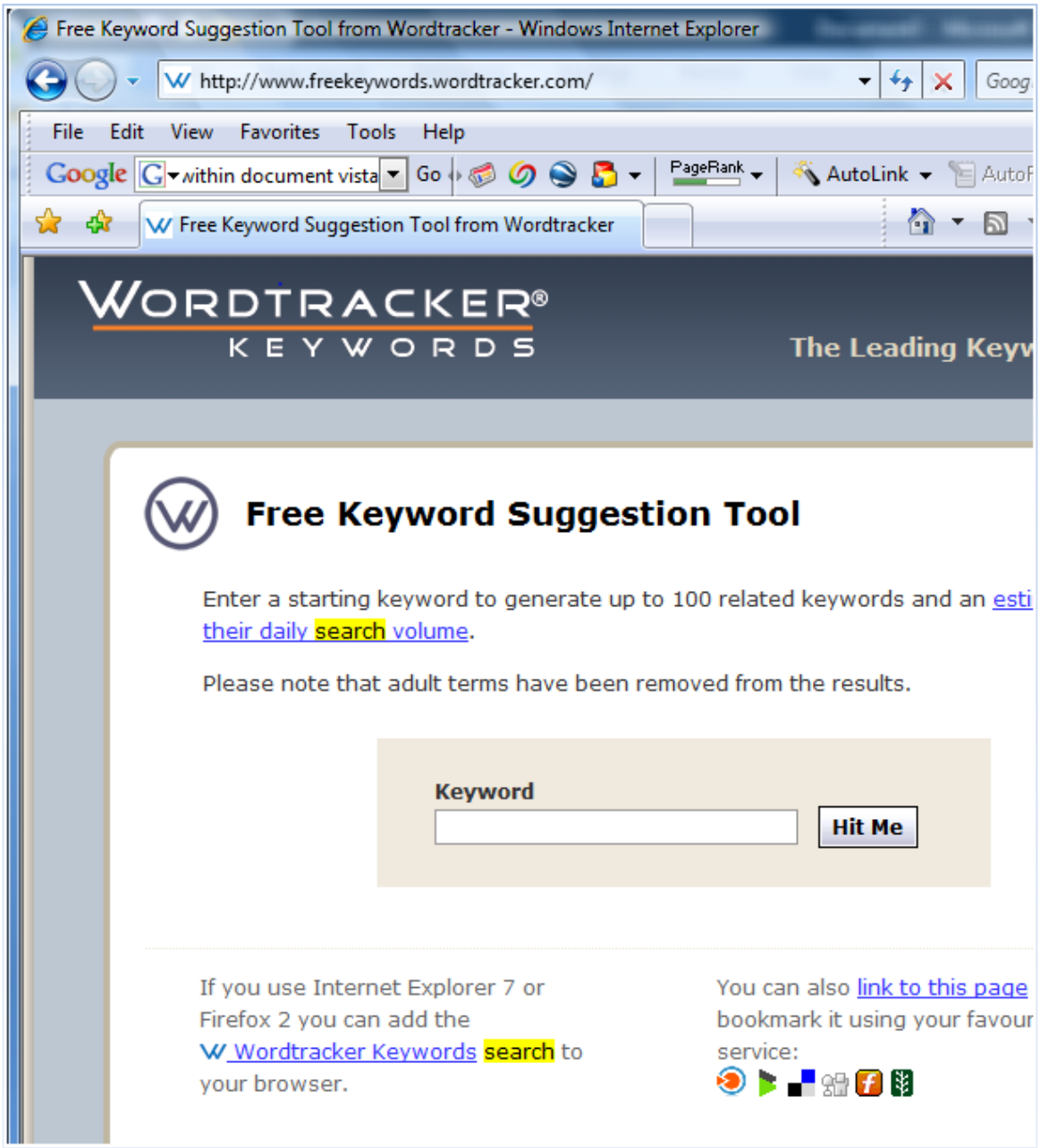
Note: Google's keyword tool is very important if you plan to advertise your product or service through their internet advertising service aptly named Google Adwords as over 80% of all internet web searches are done at Google. Therefore Google is in the unique position of having access to the search data from billions of searches that are performed every day and they are sharing this information with business owners

like you through their keyword suggestion tool. Needless to say this is a very powerful way to do some initial market research. You will learn more about using Adwords in the Traffic and Customer generation course.

(Screenshot From Digital Point's Free Keyword Suggestion Tool)



(Screenshot From Wordtracker's Free Keyword Suggestion Tool)



SIDENOTE: Wordtracker.Com also has a paid service that will give you much more detailed keyword information. They have two different plans which allow you to access their advance keyword research services for $59 per month or $329 for a full year. It's not very cheap but Wordtracker is one of the best keyword research tools online and they do allow you to try the service free for seven days.

Now, the only thing that you have to do with these tools is enter one of your words into the field labeled "Phrase…" at Google's and DigitalPoint's keyword tool or "Keyword" at Wordtracker. Then click on the [Get Keyword Ideas] at Google, the [Suggest] button at Digital Point or the [Hit Me] button at WordTracker.

You may be asked to enter some obscure sequence of letters and numbers (called a CAPTCHA) before you can begin your research. Just enter the numbers and letters as the site requests and click the button.

What you will see next is a listing of the words you are researching as well as other phrases that are closely related to what you entered. The numbers that you see are estimates of how many times that particular keyword phrase will be searched for on a daily basis.

If You Still Don't Understand Why Being Able To See What People Are Looking For On The Internet Is A Major Key To Starting Your Business Then Carefully Pay Attention To The Following...

These tools are actually telling us two of the most important things we need to know!

1. They tell you **WHAT** people in a specific interest group are searching for (if there is an active market searching for specific information).

2. They tell you **HOW** often people look for this information on a daily or monthly basis (the general interest level or demand of the market).

These tools allow you to pin point exactly what topics people are interested in. Once you know this you can create an information product (or line of information products) that is so TARGETED to a particular niche that when many people in this interest group see your product they will be more than willing to purchase it.

Now you have to admit that's pretty powerful stuff.

An Example From Some Of My Own Keyword Research

Let's take a look at the keyword "woodworking." Woodworking is a hobby and/or occupation for handy men and women who like to make things out of wood. When I used the keyword suggestion tool here's what I found…

(The numbers represent how many times the phrase gets searched for daily.)

woodworking *……1,079.0 /day*
woodworking tools *……789.0 /day*
free woodworking plans *……764.0 /day*
woodworking plans *……..697.0 /day*
woodworking power tools *……..314.0 /day*
woodworking machinery *……301.0/day*
woodworking supplies *……..206.0 /day*
woodworking projects *……..201.0 /day*
woodworking patterns *……183.0 /day*
free woodworking project plans *……..172.0 /day*
free woodworking patterns *……..164.0 /day*
fine woodworking *……...163.0 /day*
free woodworking catalogs *……135.0/day*
delta woodworking tools *……..125.0 /day*
jet woodworking tools *……..113.0 /day*

You could easily create an information product for this market because you now know that thousands of wood working enthusiasts are looking for "woodworking plans", "woodworking projects" and "woodworking patterns" every single day. The killer part is that many of these people are so interested in woodworking that they spend hundreds and even thousands of dollars per year on products that are related to woodworking.

Many Of Them Are *Proven Repeat*
Buyers Who Are 'Addicted' To This Hobby!"

Now, at this point you're probably wondering...

"How many daily searches are needed to determine if a keyword or keyword phrase is a highly searched term that indicates a niche

market that I can make a profit from?"

Well, while it will differ a bit from niche to niche, a good rule of thumb is to look for keywords that receive at least 500 searches each day. In the example above "woodworking plans" would be a good start. If you're more conservative you may want consider keywords with less than 500 searches per day – but it's really up to you and there are many keywords that receive much less than 500 searches every day yet they are still very profitable. Also take into consideration the combined search volume across several closely related keyword phrases such as woodworking plans, woodworking projects, and woodworking patterns from the previous example, which are all pretty much the same.

Spy On The Market

Another excellent way to quickly discover hot product ideas is to use the Internet do some research by visiting online communities, forums and discussion groups related to the target market you've chosen.

What Is A Forum, Community or Discussion Group?

A forum, community or discussion group is a place online where people from all around the world can view and can exchange ideas and messages with each other. It is a place where people interested in the same topic can gather to post messages to each other, chat and discuss issues related to that particular topic and most of the time they're free to join. You can find online forums, communities and discussion groups related to your target market by going to www.google.com and doing a search in one of the following manners with quotes **" "** or a **+** symbol like so:

"topic discussion"
"topic forum"
"topic community"
topic+discussion
topic+forum
topic+community

All you have to do is replace the word *topic* with your desired keyword of interest. Using a + sign between each word will give you better search results from Google. If you don't get any good results using a + sign between your words try using quotes to enclose the entire keyword phrase which will narrow your search.

Example: *dog+forum* or *"dog forum"*

Ideally you'd like to locate discussions groups and forums that have lots of active members who are participating in the discussions on a frequent basis. You don't have to participate right away but what you should be doing is quietly "lurking" in the background to do a little market research.

Three Things To Focus On When Lurking In Forums…

A. What Are Your Target Markets Most Pressing Problems?

The best types of information products to create are ones that will solve someone else's problems. The bigger the problem is the better for you because then you can almost certainly develop an information product that will be a hot seller. You see as human beings we always want to live in a state where we don't have any problems or any pain and if we have to pay someone else to help us solve our problems and get rid of our pains we're more than willing to do so.

So, sticking with our example of dog owners, let's say a large amount of them have dogs that chew bite and tear up their furniture. That is definitely a problem. You could easily create a short report, video, or audio product that will show people how to train their dogs to get rid of this bad habit, even if you know nothing about dog training (I'll show you how to create your own products later). But for now let's get back to lurking for good product ideas…

B. Look For Clues To Your Target Markets Most Inner Wants And Desires

Most of the things that people purchase are not things that they need. In all actuality there are only a few things that human beings really need such as food, water, and shelter. Most of the other things that we buy fulfill our wants and desires. For instance a woman may buy several pairs of shoes in any given year. It's not because she needs to have 5, 10, 20, or even 100 pair of shoes. It's just because she wants them and desires them.

The same rule applies for just about any market. Dog owners don't train their dogs to do tricks because they have to or need to they simply do it because they want to. Singers take singing lessons because they want to sing better. Women buy beauty products because they want to be more beautiful. Bald men go to hair clinics because they desire to have a full head of hair.

People want to look better, people want to feel better, people want more recognition, people want more fame, people want more money, people want better relationships, and the list goes on and on. So always be on the lookout for the wants and desires of your target market.

C. What Is Your Target Markets Most Unwanted Emotional, Mental Or Physical Pain?

Yes I know that sounds a little harsh, but it's true. When someone is in emotional, mental or physical distress they are highly likely to make a purchase that will help eliminate this distress. For instance someone who is about to lose his home would be highly likely to buy an information product that will show them how to stop a foreclosure.

People who are in bad marriages would be likely to pay for information products that will show them how to improve their relationships. Someone who has chronic back pain would be likely to buy an information product containing stretches,

exercises and even diet information that will help to relieve their back pain.

Remember people want to alleviate pain and increase the pleasure in their life. If you can help them do this (in the form of a quality information product) they will gladly pay you.

Ask The Market Directly With A Survey

The absolute best way to get good ideas for a winning Information product is to ask the market directly. Since you already know you can become a member of any free discussion group, forum or community related to almost any topic you've got instant access into the minds of hundreds and even thousands of your potential customers.

So why not set up a simple survey and post it in a few forums to ask the market directly what their biggest problems are?

This can be as easy starting a new topic in a forum such as…

- "What is your biggest problem with _____?"
- "What is your idea of the perfect _____?"
- "What area of _____ do you want to improve the most?"

People love to vent about their problems and frustrations and give their opinions. You'll learn a lot about your target market by posting questions of this nature.

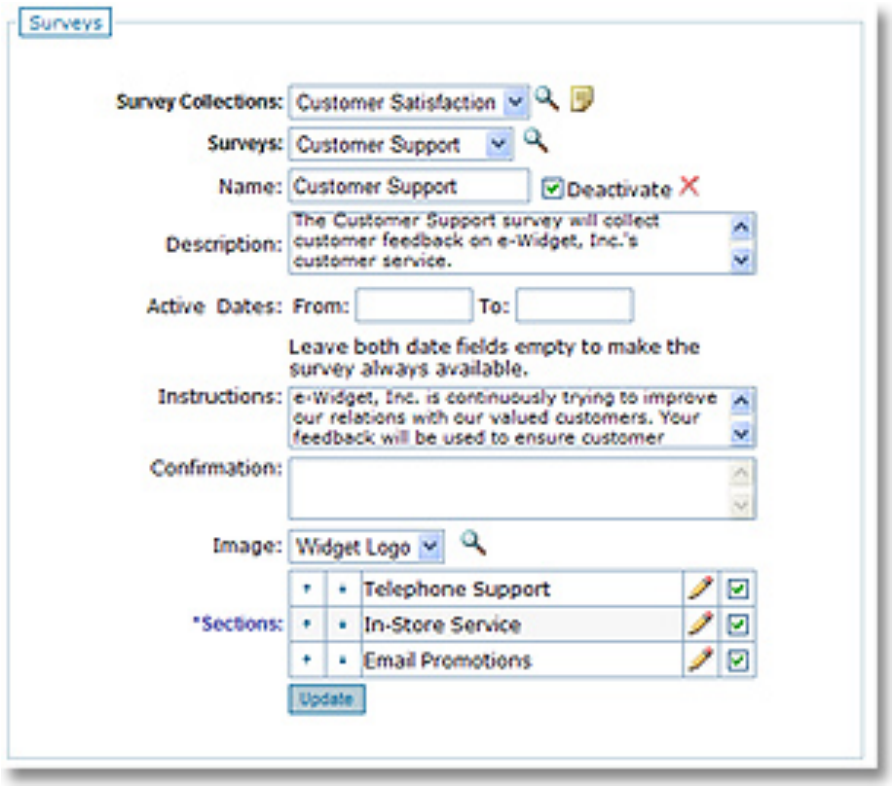
As you can see marketing surveys are invaluable tools for discovering precise, targeted information about your intended audience. This method is so important that there are several companies that have made a business of providing the data from marketing surveys to other businesses for a fee.

The good news is, you can perform marketing surveys yourself without paying a dime and still get great results. You can even ask friends and family to help you out by filling out surveys especially if they are a part of your targeted interest group.

Constructing Your Survey

Have you ever received an offer for an exciting free gift provided you fill out a survey—only to discover the questions you had to answer required pages of information and would take up more of your time than you were willing to invest for whatever incentive was offered? This is a prime example of an ineffective way to do a marketing survey. You don't want to lose consumer interest with a long boring survey.

The principle of KISS (Keep It Super Simple) should apply liberally to marketing surveys. The easier and faster you make it for people to fill out your survey, the more likely they will be to respond. Try to keep it to 20 questions or less. Make demographic information such age, gender and location optional and do not ask for names, as most people prefer to remain anonymous when filling out surveys. Also, make as many of the questions as you can "yes", "no" or multiple choice answers, and remember to include space for optional additional comments.



(A well-designed survey will get vital marketing research from potential customers - your target market.)

One great way to get survey responses is to offer a free incentive upon completion. This can be an e-book, a mini-course, or even the full version of your product when it is released (if you choose to give away a free product be sure to state only a limited number of respondents will receive the free gift. This also creates urgency and helps to increase response).

Setting Up Your Survey

There are many ways to go about setting up your marketing survey. One method is to set up a web-based form that sends responses to your email inbox. Most of these are simple and free to set up and when you post your survey request in a forum you would only have to include a link to your survey in your post. Here are some places you can set up a free web-based form for your survey:

- SurveyConsole.com: A thirty-day free trial allowing you to test 400+ survey templates for your web site. NOTE: Thirty days should be plenty of time for you to conduct market research, so you may not have to pay for the service.
- SurveyShare.com: By signing up for a free membership, you will receive free survey creation software and access to survey templates online.
- BlueSQL.com: Free web-based survey creation service that allows you to include dropdown lists, radio buttons, comment boxes and more. You can check your survey results online and have individual results sent directly to participants.

Here is a sample of what your survey post in a forum or discussion group might look like:

> *EXAMPLE SUBJECT LINE: You are a few clicks away from a free [insert your incentive here] about how to [insert your TOPIC here].*

EXAMPLE MESSAGE BODY: Have you ever wondered how to [insert your compelling question about your TOPIC here]? We are developing an exciting new product on how to do just that—and we need your input. And just for taking a few moments to answer a few simple questions, we will give you a free [insert the free gift here] for your time!

Click here to take the survey and claim your free gift: [insert the link to your survey here]

Sample Marketing Survey

Here is a detailed example of what people might see if they click the link in your forum post to take your marketing survey. Notice the simple questions and multiple choice answers:

Age Range (optional)*:
___0-18
___18-25
___26-35
___36-45
___46-64
___65+

Gender (optional)*:
___M
___F

Location - State, or country if outside U.S (optional)*:
_____

**Note: Always make age, gender, and location optional in order to increase your responses.*

What Are Your Biggest Problems And Concerns When It Comes To [Insert your TOPIC here]??

_____

_____

_____

_____

_____

How much would you pay for an information product such as an ebook, audio recording, or video that will help you solve this problem and address your concerns about [insert your TOPIC here]?

(Enter a range of potential prices for your product here.)

Do you currently own any products relating to [insert your TOPIC here]?

___Yes
___No

How often do you purchase products relating to [insert your TOPIC here]?

___Frequently
___Sometimes
___Rarely
___Never

Would you like to join our list for announcements, product updates and helpful information?

___Yes
___No

Thank you for participating in our survey! –

Click here to submit your survey and claim your free gift!

Discover Winning Product Ideas At ClickBank.Com

What is ClickBank.com?

ClickBank.com is a service that allows you to be able to accept credit cards from your website and deliver your digital products as downloads. It's one of the biggest online marketplaces for digitally delivered information and software products on the entire internet and as you are aware of by now, digital products that are instantly available after payment are extremely popular because people want information and they want it fast (as in instantly).

The other good thing about ClickBank is that you can also use it to find product ideas that are already hot sellers because they list all the top sellers in their online marketplace. If a product is already selling well at ClickBank you could ride that into your own highly successful product because you can create a similar or complimentary product without doing too much market research and with a much, much higher chance of success.

So how do we find products on ClickBank that we can use as ideas to create our own products without all the usual hassles that come with product research and development?

Here are the steps…

1. First, go to the following webpage in your favorite web browser… http://www.clickbank.com

2. After the page loads, click the **"Buy Products"** tab at the top of the page.

3. Now you want to select the type of product that you are looking to create from the **"Category"** drop down menu. There is also a sub-category drop down menu that may offer additional choices that are more closely related to the niche market you are interested in. You can also use the **"Keyword"** search box to enter a word or phrase that is more targeted to the type of product that you have in mind.

4. Next click the **"Go"** button and you will be presented with a list of products that matches your selection. These listings are ranked in the order of how well they sell. So if you see a listing at the top of a page that means that is the number one selling product in the category that you selected.

   If you find that you don't get the results that you are looking for in those listings when using the keyword search try making the keyword phrase that you have entered more general. For example if you enter "Make Money On eBay" in the keyword box, try just entering the word "eBay" because this will still bring you a several eBay related products that may spark your interest.

5. Now that you have a listing of proven, best selling products that match or closely match the criteria that you are looking for, it's time that you take that information and leverage it to your full advantage!

Here I want to point out that using this tactic is extremely effective and will save you hundreds of hours in time that would otherwise be spent doing market research. Normally you would have to come up with an idea, create the product and test it to the market to see if it sells. If you go through all that trouble and your product doesn't sell well, you would lose the time and money you spent testing and creating it.

Just by looking at the list of products that you have now you can see at a glance, what's working and what's selling extremely well right now on the Internet.

Now here's what you can do to further your research on hot selling product ideas at ClickBank.com…

1. Open up a text document in your favorite word processing program. Then write down the names of the top 5 products on that list and go visit those pages one at a time.

2. When you get to the product page I want you to read each sales letter in its entirety and make notes of exactly what the

product is offering. If they are selling an eBook or a software product take note of that. If they have a lot of valuable bonuses, I want you to take note of that too.

You want to look at their page and see exactly what it is they are offering and take detailed notes on that. Also take notice of the NUMBER ONE BENEFIT that they promising to their customer which is usually reflected in the headline of the page, right at the top.

Now that you have analyzed 5 top selling products and have chosen the one that you felt most compelled by, it's time to use that information to craft a plan for putting your own similar information product together.

3. So next in a new text document or on a blank sheet of paper I want you to copy the headline from the sales letter of the product you have selected. This headline is important because it is part of what is making the product you selected so successful. (You'll learn why headlines are important later in the course.)

Then I want you to write down all of the components of the offer. What I mean by this is that I want you to write down everything that comes with the purchase of that product. If it's an eBook, write down that it's an eBook and make sure to write down all of the bonuses. If you get personal email contact to ask the author questions as a part of the package, write that down. Are they offering videos, transcripts or audio files as well? Write it down.

They key here is to write down every different component of the product package. For example, if you get email support as part of the offer but you choose to not use it right away, would you still have that available to you at any other time?

Okay…

Now you have a list of the components of a winning product that got your attention specifically you can use this as your blueprint to creating your own product. What you have essentially done here is reverse engineered the structure of the offer from the product that you analyzed so that you can use it in creating your own "new product". There is nothing easier and more profitable than creating a product based on the same ideas as an already successful product. The possibilities that lay within this simple system are endless. You can create an unlimited amount of products in all kinds of markets using this method.

And you'll only have to spend around an hour coming up with your own product idea that will have an excellent chance of selling well using nothing but the power of ClickBank research.

A word of caution: This is a very powerful method that can easily be abused so DO NOT, and I must repeat, DO NOT copy anyone's website or products; this is illegal and I don't support or recommend it. You can model success and create your own unique and similar product based on the same ideas as someone else's but never blatantly copy someone else's work.

Topics That Will Always Be Hot Money Makers

There are certain mass markets that are "evergreen" in that they have always been and a will always be extremely profitable if approached in the right way. These markets and topics include…

-Love
-Relationships
-Money/Investing
-Weight Loss
-Beauty
-Health
-Security
-Goal Setting
-Self Improvement
-Motivation
-Business & Marketing
-Self Help
-Jobs & Careers
-Dating

Module #4.0: Product Ideas

"Develop A Unique Selling Proposition (or USP) To Set Your Self Apart From Your Competition."

"If You Have What Your Competition Is Missing, Customers Will Buy From You."

If you're scratching your head here you're not alone, many so called marketing experts couldn't tell you the difference between a USP and an ISP. So what is it?...

A Unique Selling Proposition (USP) is the "one single, unique benefit" that makes your business standout from your competitors.

<u>This Is Vital To The Success Of Your Online Business!</u>

So before you go any further, you must establish what your USP is. It should influence everything you do concerning how you present your product to your prospect and it can even help you mold the look and feel of your product and website design because your USP should very clearly answer the following question from the customers' point of view…

"Why should I do business with you instead one of your many competitors?"

So how do you create a good USP?

Well you have a vast number of possibilities when it comes to creating your USP but the easiest way to go about developing it is to simply find an unfulfilled need, void or gap in your target market that you can

reliably fulfill then make that your main selling point in all of your marketing.

Notice that I said "reliably fulfill".

If you can't deliver on your promise then you shouldn't be promising to do so as it could ruin your business in the long run when your customers start telling others that your company's product or service doesn't deliver.

Your U.S.P. and The Creation Of Your Product

Now, you have already learned that you should be creating a product similar to something that is already successful, but you also still need to follow and do this very important step…

You Need To Add Some Unique Aspect To Your Product.

In my opinion, I would not create a product if I couldn't find a way to make it unique even if it was only in some small way. Just a little uniqueness is better than none. What you do not want to do is create something that is exactly the same as another successful product.

You DO want to use the same idea as the successful product, but put your own twist and uniqueness into it so that is beneficial to the customer even if they have already purchased a similar product from one of your competitors.

This way, you have something that a customer may view as being better than what is already out there and not available anywhere else.

Then you can incorporate this "competition slaughtering" USP into your marketing plan to reinforce your sales message. You should do everything you can do to get across the message that your product is unique every chance you get. If possible you should even use images and graphics on your website and other marketing related material that supports and reinforces your USP.

So How Do You Create Your USP?

Your USP should be the one unique strength or advantage you and only you deliver.

It could be any of the following:

1. Price - Are you the cheapest or do you offer the best value.

2. Quality - You offer the best or highest quality products with guarantees to prove it.

3. Service - You offer the best after sales service or response times.

4. Reliability - You are more reliable than the competition.

5. Authority - Do you have qualified knowledge? If so tell people.

6. Speed – Are you faster than your competitor?

7. Accuracy – Do you cover the fine details better than you competitor?

8. Your offer – Do you offer a trial or easy payment options or better guarantee than your competitor?

9. Exclusiveness – If you can legitimately claim that your product is protected by a patent or copyright, licensing agreement, etc., then you have the advantage of exclusive rights. If you have a patent, even the *President of the United States* must buy it from you if he wants the benefits that only your product offers.

10. Anything Else You Can Think Of - Are there any other areas or ways that you can create some unique appeal in your customers mind that they cannot get anywhere else?

These are examples only and some of them are already being used by your competitors – so that is why you need to use them as well!

A Historic Lesson On The Competition Crushing Power Of The Unique Selling Proposition

Many Americans and Canadians will remember the days when Pizza Hut was the undisputed king of retail pizza. They had stores everywhere. Competing with them was difficult, at best. At worst, it was a fatal business decision.

They had great food, fancy stores, and good service. And they had a lock on retail's most prized commodity: Location, location, location.

They had everything you could ask of a pizzeria.

Or did they?

One small company decided to find out. When they actually asked the market, they discovered that Pizza Hut was missing something that was extremely important to a large segment of the market - *home delivery!*

This was so widely in demand that the new company developed an entire business plan around that one **unique** concept.

They concentrated solely on delivering pizza and took the "sit down restaurant" concept out of the equation entirely. Thus they had much smaller stores and the new company could locate their stores anywhere they could put in a phone and an oven and be up and running within a few weeks. But Pizza Hut, on the other hand, had to have the best (and much more expensive) retail locations to get customers and took 6 months or more to build and open a new store.

So as you can see this new company's startup costs for a franchise was trivial when compared to their top competitor and their overhead was a fraction of a Pizza Hut sit-down restaurant. Thus their profit per pizza sold was substantially higher because of that reason alone.

This company was Domino's Pizza and they could open new stores pretty much at will. This franchise became profitable in record time and their growth and expansion rate was highly explosive. They went from startup to market powerhouse faster than you could say, "Hot and fresh in 30 minutes or less, or it's free."

The growth of Domino's Pizza was the result of a lot of factors. They slashed real estate costs, development times and operating expenses while adding so much to per-unit profitability that their competitors couldn't begin to keep pace.

And they achieved all of this based on a simple change in perspective.

They looked at the customer's definition of the most desirable location, rather than the industry's.

What was the customer's choice?

To have the pizza **delivered to right their front door.**

The thing that allowed them to make a sound decision was one of the simplest and most useful tools in existence: A question…

"What do pizza consumers want that they can't reliably get right now?"

(Remember the marketing survey section?)

You see questions are powerful things if:

1. If you ask the right people and…

2. Actually listen to and act on the answers they give you.

A lot of people do the first well, but are really bad at the second.

Dominos asked a question, listened to the answer and took action. Then they did something else that was amazingly powerful, and which I've never seen them credited for in any analysis of their success.

Marketing experts Rob Frankel would call it branding while Jay Abraham calls it pre-emptive positioning. It could also be described as "presenting a unique selling proposition."

They changed the game on the competition. They created a new set of expectations within the market, and designed them in such a way that customers believed that only Domino's could fulfill those expectations.

How This Relates To Your USP And Your Sales Message

Remember, much like Domino's, when you begin marketing your product you must always present a valuable proposition to your customer that tells them…

> *"This is why you should buy my product over my lack luster competitor!"*

And…

> *"If you use my product you will reap the rewards of this specific and valuable benefit that I have promised to you!"*

Again the proposition that you are presenting to the customer must be a "uniquely beneficial promise" that you competitors do not, cannot or will not, offer. And your promise must have enough appeal that the customer would choose to do business with you over one of your competitors.

Here is a sample list of well known companies and the USPs that made them a household name:

- **Amazon.com** - "Earth's Biggest Bookstore."
- **Domino's Pizza** - "You get fresh, hot pizza delivered to your door in 30 minutes or less."
- **Nyquil** – "The nighttime, sniffling, sneezing, coughing, aching, fever, so you can rest better medicine."
- **FedEx -** "When your package absolutely, positively has to get there overnight."
- **M&M's** - "The milk chocolate melts in your mouth, not in your hand."

NOTE: Beware of the "short phrase syndrome." The USP does not need to be presented in the form of a short blurb or cute or catchy slogan (although they don't hurt). It could be outlined in a series of promises or even as a mission statement.

Again, above all else your USP should address a need, gap or void that is truly important and desired by your prospective customer.

Remember: Your Goal Is To Create A Product That Offers Some Unique Benefits That Cannot Be Found Elsewhere

One of the best ways to inject a unique selling proposition into your overall offer is to create a product or service that is not readily available for purchase anywhere else. This puts you in a unique position of being the only person or business that has this product for sale. This really isn't as hard as you may think it is. An easy way to do this is to combine the features and benefits of two or three different products that are already on the market into your own product and all of a sudden you've got the most unique product in the marketplace.

Again, here it pays to study your competition and see what they're doing with their products and services you may even want to purchase their products and services so that you can understand exactly what it is that makes their product sell so that you can incorporate these features and benefits into your own "newer and better" product.

Remember: The Key To Uniqueness Is To Fill A Void In The Market Place

For example if you are selling a dog training product you could create a dog training guide that will teach people all the normal ways to train their dog and add in a section on how to train your dog to be safe around small children. Now you have a product that will teach dog owners who are parents how to train their dog for maximum safety around young family members.

This way you have created a more unique product that is different from anything else on the market and you are able to have a more laser targeted customer in mind to sell your product to; Parents who are also dog owners.

Tip: Reposition Your Product To Make It Unique In Several Different Markets

You can double or triple your profits from a single product by renaming it or adding small sections to it that will allow you to target your product to different markets. For instance I could reposition this very same course that you are learning from right now and rework small sections of the content to create a "new" course for dog trainers called, "The Secrets To Creating And Selling Your Own Bestselling Dog Training Guides."

The information that I would teach them really wouldn't be much different from what you are reading now. It would still contain all the basic elements of finding a market, how to create the product, how to set up a website, how to market the product via the website, etc.

The only difference is then my product would appeal the interest of dog training professionals only. They would be one of my target markets and more likely to be interested in the product when they see it. So always be thinking about how you can "reposition" the content of your product to penetrate new and alternative markets. I'm sure that you could come up with quite a few different markets that you could do this for once your product is created.

Also Sometimes repositioning your product is as easy as changing the title.

I could change the title of this course to…

"How Busy Moms Can Start A Lucrative Information Marketing Business In Just 2 Hours A Day."

Or we could change our fictitious dog training info-product's title to …

"Fast Dog Training Secrets For Busy People."

Or…

"101 Dog Training Tips For Women."

Now I am not saying that you should in fact make these products or that they would be best sellers. I just wanted to give you some quick

examples of repositioning your product by targeting the title to different audiences and while we are on the subject of titles here's another tip…

Choose A Product Title That Sells

Yes! A great title really can produce more sales of your information product. So you need to be sure to take the time to craft a good one for your information products. Now this doesn't need to be a long drawn out process.

Here are some tips to keep in mind when you are in the process of coming up with a title for your information products…

Make it exciting by using words like Amazing, Powerful, Revealed, Revolutionary, Secrets, Discover, Incredible, Breakthrough, Little Known etc.

Use a quantifiable number or a time frame within your title that your customer will see results in to make the promise that your product makes more believable.

For example:

- "101 Tips…"
- "…97 Ways …"
- "…30 Minutes"
- "…For Life"

Speak directly to your audience by including them in the title. Notice how the following titles speak directly to the intended customer and incorporate the use of either Exiting Words a Quantifiable Number or Time Frame for the results as I just mentioned…

- "**101 Amazing Tips** For **New Parents** To Calm Your Crying Baby"
- "**97 Little Known Ways Students** Can Get Money For College"
- "The **Revolutionary 30 Minute Smokers** Secret To Quitting"
- "**Secret Discovery Bald Men** Use To Grow Hair And Keep It **For Life** "

More About Establishing Your Uniqueness

This Is Important Enough To Repeat More Than Once So Pay Attention To This Section!

Look, creating info-products is not that difficult, as you will discover throughout this course. But if you really want to make good money in this business and establish yourself as a respected expert, you have to be unique!

This is so important that it's worth repeating several times.

Again your goal is to come up with a **unique** product or service, or as mentioned earlier, **a unique twist/angle** to an existing type of product. (Of course, the latter is much easier and quicker to do.)

If you're in a highly competitive niche, take existing ideas and products and find ways to improve on them *considerably*. Look for an area within your field/niche that needs attention but isn't getting any. Look for 'holes' in your niche.

What are the main problems and frustrations of customers that other marketers and business owners aren't addressing?

Look for something that's highly needed but not being addressed by others. Again do surveys, visit message boards and forums, etc. Target a sub-niche (a smaller niche within a large niche) that isn't overflowing with competition, or one that isn't being addressed yet.

> **Example:** When a friend of mine first got into online marketing, the 'CAN-SPAM' laws were just beginning to come about. Marketers were just starting to get away from sending unsolicited email because they didn't want to get in trouble. Online business practices were changing. New marketers were tip-toeing around the issue. They either got in trouble for sending unsolicited email, or were too afraid to even approach email marketing in fear of being labeled as a 'spammer.'
>
> My friend noticed the area that needed attention: Permission Based Email Marketing. Permission Based Email Marketing was and still is the easiest and cheapest way to build a business.

> But people were too afraid to use it. They needed a step-by-step guide to using email marketing the 'right way' - using legal permission based "opt-in" methods so they wouldn't get in trouble.
>
> So, that's what he wrote about. And, that's the information product that put him on the map… **Email Marketing Strategies Revealed!**

See how that works?

Find out what's missing from your market and fill that need! Study your market. Find the holes, and then find a way to fill them.

Study Other Types Of Businesses And Industries

Another really powerful way to come up with unique ideas is to study other businesses that are NOT related to your market. If you're in the online marketing field, look at the real estate business, the plumbing business or any other non-related business. If you look closely, with an open mind, you may find many creative and unique ideas that you can bring back to your own business.

Every now and then I'll come up with a completely original product idea, but *usually* it's just an idea I get from using the techniques you are learning here. I look at what's already selling, what's already popular or is starting to become popular. Then the only time I need to be even slightly creative it to use these methods to put new twists on already existing, successful ideas.

That's the shortest route to success!

By giving it a **twist**, it becomes a unique product. So just start paying attention. Notice what's getting the most shelf space in bookstores and visit discussion/forums groups in your niche. Get on your competitors email lists and other businesses lists related to your niche.

In short, get out there and hang out among your customers and competitors (either online, offline, or both.) Do that and you'll never run out of ideas for creating your own unique products.

Here's another example of how adding a little twist to a successful idea can make your product stand out and sell very well…

> When the same friend of mine (mentioned previously) first started a "Secrets Of …" line of info-products several years ago, no one was selling that type of information the way he was. People were selling individual guides, on various niche subjects, but you rarely saw anyone put it together the way he had.
>
> And there was a reason no one was doing it. It was difficult to group those products together and still maintain a consistent "theme." I'm talking about subjects like online investigation, self defense, credit tips, beating speeding tickets, UFO's, etc. None of these products had anything to do with each other.
>
> So, he decided to use the "*Secrets*" theme to **tie all the products together**. His main selling point was…
>
> ***"Discover Hundreds Of Secrets You're Not Supposed To Know About!"***
>
> And in the package he revealed these online investigative *secrets*, self defense *secrets*, credit *secrets*, UFO *secrets*… and so on. Suddenly, all these products - on different subjects that normally could not be grouped together cohesively - sold very well as a membership package.
>
> His uniqueness in this case was the way he packaged the products, and of course the "secrets" hook that he used. The moment he gave it a theme it was a hit.
>
> He actually got the membership site idea from another site, so it wasn't a totally original idea. (Like I said, pay attention to the other successful businesses and you'll get lots of ideas.) But, he gave it a twist that **was** original, at least in the online market place.

So as you can see you don't have to be an inventive genius to come up with a hot unique product idea. Just watch for what's selling. Then focus on solving problems your competitors' products are missing, on providing solutions, on creating value for your prospective customers,

and concentrate on making your product better and more unique than what's already out there.

Tip: Purchase Your Competitors Products To Find Out What They Are Missing

Remember if you really want to find out what's missing or lacking in your competitors products you may want to purchase them. This will eliminate any guesswork about what you need to do to make your product different and unique as all you will have to do is study theirs and compare them to one another. All the things they are missing will give you a clear indication of what you should and could put into your product.

Module #5.0: Product Creation

"The Secrets To Creating Or Sourcing An In Demand Information Product Fast."

"It's Not As Hard As You Think…Really!"

Having an 'outline' for your product really will guide and accelerate your product creation process faster than you may think is possible.

Now before you get scared by the thought of creating an outline… it's not all that hard. Don't let thoughts of your high school or college English class give you cold feet.

Let's just get down to simple basics. Forget about creating "products". Forget about creating books, audios, videos, software, etc. What makes the product creation process SO extremely simple is that the core of each product is just content.

The words or videos or audios that make up the product is its Content and all you need to have a good information product is good Content; plain simple, straight to the point, no frills content.

So how are you going to create this content?

Before You Start – Create A Product Outline

Ok, you're probably asking, "Why should I create an outline?" The truth is that no matter which of the product creation methods you choose, having a clear outline will help you get your product done much faster.

To help you get started see the example of the information product outline located here in the manual…

IDEA: Dog Name Book

Item	Your Title
Front Cover	Front Cover
Legal/Copyright	Legal/Copyright
Dedication	Dedication
Table Of Contents	Table Of Contents
Preface	Preface: Value of a Dog's Name
Introduction/Overview	Introduction to Dog Naming
Section 1	History of Dog Names
Section 2	Dog Names by Breed
Section 3	Dog Names by Male/Female
Section 4	Dog Names by Country
Section 5	Most Popular Dog Names
Section 6	28 Tips for Picking the Best Name for Your Dog
Section 7	
Section 8	
Section 9	
Section 10	
Section 11	
Section 12	
Section 13	
Section 14	
Section 15	
Section 16	
Section 17	
Section 18	
Section 19	
Section 20	
Summary/Conclusion	Conclusion
Credits	Credits
Resources	Dog Resources
Back Cover	Back Cover

Before You Start – Know That Your Product Doesn't Have To Be Massive!

A good point to keep in mind is… *your product doesn't have to be hundreds of pages long or contain hours worth of recordings in order to be a successful info publisher*. As long as you deliver what you promise your customer won't care that it's relatively short. As a matter of fact I normally create smaller reports, audios and guides because they are quick and easy to produce. That's a great way to go, especially if you're a newcomer and want to get started fast.

Best of all, shorter products allow you to spread your risk. Listen, all of your projects will not become home runs. That's just the reality of any business that you have to accept. So, if you invest a lot of time and energy into creating a monster product that turns out to be a dud, you would have lost all the time and energy you put into that ONE project… with nothing to show for it in the end.

On the other hand, if you had only spent *a few weeks* on creating a much shorter info-product which also turned out to be a dud, you could quickly pull that one out and replace it with another short one. Your risks are dramatically reduced and your chance of eventually putting out a winner is increased!

See, it's better to create 10 little products per year and have 2 of them flop (which means 8 of them are bringing in the cash!) than to only create one or two **big** products in that same year and risk having them both flop. There is also a much better chance that 1 of your products will be a hot seller if you have 10 of them out there, instead of just one or two.

Also if you create several short reports or recordings all related to the same topic you can then later compile them all together and create a bigger product. If many of your shorter info products sell well then your larger product should sell well too and you can charge more for it. It's almost like getting paid to create your bigger, more detailed product "as you go." As long as the smaller products deliver complete information on a singular idea your customers probably won't realize that's what you're doing and you won't be cheating them out of anything. Now let's move on to how you will get your product created.

Product Creation Strategies

Write It Your Self

An easy way to create your own product is to simply write it yourself. Now while you may be thinking you're not an author don't worry because it's not as hard as you think. Just pick up a few books on the topic that you want to create your information product about.

While it is illegal to steal someone else's copyrighted information there is nothing stopping you from picking up a book, or several of them, on any topic and then writing a report in your own words.

"When you flat out copy someone else's work, it's stealing. But when you learn from someone else's work and put it into your own words, that's called research."

So read several articles and three or four books on your topic. Take notes. Write down questions you'll want clarified later. Make sure that you understand the subject before you start actually writing or at least as much of it as you will be writing about.

Now, go over your notes. Put them in order. Develop an outline that makes sense. Start with the basic foundations of the topic and move up the ladder as you go through the subject.

To help speed up and organize the writing process create an outline of all the chapters that you want in your report. Then under the outline heading for each chapter create a list of subheadings or points that you want to cover.

When you're done creating this basic skeletal outline, go back and fill in all the subheadings to create the "meat" of your product. It's no different than writing a book report for school. Anyone can do this although it will take you some time to create your finished product.

REMEMBER: DO NOT plagiarize other peoples work!
Again, notice that I said you must write "in your own words."

It's the same method I have used to create this course since it is just an accumulation of information that I have learned over time and put it down in my own words.

This may sound like a long process, but remember: You don't have to create an 800+ page volume like this one. Just be sure that you're providing people with specific steps and solutions. That doesn't require major creativity, just accuracy, clarity, and usefulness.

Writing Your Own Product Is Easier Than You Think

Most people who are new to the Internet, or even some who have been around for a while, believe that they can't create their own information products because they can't write.

There are also a lot of 'so-called' gurus who will have you believe that it's more difficult than it actually is.

What I'd like to show tell you is that you CAN write your own information products. And you can do it fast! Even if you've never written a word in your life! If you're new to the field, your main challenge may be getting recognized as an expert. But creating your own products will be easy once you learn the shortcuts and tips in this module!

You see, it's all about your perspective. The first time you see someone riding a bicycle, you immediately say "That's not possible" or "I can't do that." And maybe you're right to some extent. You can't ride a bicycle **yet**. But, that doesn't mean you can't ride a bicycle **ever**.

You just have to get on it, stumble a few times and before you know it, you're doing something that seemed **impossible** just a few days ago.

It's the same with writing. In fact, it's much easier than learning how to ride a bicycle.

The trick really is to just get started. Just start writing and let your thoughts flow. Don't worry about spelling or grammar or sentence structure, formatting or any of that. Just get the information **out** of you. You can edit it later. If you edit while you write, you'll interrupt the flow of ideas.

What people should to realize is that you don't need to be an English major to start writing. Just write the same way you would talk to a friend. Then, have someone read it out loud and see if either of you can find any area that sounds choppy or confusing. You can also get a college student to edit it for you if you're not comfortable doing your own editing.

If it still seems like a daunting task to write the product yourself just break it up into sections or chapters and knock them out one at a time… kind of like writing several short reports. Break the task up into smaller pieces and tackle it that way.

But I do realize that many people just don't like writing so let's move on to some other faster product creation techniques…

Record A Video Or Audio

Instead of writing a report you can create a video. With the quality of home video recording equipment going up and the price of the equipment going down, you can easily create high quality videos from your own home. All you need is a software application to convert the videos outputted from your recording device into a format that can be viewed online.

You can also use a tape recorder and just talk freely into it. Imagine you're talking to a friend and you're giving her advice about X, where "X" is the subject you want to write about.

Record A Screen-Cam Video On Your Computer

There is software available that will allow you to record videos of anything that you do on your computer screen. If you have a microphone for your computer you can also record yourself talking as your record what is happening on your screen. I know many people that make a good living producing very professional looking and sounding tutorials and how-to videos right on their computer.

You can show someone how to use a certain piece of software, create training videos for companies, teach a foreign language, or almost any other subject you can imagine.

I highly recommend that you check out the following screen-cam software tools…

Camtasia Studio - http://www.techsmith.com/camtasia.asp

Camtasia the most expensive of the screen recording products but it is also the most robust and also the only one that I can recommend since it is the only one that I use. Actually I will go as far to say that I cannot do without it in my business, it's that good.

HyperCam - http://www.hyperionics.com

ScreenCorder - http://www.matchware.com

Or try the free…

CamStudio - http://camstudio.org

Get Your Recordings Transcribed

You can easily turn any of your interviews, audios or videos into printed products by having them transcribed. A transcriptionist will type out the spoken words exactly as they are presented in your audio or video files.

You can try the transcription service offered here at…

Casting Words - http://castingwords.com

Also you can easily find more transcription services by looking in your local Yellow Pages directory or by doing a search online for "transcriptionist" or "transcription service". Transcripts are an excellent way to create bonus products to add increased value to your package.

Use Talk-To-Type Software Such As Dragon Naturally Speaking

Dragon Naturally Speaking Preferred is an accurate speech recognition product that will type whatever you say into a document or file on your computer as you're talking. All you need is a headset with a microphone. Dragon is developed by Scan Soft Solutions Provider and the manufacturers claim that this product delivers up to 99% accuracy.

Their website also says this about the product…

"You can replace slow and painful typing with the simplicity of using your voice to turn speech into text at up to 160 words per minute. You can create email, instant messages, documents, and spreadsheets more than three times faster than typing – simply by speaking. Plus, you can use your voice to control your PC. You can start programs, use menus and surf the Web all by voice. This revolutionary product gives you everything you need to get started in minutes – including a free high quality headset microphone with noise canceling technology.

By using this particular product, you can be faster, and have more fun, as you create letters, reports, and email, all by speaking. By talking and doing nothing else. You can also use it to surf the Web, open and close applications, even control your mouse and the entire desktop."

To find out more about Dragon Naturally Speaking go here…
http://www.nuance.com/naturallyspeaking

Purchase Resale Rights To Someone Else's Product

I often purchase what is known as a "Resale Rights License" to an existing product. These licenses are widely available online and are common place in the information publishing industry. A resale rights license can cost anywhere from fifty dollars to thousands of dollars and normally these products come with pre-made ready to use marketing materials such as a mini-website with graphics and pre-written advertising pieces.

This is one of my favorite ways to get products because after getting

the rights to a product it only takes me a couple of days to set up a website and begin marketing it. I don't owe any ongoing royalties to the company or person I get the rights from. So after I move a couple of copies I already have made my money back and everything after that is pure profit.

The only downfall is that it's hard to find a really good information product targeted to markets outside of the "business opportunity" and "marketing" industry.

There are lots of places online where you can get reprint rights to information products cheap. If you just want to test the waters and learn to go about marketing information products faster that may be the best way to go. You should at least be able to make it pay for itself, and the education you'll get in the process is more than worthwhile.

It's a good way to start if you can get a solid product that fits your niche and the license comes with at least some sales material.

I strongly recommend though, that if you get into the business of selling products in the business or marketing niche to be prepared for some stiff competition. There's a lot of money in those markets, but you won't make much money if you're not very, very good with your marketing.

If you're going to buy resale rights, make sure that you get good sales material with it, mainly a sales letter that you can put on your own website. Even though you haven't reached the module in this course on sales letters yet, for now just know that this is very important.

Purchase 'Private Label' Resale Rights To Some One Else's Product

Private Label Resell Rights are the next step up from Resale Rights and this is my favorite way to get products. Private Label Rights offer you the raw editable source files of the product, usually a Microsoft Word document, audio or video file, or software source codes. Private Label Rights grant you the rights to change, add or remove content from the product and insert 'your name' as the author of the product. This way

you don't have to write a single word or do any of the product creation and you can still have a product that has your name as the author on it.

For instance you could either search Google for **"private label rights" + dog training** for info product owners who are already offering private label rights to their dog training products, or you can just approach authors and ask them if they will sell you a private label version of their product.

List Of Places To Get Private Label Rights

Here's a list of some of the best private label websites on the internet…

Naked PLR - http://www.nakedplr.com - Includes five niche PLR products every month, bonus content to beef-up each product and great training on how to make your products unique.

Source Code Goldmine - http://www.sourcodegoldmine.com - One of my favorites for private label rights content related to internet marketing and selling information products. The Products are released in packs of 10 every 3-4 months and are sold to only 500 people world-wide.

Turbo PLR - http://www.turboplr.com - Another great site for private label rights content related to internet marketing and selling information products. Currently this site only releases one product a month but the owner provides some of the best marketing materials, which can make or break a products sales.

Automatic Niche Profits - http://www.automaticnicheprofits.com - Gives you a fifty page eBook, audio recording of the ebook, and videos made from the ebook, every month.

Nicheology - http://nicheology.com - Lots of private label content across several niche markets and great training as well.

Niche Revolution - http://www.nicherevolution.com - Two professionally written ebooks in print and audio ebook versions every month.

Niche Content Packages - http://www.niche-content-packages.com – Here you'll find several selections of articles on different topics that you use to create your own products.

Easy PLR - http://www.easyplr.com - This website offers several different packages of article, reports, and courses across many different topics.

PLR Pro - http://www.plrpro.com - Great for building websites or information products with private label rights articles, website creation and website management resources.

PLR Newsletter - http://www.plnewsletter.com – Gives you 156 private label articles spread across three niche topics every month to create your own weekly newsletter with.

PLR Me - http://www.plr.me – This site offers PLR content in the self help and self improvement niche. They'll give you 30 Articles (min. 500 words), 30 Personal Reflection Affirmations, 20 wallpapers (with inspirational quotes), 5 PDFs (worksheets, checklists, reports, etc.), and Monthly Mastermind Calls.

Yummy PLR - http://www.yummyplr.com - Here you can get 10 informative cooking & food articles and 30 recipes every single month.

All Private Label Content - http://www.allprivatelabelcontent.com – This site has one of the largest category selections of private label content of all the sites on this list. What you get from this website will depending on what you are looking for as they have several different membership packages, article packages and reports bundles.

Natural Mom PLR - http://www.naturalmomplr.com – Private label rights articles targeted at moms in the natural living and organic food niche.

PLR Food Content - http://www.plrfoodcontent.com – Lots of different article packages related to food can be found here.

Real Estate Articles PLR - http://www.realestatearticlesplr.com - Private label rights articles targeted to the real estate niche.

Natural Health PLR - http://www.naturalhealthplr.com – Private label rights products dedicated to the natural health and wellness niche. Membership to this site gives you 2 ebooks and a complete graphic and sales page package every month.

Note: When you come across an interesting information product at clickbank.com, as discussed earlier you can contact the owner of the website and ask him or her if they would be interested in selling you the resale rights or private label rights to their product.

In many cases they may not be actively marketing the product or may not know how to market it correctly, but using the marketing methods outlined in this course, *you will!*

Pay Someone To Create A Product For You

You can pay someone else to create a product for you. Remember the internet is growing more and more every day. There are literally thousands of writers looking to do freelance work online.

This is what's known as ghostwriting where they create a book, manual or report for you and you pay them for the full copyrights to the finished product.

Hundreds of information product marketers are releasing products every day using this strategy. They don't have to write a word of it, and they don't even have to be an expert on the subject! It's one of the easiest ways to come into this business if you have the available cash to spend.

You can easily find a ghostwriter at the popular freelance sites that act as an online meeting place between professionals and people like you

who need to hire someone for a short term job. It's usually a free for you to post your "work for hire" needs at these web sites.

Here are some sites you should check out if you're thinking of hiring someone to create a product for you…

- **Freelance.com** - http://www.freelance.com
- **Elance.com** - http://www.elance.com
- **Guru.com** - http://www.guru.com
- **Scriptlance.com** - http://www.scriptlance.com
- **Rent-A-Coder.com** - http://www.rent-a-coder.com

The downside to using ghostwriters is that unlike many of the other methods we'll discuss in this module, ghostwriters aren't free. In fact, good ones can be fairly expensive.

Plus, the ghostwriter you hire may be just as unfamiliar with the topic as you are which can sometimes hurt the overall quality of the finished product.

But when it comes time to expand your businesses product line, ghostwriters may be the best way to go.

Think about it...

You could literally have hundreds of different ghostwriters creating hundreds of different information products for you all at the same time.

And the best part is unlike expert authors who may demand that certain things, like their name or contact information be included or excluded from the product, ghostwriters have no such authority.

They're working for you! You're the one who's paying them, so you get to make the calls. If the product they create for you stinks, you tell them to go back to the drawing board, or they don't get paid.

NOTE: The best ghostwriters are also great researchers. This means that they can become instant experts, and write a report or ebook that's sure to blow the socks off of the people within your target niche.

Here are some other tips to keep in mind when working with ghostwriters:

- Make sure the ghostwriter is qualified, especially when you're dealing with life altering issues such as medical, legal or financial topics. Ask to see writing samples or pay them a small amount such as $5-10 to create a short 2-3 page report or article for you on the topic so you can gage their ability. What you want to receive in return is a sample of their writing that is very specific and detailed enough to be considered the beginning of a "how to" or instructional manual and not just fluff or filler info with no real information.
- Let them know right up front that you will own all the rights to the product they create. They cannot use the content themselves or sell it to anyone else.
- Get the ghostwriter to agree to unlimited revisions until YOU are satisfied. This not only ensures that the product gets done right, it also ensures that it gets done quickly.
- Stress that you want a 100% original outline and product. In fact, we recommend that you have them send you a signed statement when the work is completed, stating that their work is original, and has not been obtained from any copyright protected source. This statement is a good way to protect yourself, but please do not misconstrue what I've just said for legal advice. In the end you're going to need to consult with an experienced attorney to be sure that you are protected.

Interview An Expert And Record It

Another no cost way to create your product is to interview an expert on your topic of choice. You could offer to pay them a percentage of the profits, list them as the "Special Consultant" on the book, or just pay them to explain what you need to know to do the book right. You

can negotiate a deal where both you and the person that you will be interviewing will both have copyrights to the finished audio product.

Even if they are selling the exact same product as you, the chances are not high that they will be very successful at selling the product because 99% of them won't know how to market it like you will buy the time you finish this course.

Example Interview Product:

You interview a wedding planner to create an audio recording called "Wedding Planning Secrets" You can easily record the interview via telephone or over the internet with the proper software or an online service know as a "conference room". Again make sure they know the interviews are for publication in a product you're planning to sell. Give them credit in the book if necessary, and a proper plug at the end of the interview. And get permission in writing to use the material before you start selling. In this case, it's not who you know it's what they know.

Turn Other Peoples' Existing Content Into Products

You can just as easily contact several experts and ask them to submit their best articles or reports on a particular subject. Then, compile them into a larger report or even a full length book.

Each expert gets to include their web links at the end of their content so they get free publicity from the submission.

You could even get instant exposure for your newly created product by giving all the experts who participate in the creation of the product the first chance at selling the product to their own customers and of course you'd get a piece of the profits.

The same idea can be used to borrow/reprint sections of existing books, audios, or even videos. Contact the author and ask for permission to reprint the content in exchange for free publicity.

If you want to create a product for the “dog training” niche market, you could contact several published dog training experts and ask them to submit anything useful that they’ve already written. You could compile all the information into one mega collection of "dog training secrets" and you’ve got an instant product.

Co-Create An All New Original Product

Another way to save time is to ask an expert to co-create an original product with you. It will take you much less time to create an original product this way than if you were to do it by yourself. If it's an informational product, you could both write it together, and split the workload. Then the product would be finished in half the time. The same can be done by involving several experts or authors. Each one would get assigned a portion of the work, say one chapter, audio or video recording.

Package-Up Other Peoples Existing Products

Approach several product owners and ask them to donate their product to your project in exchange for free publicity and a cut of the profits by selling the product to their past customers. Once you have a bunch of products from different authors, package them together and sell the bundle for an attractive discounted price. Also, allow each owner or participant to promote the site to their own customers for a cut of the profits. Again this product creation method doesn't cost you a thing.

Compile Detailed Case Studies

Ask several experts to offer a case study of their most recent project. For example, if you're writing about getting small business loans, you would ask each contributor to give you a copy of their last 'successful' loan application and explain the what, why and how of the reason for its success. Then compile the case studies into a guide that you can sell.

Create Check Lists Or "Top" Lists

Create, or ask an expert to put together, a simple checklist that one could use as a guide. For example, you could put together a "Travelers' Checklist" which travelers could use to ensure that they have done everything they need to do before they leave.

You could also use the same idea to create a "Top #'s…" list for any subject. Example: "Top 10 Ways To Lower Your Blood Pressure," etc.

Hold A Contest And Compile The Entries

If you'd like to write a guide on 'creative landscape designs,' you could hold a contest and ask everyone to submit their best ideas/designs and allow you to reprint the submissions in a product.

Then, compile all the submissions into one guide or book. This type of product creation tactic works well in the poetry market where authors are seeking to get there poems published. This is normally referred to as vanity publishing. Some people will like the idea of having a book with their name in it to show off to friends and family, hence the term "vanity" publishing.

Compile Templates, Forms, Etc.

Create templates for others to use, compile a bunch of them together to create an instant product. Example: If you're a graphic designer (or know one) you could create newsletter, book, magazine, or web site templates, etc.

I've seen this type of product done a lot with business forms. You could do the same thing by co-creating a product with a lawyer or accountant or both with commonly used business letters, forms, etc.

Create A Resources List

You could very easily compile list of useful resources on certain subjects and turn that into a product. Example: A list of free coupon sites, hotel and travel discounts, free hosting or free web space sites, free clipart, etc.

Create Directories And Guides

You could also create a directory of sites, resources, software or even businesses. For example, you could create a list of the best restaurants in your area and offer some information on each, as well as dining tips, and so on.

Capitalize On Trends And Fads

Here's an easy way to create a hot-seller. When the 'Lord of the Rings' craze hit the big screen, people started selling anything and everything that even remotely tied to the movies in some way. And, the fans bought them like crazy! The same happened with the, low-carb diet craze, and every other fad or trend that hit mainstream media. Keep an eye out for current hot trends or fads you could "coat-tail" in order to create your own information products.

Fast Do-It-Yourself Writing Strategies For Product Creation

Use Google To Find And Create Chapter Ideas For Your Product Outline

When you're creating your outline Google can be an invaluable tool. Most people know about Google.com as the largest search engine in the world. However, few realize how powerful it is as a business research tool. The key is in knowing how to tap into Google's research powers. One of the best ways to find content is by using the search string called **"allinurl".**

You can go to Google.com and type in **"allinurl: your keyword phrase"** – and search its database for sites that have that keyword phrase in their URL, either in the domain name or in a file name.

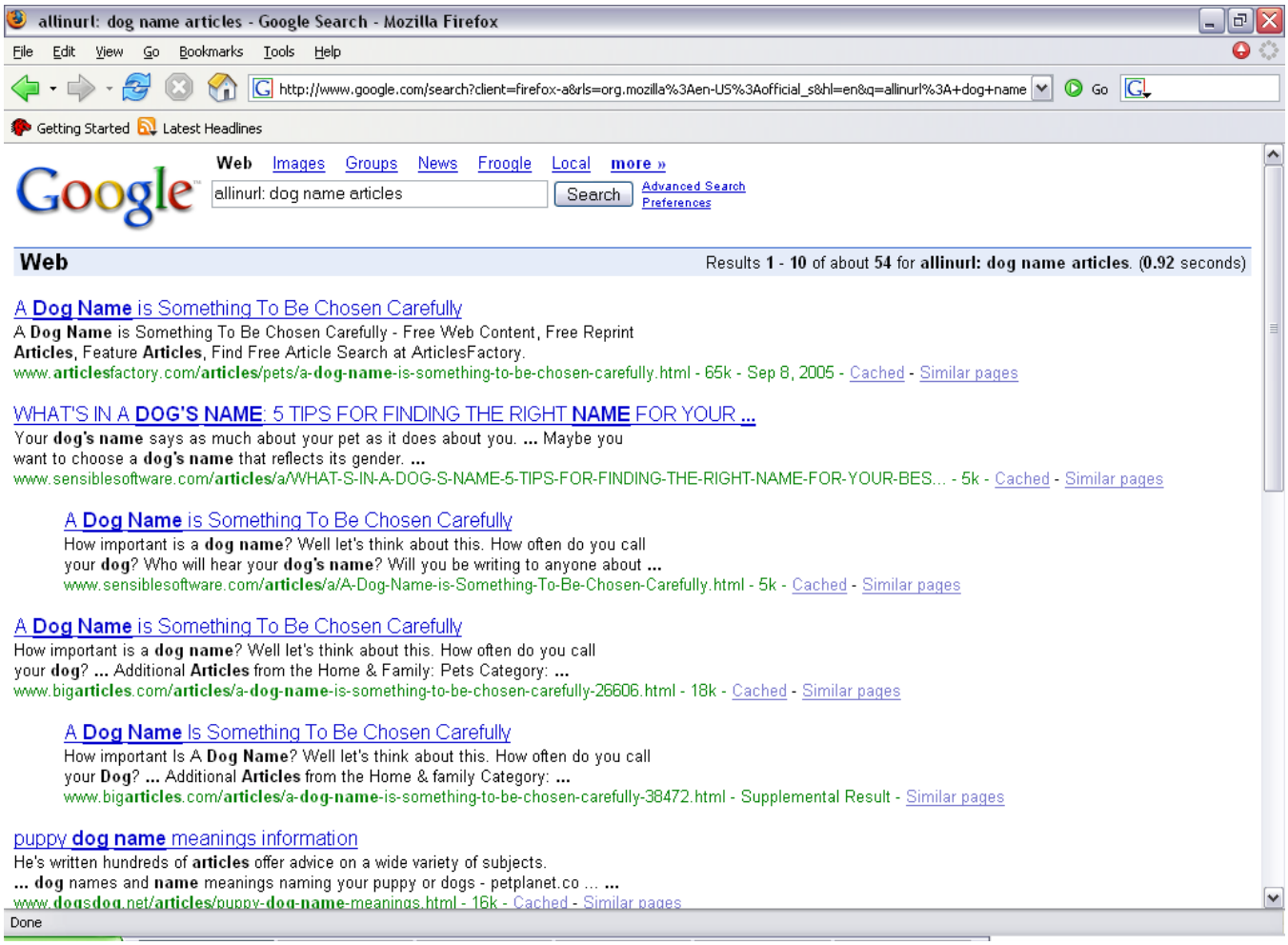
For example, I could use something like:

allinurl: dog name articles
allinurl: dog name
allinurl: beagle dog names

You should find some really good content using this method. Let's check out the real world examples and take a look at what we would find.

(See Image On Next Page...)

#1) allinurl: dog name articles…



This search returns articles titled…

- "A Dog Name is Something To Be Chosen Carefully"
- "5 tips for finding the right name"
- "Puppy dog name meanings"

Looks like great content for an information product. Simply decide which section (from your outline) would be the appropriate section for it to go in. If you really want to use the content but don't currently have a section devoted to it, you may want to consider adding one.

Organizing Your Content Into Sections

Now for the important question… HOW can you organize your search findings? Glad you asked… Here's an example of a way to organize your content section by section:

IDEA: Dog Name Book
SECTION: Dog Names by Breed

Name/Title	Link	Expert (Owner)	Type (text, video, audio, etc.)
Top poodle Dog Names	www.site1.com/articlelink.html	[Name1]	text
Beagle Dog Names	www.site2.com/articlelink.html	[Name2]	text
How to name your huskie	www.site1.com/articlelink.html	[Name1]	text
Popular Collie Dog Names	www.site1.com/articlelink.html	[Name1]	text
Visual tips by breed can pick the name for you	www.site3.com/videolink.mpg	[Name3]	video
Go with your first reaction with greyhound pups	www.site4.com/articlelink.html	[Name4]	text

1. Put the name of your idea and the Outline Section at the top of a blank document.

2. Then below that create four columns and title them as follows…

   Name/Title : The name and/or title of the piece of content you've found

   Link: URL to the content

   Expert (Owner): Who wrote the content?

   Type: Is the content text, audio, video, etc.

If you have 6 sections to your outline, you should have 6 of these sheets with information for each section.

This way you can quickly see how much content you've accumulated for each section. Once you decide you have enough ideas for a certain section you can stop searching and move on to the other sections in your outline.

3. After collecting all the chapter ideas you want for your product, you have two options.

    i. As you learned earlier you can contact the content owner and ask permission to include their content in your product. You can do this whether it's text, audio, video, etc. The benefit of including other expert's content is that when it comes time to market it you've got 'built-in' partners to help promote it.

    ii. You can use the collected content as a template and rewrite it. Take each paragraph, consider what its saying and then rewrite the idea in your own words in your words. It's easier to edit than stare at a blank white page and start from scratch.

Although initially I used to be 100% committed to writing my own content, I've come to realize the power and the effectiveness of using already existing content.

Unless you absolutely have to have the entire product be 100% original, I'd suggest using other peoples content along with some of your own content mixed in.

Use Amazon.com To Generate Tons Of High Quality Content Ideas Easily

Amazon started off selling books, branched out into music and now they sell everything - including kitchen sinks.

But for content, it's the book section that interests us most.

Imagine for a moment that you are standing in a huge real life bookstore in your nearest city. Now imagine that you had all the books on the subject you were researching open at the same time right in front of you.

How would you like to be able to flick through all the books simultaneously and instantly find the pages on your topic, and then be able to read those actual pages?

This is what you can use Amazon.com for.

They have a brilliant tool that is just perfect for researching content called "Search Inside."

All of the results that you find in each of the books are highly targeted, 100% specific to your niche research needs and all of the results are from books by expert authors on their subject.

Big companies have deemed the content good enough to invest the money to publish the book, now you get to read it online in an instant. This is a info-product creator's dream; exact laser-targeted answers to all your questions, whole pages of content on your subject that you can read, digest and rewrite, and best of all delivered to your computer in just seconds.

Here's a real life step-by-step example to show you how it's done. I've used gardening as an example but your search can be as wide or narrow and tightly focused as you want.

STEP 1:

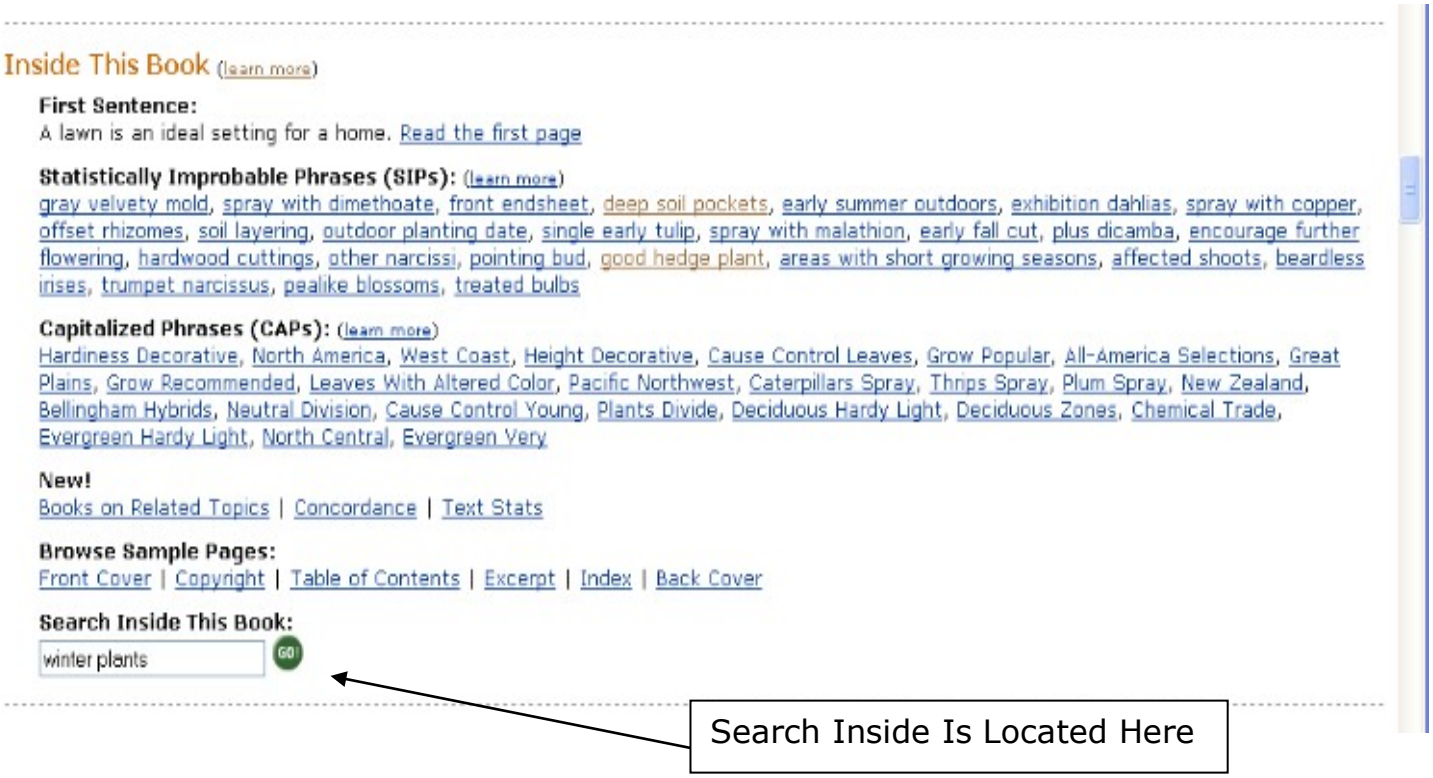
Log into Amazon, you'll need an account if you don't have one and a credit card on file for verification. At the top of the page click on the "Amazon.com" tab.

STEP 2:

In the search box just under it select "Books" and enter your search term in the box beside it. I used "gardening" and from the results I got I selected "New Illustrated Guide to Gardening -- by Reader's Digest Editors" which was Item #3 on the list. I chose this because it had the Search Inside logo at the top of the image of the book cover.

STEP 3:

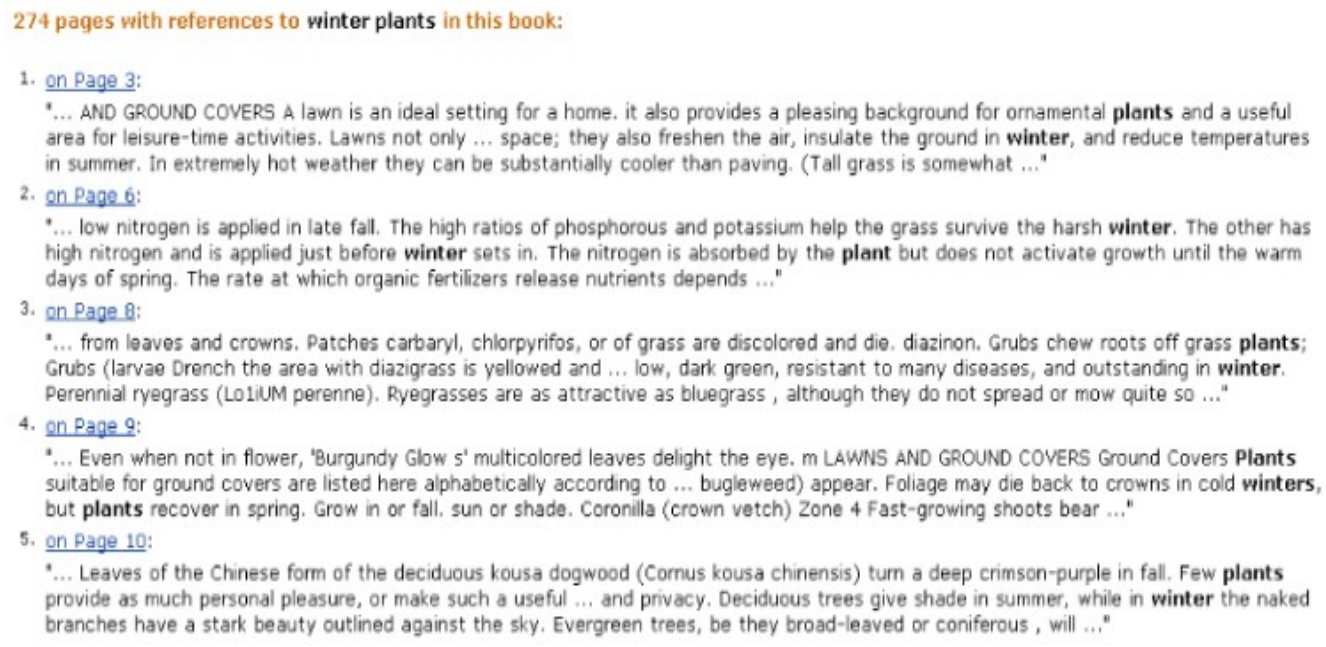
When you click on the book title link there is the product description, price, and then several more sections underneath with a yellow orange-ish color. The 6th section is called *"Inside This Book"* and this what we're interested in…



At the bottom of the "Inside This Book" section is a search box where you can search inside *this book only.* This search returns all the instances of the search term that is found in the book, along with three lines of text around where the term is found.

I used this box to search on the term "winter plants" for example:

(See Image On Next Page…)



274 pages with references to **winter plants** in this book:

1. on Page 3:
   "... AND GROUND COVERS A lawn is an ideal setting for a home. it also provides a pleasing background for ornamental **plants** and a useful area for leisure-time activities. Lawns not only ... space; they also freshen the air, insulate the ground in **winter**, and reduce temperatures in summer. In extremely hot weather they can be substantially cooler than paving. (Tall grass is somewhat ..."
2. on Page 6:
   "... low nitrogen is applied in late fall. The high ratios of phosphorous and potassium help the grass survive the harsh **winter**. The other has high nitrogen and is applied just before **winter** sets in. The nitrogen is absorbed by the **plant** but does not activate growth until the warm days of spring. The rate at which organic fertilizers release nutrients depends ..."
3. on Page 8:
   "... from leaves and crowns. Patches carbaryl, chlorpyrifos, or of grass are discolored and die. diazinon. Grubs chew roots off grass **plants**; Grubs (larvae Drench the area with diazigrass is yellowed and ... low, dark green, resistant to many diseases, and outstanding in **winter**. Perennial ryegrass (Lo1iUM perenne). Ryegrasses are as attractive as bluegrass , although they do not spread or mow quite so ..."
4. on Page 9:
   "... Even when not in flower, 'Burgundy Glow s' multicolored leaves delight the eye. m LAWNS AND GROUND COVERS Ground Covers **Plants** suitable for ground covers are listed here alphabetically according to ... bugleweed) appear. Foliage may die back to crowns in cold **winters**, but **plants** recover in spring. Grow in or fall. sun or shade. Coronilla (crown vetch) Zone 4 Fast-growing shoots bear ..."
5. on Page 10:
   "... Leaves of the Chinese form of the deciduous kousa dogwood (Cornus kousa chinensis) turn a deep crimson-purple in fall. Few **plants** provide as much personal pleasure, or make such a useful ... and privacy. Deciduous trees give shade in summer, while in **winter** the naked branches have a stark beauty outlined against the sky. Evergreen trees, be they broad-leaved or coniferous , will ..."

Try it yourself and you may recognize the page structure.

It's basically just like a Google search – only for our purposes it's 100 times better.

Each of the pages can be clicked on to view it and every one of the listings is relevant. I found 274 results for my winter plants search and nearly all of them would be useful to look at in some way if I was building content for a product about "winter plants".

Finding More Content Ideas With Amazon's "Statistically Improbable Phrases" Feature

They really are very nice people these Amazon guys. For your further benefit, just because they know that you want to do some content research, they have included another feature in the Search Inside section called "*Statistically Improbable Phrases"*.

These are phrases which appear a large number of times in the book you're searching relative to the total number of books available through Search Inside.

So if for example you were searching for information on "gardening", your SIPS list might include "soil layering", "outdoor planting date", "good hedge plant", "areas with short growing seasons" etc.

These "SIPs" can then be clicked on to produce a list of *all the books* in Search Inside" that contain the phrase. The list contains each page that is found, and the results can then be clicked on to view the pages.

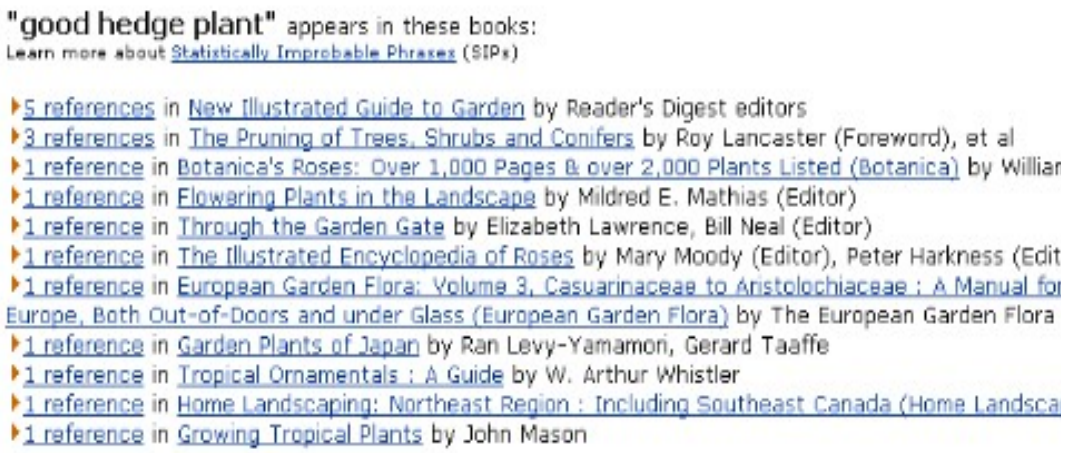
STEP 4:

We're now going to look at the SIPs. Remember these are effectively keywords that appear more times in this book than in most others, so they are highly specific for your niche.

You can then drill these down further and find where these search terms appear in all the books in Search Inside.

We'll click on one of the SIPs to see what we get, this time we'll use "good hedge plant".

(See Image On Next Page...)



"good hedge plant" appears in these books:
Learn more about Statistically Improbable Phrases (SIPs)

- 5 references in New Illustrated Guide to Garden by Reader's Digest editors
- 3 references in The Pruning of Trees, Shrubs and Conifers by Roy Lancaster (Foreword), et al
- 1 reference in Botanica's Roses: Over 1,000 Pages & over 2,000 Plants Listed (Botanica) by Williar
- 1 reference in Flowering Plants in the Landscape by Mildred E. Mathias (Editor)
- 1 reference in Through the Garden Gate by Elizabeth Lawrence, Bill Neal (Editor)
- 1 reference in The Illustrated Encyclopedia of Roses by Mary Moody (Editor), Peter Harkness (Edit
- 1 reference in European Garden Flora: Volume 3, Casuarinaceae to Aristolochiaceae : A Manual for Europe, Both Out-of-Doors and under Glass (European Garden Flora) by The European Garden Flora
- 1 reference in Garden Plants of Japan by Ran Levy-Yamamori, Gerard Taaffe
- 1 reference in Tropical Ornamentals : A Guide by W. Arthur Whistler
- 1 reference in Home Landscaping: Northeast Region : Including Southeast Canada (Home Landsca
- 1 reference in Growing Tropical Plants by John Mason

Here you can see that we have found 11 books in Search Inside that use this phrase, all of which can be drilled down and re-searched with other search terms.

> *Remember that although even at this early stage of its development Search Inside has millions of books covered, it is only a small percentage of the total Amazon book inventory.*
>
> *By searching the SIPs in this way you can easily find more content ideas from books that are covered by Search Inside.*

Now you have another 11 books to read up on and find more great content.

Don't you think you'd be able to easily discover more than a few good chapter ideas with this great tool?

Even If you don't want to do the research or writing of the product yourself, you can get a ghostwriter to find content and rewrite it for you. You could even specify the search terms you want them to do research on and then put them to work.

Overcoming Product Creation Setbacks

What To Do When You Get Stuck

If you get stuck or lost at any point during the product idea process, don't panic. There's an easy solution!

Just watch what the experts in your field are doing and how they're doing it. Then do the same.

Example:

If you can't think of a great title for your information product, look at what the experts are doing. Or, go to http://www.amazon.com and do a search for books on that subject. Read the titles/headlines and you'll get some great ideas from there.

Don't know how to create an outline for your product? Look at how the existing books are formatted. Most of the work has already been done for you. You don't want to *steal* other's work, but you can look at their work to get ideas and you can model your product after the successful ones.

And of course, **make yours better!**

Avoiding Doubts, Fears, And Writers Block

I've been creating information products for a while so I don't often find myself doubting if I can do this or not. But, it can happen from time to time, especially if you're a beginning writer.

Here's a simple remedy…

Do whatever it takes to **shift your focus**. That's all there is to it.

Put the project aside for an hour (or even a day) if you have to. Go watch something funny on TV. Listen to your favorite music. Read a motivational book or article, play with the kids, or just go for a walk.

It's really not as difficult as we often make it out to be. Just change the track your "train of thought" is currently riding on.

Doubts and negative thoughts may enter your mind occasionally. Don't fight it. Just gently nudge your thoughts towards the positive and productive outcome that you want to achieve.

Then, go back to the project with a new, fresh attitude and perspective.

It also helps to envision the end result just the way you want it to be.

For example, if you'd like to create and information product on a topic you know nothing about, **keep seeing or visualizing** yourself using these product creation techniques and holding the finished product in your hands. Think about the end result **as if it has already happened!** This process will burn the image of successfully completing your goal into your brain and pretty soon, doubt will just be a thing of the past.

Module #5.1: Product Creation

"Creating Products Using Free Un-Copyrighted Public Domain Works."

"Even Walt Disney's And Ted Turner Used This Secret To Success."

The phrase "public domain" naturally makes you think of some form of property or area open for use by the general public. It's logical to assume this phrase refers to community parks, playgrounds, and unprotected natural land. In fact any place a group of people can get together without being accused of trespassing or loitering could be considered as a part of the "public domain."

However, this is not the public domain that I am speaking of here. Instead I am referring to a specific body of intellectual property such as books, music, movies, images and photographs whose copyrights have expired, or which were never copyrighted in the first place (at least before 1989) are officially considered "public domain." They belong to the public, and any person may use their contents in any way they choose.

Why should you care? Because knowledge of public domain works, blended with a little entrepreneurial spirit, can make you money...whether you're just looking for some spare cash, or the fortune you've always dreamed about.

You are about to discover the secrets to cashing in on the public domain. You'll find out what defines this vast pool of resource material that's free and clear for your use; how to locate and verify public domain works; which books, movies, music or images are the most

likely to earn a profit; and how to get started making money in this exciting and largely untapped field.

Here you will find everything you need to know to get started making real money in the public domain, from finding copyright-free works to preparing them for sale. You'll also get links to essential web resources, articles, databases and free and low cost tools to help you succeed.

The advantage of using public domain works is…

You Don't Have To Spend A Lot Of Your Own Money To Profit From This Product Creation Method!

With a little effort and patience, you can start create products very quickly in all types of niche markets because most of the work is already done for you and this module will guide you through every step of the process.

Requirements For Public Domain Works

Each country has its own set of guidelines to determine whether a work's copyright has expired or is not valid. Here we're concerned with copyright law in the United States. There are three general rules you can use to evaluate works and decide whether they might be in the public domain.

The first rule is fairly straightforward:

If The Work Was Published In The United States Any Time Prior To 1923, It Is Now Considered Public Domain.

There are no exceptions to this rule. Anything published, created or produced before 1923 is in the public domain. You may think nothing published that long ago is of interest to modern consumers, but there is plenty of "outdated" material still relevant and entertaining today. With a little digging, you can uncover some real gems.

The third rule is also cut-and-dry:

> **All works, published or unpublished, created after March 1, 1989, are copyright protected for 70 years from the date the author dies. All works made for hire (corporate authorship) after March 1, 1989, are copyright protected for the shorter of 95 years from publication, or 120 years from creation.**

These days, filing for copyright protection is no longer necessary. All creative work is automatically covered under copyright law, as of March 1, 1989. "Works made for hire" refers to corporate publications such as newsletters, employee manuals and annual reports, or any situation in which a creative professional was paid to produce a work for another party.

Wait didn't we skip the second rule?

Well, this one is a bit more complicated. Between 1923 and March 1, 1989, there are several factors to consider when determining whether a work is considered public domain.

> **If the work was published in the United States between 1923 and March 1, 1989, current copyright protection depends on whether certain formalities were observed such as notice of copyright, registration, and/or renewal.**

Huh?

In order to understand this rule, you must know about the various changes to copyright law that occurred in this period. Following is a general description of which works are considered public domain—but keep in mind there are some exceptions.

1. Any work published in the United States without a valid copyright notice between 1923 and 1978 is now in the public domain.

Prior to the law granting copyright protection to all creative works, published or unpublished, a tangible copyright notice must appear within the work. Otherwise it is public domain. However, published works during this period with a copyright notice are protected for up to 75 years. The words "up to" are important, because not all of the work falling within this time frame has a 75-year copyright.

This brings us to the second clarification to this rule...

2. Any work published in the United States between 1923 and 1963 with a copyright notice that was not renewed is now in the public domain.

The Copyright Act of 1909, which remained in effect through January 1, 1978, stated that any work with a copyright notice was protected for two consecutive terms of 28 years each. However, the second term of protection was only granted to works whose authors or creators

filed a renewal application with the copyright office prior to the expiration of the first term. Therefore, works published and copyrighted between 1923 and 1978 were protected for a total of 28 or 56 years from the date of publication, depending on whether or not they were renewed.

To further complicate matters, the Copyright Act of 1976 (which went into effect in 1978) took into consideration the shorter term of previously published works in comparison to the 75-year protection that was then being extended. The second term for works who had applied for copyright renewal was lengthened to 47 years, in order to equal a total of 75 years for the two terms combined. This extension did not affect works whose copyright was not renewed.

In 1998, then-President Clinton quietly signed into effect the Sonny Bono Copyright Term Extension Act, sponsored by the late singer-songwriter and congressman. This virtually unnoticed law extended copyright protection for works renewed after 1923 a further twenty years, for a total protection term of 95 years. Some believe this particular protection will be extended every time Mickey Mouse nears passage into the public domain, as the Disney Corporation contributed significantly to the lobby for passing this law. For now, the expiration time stands at 95 years.

(An important note: In 1992, the Copyright Renewal Act eliminated the need for the filing of a renewal application. Therefore, any work first published between January 1, 1964, and December 31, 1977, was automatically renewed for the extended 47-year copyright protection term.)

The only way to tell whether a copyright registered between 1923 and 1963 was renewed is to obtain a certified copyright search report (a process that will be covered further in this module). But there is good news: this pool of available material is larger than you might think. Only 7 percent of books published in the United States through 1958 were renewed for a second term. So checking into copyright renewal for works from this period will more often than not prove worth your while!

Careful, Charlie – Make Sure It's In The Public Domain!

The final stipulation to works produced prior to the 1989 blanket copyright protection law is this:

3. Any work published in the United States between 1978 and March 1, 1989, without copyright notice that was not registered at the Copyright Office is now in the public domain.

Since automatic copyright protection did not go into effect until the 1989 law, and copyrighted work after 1978 was given a 75-year term of protection, any work published without notice prior to March 1, 1989, is considered public domain. Registration was encouraged but not necessary; works during this period with copyright notices are protected for 70 years from the death of the author, just as all post-3/1/89 works are.

There is one final exception to all of the previously mentioned rules: United States government works. Any publication released by the federal government is considered public domain, regardless of publication date, and is not protected under copyright law. Entrepreneurs have made successful businesses based entirely on repackaging and selling copies of government publications.

Be aware, however, that federally funded projects written by non-government authors are covered by the copyright protection extended

to works of corporate authorship. Also, state and local government publications may be copyrighted.

Remember…

A work is considered in the public domain if it meets any one of the following criteria:

1. It was published in the United States prior to 1923.

2. It was published in the United Stated between 1923 and 1978 without a valid copyright notice.

3. It was published in the United States between 1978 and March 1, 1989, without a notice and registration.

4. It was published in the United States between 1923 and 1963 with a copyright notice that was not renewed (remember, only 7% of copyrights issued through 1958 were renewed!)

A work is NOT considered in the public domain if it meets any one of the following criteria:

1. It was published between 1923 and 1963 with a copyright notice that was renewed prior to the expiration of the first 23-year protection term.

2. It was published between 1963 and March 1, 1989, with a valid copyright notice.

3. It was published or created any time after March 1, 1989.

Now that you know how to determine whether works may be considered public domain, let's explore ways to validate your findings so you can start turning public property into your own information products.

Copyright Clearance - Obtaining A Certified Copyright Search Report

If a work you're considering for resale was published in the United States in 1923 or later, you must research the copyright to be sure it is now in the public domain. There are basically two ways to go about copyright searches: the slow free method, and the faster pay for it method. Which method you choose depends upon your own time constrictions, preferences, and financial ability.

The Slow Free Method

You can perform a search of the copyright records yourself. The process is time-consuming, cumbersome, and sometimes inconclusive (however, even paid searches can prove inconclusive). But if you have the patience to sift through massive amounts of data, you can save yourself the search fees you would otherwise pay to the Copyright Office, a private company, or copyrights attorney.

Before you begin your search, be sure you know the title of the work, the name of the author (or authors), any pseudonyms or pen names they may have used, the year of publication or creation, and any other information that may help identify the work such as the number of pages, type of cover or binding, and whether it was part of a series. The more information you have regarding a work, the more likely you will be able to verify whether it is in the public domain.

You can make a simple check to determine whether the copyright of a work was renewed by searching for an edition published more than 28 years after the original copyright date and looking for a renewal notice in that later edition. This method is only useful for confirming renewal; it is not a reliable conclusion for the absence of one.

To perform a thorough search, a good place to start is the Copyright Office's online records (www.copyright.gov/records/). All copyright and renewal records from 1978 on have been digitized and catalogued in searchable format, and they are beginning to do the same with earlier records (you can find online information about some pre-1978 records

at the University of Pennsylvania's online records page (http://www.onlinebooks.library.upenn.edu/cce). However, keep in mind that these results are not always conclusive, even if you find no record of the work you're searching for.

For works created before 1978, you must search the print and/or microfilm copyright records available at the Library of Congress and other major libraries around the country.

A good place to start is **Federal Depository Libraries** - http://www.gpoaccess.gov/libraries.html

Also, the following libraries possess a reasonably full set of records: the University of Chicago library, the University of California Los Angeles, the Carnegie Library in Pittsburgh, and the Free Library of Philadelphia. Check with a library near you to find out whether they have access to records—your local branch may be able to locate the nearest library carrying physical records of copyrights and renewals.

When searching for a copyright renewal, you should look through records for the years that fall 27, 28, and 29 years after the work's original publication date. Remember, works published between 1923 and 1978 had to have their copyrights renewed for a second term in order to remain out of the public domain.

The records are divided into two sections for each year: January to June, and July to December. You should search both sections for all three years, regardless of the copyright date listed on the work.

Another free method that may yield results is to write to the author, his or her agent or estate, or the last known publisher of the work and ask directly whether the copyright was renewed. You can often find this information on the copyright page of the book or work, or in the author's acknowledgements if there are any. You may not be able to get in touch with any of these parties, and if you do they may not be interested in cooperating, but it's worth a shot. Several people have found success with this method, and the results are at least conclusive.

HELPFUL HINT: There are thousands of works already proven to be in the public domain you can choose from, for which you will not have to perform any copyright search at all. Check out the resource section near the end of this module for links to sites listing and cataloging known public domain works.

The Faster Pay For It Method

If you don't want to take the time and energy to sift through copyright records, or if you would just rather leave the process up to the experts, you can pay someone else to do it for you.

The Library of Congress will perform a certified copyright search for you, at the rate of $75 per labor hour. Remember, the more specific you are in describing the work you would like researched, the less time the search will take. You should not have to pay more than $75 per title.

The process is fairly simple: you fill out the form located in Circular 22 (www.copyright.gov/circs/circ22.html) (conveniently available online, and reprinted later in this module) and send it in to the indicated address—and eventually they will let you know whether a renewal was filed, if possible. They are a branch of the federal government, after all, so don't expect instant results. Occasionally there will be no conclusive evidence one way or the other. Circular 22 also provides extensive directions for self-searches within the Copyright Office's records.

NOTE: The Library of Congress does not guarantee a time frame for copyright renewal search results; in fact, they do not guarantee results at all. Unless you're reasonably sure the work you're researching is in the public domain, this method is not recommended. It's also not necessarily "fast."

If you're looking to get started sooner, consider hiring a commercial agency or copyrights research lawyer to perform a search for you. Their rates are usually higher (most charge a flat fee per title rather

than a per-hour billing), but their turnaround times are much faster. Some can have results to you in three days or less. Additionally, a commercial agency or lawyer will often offer additional services that the LOC does not, such as tracking down publishers, authors and heirs to be certain the work is in the public domain.

Following is a brief list of commercial copyright search companies:

CSC Corporate Services
http://www.incspot.com/public/srvc_corp.html: Offers a variety of legal services including comprehensive copyright/trademark/patent searches. Price not listed.

Coresearch
http://www.corsearch.com/products/prodtype.asp?PRCG_ID=23: Deals almost exclusively with copyright, patent and trademark issues. Offers a Copyright Office search for any work, including pre-1978 and pending applications. Prices start at $100 for a three-day turnaround.

Trade Mark Info
http://www.trademarkinfo.com/copyright.html: Dedicated to intellectual property research in all areas. Charges a flat fee of $180 for copyright searches.

LawMart
http://www.lawmart.com/searches/copysearch.htm: A general legal firm performing copyright, patent and trademark research as well as information on government publications and loan assistance. Price for a single title search is $269; however, they offer custom packages with discounts for multiple-property searches.

Now that you know how to determine whether a work is in the public domain, it's time to embark on a treasure hunt. Let's find some gold!

Finding And Preparing Public Domain Content

So, where can you find public domain works?

Well, there are literally millions of creative works such as books, music, music scores, films, photographs, artwork, images, and much more that exist in the public domain. But if they're so public, why are they so hidden?

The short answer is: they aren't. There are a multitude of well-known works that people don't realize are now considered public property. From classic literature to non-fiction works on a wide variety of topics; silent films, classic movies, vintage cartoons and beloved songs; even some instantly recognizable artwork and images can be found in the public domain.

Here are several methods of finding public domain work that you can use in any way you like to start making money.

Internet Searches

Where would we be these days without the Internet? There are literally millions of resources on the World Wide Web, available for anyone with the knowledge and patience to find them.

Search engines are a good place to start. Though Google remains the most popular and effective, not every site is listed in their search engine. Try running the same search on multiple engines: AltaVista, Dogpile, Yahoo, and MSN Search are just a few of the many options out there. And if you really want to start out big, you can run a "search for search engines" first and search for results at each one you find in turn.

Here are a few examples of searches that yield results:

- public domain work examples
- list of free public domain work
- free public domain books

- public domain web site

A note of caution: don't trust everything you read on the internet. Always find out where the web site owner got the information (for example, you can probably trust data from the Library of Congress, but not from "my next door neighbor Bubba who runs a successful business out of the trunk of his car."). Generally, if the same title shows up in multiple searches, it's probably public domain.

You can also find forums, message boards and e-groups dedicated to public domain news and discussions. Check Internet directories or do a Google search for "public domain forum" (also for more results you can substitute the words group, list, board, news, or community in place of the word "forum") and you'll discover more information than you will need. Be sure to visit groups, lists and forums before joining—read through some of the posted messages and member profiles to determine whether the other people involved seem easy to talk with and open to new members with lots of questions. The Internet community is often a wonderfully supportive place to find people with similar interests, and most are willing to share the experiences they've gained.

Following are links to a few of the many public domain resource sites available:

Authorama
http://www.authorama.com - A site featuring an extensive list of public domain books and novels, with links to the full original text of each work, which you can view, download or print right from the web site.

Classic Book Library
http://classicbook.info - A free online library featuring literary and genre novels in the public domain, from authors such as Jules Verne, L. M. Montgomery, and Sir Arthur Conan Doyle. Viewable chapter by chapter in HTML.

Project Gutenberg
http://www.gutenberg.org - An enormous collection of novels, non-fiction books and other written work in the public domain, all available free in downloadable e-book format.

Retro Film
http://www.retrofilm.com - Provides a catalogue of public domain movies, television shows, cartoons, musicals, documentaries and more. The site serves television broadcast companies and does not provide copies of film footage for individuals, but it is a great place to find titles which you can then track down a copy of elsewhere.

Public Domain Report
http://www.pubdomain.com/index2.htm - The site of a monthly newsletter that reveals significant works as they enter the public domain. Each issue features selections and samples from a variety of mediums—at least one new book, film, play, song, image, and children's work are included every month, from well-known authors, artists and creators like Dorothy Parker and George Gershwin. A one-year subscription will set you back $395, but for those who don't have the time or inclination to do extensive research themselves, it is an excellent source of fresh material.

Public Libraries

There are still millions of works in the public domain which have yet to be digitized and placed online. Currently available internet archives house only a fraction of what's out there.

Naturally, the people behind the digitizing of this material started off with the "classics" - things like Shakespeare and Grimm's Fairy Tales. So, about 90%-95% of what you'll find in the visible public domain may be useless to you because there may not be any demand for that information in your target market.

Here's what you need to do, and where you need to look:

Point your browser to…

The National Center for Education Statistics - http://nces.ed.gov/surveys/libraries/librarysearch - This site features a library locator on their Web site with listings of libraries across the nation. Find a library near you and plan a "public domain treasure-hunting" trip.

Enter your address and you should see a page listing public libraries in your area. Choose the link for the library closest to you.
Once you hit your library's web site, you'll need to dig around a bit and find the page where they list "Reference Databases".

What you're looking for is your library's link to the **World Cat (OCLC)** database. The reason you need to access this via your library's web page is because World Cat is a subscription-only database for libraries and you get free access to the database via your library's subscription.

But depending on how your library runs things, you may have remote internet based access to use the World Cat from your home. If you don't, you'll need to make a trip to the library and access the database from there. For remote internet based access you might also need your library card number handy, so have that at the ready just in case.

Now, what do you do once you've got access to World Cat, and what's so great about it?

Glad you asked....

The World Cat Database Contains Bibliographic Records For Almost Every Book Ever Published In The World!

When you search World Cat, you can apply all the necessary filters needed to return results of potential public domain materials related to your niche topic.

Let's say you're looking for material on "chess strategies". You would enter "chess" or "chess strategy" as your keyword search, and then filter results by limiting publication date to works published before 1923.

As you scroll through the listings, you'll find other valuable information as well, like: author, original publisher, original publication date – **and**

even better – how many copies of this work circulate in libraries worldwide, which libraries hold a copy of the work and whether that work is available at your local library.

Once you've spotted some titles of interest, you can request a copy of the work through the **Interlibrary Loan System.** The library holding the work will pull it from the shelves and mail it off to your library, and you can pick it up from there.

Now, here's where things can get frustrating. The standard rule with most libraries is that you can only request about three books at a time through the ILS.

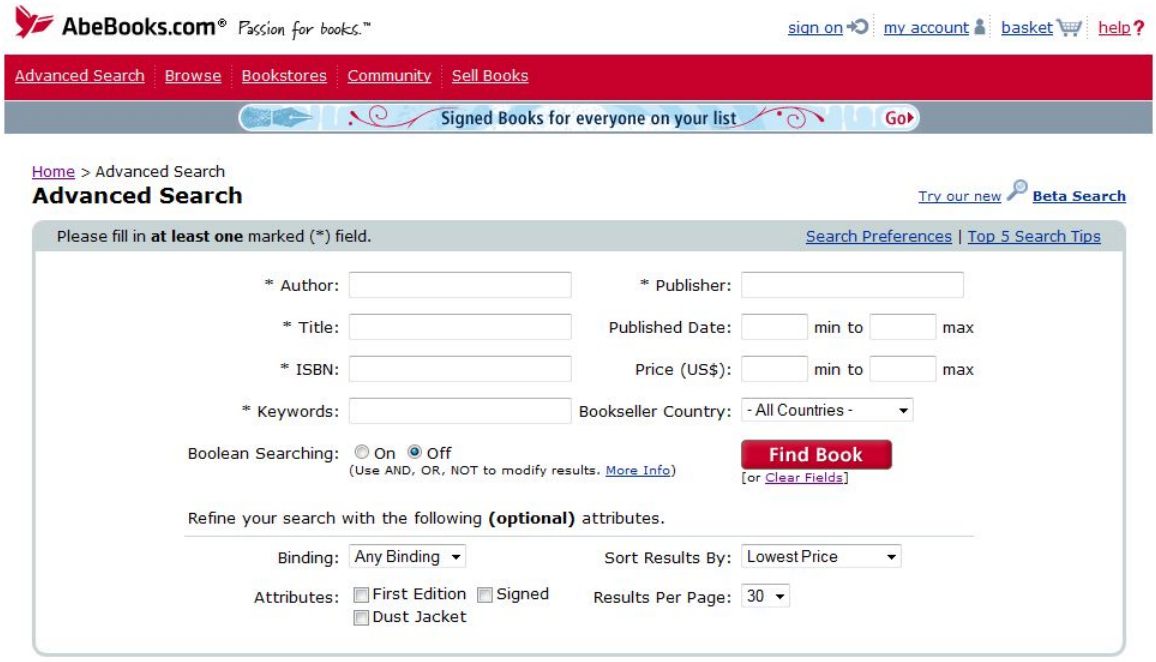
It may take only a few days for a book to arrive, or it may take longer. If you aren't satisfied with the information in those books, you'll have to use the loan system again to request new titles and play the waiting game for those.

It's not a big deal, but it's a pain if you're excited and in a hurry to get started.

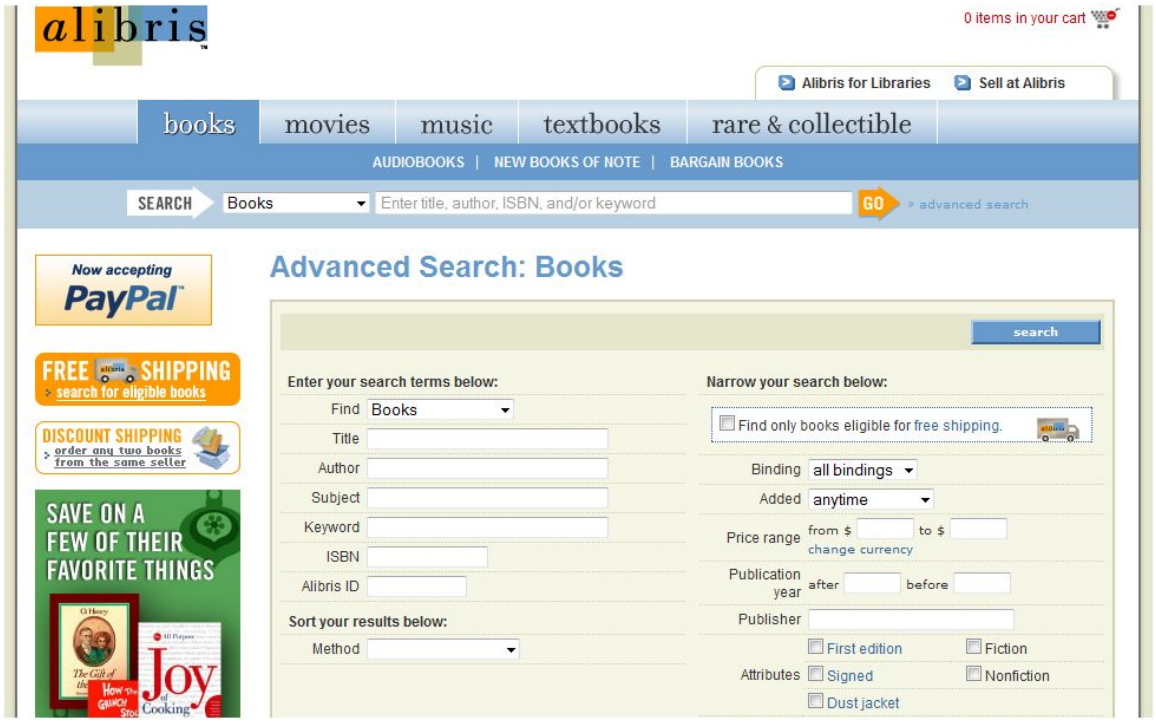
If you find a book that you'd like to get content from you will need to scan it (you'll learn how to do later in this module) which may require you to cut out the pages and of course you won't want to cut the pages out of a book that you get from the library.

In this case you may want to purchase the book so that you can do what you please with it. If this is the case then you can search the following rare and old book websites for the book…

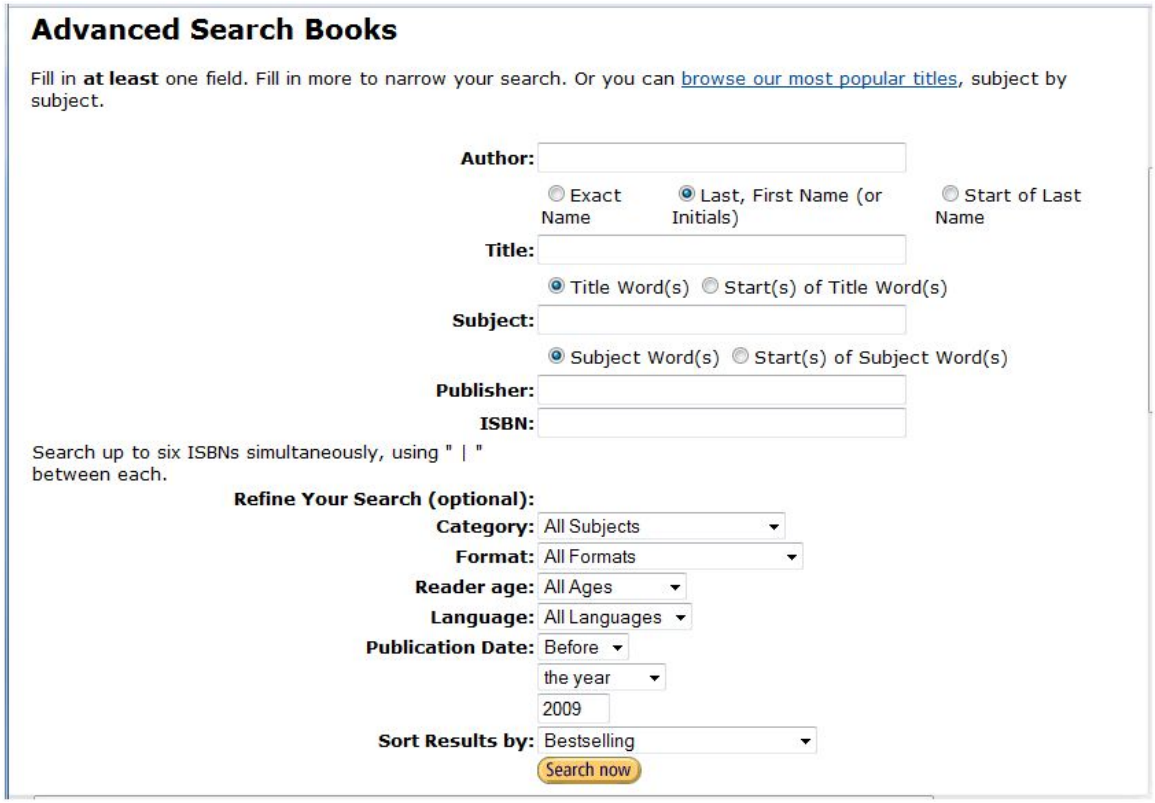
Abebooks – http://www.abebooks.com/servlet/SearchEntry



Alibris – http://www.alibris.com/booksearch



Amazon's Bibliofind –
http://www.amazon.com/gp/browse.html?node=299899011



Note: These are the links to the advanced search features of these websites which allows you to find public domain works by just typing in a keyword (such as "cooking"), or in other ways such as limiting the date range to only show results for books published before 1923 which is a great way to find public domain books on these websites. But be warned that many of the results will show books that are in fact published after 1923 so you may want to contact the bookseller before purchasing the book to be sure of the publication date. Also be sure that the books were published in the United States.

Garage Sales and Flea Markets

The old adage "one man's trash is another's treasure" is the absolute truth when it comes to looking for public domain works. Most people are more than happy to get rid of dusty old books, worn video tapes and antiquated records for mere pennies—and your miniscule investment could translate into thousands in profit.

There is a "season" for garage sales and flea markets, generally from late spring to early fall for most areas. Farmer's markets often feature indoor vendors offering more than fresh produce; these miniature street fairs are a great place to search through multiple displays and find something interesting.

Also, consider taking a Saturday drive through your neighborhood and surrounding areas on a warm day, when garage and yard sales are most likely to be held. It's not unusual to easily locate a dozen or more sales in a few hours of random traveling.

Flea markets are a virtual paradise for public domain seekers. These mass gatherings are often heavily advertised in order to generate buyers for the many merchant participants. Bargains are the name of the game, so bring your best bantering skills and be prepared for great deals.

A few tips for savvy garage sale and flea market shopping:

- Don't bring excessive cash. Aim for a maximum of $40; that way, you can honestly tell vendors you don't have a lot of money to spend.

  If you find something really spectacular worth more than the cash you have, most flea market sellers are willing to accept personal checks.

- If you find an item you must have, try to act as uninterested as possible. If a seller believes there is potential to lose the sale, he or she will be more willing to lower the price.

- Ask if the seller would accept less for the item before you offer to buy it. Find out what's the lowest price they'll accept, and offer less—but be willing to go up to the low price.

- HELPFUL HINT: It's not worth the possibility of embarrassing yourself by arguing down the price of a paperback book from 25 cents to 10. Just pay the quarter.

Reseller Opportunities

Quite a few people who profit from the public domain compile several works, reproduce them in an editable formatted such as Microsoft Word documents, which they then sell to others who are looking to get into the game. In essence the person who is offering the public domain package is selling you the resale rights or private label resale rights to public domain products that they have researched and converted into digital format. There are advantages and disadvantages to using reseller opportunities that you should weigh in order to decide whether you want to purchase public domain material from them or not

Advantages:

- **Save time.** Searching for the perfect public domain product on your own can take weeks, months, or even up to a year, particularly if you plan to commission the Library of Congress to search for a copyright renewal record. Most resellers offer the public domain works as .pdf or word documents, so you can get started editing them or reselling them right away.

- **Copyright Free.** All the titles in public domain are known to be copyright-free. There is no guesswork involved; you don't have to worry about the possibility of legal delays or problems.

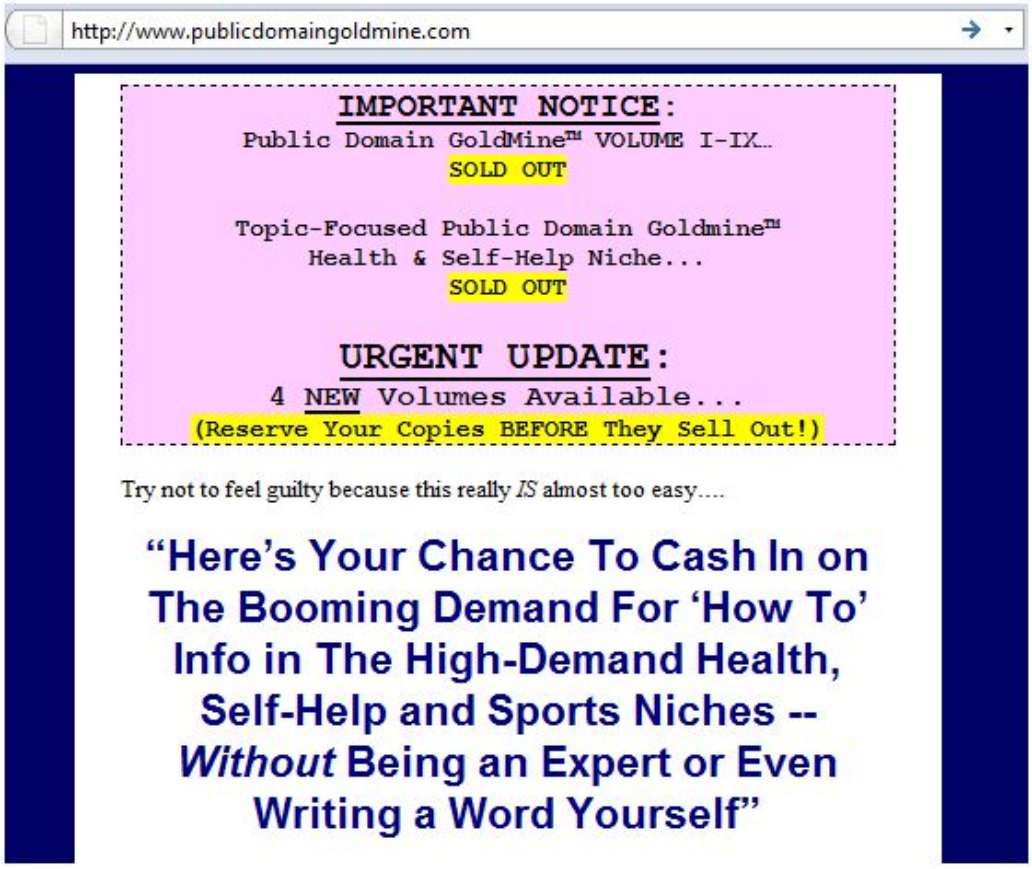
- **Good quality.** Good paid public domain reseller programs contain worthwhile works. You'll have a solid chance at success with most of the resources obtained from high quality resellers.

Disadvantages:

- **It costs money.** This one is rather obvious. Undertaking a search yourself is time-consuming, but free. On the other hand reseller opportunities generally range from $10 or so on the low end, to a few hundred dollars on the high end. The more expensive reseller programs take the time to find very unique public domain works and give the purchaser private label reseller rights. So you can profit by making derivative works.

You can find high quality Public Domain products you can sell that have already had their copyrights status researched and verified by a copyrights lawyer from the following reseller program offered by Yanik Silver and Michael Holland…

Public Domain Gold Mine - http://www.publicdomaingoldmine.com



Some Works That Are Now Considered Public Domain

Most people assume "public domain" is synonymous with "stuff that's so boring or badly done that no one cares enough about it to buy it." The following list proves this is not only an erroneous assumption, but there are actually a number of well-known and highly popular works free for public use.

Books And Publications

Literature

- Peter Pan (the play) and Peter and Wendy (the book), by James M. Barrie
- The Iliad, The Odyssey and other epic poetry by Homer
- The collective works of Shakespeare
- The War of the Worlds by H. G. Wells
- Alice's Adventures in Wonderland by Lewis Carroll
- Pride and Prejudice by Jane Austen
- Dracula by Bram Stoker
- The Adventures of Huckleberry Finn by Mark Twain
- The Picture of Dorian Gray by Oscar Wilde
- Andersen's Fairy Tales by Hans Christian Andersen
- Frankenstein by Mary Shelley
- Great Expectations by Charles Dickens

- Wuthering Heights Wuthering Heights by Emily Bronte
- Moby Dick, or, the whale by Herman Melville
- Secret Adversary by Agatha Christie
- Aesop's Fables by Aesop
- Alone by Edgar Allen Poe
- The Rhyme of the Ancient Mariner by Samuel Taylor Coleridge
- The Hound of the Baskervilles by Sir Arthur Conan Doyle

Non-Fiction/Self-Help

- Roget's Thesaurus by Peter Mark Roget
- Relativity: The Special and General Theory by Albert Einstein
- Kama Sutra by Vatsyayana
- How to Live on 24 Hours a Day by Arnold Bennett
- On the origin of species by Charles Darwin
- The Book of Good Manners; a Guide to Polite Usage for All Social Functions by Walter Cox Green
- Sequential Problem Solving by Fredric Lozo
- How to Speak and Write Correctly by Joseph Devlin
- Hackers, Heroes of the Computer Revolution by Steven Levy

- An Inquiry into the Nature and Causes of the Wealth of Nations by Adam Smith
- Meditations by Emperor of Rome Marcus Aurelius
- 1811 Dictionary of the Vulgar Tongue by Francis Grose
- The Souls of Black Folk by W.E.B. Dubois
- A Short History of the World by H. G. Wells
- Familiar Quotations by John Bartlett
- Anatomy of the Human Body by Henry Gray
- Etiquette by Emily Post
- General Science by Bertha M. Clark
- The Devil's Dictionary by Ambrose Bierce

Government Publications

- CIA World Fact Book
- Dictionary of American Naval Fighting Ships
- NASA space photography
- Teaching children with attention deficit/hyperactivity disorder
- Traffic Safety Facts
- The Facts About: How to Raise Money for a Small Business

- What's New About Your Money?
- High Definition Television: Coming to a Home Theater Near You
- A Primer on the Space Environment
- Terrorism: Are Our Water Resources and Environment at Risk?

(You've Seen This Image Before – It's In The Public Domain So You Can Use It Yourself, In Any Way You Like!)

(NASA Space Imagery Is Beautiful – And In The Public Domain!)

Movies And Animations

- Laugh-In Bloopers
- Marilyn Monroe Video Scrapbook
- Striptease Terror
- Presidential Blooper Reel
- Misadventures of Buster Keaton
- King Lear (Orson Welles version)
- Gulliver's Travels Beyond the Moon
- Attack of the 50-ft Woman

- A Farewell to Arms
- Black Dragons (with Bela Lugosi)
- Oliver Twist
- Betty Boop, Casper the Friendly Ghost and Felix the Cat cartoons
- The Three Stooges
- Teenagers from Outer Space
- House on Haunted Hill
- Little Shop of Horrors
- Behind the Mask of Zorro
- Shoot Out (with Gregory Peck)

Software

- Open Office
- WinMine Toolkit Homepage
- Machine Learning Library in C++
- Graf-FX

Images And Music

- Government posters
- NASA space photos
- Reproductions of Renaissance art
- Mona Lisa
- Tenniel illustrations for Alice in Wonderland
- Camptown Races
- Works by Frederic Chopin and Ludwig van Beethoven
- The Comical Fellow
- Danny Boy
- Madame Butterfly
- Take Me Out to the Ball Game
- Earl Fuller's Famous Jazz Band

Scanning and Preparing Public Domain Works for Resale

Once you have found some public domain works that interest you, you're ready to prepare them for resale. Depending on how much you want to put into the project, you can either copy the work directly and resell them, or create your own version or spin (which you can then copyright protect so no one else can sell your modified work).

Books and publications are often a simple matter of downloading an electronic copy from a web site for redistribution. If you do not have an electronic copy, you can scan the content in readable format to your computer—this way you can manipulate and update the text with ease.

Audio content can be converted to mp3 format (the most popular for electronic storage) or burned to CDs and packaged for mail-order sales. Similar procedures can be used for video content, with the option of creating electronic files, DVD-ROM or videocassette versions, depending on what you're comfortable working with. What follows is a guide to getting your content in saleable format.

How To Scan Books And Publications For Electronic Distribution

To convert a physical book into an electronic one, you will need a flatbed scanner. If you don't have one already, you can purchase a good quality, large area scanner for less than $100 (and often less than $50) at any computer or office supply store. When buying a scanner, be sure it is able to copy in OCR (Optical Character Recognition) format which turn the images of the pages that you scan into text that you can change in a word processor such as Microsoft Word.

If you can't tell from the box, ask a store employee. Try to get one with a total scan area of at least 9" x 12" (this will allow you to scan two pages at once) and a resolution of 1800 dpi or higher (the higher the resolution, the better the quality of your scan will be). Scanners

come with the necessary software to load page images onto your computer, but you may want to obtain optical OCR software such as…

OmniPage - http://www.nuance.com/omnipage

Read I.R.I.S. - http://www.readiris.com

And the free OCR software…

ABBYY Fine Reader - http://www.abbyy.com/finereader_ocr

The method you will use for preparing a book for scanning depends on the size, binding type, and "flatness" of the book itself. If the book will lay absolutely flat when opened, and two pages will fit on the glass scanning area, you can simply place it face-down on the scan bed and copy two pages at once. The spines of older books are often constructed to lie flat, or will be worn enough for this process. Newer versions may not work so well, and scanning pages side-by-side may result in "curved" text near the binding. Or, the book may be too large to fit two pages on the scan bed. If this is the case, then you must remove the pages from the book and scan them one at a time.

Though it will take some time, remember that you will only have to do this once. The easiest method for removing book pages is to hold a ruler near the interior binding and cut straight along the edge with a utility knife. With a new blade, you can remove several pages at once.

Also a more expensive option is to get a high speed document duplex scanner with an Auto Document Feeder (ADF) so that you can just load the pages onto the scanner and walk away. The Duplex feature just means that it will be able to handle scanning of double sided documents correctly. These types of scanners can cost from several hundred dollars to several thousand dollars in price. I purchased a used scanner from eBay and saved a lot in the process. If you want to search eBay for a high speed scanner for this purpose use the following keywords search phrase when doing so…

"high speed ADF scanner duplex"

This should bring back a list of all the scanners for sale on Ebay that are suited for the type of scanning that you'll need to do.

Remember to choose a scanner with a high resolution, preferably one with a resolution of 600dpi or higher. Also before you decide on a scanner you want to know how many sheets will fit into the Auto Document Feeder area. Some only hold 50 pages at a time while others hold up to 500. The more pages the ADF holds usually the higher the price and quality of the scanner is.

Important note: Be sure to keep the separated pages in order once you've removed them from the binding or you will have another few hours' worth of sorting ahead of you. Work from front to back, or back to front if you prefer. It may be helpful to keep chapters in separate folders as you remove them. If you are scanning pages one at a time and the book's pages are particularly thin, you may notice some "bleed"—traces of text from the opposite page visible on your scan. If this occurs, place a piece of black construction paper on top of the page before you scan; this will eliminate bleed.

Use A Book Scanning Service

Scanning an entire book yourself can be a daunting task. So if you are not up to it you can try one of the following book scanning services…

BookScanning.Com - http://www.bookscanning.com

AwishKar.com - http://www.awishkar.com

KatScan-Ocr.Com - http://www.katscan-ocr.com

You can also search for more book scanning service companies by looking in your local yellow pages or doing a Google search for - *book scanning*, "*book scanning*" with quotes or *book+scanning+service* with a plus sign between each word in the phrase.

Profiting From Your Public Domain Products

Here you'll learn about a number of methods you can use to profit from the public domain. Some are more involved than others, but a general rule of thumb is the more effort you put into it the better the reward you will reap.

It is quite possible to turn a healthy profit from public domain works as long as you are armed with enough knowledge about the process, and you're willing to invest some time into building your info-product empire.

If you still think that making a fortune from the public domain is a myth then the following examples will illustrate the incredible potential in this powerful and largely untapped method of product creation.

Famous Fortunes Made From Public Domain Works

Many people have made comfortable livings repackaging and selling public domain works. Here are two of the most famous and successful:

Walt Disney

That's right the "magic man" himself took advantage of copyright-free creations to construct his fortune and bring joy to the world. A dreamer from childhood, Walt Disney built his billion-dollar empire of beloved characters, movies and theme parks from a public domain source…

The immortal fairy tales of the Grimm Brothers!

These wonderful stories entered the public domain, and Disney essentially copied them, changing a few of the characters' names and "modernizing" them (and rewriting for a happy ending, of course). What resulted was a magical kingdom known and loved throughout the world and plenty of profit for Walt.

Ted Turner

Turner Classic Movies (TCM) cable network grosses millions a year in advertising dollars alone—and Ted Turner pays a fraction of the costs other stations must shell out in royalties and viewing fees. Why? Almost every movie shown on TCM is in the public domain. A shrewd businessman, Turner saw an opportunity to broadcast classic movies to a new generation and simultaneously turn over an enormous profit by breaking into public domain distribution.

Enormously successful single projects based on public domain works have been launched with regularity, and are still being produced and sold today such as:

- Les Miserable's, based on a public domain novel by Victor Hugo
- West Side Story, based on Shakespeare's eternal classic Romeo and Juliet
- Any of several book and film versions of Dickens' A Christmas Carol, including the movie Scrooged starring Bill Murray
- The Wizard of Oz, based on public domain works by L. Frank Baum

Money-Making Methods of Using Public Domain Works

You have your subject. You've chosen a work (or two, or three) that you want to share with the world. You're ready to enter the playing field and make a profit.

Now what?

If discovering the public domain works is half the job, then preparing it for sale constitutes the rest. Depending on the material, the format, and the medium you're most comfortable working with, there are plenty of available options to choose from for delivering a final product.

Replicate Them "As Is" And Sell E-Books

You can exactly duplicate the contents of a public domain work and sell unlimited copies in e-book format. Since there are no copyright restrictions, you will not have to pay royalties to the author or receive permission to extract, advertise and distribute the material in any way you see fit. And since e-books cost little or nothing to produce, and nothing to copy, you keep 100 percent of the profits.

This method is also great for generating free giveaways or bonuses to use in conjunction with a primary product, a powerful marketing strategy which will be discussed further in this course.

Edit And Update The Content, Then Sell Revised Editions

If you find a public domain work on a topic that interests you and/or you are relatively knowledgeable about, or if you come up with a creative new way to tell an old public domain story (like Walt Disney did with the Grimm Brothers fairy tales), you can create a revised edition of the work—and then sell it as your own. With enough revisions to the original material, you can even obtain a copyright to the work so that no one else can profit from your ideas.

Don't want to invest that much effort in your project? Feel like you don't have a single creative bone in your body? By simply changing the format of a work—making the type face cleaner; arranging text in attractive sidebars and tables rather than long, difficult to read blocks; adding graphics, headings or colored text—and making a few minor alterations to the existing text (or even subtractions of unnecessary material), your book or e-book is officially considered "revised." If you implement only small changes, you probably should not seek a separate copyright for the "new" version. But most e-book software makes it possible to protect your files from major theft and tampering, so you will not have to worry too much about other people "stealing" your hard work.

Helpful Hint: If you know Photoshop, a fun way to create a product by altering public domain works is to generate humorous new depictions of classic images such as the Mona Lisa, the We Can Do It! government propaganda poster (or any other government propaganda poster, particularly from the WWI or WWII eras), or Leonardo Da Vinci's *Vetruvian Man* (the four-armed, four-legged circular one).

You can group altered images and publish themed calendars, or use single images to create humorous posters, bumper stickers, coffee mugs or other gift items. See the upcoming section on how to create public domain products from images for more information.

Create Products Using Public Domain Images

There are millions of images in the public domain, and many of them are popular photographs, graphics and reproductions familiar to just about everyone. With some patient sifting, you can discover some that appeal to you and reproduce them via the medium of your choice for profit. As with the production of physical books, there are two ways to go about selling public domain image products. You can hire a promotional product company to manufacture an inventory, which you would then store and ship yourself, (not recommended) or you can use the services of…

Café Press - www.cafepress.com

Café Press is a print-on-demand company that allows you to reproduce images on dozens of products like t-shirts, hats, book bags, coffee mugs, bumper stickers, posters, cards and more. Your products are printed when they are sold, and shipped from Café Press. They also offer personalized online storefronts hosted on their site to list all of your available products. And do you know what the best part is? You guessed it. It's all free to setup and you earn a percentage of the profits from every item sold.

Sell Public Domain Reproductions On ebay.Com

Ebay is the number one web site for selling products in the world. Buyers bid on offerings auction-style, or simply agree to pay a set fee. If you already have experience selling on eBay, you can just list your public domain product as you normally do.

EBay Selling Introduction -
http://pages.ebay.com/education/index.html - For eBay newbie's, this tells you how to get started and gives tips on increasing your sales and attracting buyers to your offerings.

Publish Print Or CD Versions Of Public Domain Works

As discussed in the previous section, you can produce physical print or CD versions of public domain works and sell them from your web site. This method should generally be reserved for revised, updated or creative new versions of works in the public domain, as it is difficult and often expensive to create physical reproductions.

Downloadable Public Domain Music, Movies Or Software

Movies, music and software are consistently popular items with the buying public. You can easily generate an entire online catalogue of public domain offerings in these categories, and add fresh products often to keep people coming back for more. Online storefronts make it

simple to list multiple downloads, track sales, manage your files, and keep your electronic inventory secure.

Though there is a bit of an initial investment, you can often obtain higher sales by selling physical CDs of audio and video content through mail order. Many people are still wary of downloading files from the Internet, and would be happy to pay extra in order to receive a tangible item.

Proven Public Domain Topics That Sell

Here's a sampling of modern crowd-pleasing subject areas with plenty of available material - some that's been gathering dust unnoticed for years. As you search the public domain sea, be on the lookout for:

- Children's books and stories, particularly illustrated collections.
- Books about palmistry, handwriting analysis, mind reading, thought transference and other occult topics.
- Books about natural remedies, herbal therapy, acupressure, home cures, and other naturopathy subjects.
- Just about any movies, cartoons, television series and radio shows.
- Books on business: stock trading, commodities, marketing and advertising, office politics, and more.
- Books on collecting and hobbies: stamps, bird watching, pottery, figurines, china, toys and games, and more.
- Posters of old movies, patriotic images, historical significance (such as Uncle Sam Wants YOU!), space imagery, nostalgia, classic cars, and more.
- Serialized pulp fiction, classic detective stories, and retro comic books.

Timeless Topics: Subjects That Have General Appeal

Some subjects never lose their charm… or their audience. You can bill the following topics as classic collectibles, or put a modern twist on them to appeal to a new generation. Set your sights on:

- Literary masterpieces: Shakespeare, Edgar Allen Poe, Sir Arthur Conan Doyle, Herman Melville, Charles Dickens, Emily Bronte,

and more.

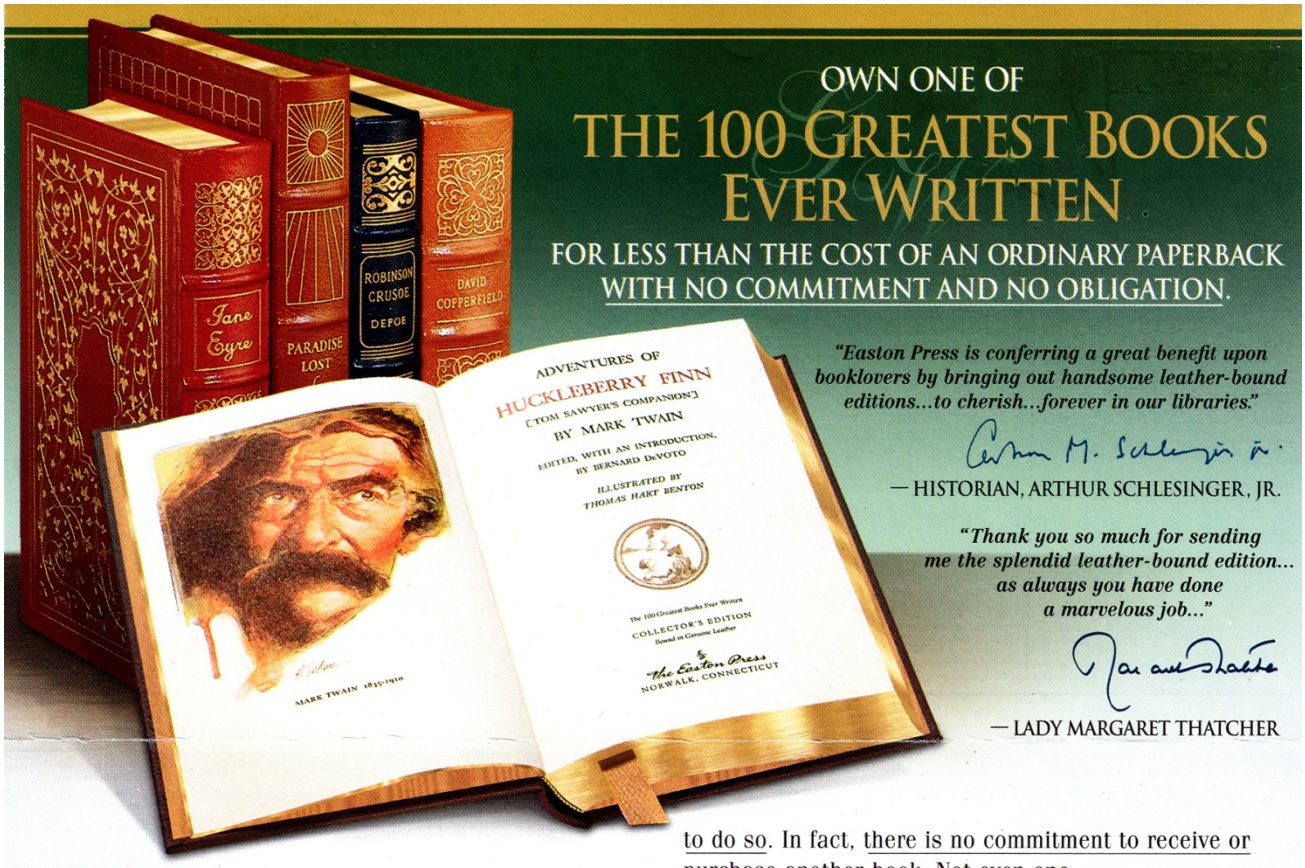
- Books about love, romance, and relationships.
- Books about child raising and family issues.
- Recorded collections of classical or era-themed music.
- Books about history, either straight non-fiction or fictionalized accounts.
- Books about world records, amazing accomplishments or true crime stories.
- Cookbooks of any kind.

And here's a great example of a way to profit with public domain works.

I recently received an advertisement in the mail for an entire product line of dressed up printed books with fancy gold trimmed pages and antique style hard back covers made up of public domain works called "The 100 Greatest Books Ever Written". With a little research you could find 10-20 books all on the same topic and use the same idea to create a "Greatest Books…" or "Long Lost Treasures…" product line in almost any niche on almost any timeless topic; golf, cooking, knitting, sewing, home remedies etc, the possibilities are almost endless.

(See Image On Next Page…)

(The 100 Greatest Books Ever Written Advertisement; Notice The Signed Testimonials From An Expert Historian & Lady Margaret Thatcher…)



Dear Reader,

Your common sense tells you that even at the regular price of $39.95,* this leather-bound Collector Edition of *Huckleberry Finn,* accented with genuine 22-karat gold, would be a bargain.

So why are we offering it at the incredibly low price of $5.95*? The reason is simple, and good business. We know that owning a book this beautiful is enough to convince many people to purchase additional leather-bound classics from *The 100 Greatest Books Ever Written.*

For years, this no-risk, no-obligation "see-for-yourself" strategy has proven profitable. And a source of endless delight for those who own one or more volumes of *The 100 Greatest Books Ever Written.* I hope you'll choose to grace your home or office with additional classics from *The 100 Greatest Books Ever Written.* A title list will be sent to you with your first shipment, and you can select the books you wish to preview. But you are under no obligation to do so. In fact, there is no commitment to receive or purchase another book. Not even one.

This is truly a rare opportunity. It offers you a valuable Collector Edition for almost nothing. And it may be your only opportunity to begin a library that will be the pride of your heirs for generations.

Simply return the enclosed Reservation Certificate. You'll receive an exclusive leather-bound edition of *Huckleberry Finn,* accented with lustrous 22-karat gold and featuring raised hubs, gilded page ends, moiré fabric endsheets, acid-neutral archival-quality paper and more, for only $5.95*.

I'm looking forward to your order. Mail it today or for fastest service call toll-free **1-800-409-4629,** or visit **www.myeastonpress.com,** 24 hours a day. Act now!

Sincerely,

David Kalvar

David Kalvar, Program Director

**Plus $4.95 shipping and service.*

Important Sites You Should Know

Library of Congress online catalog - http://catalog.loc.gov
United States Copyright Office - http://www.copyright.gov
Union for the Public Domain - http://www.public-domain.org

Public Domain Groups And Forums

- **PD Photo Forum** - http://pdphoto.org/forum.php – Message board for discussing public domain images and other topics related to public domain. Also has a database of free images.

- **Public Domain Content Message Board -** http://www.public-domain-content.com/mb/index.php - Online community of people working with public domain properties. Discussions on finding public domain work, marketing, more.

- **Public Domain Forum Blog** – http://publicdomainforum.com A blog about public domain issues. Readers can share information, post and participate in online discussions.

- **The Forum on Privatization and the Public Domain** - http://forumonpublicdomain.ca – A very cool, self-explanatory site.

Resources For Finding Public Domain Works

- **The Public Domain Expert** - http://thepublicdomainexpert.com - Tony Laidig, the Public Domain Expert, teaches and trains "newcomers" and experienced marketers how to find and use content from the Public Domain to create successful, hybrid products for nearly any niche.

- **Bartelby.com** – http://www.bartelby.com - Tons of free e-books, including encyclopedias, dictionaries, thesauruses, a large selection of fiction, and more.

- **Bibliomania** – http://www.bibliomania.com - Over 2000 free e-books; also provides study guides.

- **eServer** – http://eserver.org - Huge database of public domain and copyright-free works. Over 30,000 and growing.

- **GPO Access** – http://www.gpoaccess.gov/cgp/index.html - Searchable database of government publications in the public domain.

- **GRIN: Great Images in NASA** – http://grin.hq.nasa.gov - Database of the best NASA space photographs.

- **Internet Archive** – http://www.archive.org - Thousands of e-books, audio and video files in the public domain.

- **Literature.org -** http://www.google.com - The online literature library. Full texts of classic public domain books.

- **Litrix Reading Room**
  http://www.litrix.com - Free public domain books in HTML format. Classics, sci-fi, westerns, mysteries and more.

- **PDInfo**
  http://www.pdinfo.com - A reference site identifying public domain music; lists over 3500 songs

- **Project Gutenberg**
  http://www.gutenberg.org - One of the most comprehensive databases of public domain works online. Over 16,000 full-text e-books available free

- **Public Domain Images**
  http://www.pdimages.com - Database of public domain and copyright-free images

- **Free public domain search toolbar**
  http://www.pdxtoolbar.com - Instructions on obtaining a toolbar for your web browser that allows you to search popular web sites for public domain material

- **Public Domain 4U**
  http://www.publicdomain4u.com - MP3 downloads of public domain music; lots of jazz and blues

United States Copyright Office Search Request Form

Mail completed form to:

Copyright Office
Library of Congress
101 Independence Avenue, S.E.
Washington, D.C. 20559-6000

Reference & Bibliography Section
Hours - 8:30 a.m. to 5 p.m.,
Monday through Friday, eastern time

Phone: (202) 707-6850
Fax: (202) 252-3485

Type of work:

___ Book ___ Music ___ Motion Picture ___ Drama

___ Sound Recording ___ Computer Program

___ Photograph/Artwork ___ Map ___ Periodical

___ Contribution ___ Architectural Work ___ Mask Work

Search information you require:

___ Registration ___ Renewal ___ Assignment ___ Address

Specifics of work to be searched:

TITLE:

AUTHOR:

COPYRIGHT CLAIMANT: (name in © notice)

APPROXIMATE YEAR DATE OF PUBLICATION/CREATION:

REGISTRATION NUMBER (if known):

OTHER IDENTIFYING INFORMATION:

If you need more space please attach additional pages. Estimates are based on the Copyright Office fee of $75* an hour or fraction of an hour consumed. The more information you furnish as a basis for the search, the better service we can provide. The time between the date of receipt of your fee for the search and your receiving a report will vary from 8 to 12 weeks depending on workload.

Requests for searches on a regular or expedited basis can be charged to a credit card by phone.

Names, titles, and short phrases are not copyrightable.

Please read Circular 22 for more information on copyright searches. http://www.copyright.gov/circs/circ22-2.html

YOUR NAME:

DATE:

ADDRESS:

DAYTIME TELEPHONE:

Convey results of estimate/search by telephone ___ yes ___ no

Fee enclosed? ___ yes Amount $( ) ___ no

NOTE: Copyright Office fees are subject to change. For current fees, please check the Copyright Office website at www.copyright.gov, write the Copyright Office, or call (202) 707-3000.

* http://www.copyright.gov/circs/circ22-2.html#note

Module #5.2: Product Creation

"Creating Software Products Without Ever Learning Anything About Software Programming."

"Software Is One Of The Most Profitable Types Of Info Products!"

As you have already learned producing a written information product pretty straight forward. As a matter of fact, if you can read this course, you can write an e-book. There are really no special skills required beyond the ability to write and some knowledge about the subject. Producing a software product on the other hand does require some special training in the software programming field.

But chances are, you are not a programmer, so you will need someone who knows how to program and who knows how to construct software. It's a far more complex than just putting words on a page.

But that is why…

Software Is One Of The Most Profitable Types Of Info Products!

If you need proof software products have a higher perceived value than other types of info products just look around. I rarely see an original and more importantly, useful, software product that is being sold for less that $50 these days. The average cost of the last three software products that I purchased total over $400.

But why is that?

Well here is my take on it…

Software products have a much longer user-life than other info products, let's say e-books. Here's what I mean. If you were to create an e-book about how to lose weight, anyone who purchased it might read it a couple of times, at most.

But, if you were to create a software program that allows people to track and see the progress of their weight loss, store all their low fat and low carb recipes, create a workout schedule etc., then your customers is much more likely to use the product over and over again indefinitely because of ...

The Robot-Factor.

You see an average software product (well thought out and designed) can command a much higher price than even a great e-book because, by its very nature it helps people to get more accomplished in a lot less time. Software programs never get tired and do the same job over and over again as many times as your customer needs it to be done and it never complains.

It will do it the same job day in and day out practically forever. Think about that for a minute. The very first software product that I ever paid for was an online service that helped me to market my business that I purchased 5 years ago.

I still use it to this day.

This is what I call the Robot-Factor and it increases the perceived value of software because the product can be used over and over by your customers for a very long time.

Also…

There's And Unlimited Marketplace – It's Not Just About Microsoft

There are tens of thousands of software products introduced each year by developers large and small. These run the gamut from every kind of personal entertainment product to utilities, to specialized business software of almost any kind, to applications designed to super-charge

or maximize special features of other software or make them work better.

Actually not only is the majority of new software not developed by big companies like Microsoft, almost all real software innovation is from smaller firms. You may well not make billions with software, but software can be a great primary business or a fine supplement to create additional income streams.

With the right software product, the sky's the limits for profits; Bill gates proved that. But Bill Gates didn't become a multi-billionaire by just being a great programmer—most decent programmers will tell you he's barely that.

He became rich by combining some basic programming talent with some outstanding marketing skills. It's that combination that we're going to put together in this module because combining a talented programmer with the marketing skills you will gain in this course can equal big profits for you as well.

The Major Software Categories

While the possibilities are really only limited by your imagination, let's take a moment and think about *major* software buying audiences and *major* categories of software by type that can make the most sense for a small independent developer, like you to work on.

There are a lot of ways to categorize all the kinds of software out there but here are a few convenient, generally agreed-upon MAJOR categories. There are of course dozens, if not hundreds, of specialized categories within them including:

- Audio-Visual Software – such as music and video management tools
- Business Software – such as CRM and ERP tools
- Design and Photo Software
- Desktop Enhancements
- Developer Tools – software for making software
- Drivers – software to make software or hardware work
- Home and Education Software
- Internet Software – for getting more out of the Web
- IS/IT Software – for managing enterprise systems
- Utilities – specialized software that typically does one thing such as spyware removal or registry management

Software For Individuals

Individuals buy a lot of software for fun, to keep their computers working well, to organize information, for fun and entertainment and for other reasons. The popular categories for individuals include:

- A/V Software – the popularity of digital music and video has created a revolution in this area in the last couple of years
- Design and Photo Software – while businesses use many of these products on the higher end, individuals buy the majority of simpler tools to manage graphics
- Desktop Enhancements – mostly geared towards individuals, they add fun and function to the computer experience
- Drivers – system-resident programs that make other programs and hardware work together, though probably too technical an area to experiment with for a novice development company
- Home and Education Software – by definition for the personal market
- Internet software
- Utilities – specialized small programs that perform a custom function. Among the more popular in recent years would be programs that deal with eliminating spyware and viruses; firewalls and other Internet security functions; organization of large groups of files like photos, music, video clips; file conversion programs to allow users to use different file types with different programs; and much more.

Software For Businesses

Businesses buy a lot of software, to keep their computers working well, to organize information, to manage aspects of their businesses, for security, and many other reasons. With businesses, bear in mind that the transaction methods may be different and that you may need

to consider more complex licensing rules, which we'll consider in the sections on selling and supporting your programs.

The popular categories for business include:

- Business Software – by definition, for businesses of course! We'll discuss some of the major sub-categories in this module.
- Design and Photo Software – higher-end tools
- Internet software
- IS/IT Software
- Utilities – specialized small programs that perform a custom function. For businesses, the most important utilities would have to do with keeping computers safe (such as firewall, encryption, anti-virus, anti-spyware kinds of programs) and specialized business functions, which will vary by the industry.

While all businesses are different, most businesses have many common business functions they need to perform, and today, there are software programs – and software opportunities – to address these areas, especially for the small and medium business marketplace.

Major business functions that benefit from software include applications, auction tools, finance (including spreadsheets, tax programs, and more), presentations, sales management, program and project management, legal and accounting, add-ins and custom extras for major business programs like MS Office, communication tools and much more.

Think about…

- Lawyers
- Doctors
- Car Dealers
- Restaurant Owners
- Florists
- Day Spas

And on and on...

I guarantee you that if you walk into just about any brick and mortar business in the offline world you can find a computer with some type software program running on it. Now while some of the programs these companies are using are standard offline business applications my point is that you have a market that is ready and willing to purchase software if and or when they need it, often to the tune of thousands of dollars.

You can be the one selling it to them. Actually I know of a guy from the U.K. who makes $100,000 per year selling what most internet marketers would consider to be very simple software applications combined with a very unique marketing system. But it's targeted to local area businesses.

NOTE: Don't try to unseat giants.
Stick with a niche (specialized) market!

Developing an application competing directly with popular Microsoft Windows software is not a good way for a beginner to develop a software line as you certainly can't compete with Microsoft. On the other hand, creating a custom database app for newsletter owners or high school softball coaches might be a huge hit.

Develop software for a specific market and you have a good chance of being the only player in that niche and there's big money in that position.

The Different Software Types

Once you decide on a market that you want to focus on creating your software products for you need to decide on exactly what you want your software product to do. For example will it help people get organized? Or, will it help them to manage, create, or generate a very specific desired out come? To get your ideas flowing, here's a list of some different types of software programs that you can create…

- **Organizers/Managers** – Example of an organizer type of software product would be, inventory management software, personal calendars, budget managers, wedding planners etc.

- **Generators** – This type of software generates a final solution to a problem such as, sales letter generators, form generators, invitation creators, label makers etc.

- **Processors** – These types of software help people process or manipulate information. For instance consider a simple word processor such as Windows WordPad. This software allows the end user to process/manipulate words by typing them into a computer and saving the work.

- **Collectors** – This type of software collects information from several different places online or from files on the users' computer and brings it all to the users' desktop so they can easily view, manipulate and work with it all in a single environment.

- **Compilers** – These types of software help people combine two or more separate things together into one final solution. Consider a program that helps people take scanned pictures, clippings, and or documents and compile them into a scrapbook or memory book. You could create a nice set of templates to go along with this software so that your customers can print the finished pages and create great looking scrap books.

- **Web Server Based** – These are applications that only work online via a website. These are called "Server side" applications

and are used to provide a service that can only be done online. NOTE: Avoid developing a server based (known as 'server side') application if the job can be done with a desktop application as server based software programs usually require more customer service on your part.

Getting ***Good*** Ideas For Hot Software Products

There's no two ways about it, you're going to need an idea. You might have one already. Lucky you! But if you don't, it's time to whip out your pen and paper, and start scribbling.

Make a list of what programs **you** would like to see?

What would you like to be able to do with your computer?

Ask some friends what they think. Or use the ideas in the testing section to see if your ideas are commercially viable.

Is there some kind of tool that you wished you had on your computer?

Or...

Is there a program that you use every day that just drives you crazy that you wish you could find an alternative for?

Maybe you wish your Media Player stored your favorites better, or maybe you wish there was a graphics program that was as simple to use as house paint but as versatile as Paintshop Pro. Put down your ideas and then check out the competition.

Do a quick search on Google to find out what other products are already on the market that are similar like the one you want to create. Remember if there's a good level of competition there's probably room for you to get into the market profitably as well.

Visit popular market places that other software and information product developers use to distribute their products such as…

ClickBank - http://www.clickbank.com/marketplace

PayDotCom.com – http://www.paydotcom.com/marketplace.php

Also get ideas for a software product by visiting the popular shareware download websites such as …

http://www.download.com
http://www.tucows.com
http://downloads-zdnet.com
http://www.freedownloadscenter.com

One of my favorites is the Download.com website. They allow you to see the number of times a particular application has been downloaded and has user ratings so you can see how popular it is and what the users say they would improve or don't like about the software application.

Also, don't forget take a look at the very popular magazines and NON-FICTION best-selling books. Especially the magazines and books that fall into the "HOW TO" category. Could any of the markets that these publishers cater to benefit from the use of a software product?

That's the question you are trying to answer.

Example:

I was at a local Barnes and Noble book store the other day and I happened to see a woman reading a wedding magazine. Needless to say, since I am always on the lookout for a new niche market to tap into, I became very curious.

So I went to the magazine section and noticed that there was several wedding type publications listed there. On the cover of one of them the headline read…

"How To Avoid Wedding Planning Nightmares"

When I returned home I did a search on wedding planning and weddings in general. Let me tell you, the wedding industry is HUGE. I couldn't believe this particular market had never crossed my mind.

After I started doing some research on wedding planning websites I found several online services that allow couples to plan a major portion of their wedding online through a monthly subscription based website.

But why in the heck am I talking about a subscription based website when we are supposed to be talking about creating software products?

Because all of these "wedding planning" websites are software based. They are all just server side applications that allow each customer to point and click their way to creating a great looking website.

Plus customers can easily integrate things like …

- **A Wedding Guest Book**
- **An Online RSVP System**
- **The Ability To Upload Unlimited Photos**
- **An Online Gift Registry**
- **Custom Quizzes and Polls**
- **And several other features**

Most all of the wedding websites offers that I saw contained the features above and again this is all based on, and maintained around the clock by a software application.

I hope your starting to see my point.

Look around forums and discussion lists on the subject you're interested in and see what things people are looking for ways to do. Or, what problems they have that no one seems to be solving.

Unsolved problems are really easy to spot. People blame others for the problem instead of finding a way to fix it. Look at features of programs in areas you're interested in, and see if you can combine different feature sets for a specific niche market.

For example, let's say you're interested in hang gliding. What features of a software product would be of use to a person interested in that subject?

Maybe a special design program that could make area and lift calculations easier would be a good fit.

You'll be surprised at how easily ideas come from this approach especially if you start with a niche market in mind.

Also, to get good ideas, consider the following…

Compliment An Already Hot Selling Product!

Pick up a few industry specific magazines and books and peel through them to see what kind of product offers they have inside of them. Can you create a software product that would compliment any of the products that you see?

Many of these magazines also have websites. Visit their websites to see if there are any cool software products related to their particular target market listed there.

Are there any products out there that you could create a similar or complimentary software product for? If your product fills a gap or need that these products aren't meeting then you could have a hit product on your hands.

NOTE: Also revisit the software websites such as Download.com mentioned in the last section. Again many of them list the products by popularity of the most downloads or purchases.

Combine The Best Features Of Different Products

Look at some of the related programs, and see what features from each would work well together. Combine feature sets, and add your own ideas. Ask yourself, "What if I put this from Program X and that from Program Y, and these extra cool features from Program Z into one program?"

Look at some the more complicated, expensive software, and ask, "What parts of this are really important? Do I really need all the extra features? Could I create a similar application that used just a few of these features, and sell it?"

Find out which parts of the software are the most important to the users (these are usually heavily mentioned on the websites of the products) and see if you can come up with a simpler program.

If it does everything they want for a substantially lower price, and it's a lot easier to use, you may have a hit on your hands.

Some truly cool (and profitable) programs are just waiting in this approach because you can take an existing idea, and develop a product that does the same task easier, faster, or more intuitively. Make it easier for people to get tasks done, or more fun to pursue their hobbies, and you've got a potential winner.

Study Your Competitions Flaws & Strengths

A good way to get good product ideas that target a specific market is to take a look at what your soon to be competitors are already selling. By doing this you can take an existing idea and make it better. Your job is to discover what their software product is missing and then add that missing functionality into your own software applications.

Make a list of all your competitors and their software products.

Visit their websites and study any sales materials you come across while there. Look to see if they have any online video tutorials, walkthroughs or downloadable demos of their software. If so watch the videos and download and USE the demo applications. If possible go ahead and purchase the product as well.

Actually, purchasing a competitors' product is probably the smartest thing you'll ever do. This way you can just make a note of all the areas where you find design or functionality setbacks.

Another thing you can do is survey the market and have THEM watch your competitor's walk-through video and download the demo

application then ask your survey participants what THEY think the software is lacking.

This way you can get a very clear picture of what the market wants so you can add the specific missing areas of functionality or usability into your software products. Look out for news items and articles about your competitors. These would give you a fair idea of what makes them stand out and what doesn't.

You should also sign up to your competitors email list so that you will know of any new updates or features that they are adding to their product so that you can ad similar features to your own if your customers want them.

Assessing the competition will also help you in deciding what kind of software product you SHOULD NOT develop. It may not be worth selling a particular kind of product if your competitors are dominant market leaders and cater to a high percentage of the market segment.

An example of this would be financial planning software or a word processing application. There are many finance programs easily available in the market such as Quicken. Also, MS Word is dominant in the marketplace of word processors.

Creating a product that directly competes with one of these would be almost foolish but creating a companion product or something that fills a need that these software programs lack could be the key to great profits.

Getting Your Software Created

Whenever you are developing a new software product ALWAYS strive for ease of use. Nothing builds more word of mouth referrals for software than customers who say, "Man that was easy to use!"

This is called INTUTITVE FUNCTIONALITY. Basically this means that and average computer user could practically feel his way around your software to get to the functions that he needs. This should always be in the front of your mind and more importantly it should always be in the front of your programmers mind as well.

That's why it is up to you to clearly communicate WHO your software is for, WHAT you would like for your software to do, HOW you want the software to do it, WHERE certain things (like buttons, arrows, etc.) are supposed to be, WHEN certain actions within the software will happen, and WHY all these things are important.

To do this you should start by brainstorming your software's GUI or "Graphic User Interface".

The Graphic User Interface is the surface of your software. It's everything that your customers will see when they are using your software. It's very important that your software has a GUI that is easy to use.

Step 1- Just Like Any Other Type Of Info Product, You Should Build An Outline

If you want to build a decent software program you're going to have to do it in an a organized and systematic way right from the beginning so you should start by making a basic outline of what you want in your software program.

Also another good reason to make an outline is because most programmers usually begin with a written outline—at least the good ones do. When it comes time to work with your programmer, the better your outline is, the easier the project is going to be and the more successful the outcome.

For the most part your outline should contain the following…

Include A Purpose Statement:

WHO is the software is for and WHY will they'll use it?

This is pretty straight forward. The purpose statement will give your programmer a basic yet clear idea of what your program is designed to do. Simply state the overall objective and purpose of you software in written words.

Example: Weight Loss Tracking Software…

"The purpose of this software is to allow the end user to track the effectiveness of their weight loss plan by monitoring the amount of, calories, fat, carbohydrates, and proteins that they consume on a daily basis combined with the frequency and length of scheduled exercise sessions. The software will display the end users results in a printable graph format."

Include A Feature List:

WHAT will the software do?

Just as it sounds, the feature list is a list of all the benefit laden features you hope your product will contain. Put as many down as you can think of. You'll find that the list will come in handy not just to explain to your programmer what you want your program to do, but you'll also use it when you come to put together the marketing material. In effect, you're writing a list of unique sales points.

You might end up with something like:

- Capable of handling gifs, jpegs and bitmap images.
- Easy, one-click picture editing.
- User can choose from preset design templates.
- User can upload images to a website from the software etc…

I usually find that this is the most enjoyable part of the whole project. As you come to think of each little feature, you'll find that you actually get quite excited. The project will begin to form in your mind and each feature should lead naturally on to the next.

Include The End User's Perspective:

HOW will your software will behave WHEN the end user takes a certain action?

This may very well be the most important thing you can do to get your software product created as quickly as possible. It's your job to explain things to your programmer from the end users (your customer) perspective. For your programmer these are the best ways to understand precisely what your program is expected to do.

Example:

> *"User right-clicks on image and a menu offering 'Editing functions' pops up. The user can then effect a change to the whole image by clicking on one of the options."*

Your explanation of the user's perspective has to be clear enough to be easily understood by the programmer but detailed enough to provide precise guidance. You want the programmer to be able to look at it and say, "Okay, I get exactly what you want."

That's really all there is to it if you can do those last 3 things very well you will be able to clearly communicate what your software will do so that your programmer can make it for you.

One last thing you can do is…

Create A Mock-Up Graphic Example Of Your Software:

It can't hurt anything if your programmer also has a visual idea in his head of what you want your finished software to look like. You can do this by simply using a piece of plain white paper, a pencil and a ruler. Start off with a big square or rectangle and then just start placing your imaginary buttons, words, fields or anything else you can think of onto the paper that represents how you want your software to look.

WHERE will things like buttons, arrows, drop down boxes, menus and other things be placed at in your software's Graphic User Interface (GUI)?

I do this very often and it always seems to help my programmers create my software just the way I like it.

HINT: If you have Adobe Photoshop you can do this very easily and make a great mock image of your software's graphic user interface. If not the paper and pencil method still works fine too.

Step 2 - Find A Programmer That Will Turn Your Rough Draft Into Software *Reality*!

I'm not expecting you to sit down and learn to program software yourself. There are plenty of people who can do a great job in a decent amount of time—and sometimes even for free.

Why would a programmer who usually charges about $100 an hour work for you for nothing? Well, that's where things get interesting...

A great programmer is a genius at coding. He can put together 1 and 1 and make it equal 10 or 11, or whatever 2 is in binary. That's his job. But few of them could sell you water if you were dying of thirst in the Sahara. They could tell you what water's made of and design a program to count the molecules in the bottle but they'll often have absolutely no idea how to convince anyone to buy it.

This is where you come in.

You Can Offer Your Programmer A Partnership Deal

This partnership will combine a collaboration of your programmers' skills with your marketing ability. Neither of you will make any money with just a program or marketing idea alone. But together you can make a small fortune. That's what most corporate programmers' dream of. They're just dying for someone with a great idea to come along and help them with the marketing. It's a match made in Silicon Valley heaven.

Now, I'm not going to claim it's a walk in the park to find a programmer who will work on the promise of future profits. They are out there, but you're not going to bump into them on the street. Most of the programmers *will* expect payment—and that's fair enough.

But there are plenty of programmers who have been waiting years for the chance to come up with that one idea that will give them a constant income month after month for no extra effort.

Be careful who you choose though. There's nothing worse than picking up a slacker who isn't prepare to put in the time needed to make the deal work. And most importantly make sure that you blow the programmer away with your idea.

If you're going into a partnership with someone, they have to believe in the project as much as you do. In some ways, this is an advantage over paying someone to do the job (this and the $1,000's you'll save in initial development costs). That's because when someone is truly captivated by the idea and have something invested in it they'll have the motivation to do it right.

Persuading Programmers To Partner With You!

Programmers are used to getting paid up front so you're going to have to approach them in such a way that will MAKE them see the profit potential in your ideas.

Look, you're the marketer. Now you've got to use your marketing skills to sell your prospective programming partners on YOUR IDEA.

Here's some simple things you can do to persuade them into partnering with you for a stake in the future profit that you will make together…

- **Show Your Programmer Your Market Research –** If you follow any of the advice already given in this course you'll already have this invaluable information at your fingertips. If you've already done targeted keyword research showing the number of time people surf for keywords related to you software idea then show them that. If you've already done targeted marketing surveys, competitive analysis, etc. then by all means let your programmer see the data.

  This way he'll know you really do have a valid product idea with good profit potential and you're not just some flaky person who will waste his time.

- **Let Your Programmer In On Your Marketing Plan –** Show your prospective partner how you plan to roll out the marketing campaign for your product Will you advertise in targeted, newsletters, paid advertising, or any JV/affiliate promotions? (NOTE: You will learn more about these advertising methods in the accompanying traffic/customer generation course.)

  Let them know.

  Do you or your network of JV affiliate partners have a targeted customer list of so many thousands that you can market the product to and make a profit right away? Again, let them know.

  Also keep in mind that many of the programmers you deal with won't know what JV marketing, or e-zine advertising is or WHY setting up an affiliate program to sell the product is so important so spend a little time educating your new programming friend a bit on these aspects of marketing and how they'll grow your bottom line. Again, you will learn more about these advertising methods in the accompanying traffic and customer generation course.

- **Pre-Create The Website And Graphics –** This is one that I would suggest you do if you really want to go over the top to win over your prospective programmer. If he can see a visual representation of the product that you've already created it may just push him over the edge. A move like this will let your programmer know just how serious you really are about bringing the product to market.

- **Give Your Programmer All Of The Profits From The First "X" Amount of sales –** If you know of a programmer that you really want to work on your project, or if programmer is still on the fence about partnering with you then ask him what his fee would be to create the software if you paid him upfront.

  Once he gives you a number ask him if he would do the project if you gave him all of the profits until he makes the desired amount that he would charge you to complete the software.

  Let him know that he may still have to split some of the initial profits with your marketing partners if you plan on marketing the product through Joint Venture or Affiliate promotions but that he'll receive your cut until his financial needs are met. Also let him know once his costs have been covered he'll still make profits on every sale of the product from there on out.

- **Know When To Move On –** If you're in negation with a programmer and he still can't see the profit potential in your idea after trying all of the methods listed above then it's not the end of the world. There are certainly other programmers who will.

  Remember the old saying, "There's plenty of fish in the sea." There are lots of great programmers out there waiting to be discovered by you so don't get stuck on trying to sway any one particular programmer for too long.

Locating Good Programmers

Find Programmers At Freelance Websites

Many freelance software programmers look for jobs by joining one or all of the popular freelance websites were people like you and I go to get our software projects done.

Some of the advantages of using a freelance site are…

- Registration eliminates some low-end shoddy programmers
- Feedback systems create positive work incentives and make picking resources easier
- Managed conversations and relationships through a third party add security if desired
- Programmers world-wide will respond to your postings allowing you to review them at your convenience
- Much more competitive pricing than in your local market alone
- Security of payments

There are dozens of "freelance" websites out there, but as far as programming and software freelancing there are two that pretty much own the space, and I have used both and can recommend them.

Scriptlance.Com And Rentacoder.Com

Scriptlance and Rentacoder are the ONLY sites I used if I am planning on paying for programming work because it's targeted precisely at programmers. You can just submit a project description (your software outline, feature list & user perspectives) and wait for programmers to bid on it. The person you choose will depend in part in their price and in part on their experience.

Rentacoder – My Number One Choice
http://www.rentacoder.com

Rentacoder, as the name suggests, is a well-established resource for finding highly skilled programmers fast. More geared towards solving specific problems with specific skill sets, we recommend Rentacoder but the novice developer may find it less "user friendly" than some of the other sites. With favorable coverage in *The Wall Street Journal* and elsewhere, I chose Rentacoder as the most reliable resource for programming work that also, like Guru.com, offers and encourages escrow payments. You'll find out why escrow payments are important later in this module.

Rentacoder also offers some good general buying information, much of which can be found here:

http://www.rentacoder.com/RentACoder/SoftwareBuyers/FAQ.asp

Scriptlance – The Runner Up
http://www.scriptlance.com

Scriptlance features a confusing bare-bones interface but offers a programmers-only job board that seems to have a somewhat simpler feel to it. If the sophistication of the Rentacoder system doesn't appeal to you, this might be a great place to programmer shop.

Here's the real reason I like Scriptlance and Rentacoder so much…

The programmers see each others' bid amounts. So they will consistently underbid each other giving you the lowest price possible to get your project completed.

IMPORTANT: You can leave your projects posted for up to 30 day until they are removed from the directory at Scriptlance and I have found that the longer I leave my project posted the lower the bids get. Some programmers even come back and a bid much lower than the first time around. But also note that you get what you pay for. If you project is really simple then going with an average programmer with a

low bid maybe okay. If the project is more complex then you should be wary of really low bids.

Here's the Reason Why Rentacoder is Number One…

The website policies specifically state that the programmer must turn over all of the programs source code to you and that YOU automatically own all the copy rights to the finished product. This isn't the case with Scriptlance. I have had instances on Script lance where the programmer would not give me the source code or the copyrights to the software unless I paid more money. In some cases they wouldn't part with the codes or the copyrights for any amount that I offered them. You won't have to work about this with Rentacoder.

Other Low Cost Ways To Find Programmers

Elance - http://www.Elance Com

Elance is a well-established eBay style site that attracts a wide variety of freelancers in technical and other areas. All fees are paid by the programmers.

A large percentage of the programming resources you will find on Elance are "offshore," for example in India or elsewhere. While I strongly discourage using offshore resources for work like ghostwriting, I encourage you to work with foreign programming resources if their skills are a true match, there is no language barrier, and you are especially focused on keeping costs down.

Guru.com - http://www.guru.com

Guru.com is a newer and in many ways better competitor of Elance. Guru.com requires more information of its users both on the vendor and buyer sides, has several systems in place to make fraud less likely, and seems to attract a higher caliber of vendor as well as higher budget and higher quality projects.

If you are looking for developers who can really help design and build your software, don't overlook Guru.com.

Also Guru.com and Elance.com feature more than just programming projects and can help you with almost any outsourced business project needs that you can think of.

Look In Programming Forums

Try searching online forums specifically devoted to the programming crowd. You can easily find these types of forums by doing a search at Google for …

- *software development forum*
- *software develop forum*
- programming forum
- *programmer forum*

A popular programming forum is http://www.forums.devshed.com

Look In Internet Marketing Forums

Also you can make posts in home based business and internet marketing forums. Programmers who hang out in these forums understand the power of forming partnership deals and may be more eager and willing to work with you that the programmers you find by other means. Some marketing forums you can visit are…

http://www.warriorforum.com/forum
http://www.ablake.net/forum
http://www.williecrawford.com/cgi-bin/index.cgi
http://www.howtocorp.com/forum

Find A Local Professional Programmer

This option may be a better route to take if you are looking to partner with a programmer, since your will be able to build a better relationship with someone whom you can see, visit with and talk to on a regular basis. You can find a local programmer using your local telephone directory or yellow pages.

Find A Local Computer Science College Student

There are tons of great programming wizards who are still in college and wet behind the ears. I bet a student would be more likely to take you up on a partnership project that doesn't pay upfront since they don't have much experience yet in the real world they could add all the projects they do with you to their portfolio.

Just try calling up the Computer Science department of a local college or university and explaining your program to the director if you're looking to pay students for their work let the director of the program know that up front. Find a couple of good student programmers and you could have an excellent low cost team working for you.

What To Ask Potential Programmers

When you find a programmer who sounds interested in working with you ask the following questions:

- Have you programmed a product like this before? (There's a fair amount of specialization within programming; if your programmer hasn't worked in this field, he might have no idea what's needed.)

- How much experience do you have? - (Some newcomers may work for free to fill their portfolio; that's fine for you, but it might take a little longer).

- How would you improve on the product idea? (Every product can be improved; be suspicious if the programmer says it's perfect.)

- How long will it take? (Take too long and the market could change - or fill with competition.)

You programmer should be used to people asking questions of this nature and be able to answer them pretty quickly if not you may have picked a very inexperienced programmer and you may want to move on to someone else with the know how to create the best application possible.

Free Open Source Software Source Code May Help In Your Projects Development

Open Source means the source code for a software application is readily available for free for you to use as is, add to or change.

Open Source refers to a broad-based approach to software development and distribution that began in the 1960s and took the form we think of today starting around 1985, then more emphatically in 1998. As the Free Software Foundation put it 20 years ago Open Source software is "free as in free speech and not free as in free beer," though in many respects elements of many open source platforms are in fact free in the latter economic sense as well.

As a general proposition, if you can develop your software using Open Source tools and standards instead of commercially licensed ones, you will have lower development and licensing costs, though these relationships can get complicated and in many cases open source software is only financially "free" to individual users, not commercial ones.

There is also a strong anti-commercial (or at least anti BIG commerce) thread through the open source movement.

Pepsi and Coca Cola consider their "secret" recipes the most valuable things they have, but meantime, some wise guys called Open Cola have reverse-engineered their drinks and posted recipes that result in startlingly similar beverages.

Do I Need To Pay Some Kind Of Ongoing License Fees For Commercial Development Products I Use To Make My Software?

Generally, no, unless you actually use pieces of someone else's software within your own such as the "runtime version" of Corel Paradox, which has to be licensed for each instance it is resold but there is no fee owed for the resulting output the software creates.

Collecting fees from the *output* of developmental software tools would be like Microsoft trying to claim rights to Stephen King's next novel because he wrote it using Microsoft Word!

What Do I Need To Worry About In Terms Of Liability With My Software?

Two things mainly.

The software should do what you say it does when used the way it is supposed to be, and you have be very careful in your End User License Agreement (EULA) in listing out what uses are legally acceptable and how much liability your company is willing to accept – for example "none except the price of the software in the event of a failure".

Consult your legal advisor in helping craft your EULA.

Dealing With Your Programmer

What Is Escrow And How Does It Work?

Escrow is the method that most of the freelance websites use to handle transactions between you and the person you are hiring to do the job.

You transfer money from your credit card or PayPal account and then the money sits in "escrow" where you and the programmer can both see the amount of money that has been deposited but neither you nor the programmer can access the funds.

When the programmer completes the job to your satisfaction you then send a notification which automatically release the funds into your programmers account.

Okay now that you know what escrow is let me tell you why you need to be careful if you're using Scriptlance.com

The problem is that once you escrow the payment to a programmer through your Scriptlance account there is no way for you to get the money back unless the programmer releases the funds back to you.

This means that if you programmer bails out on you and doesn't complete the project then the funds are stuck in escrow and you'll have to contact the site administrators to sort it out. You can see how this could turn into an ugly situation.

So having said that…

Always Get A Working Demo Of Your Software Before Your Escrow Any Funds

You can tell you programmer that you'd like to see a functional demo so that you can check out the software before you escrow the funds, most of them will understand why. If you're working with a particular programmer and he is leery of creating the demo version tell him to put this into the software interface in big bold words…

THIS SOFTWARE MAY NOT BE REDISTRUBUTED OR RESOLD BY ANYONE FOR ANY REASON. IT IS FOR DEMONSTRATION PURPOSES ONLY. IF YOU DID NOT RECEIVE THIS SOFTWARE DIRECTLY FROM ME (PROGRAMMERS NAME) PLEASE CONTACT ME IMMEDIATELY AT (PROGRAMMERS EMAIL). NO TAKE ACTION WILL BE TAKEN AGAINST YOU FOR REPORTING A CYBERTHIEF.

This way your programmer will know that he has some armor that will protect him from you. Not that you would distribute the software unjustly. It will just make him feel a lot more comfortable and all you want to do is test the software anyway so what do you care?

Get A Timeline From Your Programmer!

Creating a software product can take a fair bit of time - at least several months and much longer for really complex programs. Before you start, ask the programmer how long he thinks each section is going to take and include those in the agreement.

All sorts of unseen problems can crop up while you're putting together a program, maybe you'll have some changes, maybe the programmer will have some suggestions, and these can have an effect on the timeline.

As long as you seem to be heading towards your target release date, and as long as your programmer isn't stringing you along, I'd advise being flexible about the time it takes to produce the finished product. It's better to get a great final product than a quick one that doesn't work properly.

Get The Source Code!

Always get the source code for your software products if at all possible, especially if you've paid for the software in full. If you're in a partnership deal with a programmer they may not be willing to give you the source code up front but you may be able to pay him/her for the codes out of your future profits.

Also when you get the source code create an agreement in writing detailing exactly what you can do with the code such as, resell the code, reconfigure the code, etc.

Be sure to get your programmer to add what is known as "comments" or "full documentation" to the source code in case you have to get a different programmer to work on it in the future. They will need to know what language it is written in and other important aspects of the source code and comments and documentation are simply like notes that your programmer will add to the programming source code so that he or anther programmer can easily know how to work with the code.

All properly trained programmers know that commenting and documentation is important so if you just mention this to them they will know what you mean.

Protect Yourself If Your Idea Is *Original* And You See Lot's Of Profit Potential!

Protect Your Self By Creating a Work Agreement - Even if you hire a programmer through well established freelance sites like Elance.com or Scriptlance.com, it's still a good idea to draw up some kind of legal agreement if you have a very original idea (rare but it could happen). The last thing you want to happen is that you reveal your idea for the greatest software product since Windows and watch some programmer put it together, cut you off and sell it to the highest bidder.

When you're entering into a business relationship like this with a total stranger, it is definitely worth paying a lawyer a couple of hundred dollars to draw you up a basic contract.

Your agreement may contain the following:

The Confidentiality Clause

By adding a confidentiality clause to your agreement you helping to be sure that the information you share with your programmer stays between you. If the programmer tells someone else and you lose

money, you want to be sure you're going to be compensated**.** If your programmer takes your idea or offers it to someone else, he probably won't go to prison but if he knows he'll have to pay a huge financial penalty that should be enough to ensure he abides by the clause.

The Payment/Ownership Agreement

If this is going to be a cash job, you want every penny put down. You don't want to release your product, watch it make millions then get hit with a lawsuit from your "old buddy" claiming 50% in royalties. If you're paying, the product is yours and so are the profits.

On the other hand, if you're not paying, the product isn't yours.

If you're working on a profit-sharing partnership, you'll have to negotiate who gets how much of the profits and for how long. You'll definitely have to make sure that that's all put down clearly in the agreement.

Delivering Your Software Product

You have created a great product and are finally ready to market it. However, before you start marketing your product you need to package it well. If you sell a product that can be downloaded directly from the Internet you need to also provide proper documentation and licensing information along with the software files.

Documentation consists of all manuals required for the customer to understand and use the product well. Without detailed documentation, your products value would be "zero", even if it's the best product around. Documentation generally consists of three guides:

- The Set Up or Installation Guide, which explains how to set up the software on the customers computer

- The Tutorial, which explains how the software can be in a day-to-day basis. It would also offer guidance and tips on how to perform certain tasks.

- The Help/Reference Guide, which is much more detailed and describes each of the software functions fully. This manual may require some time to develop.

- Finally, you should always include licensing information with your product. The licensing information would lay out all the terms of the agreement between your company and your customer concerning the use of the product, what they can do with it and not do, and it protects you and you company from any liability or damages resulting from the use or misuse of the software.

Use *On Demand* CD Duplication Services As An Alternative To Instant Downloads To Ship Your Software Product At A Low Cost

There are several companies that will copy and ship your product only after you receive an order. It doesn't matter if you only get 3 customers or 3000. This way you don't have to worry about paying to get your software duplicated on 1000 CD's if you haven't sold any of them yet.

This is what's known as "On Demand Disc Duplication".

If you're interested in this type of service you can try one of the following sites…

Kunaki - http://www.kunaki.com

SwiftCD - http://www.swiftcd.com

LuLu - http://www.lulu.com

Discmakers – http://www.discmakers.com

The only one of these services that I have used and can recommend is Kunaki. They will allow you custom create the graphics that will go onto your CD or DVD, put it in a CD or DVD case with the plastic shrink wrap and they will usually ship all your orders to your customers within 24 – 48 hours.

This could work well especially if you have a high price product and you can use these companies to ship any other kind of digital info product on disc as well.

Does Your Software Need To Be Updated Periodically?

Even if you don't plan to have a huge call center in India, most software needs updating. Also most software needs to offer some technical support. Think about whether your product will need either or both and then think about the best way to offer them in a way that keeps your product profitable.

We know a database company that built its database platform in Corel Paradox the 1990's.

Paradox is a very old-school system that you may not even have heard of, but it does what it does well. The key to this product is the data, which is updated regularly on a subscription model, not the interface, which has been updated twice in 15 years and may never be updated again. As long as it works, the clients in this case don't care.

In this case, Corel licensing (for the runtime version every buyer of this database needs) is dirt cheap. Paradox is rock solid and pretty much always works, even if its feature set is very old and clunky under the skin. So this company is in fact selling information, not a "software product" though it is sold and licensed as both.

With more than 200 customers their support staff is a single person who handles phone and email inquiries but is also updating the data continually. The software support costs are kept exceedingly low by leveraging a solid, database system that only works on DOS/Windows machines.

While the following questions may not fit your scenario whatever your market, customer base, and product requirements might be, think about these issues:

- Will the software do forever what it does now, or does it address a changing need?

- If the need changes, does it change yearly, every five years, or some other timeframe?

- How easy is it for a reasonably average computer user to install and use the software?

Have a plan for what you think your market will require, and solve as many problems in advance as you can.

- Thoroughly test and debug your software
- Distribute a pre-release version a.k.a. BETA version to some real users and get their feedback for the final release (buttons that make sense to you and your programmer might not make sense to them)
- Require that your programmer provide you with a good installer program that installs everything on your customers computer automatically – XP and Mac users now expect "smart" automatic installation, and this is not a corner I recommend cutting
- State what your support policy is and stick with it – if its email only with a 24 hour response, say so, and everyone will be happy

A Word On Testing Your Software

No matter how much you test your software, how good your documentation is, and how bug-proof the program is, you're still going to have to deal with customer service and tech support.

Developing foolproof software only protects you from "fools". It doesn't protect you from people who just don't understand, or who have odd configurations on their computer systems. Tech support can be a time consuming process, especially for complicated programs with lots of features.

It's much less of a cost for simple programs so it may be better for you to start off with simple software projects first.

Another thing to keep in mind is that stuff that runs on web servers will take a **lot** more time and effort to support than something that works on the customer's home or office computer. Keep this in mind when you consider creating software.

Software Success ***Power Tips!***

Create A Software "Brand"

Put some time into thinking about what to call your software, and whether you plan to expand on it later. While software that meets a real need is essential, and it has to work, it should have some branding to it – and try to be unique while still getting the idea across.

In the area of system maintenance for example, we have found no less than 20 products with the word "mechanic" in their names, from at least eight publishers. So is it a must that you find a way to use the word *mechanic* in your products name? I say no. You'll never standout, but you could try expanding the metaphor – Software Pit Crew for example.

Make Your Software Viral

Ask your programmer to add a "Tell A Friend" button or link into your software. When the users of your software click the button or link they will be taken to a page on your website where you have a "Tell-A-Friend" script set up where they can email a small group of their personal contacts and tell them about your software so they can download your demo application.

This isn't considered SPAM because the email will appear to come directly from a friend or personal contact and not from you. You could offer some type of incentive or freebie for anyone who tells their friends about your software.

Offer A Demo Download Of Your Software

This is a great way to get people hooked on your software so that they will want to purchase the full version. It should be easy for your programmer to create a demo version with fewer features. Or you can offer the full version that will expire in just a few days, a week or a month. The longer you let them keep and use the demo the more likely they are to get used to having and using it and then will be more likely to purchase the full version when the trial ends.

List Your Free Demo At High Traffic Software Download Sites

If your software is a general business application or has mass appeal it may be well worth it to pay to have you product listed on the free download sites such as…

http://www.download.com
http://www.tucows.com
http://www.freedownloadscenter.com
http://www.downloads-zdnet.com
http://www.jumbo.com
http://www.shareware.com
http://www.freewarefiles.com

You can find many others by doing a Google search for "software downloads" or "free software downloads."

Use Resale Rights Products To Increase Value

With all the different resell rights products available these days be sure to check them out and see if there anything out there that would enhance the value of your software product. The internet marketing crowd is really getting in to the niche marketing business and some one is sure to start developing niche software products with resell rights very soon.

Sell Resale Rights To Your Software

There are plenty of marketers who would snap up the resell rights license to your software products if they know there is a demand for them. You could offer your licenses a high price an only sell a handful of them and make back what you paid to develop the software very quickly and even turn a profit. I've done this myself so I know that it works.

Offer 300 - 500 licenses at $97 - $397 a pop and you'll see nice profits. But your software has to be darned good and in high demand with the market it is targeting to sell that many at a high price.

Build A List By Offering Your Software Product As A Bonus To Someone Else's Product

This one is pretty easy. If your software product isn't selling as well as you thought it would maybe you can find a company that sells a product your software will compliment then strike a deal where all their customers can download your product for free. Of course these customers would have to opt-in to your email list to receive the download. This is a snap to set up with on a simple auto-responder system. (Don't worry if you have no idea what an opt-in email list is as you'll learn all about opt-in lists in and auto-responders in the Email Marketing Module of this course.)

Trade Resell Rights To Build Your Product Line

You can use your products as leverage to build your product line by trading resale rights with other software developers and information publishers. This is as simple as sending the product owner an email with the trade proposal. I've done this many times to expand my product line without paying a dime.

Take Screen Shots & Make Demo Videos

You'll make more sales if your prospective customers can actually see and hear someone using your software product first hand. You can do this with a software product like Camtasia which is more on the expensive end or you could try something a bit cheaper such as ScreenCorder, HyperCam or Cam Studio.

You can check out these software packages at…

Camtasia Studio - http://www.techsmith.com/camtasia.asp

HyperCam - http://www.hyperionics.com

ScreenCorder - http://www.matchware.com

Or try the free…

CamStudio - http://camstudio.org

Reposition The Same Software Product To Target Different Niche Markets

Once you've got your software products fully developed you can make more profit by selling the exact same or slightly modified software to different niche markets.

Example 1: If you've developed a weight loss tracker for people who want to lose weight you could take the same basic software code and reverse its purpose and sell it to body builders who want to track how much muscle mass and weight they gain.

Example 2: Let's say you developed a software product that will help business owners create response generating ads. You could niche your software by targeting it to people who advertise in the Yellow Pages and you could sub-niche it even further by changing the name of the product according to your market for example …

- The Physicians' Yellow Pages Response Booster
- The Lawyers' Yellow Pages Response Booster
- The Contractors' Yellow Pages Response Booster

The list goes on and on.

I bet you'd make a lot more profit selling your software to these markets at $97-$197 versus selling it to the internet marketing crowd at $27-$47 considering that full page yellow pages ads cost thousands of dollars per year.

The price for your software would pale in comparison to the cost of a Yellow Pages ad so it's a group that has the money to pay the price for your software and they would probably jump on it based on the benefits they'd get in return.

Major Development Languages and Tools

You don't need to know what language is the most appropriate for your particular software and you certainly don't need to know how to do any programming yourself, but you should be aware of the basic popular languages and software tools – if only so you can make intelligent choices when working with programmers and can "talk the talk" of programming even if you can't, and don't need to, walk the walk so to speak.

There are basically 20 major active programming languages in the world today. Not all of them are equally practical for every application but if you're familiar with this list you'll be familiar with almost every general concept of programming language selection.

While about a third of the following are *very unlikely* to be used in your development, we thought taking the opportunity here to touch on them would be time well spent. The "top 20" list on the following pages comes from a recent market study of demand for programmers – meaning all of the following languages have active projects, whether new developments or maintenance.

In order of approximate popularity *by hiring of programmers*, and with a quick comment on typical uses for each, and the relative expense of development in each based on what a typical contract programmer might cost:

Java

Java is an object-oriented language developed by Sun Microsystems in the early 90s and intended as a replacement to C++.

Java is currently more popular than C or C++ mainly because of the percentage of new application development that is Web oriented, Java having been developed especially for online use. Anytime you see a page with ".JSP" in its website address that is a page being served via Java.

Java is one of four major contenders if you are planning on building online applications as opposed to desktop software or system utilities – the others being PHP and Cold Fusion, as well as for some things, Perl.

(Note that JavaScript has nothing to do with Java, just to confuse everyone a little more!)

Java programmers are readily available and there are more of them every day.

C

Developed in the early 70s by Bell Labs and consistently the most popular microcomputer language for the last 25 years or more, C is powerful, simple, and works well for both system software (for which is was originally designed) and custom application development.

There are some technical limits to C such as lacking object support that make other languages including C++ more flexible for certain kinds of applications.

C also "allows" programming that other more modern programming languages will stop when compiling, which means C will let bad routines get through to "final" versions of software if the programmer is not careful.

C programmers are extremely easy to find and accordingly not that expensive.

C++

Addressing many of the limits of C while remaining almost (but not quite) fully compatible with it, C++ adds classes, templates, namespaces and a host of other features.

Also it is easy to find people with these skills and relatively inexpensive.

Php

PHP is an open source object-oriented language for developing certain applications, web pages, and in a science-fiction-is-now-reality world, for developing other software itself.

"PHP" technically stands for Personal Home Page which gives an indication of what the developers had in mind, but PHP is now used much more broadly

than that, especially given its easy compatibility with every major database language and many other programming languages as well as working on every major operating system including Windows, Unix and the Mac.

Developers are finding more and more cool ways to use PHP every day.

PHP is a hot technology so it is in demand but it is also fairly easy to learn and the licensing is less complex and expensive than many other development tools.

Visual Basic

VB is a major Microsoft update to BASIC, which was the original primary microcomputer language in the 70s. VB adds rapid development, graphical user interfaces, database compatibility and a host of other improvements to BASIC.

Being a Microsoft product ensures its ubiquity and popularity. Indeed there are about a dozen specialized versions of VB already in circulation.

The greatest strength and weakness of VB is its deliberate simplicity. This makes developing in VB fairly fast and easy but some of the programming community looks at it with disdain – not that you should care if it meets your needs!

If you see web pages with "ASP" in the name, those pages are being generated from a VBScript based Web site.

VB programmers are easy to find, and a computer literate person can probably do some development himself in VB without too much trouble.

Perl

Perl was developed by Larry Wall and is often called the "glue of the Web" since almost any CGI script and many other features of Websites are the result of Perl.

Perl is not typically a language that would be used for an entire application but for elements of that application and how it interacts, for example, with

web pages, although (file under it's a small world after all) PHP was originally written in Perl.

Perl has very powerful data handling capabilities and is popular in financial applications for that reason.

Perl programmers are relatively more expensive than C or C++ or VB programmers.

C#

"C Sharp" (not "C Pound Sign") is an object-oriented language developed by Microsoft as part of the .Net initiative, which makes it appropriate for online applications and those intended to use standard .Net protocols.

Based on elements of Java and C++, we have not seen that many C# programmers around, so in the short term expect relatively higher rates from them if you decide to use this language for your software.

Python

Python is an open-source language developed in 1990 and very similar in features and functions to Perl.

The last major update to Python was in September 2005.

Javascript

JavaScipt is an object-based scripting language developed by Nestcape, almost exclusively for Web site development but it has other applications. JavaScript remains extremely popular even though it has not had a major update in a couple of years.

JavaScipt programmers are plentiful!

Delphi

Developed by Borland and originally a Windows-only version of Pascal with object orientation, Delphi has been further extended to work with both UNIX and Microsoft .net.

SAS

Now we have to get a little technical – SAS is a fourth generation database-oriented programming language. In this regard it is very similar to SQL.

Ironically this format of language makes user programming easier than many others (you could start building a database in SAS or SQL with a Dummies book and a couple of hours) but it has limited use. SAS is primarily geared towards mainframes. A Windows version is still supported, by the Mac is not.

Unless you're planning on complex database products you probably won't need SAS.

Pl/Sql

The other, and far more popular fourth generation database-oriented language is SQL, or "Structured Query Language."

Having a long history going back to the mid 70s, SQL has many database applications and is licensed by ANSI/ISO which makes it excellent for use in any situation with those certifications are helpful (like in many industrial situations).

If you are thinking of a relational data component to your software, you'll want to do some more research on SQL.

Vb Net

The version of Visual Basic for the .Net platform standard.

Lisp

Lisp – short for "List processing" is the second oldest standard language in real use today, having been developed in 1958.

COBOL

COBOL stands for "common business oriented language" and is a third-generation programming language that remains in use where it was intended – large administrative systems for big companies and government agencies.

You're unlikely to care about COBOL unless you go after that market.

Ada

Developed in the 70s and most recently updated in 1995. Used almost exclusively in military applications and military-like applications elsewhere, such as in flight-control systems.

Pascal

Developed in 1970, Pascal was, among other things, the basis for the original Macintosh operating system.

Abap

Developed by SAP for use with its own software platform, ABAP has gone through a couple of evolutions and is currently the key to developing SAP applications for the Web via NetWeaver.

If your software is intended to work with SAP, you will need ABAP programmers, who are plentiful but very expensive ($1000/day is not uncommon). If you are not working with SAP, you'll never need to worry about ABAP.

Cold Fusion

Now an Adobe product (coming to them from Macromedia who acquired it from original developers the Allaire brothers), Cold Fusion is a very popular tag-based middleware development language used exclusively for websites and web applications.

Cold Fusion can be made to do a wide variety of things from a software standpoint, and anyone who is comfortable with HTML development will find Cold Fusion pretty easy to learn.

Cold Fusion programmers are plentiful and as the learning curve is very low, pricing should be competitive.

Fortran

Last, and oldest, of the programming languages Fortran was developed in the mid 1950s by IBM for use in scientific computing, where it remains popular even now. Originally a procedural language, an object-oriented version of Fortran was recently released.

Module #6.0: Product Creation

"Preparing Your Product For Digital Delivery!"

"How To Produce Your Product So Anyone And Everyone Can Use It."

There are different ways of producing your digital products in written, video, and audio format so your customers can view them on their computer no matter if they have a Windows PC or a Macintosh. Let's start with how to produce a written document as an ebook, such as one that you would create in Microsoft Word.

If you are producing a written product such as an ebook you need to decide on the format of the finished product. This is a particularly important step and the reason is because you want to deliver your information product in a universal format so that it is able to be "consumed" and used by as many people as humanly possible.

How To Produce Written Info Products In Ebook Format

The Exe File Format (Not Recommended)

Statistically, most internet users are running on a Windows Operating System format.

That means most internet users can benefit from executable software formatted products, or those that come in the ever popular .exe file extension that runs on windows.

But, if you decide to only use the .exe format, you'll be leaving out a good chunk of potential customers that run on non-Microsoft operating systems, such as Macintosh.

Also .exe formatted eBooks are becoming less and less popular and many of them are not able to be viewed on the most recent versions of Windows. So

if you come across any website attempting to sell you ebook creation software that will output or produce your eBooks in the .exe format I would not recommend that you go that route.

Instead, there is a solution to offer your ebook to almost every potential customer no matter which operating system they run on.

And that is by using...

The Portable Document File, Or PDF File Extension, Made Possible By Adobe Acrobat (Recommended)

The genius of this particular file format for information products is that because the PDF file runs on an independent program that can be utilized from any operating system, meaning anyone can read a PDF no matter what. It makes the document files you create with it independent themselves so long as the customer has the program to run the PDF files from.

Adobe Reader is such a program that will allow anyone to view .PDF files on any operating system. Adobe Reader itself is also completely free for anyone to download and use to read PDF's. But the thing is that you have to use a special software application to create PDF files in the first place.

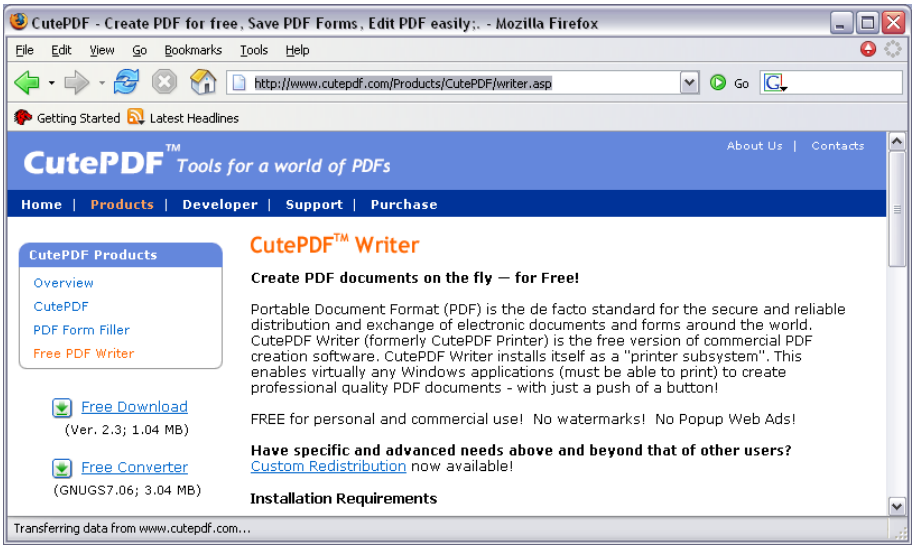
Several years ago Adobe Acrobat was the only product to create such a file format and at a cost of $300 it wasn't very cost effective for the entry-level marketer to take advantage of it.

Now, however, there are free programs that allow you to create information products in the PDF file format.

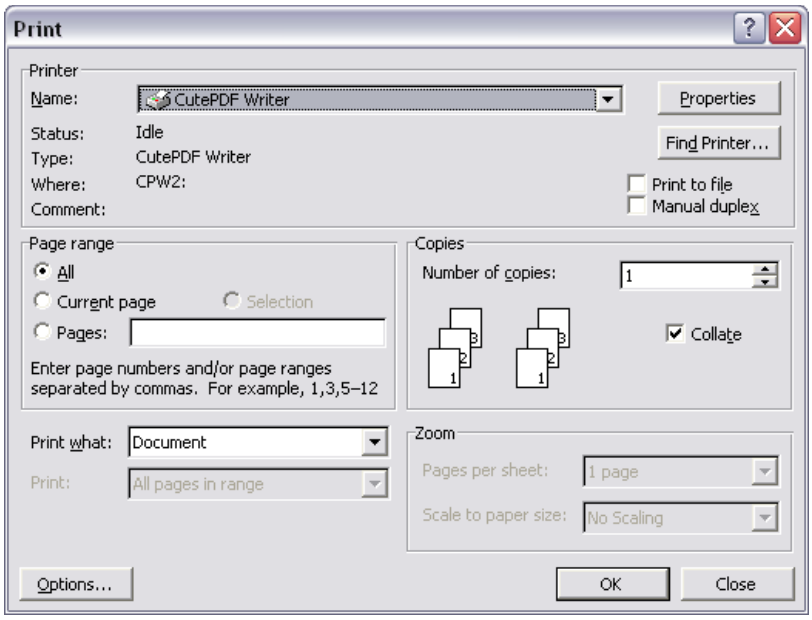
One of them is…

CutePDF - http://www.cutepdf.com/Products/CutePDF/writer.asp

(See Image On Next Page...)



Download the CutePDFWriter software and install it on your computer. Then from your word processing program simply choose it as your "print" option…



You'll then be asked where you want to save the file. Pick a location and save the text document as a PDF file.

Another free option for creating PDF files is…

Open Office - http://www.openoffice.org

To use it as a PDF compiler, all you need to do is open it up by creating a New Document.

Then when you finish writing up and formatting your original product as far as font settings, line spacing, adding images, and things of this nature are concerned, all you need to do is hit the Export as PDF button and it'll be exported in .PDF form.

Now normally, the links inside the document won't be clickable when you open up the finished PDF file in Adobe Reader.

There is a way to work around this, two ways actually. The first and easiest is to simply add the entire link within the document so that your readers can copy and paste them themselves to their own browsers.

The second and a bit more complicated way is to download a PDF editing program.

One free option can be found at: http://www.pdfedit995.com, however, if you are going to use this option, you'll also need to download the PDF995 program at http://www.pdf995.com.

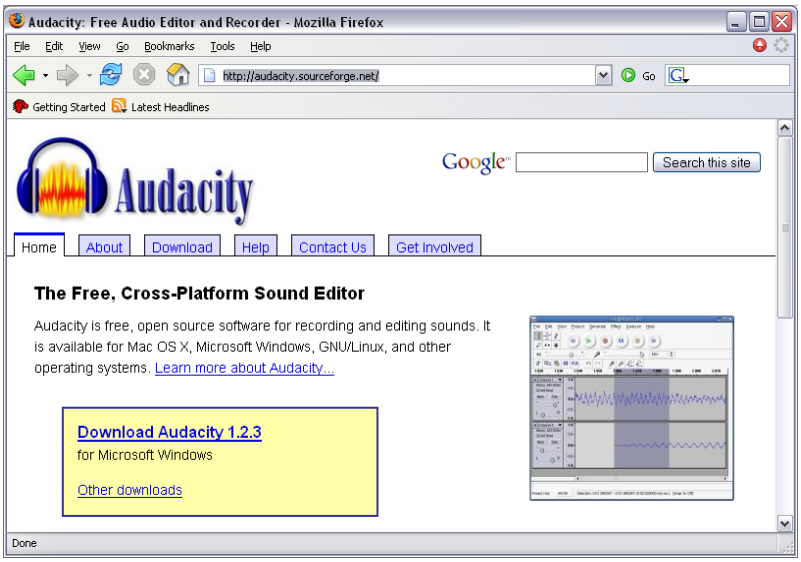
This works like an additional printer and creates the PDF files using the same procedure that you would use when you want to print a file. Sounds complicated, but it's not really.

All the information you could ever need about using the PDF995 line of software can be found right at their website.

How To Create And Package Audio Products For Free

There is a free audio software tool that makes it SO extremely easy for anyone to create an audio product.

It's called Audacity. Go to: http://audacity.sourceforge.net



Download the software and install it on your computer.

To create an MP3 go to…

http://audacity.sourceforge.net/help/faq?s=install&item=lame-mp3

Download the Lame MP3 encoder. Install it on your computer.

You'll use this file to create an MP3 from your audio recordings from projects that you create with Audacity.

Depending on whether you already have one of those cheap headsets (with the headphones and microphone combined together) that some dealers bundle with PCs, you can record an audio without spending a dime.

If you don't have a bundled microphone, the ones at Circuit City or Best Buy costs between $8 and $15.

From here onward, I'll assume you have Audacity and Lame installed on your PC.

Before You Record

A few basic setup configurations are required in order to record an audio. First, connect your microphone to the microphone-in connection on the PC.

Connect headphones to the stereo line out or headphone jack (generally the green audio connection). Don't forget to put those headphones on.

Then, a lengthy list of audio settings are recommended to keep your system running smoothly during the recording process.

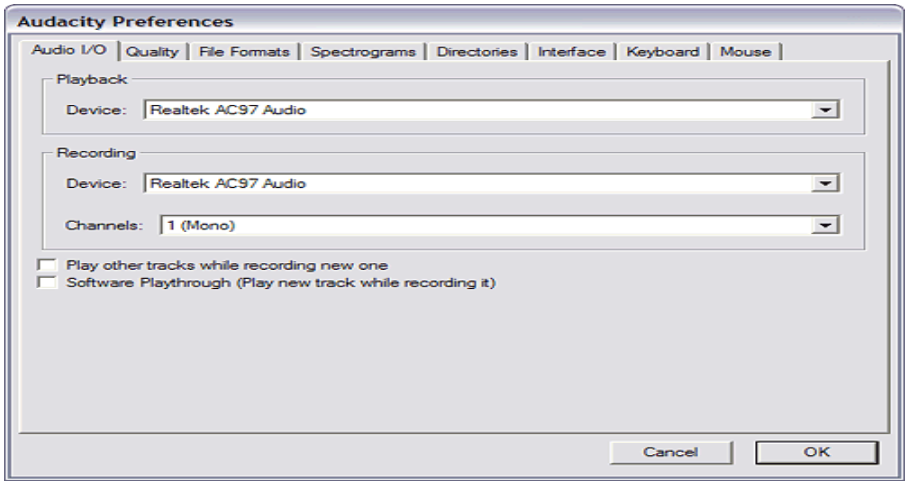
After you launch Audacity, make sure "Microphone" is selected as the recording source in the drop-down menu on the mixer toolbar.

(Figure 1. Configure Microphone as your recording source)

Open the Audacity Preferences window from the File menu. On the Audio I/O tab, verify that your sound card is selected as the device for both playback and recording.

In the Channels drop-down box under Recording, choose 1 (Mono) unless you have a need for making a recording in Stereo. Keep in mind that the Stereo option simply duplicates the track, making the file size bigger without a resulting improvement to audio fidelity.

(See Image On Next Page...)

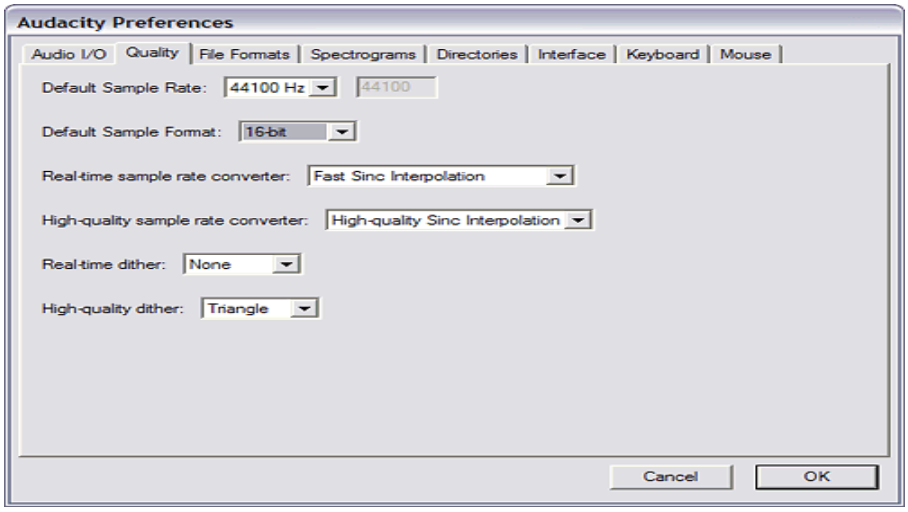


(Figure 2. Set the audio recording Channels selection to Mono)

Switch to the Quality tab, and choose 44,100 Hz as the "Default Sample Rate" and 16-bit as the "Default Sample Format."

Audio experts will argue that higher sample rates and formats are better, but for spoken word, 44,100 Hz and 16-bit sampling works just fine, especially considering that the resulting output will be MP3.

Ignore the rest of the settings on the Quality tab.



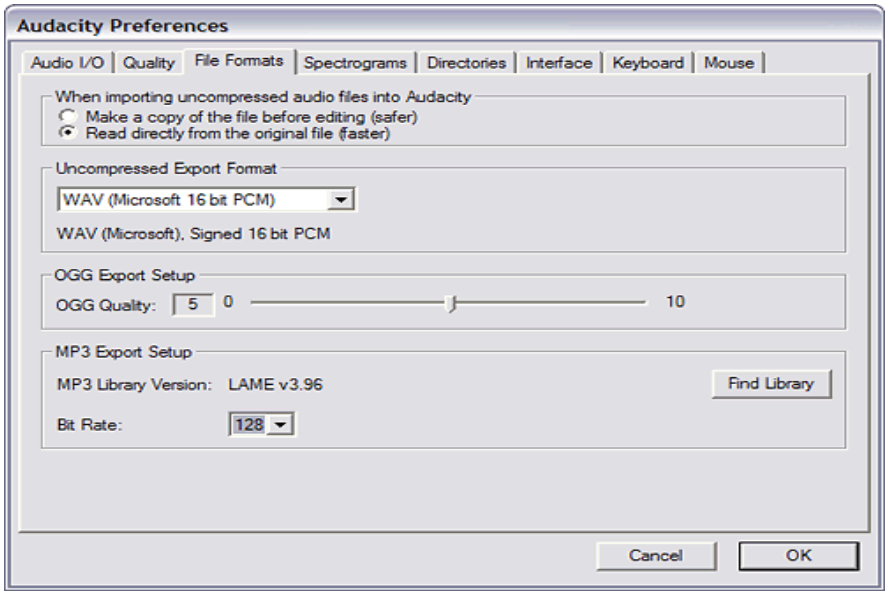
(Figure 3. Set the sample rate and bit rate)

The File Formats tab configures output options. Choose WAV (Microsoft 16 bit PCM) as the Uncompressed Export Format. Leave the OGG Export Setup untouched.

Then, find the location at which you extracted the Lame codec to add it to Audacity by clicking on the Find Library button and browsing to the file location.

I generally unzip the Lame codec to *C:\LAME* so I can find it easily, but there's no "right" location.

Once you've added Lame, close the Audacity Preferences window by clicking on OK.



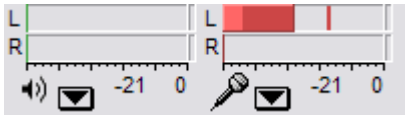
(Figure 4. Configure output options)

Ready To Record

Click on the microphone icon in Audacity's Meter toolbar to turn on monitoring. You should see a red level indicator moving slightly as it picks up ambient room noise.

Talk into the microphone and make adjustments to the volume until you get a level that rises close to the right edge of the meter without turning the far-right section solid red.

If you get a solid red bar at the far right, the audio is clipping, which means you're finished file will sound distorted. Once you've adjusted the level down a bit, you're ready to record.



(Figure 5. Activate volume-level monitoring)

With all the preparations out of the way, it's time to create your first audio. Push the Record button and start talking.

When you finish recording, press the yellow square Stop button and save the file in *.wav* format. Saving is an important step, in order to make sure you don't accidentally delete the file.

(Figure 6. Audacity recording controls)

It's time to edit the audio file or save it as an MP3 for distribution as your first audio.

Editing can be as simple as eliminating all the places you said "um" by highlighting them and deleting them, or as complex as adding a music bed and inserting other audio clips into the recorded file.

To keep this simple, we'll assume you're a one-take wonder and you recorded a perfect mistake free audio on your first try.

To save the file as an MP3, open the preferences again, choose the MP3 bit rate on the File Formats page. (Generally for voice audio, somewhere between 32 and 64 is good enough without making the file size too big.)

It is THAT simple to create an audio… and it’s completely for free.

How To Record Interviews With Experts

At some point you will probably want to hold teleseminars or just simply record phone interviews with experts in your idea/subject area.

Most use a service that charges them a fee per call – sometimes a flat rate or sometimes based on the number on the line.

Some marketers use a free software product called Skype to make free phone calls. The problem is that Skype doesn't allow you to record the phone call.

Now… there's a new free software product called Gizmo that lets you make free phone calls AND record the call.

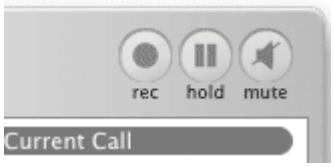
It's perfect for marketers holding teleseminars or doing interviews.

Go to: http://www.gizmoproject.com

Download the free software, install it on your computer and then purchase the number of minutes you want.

Call Recording

At the bottom of the call control drawer on your Gizmo, you will find three buttons: Record, Hold and Mute.



After a call has connected, you can press the Record button, and Gizmo will begin recording the call. The file is placed by default on your desktop, but you can specify a location in your software options/preferences. The file is a .wav file and should be playable from any media player like QuickTime or Windows Media Player. When you begin recording the call, the other party will hear an announcement, "Call being recorded." You will not hear the announcement. When you finish recording, the announcement will tell the other party, "Call recording stopped." If you want an MP3 rather than a WAV file, you can import it into Audacity and save it as an MP3.

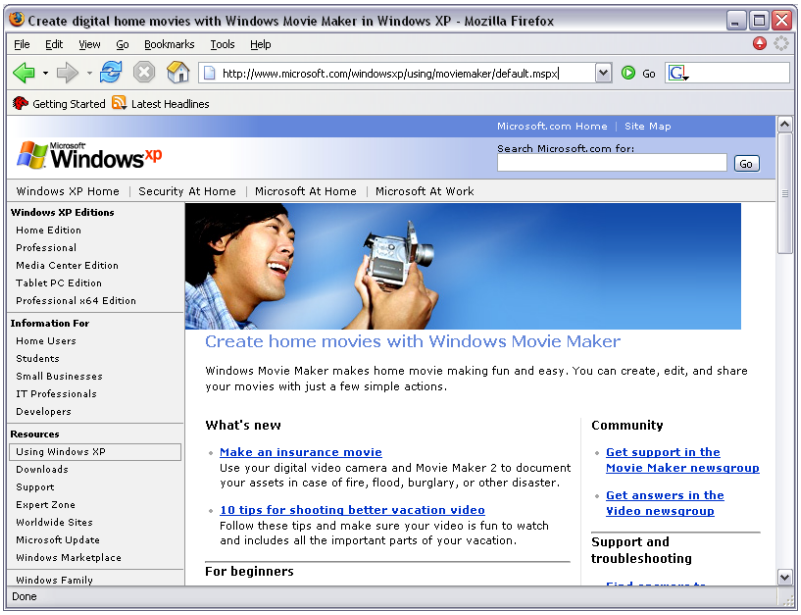
NOTE: Recording calls is legally restricted in certain countries, states and localities around the world. It is your responsibility to understand and comply with any laws that may apply to you or the person you are calling.

How To Edit And Package Video Products For Free With Windows Movie Maker

When it comes to free video editing software (for PCs) there is little doubt that Microsoft's Movie Maker is the most robust and feature-rich product to use.

It comes free with Microsoft Windows or you can download it here:

http://www.microsoft.com/windowsxp/using/moviemaker/default.mspx



Other Options

If you are looking for other options for free video editing software try these resources:

http://desktopvideo.about.com/od/softwarereviews/l/bl_freesw.htm

(Note: About.com may show a few pop-ups.)

http://www.mrfreefree.com/free_software/free_video_editing_software.html

Capture Video From A Tape In A DV Camera With Movie Maker

Connect your DV camera to your computer. In most cases this requires a USB or IEEE 1394 input on your PC and an IEEE 1394 cable Or USB cable to connect your camera. On the camera, set the camera mode to play the recorded video. (This is often labeled VTR or VCR on a DV camera.)

1. Start Movie Maker. To start Movie Maker, click "Start", point to "All Programs", point to "Accessories", and then click "Windows Movie Maker".

2. On the File menu, click "Capture Video". Alternatively, in the Movie Tasks pane, under Capture Video, click "Capture from video device".

3. On the Video Capture Device page, in Available devices, click the "DV camera".

4. In the Enter a file name for your captured video box, enter a name for your captured video file. Then, in the Choose a place to save your captured video box, select the location where you want your video to be saved, or click Browse to select a location.

5. On the Video Setting page, choose the video setting you want to use for capturing video and audio.

6. On the Capture Method page, click "Capture the entire tape automatically". The tape in the DV camera will rewind. Capture will begin automatically and ends when the video tape ends.

7. Select any of the following commands:

- To separate the video into smaller clips, select the "Create clips when wizard finishes" check box.

- To stop capturing before the end of the video tape, click "Stop Capture", and then click "Yes" in the resulting dialog box to save the video that has been captured.

8. To close the Video Capture Wizard, click "Finish".

The captured content will be imported into a new collection with the same name as the specified video file.

Capture Parts Of A Video From A DV Camera With Movie Maker

If you want to capture parts of a video from a tape on your DV camera, rather than the entire video, perform the first five steps in the procedure above, and then the following steps:

1. On the Capture Method page, click "Capture parts of the tape manually".

2. To separate the video into smaller clips, select the "Create clips when wizard finishes check box".

3. To prevent audio from playing while capturing video, select the "Mute speakers" check box.

4. Locate the video and audio you want to capture from your tape by using either the controls on your DV camera or VCR or the DV camera controls in the wizard.

5. To begin capturing video, click "Start Capture". The tape will play automatically and capture will begin.

6. When the tape reaches the point at which you want to stop capturing, click "Stop Capture". Repeat these steps for each part of the video tape that you want to capture.

7. When you have finished capturing, click "Finish" to close the Video Capture Wizard.

The captured content will be imported into a new collection with the same name as the specified video file.

Capture Analog Video From A Camera Or VCR With Movie Maker

Analog video capture is useful when you have older video content, such as VHS tape, and want to convert it to digital. Or you may have an older camcorder that only provides analog outputs, such as composite or S-Video.

Performing analog capture requires a hardware device that can take video input from a composite or S-Video signal and convert it to digital data.

To capture video in Windows Movie Maker from an analog video camera or VCR:

1. Connect your analog camera or VCR to your computer's capture device, and then set the camera mode to play recorded video (often labeled VTR or VCR on an analog camera).

2. Open Windows Movie Maker

3. On the File menu, click "Capture Video".

4. On the Video Capture Device page do the following:

- In "Available devices", click the analog device you want to use to capture video. In the 'Video input" source list, click the input line you want to use.

- If you want to adjust and configure the video capture device settings, click "Configure".

- In the "Audio device" list, click the audio capture device you want to use, and then, in "Audio input source", click the input line you want to use.

- To adjust the volume of your captured audio, move the Input level slider to the level you want to use.

5. In the "Enter a file name for your captured video" box, enter a file name for your captured video file. Then, in the "Choose a place to

save your captured video" box, select the location where you want your video to be saved or click "Browse" to select a location.

6. On the Video Setting page, select the video setting you want to use for capturing video and audio.

7. To separate the video into smaller clips, select the "Create clips when wizard finishes" check box.

8. To prevent audio from playing over your speakers while capturing video, select the "Mute speakers" check box.

9. To automatically stop capturing after a time period has elapsed, select the "Capture time limit" check box, and then type or select the length of time you want to capture. Time is displayed in the form of hours: minutes (h: mm).

10. Using the controls on your analog camera or VCR, locate the video and audio you want to capture from your tape. In Movie Maker, click "Start Capture", and then press the Play button on your analog camera or VCR.

11. To begin capturing, click "Start Capture", and then press the Play button on your analog camera or VCR.

12. Do one of the following:

- When the tape reaches the point at which you want to stop capturing, click "Stop Capture", and then press the Stop button on your analog camera or VCR.

- If you have selected the "Capture time limit" check box, wait for the specified amount of time for video to be captured, and then press the Stop button on your analog camera or VCR.

13. Repeat steps 10 through 12 for each part of the video tape you want to capture.

14. When you have finished capturing, click "Finish" to close the Video Capture Wizard.

Capturing Live Video From Your Camera With Movie Maker

When your camera is connected to your computer, you can use Movie Maker to capture video directly to your hard drive without saving the video to tape first. Start by connecting your camera to your computer as described above.

Set the mode on your camera to capture live video and audio. (This is often labeled Camera mode.) Start Movie Maker on your computer and begin the video capture as described above. Choose your device and configure device settings as explained above.

Enter a file name for your video and choose a place to save your video.

1. On the Video Setting page, select the video setting you want to use for capturing video and audio.

2. To separate the video into smaller clips after the wizard completes and the video is captured, select the "Create clips when wizard finishes" check box.

3. To prevent audio from playing over your speakers while capturing video, select the "Mute speakers" check box.

4. To begin capturing, click "Start Capture". To stop capturing, click "Stop Capture".

5. Repeat these steps to capture another segment of live video.

6. Click "Finish" to close the Video Capture Wizard.

The captured content will be imported into a new collection.

What To Do With Your Video Once It's In Movie Maker

Building A Storyboard

Movie Maker automatically divides your video into segments to make it easier to drag and drop the parts you want onto the storyboard where you put your movie together.

To build a storyboard:

1. Import video to your PC. You'll see your clips in the Collections view.

2. Double click on each clip to see how it looks in the preview window.

3. Once you've decided which ones you want to put in your movie, click and drag the clips to the Storyboard in the order in which you'd like them to appear in your final movie

4. To rearrange your clips on the storyboard, just drag and drop them to a different location.

Editing Your Clips

Trim your clips to get exactly the footage you need.

To edit clips:

1. In the Timeline view, click on the clip you'd like to trim.

2. In the Preview window, drag the scroll bar slowly and watch as the video progresses.

3. Stop at the point where you want to trim the clip.

4. On the Clip menu, click "Set Start Trim Point".

5. Now continue to drag the progress indicator until you reach the desired end point of your clip.

6. On the Clip menu, click "Set End Trim Point".

7. You will now have your trimmed clip.

Adding In Audio

A soundtrack can really draw your audience in and add fun to your home movies. Just import your favorite clips and then drag them to the timeline.

To add audio:

1. In the Task pane, click on "Import audio or music".
2. Navigate to the music track you'd like to add to your movie .
3. Click on "Import."
4. The music track will appear in your Collection view.
5. Click on "Show Timeline" button in the Storyboard section of your screen.
6. Drag your music track to the Audio/Music level of the Timeline.

Converting The Video To A Widely Used File Format

Once you've crafted your video to be the way you want you'll want to make sure it's either in MPG or FLV format for best video results. Here are some free converter software programs to transform your video into any format you want.

Video File Comparisons:

http://www.videohelp.com/comparison.htm

Converting Video To Flash Video (FLV):

http://www.download.com/Riva-FLV-Encoder/3000-2140_4-10381392.html?tag=lst-0-1

Converting Video To Other Formats:

http://www.pcworld.com/downloads/file_description/0,fid,23162,00.asp
http://www.hotscripts.com/Detailed/50351.html
http://www.onestopsoft.com/mi-v-conv.html

How To Package Your Digital Products As Instant Downloads (.Zip Files) For Free

Sometimes you will want to bundle your files together and allow your customers to download them digitally from your website.

Some web host providers will not allow your customers to download EXE files and if you link directly to a PDF, MP3 or other audio/video file it will try to play or open the file immediately rather than downloading and saving the files to your customer's computer.

So if you have several different files that you need to deliver to your customers wouldn't it be great to be able to package all of them into a single file they can download easily.

Well you can definitely do that and the software tool you want to use is called WinZip at you can get it for free at…

http://www.winzip.com

All you really need to do is create a specific name for your zipped file, something like myproduct.zip etc., import all the files from your desktop, and they'll be ready to upload as one single file.

Simply open up the WinZip program, choose the "Use Evaluation Version", and if you aren't already using the Classic interface, then just hit the "WinZip Classic" button at the lower left corner of the program window that opened up.

Once you're there, a different screen will appear.

Choose the New icon at the top. When you click the new icon, a new window will pop up. In the "File name" area, put the name of the file you'd like your zipped product to have. Say, myproduct.zip, then be sure to set the location to where you want the zip file to be created at on your computer, or make note of where it is going to be created, and then click OK.

Now, find the files you want to add inside your zip file for your product. For instance the YourProduct.pdf, YourProductAudio.mp3 , YourProductVideo.swf and hit the Add button.

If you want to add multiple files at the same time, hold down the Ctrl key when selecting the files.

Once you've finished, release the Ctrl key and then hit the Add button. All the selected files should upload inside the zip file together.

If you have a specific folder you would like to add to the zip file, then you will need to hit the Cancel button to close the Add window.

Once closed, you will be taken back to the original window. Now, you will need to open up the My Computer area and navigate to the folder you wish to add.

Highlight the folder, then drag it over to the empty white space under the top icon menu on the WinZip window that is open. Then you should see your files appear there. You will not see the folder, but rest assured when you open up your newly zipped file it will be there.

Close the WinZip Program and find your myproduct.zip file inside the folder you placed it in, that's all there is to this.

Protecting Your Copyrights

As you learned in a previous module, US Copyright Law (Title 17, U.S. Code) provides protection to all authors of "original work of authorship". This includes literary and other forms of intellectual work such as eBooks, articles, and other content.

Any work published after 1989 is automatically protected under the US Copyright Law. You don't need to display a copyright notice. However, it is crucial that you register your work with the US Copyright Office to fully enjoy the benefits of your copyrights. Without registering, you may not have any remedy if you find your work was illegally copied. Registration isn't mandatory but it's highly recommended.

One of the key advantages of registering your information product is that you can sue violators for infringement if the product is registered. NOTE: you are awarded statutory damages only if you are registered within 3 months of your first publication. Registering your work is proof that your work is copyrighted.

As stated earlier, you may not need to display a notice if your work is published and registered after 1989. However, to be on the safer side it is always advisable to include small notice stating that all content is copyrighted under the US laws. The format of the notice is as follows:

Copyright © 2009 COPYRIGHT
(YOUR NAME). All rights reserved.

Many people have a misconception that if this notice is not displayed, the content is not copyrighted. To remove any misunderstanding, it is best to exhibit such a notice.

To register your eBook with the US Copyright Office, you can visit these sites…

MediaRegister – http://www.mediaregister.com

Click and Copyright – http://www.clickandcopyright.com

Infringement of copyright can have many repercussions. A court of law can seize any material that violates copyrights. It can also restrict the infringer from doing any more business. Monetary damages are also provided. The

injured party can choose to receive either his/her actual damages and profits made by the infringer or statutory damages.

However, most people weigh their options before suing a party for violation of copyrights. It is advisable to sue as a last option. If you can ensure that the infringer would stop being dishonest, you may not have to sue.

This would save you your lawyer fees, which in many cases is higher than the damages claimed.

Copyright laws have some limitations. In some cases, these limitations are specified exemptions from copyright liability. Besides, there is a limit as to what can be copyrighted and what can't. Usually all literary works, which includes information products and software products are copyrighted.

However, works that are not in a tangible form such as speeches that have not been recorded or written cannot be copyrighted. Thus, a speech or an interview by someone that has not been written or recorded anywhere cannot be copyrighted.

Other works that cannot be copyrighted include:

- Titles, names, short phrases, and slogans; familiar symbols or designs; mere variations of lettering, or coloring; mere listings of contents

- Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from a description, explanation, or illustration

- Works consisting entirely of information that is common property and containing no original authorship, such as lists or tables taken from public documents or other common sources.

For detailed information on copyright issues please visit the US Copyright Office at: http://www.loc.gov/copyright

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Module #7.0: Website Creation

"Why You Must Have A Website And What It Can Do For Your Business!"

"Your Website Is a Store That Is Always Open For Business."

If you were to start a traditional business in the offline real world it could cost you $10,000 - $100,000 dollars just to get set up. But in this module you will learn how to dramatically lower your overhead costs by using a website and online payment processing services to take the place of the following three critical components that all businesses must have:

1. A place where people can come and learn about your products and services, for example your store.

2. Salespeople to will explain the benefits and features of your product or service to the people who come into your store and sell it to them.

3. A checkout and payment system that gives the customer a way to pay you money in the form of credit cards, checks or cash.

Setting up your own order taking website is like hiring robot that will do all of these things and work for you around the clock, 24 hours a day, 7 days a week to make YOU sales.

Think about it…

Your website won't ever get tired of selling your products. It won't ever complain. It won't ever need take a lunch break and it will do the job exactly as you "tell it to" every single time. You can tell your website "what to do" by the way you set it up.

Essentially once you get your website set up the proper way you only have to make minor tweaks and adjustments here and there to improve the marketing process so that you can make more sales while doing less work.

The Low Start-Up Cost Advantage

These days you can purchase everything you need to put a website online for about $20 out of pocket and if you spend another $50-$200 sprucing up your website design just a bit, you can make it look just as professional as the website of a multimillion dollar corporation.

You can hire an average graphic designer to give your website a very nice look and feel or you can just purchase a ready-made business website template. Again you can do all this for probably less than $200 dollars which is a very moderate cost compared to what it would take to make a physical store look like a multimillion dollar corporation in the off-line world.

Here's a site where you can get great looking professional site templates that are tailor made for websites that sell information products…

E Z Minisites - http://www.ezminisites.com

Also you can do a Google search for "**mini site templates**" or "**website templates.**"

Copywriting And Sales Letters Are The Key To Selling Your Products Online”

Copywriting is the practice of writing messages that are designed to market yourself and your business. Good copywriting has always been and will always be at the heart of all successful direct marketing. Examples of copywriting can be seen and heard every day in newspapers, magazine ads, radio and television commercials, internet advertising and any other spoken, written or printed media where the objective is to get the listener, viewer or reader to take a specific action such as requesting more information or purchasing a product.

Now, the fist copywriting related direct marketing mechanism that you will learn about in this course is called a “sales letter.” You will discover how to write all of your sales letters (and other sales materials for that matter) using a systematic process that will produce the best results possible.

Learning to be a great copywriter is something that comes with time and even the best copywriters in the world are always seeking to learn about new writing techniques which will help them write better copy, which improve sales, and so should you!

And here’s why…

Your Sales Letter Is "The Sales Person" Of Your Website

Using the Internet as leverage, there is no need for you to go door to door to sell. There is no need for you to travel to meet your prospects either as the Internet will help you bring everyone who is interested in your product to your website. In addition, there is no need for you to hire any human salespeople or do any face-to-face selling yourself.

The only thing you need to do all the selling on your behalf is to write a powerful sales letter and put it on your website.

But…

Before we cover the "how to" of writing a sales letter, it is important that you understand the concept of what a sales letter is and the REAL reason why you need to put one on your website in the first place.

Quite simply, if you are going to be in this business you need to know how to write to sell. Actually writing to sell is the number one skill you MUST learn as an information product business owner because if you can't sell your products effectively through your website, your business will fail.

If you do not know how to produce a good sales letter you cannot turn your idea or product into a money-producing asset because no one will want to buy it even if you have a great product.

Once you get your sales letter up on your website it then becomes your virtual sales person because your sales letter will do all the selling on your behalf to everyone who visits your website.

Your sales letter is like a personal yet very persuasive letter from you to your prospect. In your sales letter is where you will say everything you can truthfully say to give the reader powerful and convincing proof that your product works while thwarting all of their possible objections in order to persuade them to buy your product.

How To Write A Sales Letter That Pulls In Orders

Have you ever heard of the A.I.D.A. formula? The A.I.D.A. formula stands for attention, interest, desire and action. In a nutshell, those four words sum up the entire purpose of your sales letter.

Attention - You want to grab the attention of your prospect right away so that they are compelled to read the rest of your sales letter.

Interest & Desire - Within the body of your sales letter, you're going to pique the interest and stir up the desire of your prospect so that they can see themselves using your product or service.

Action - And lastly, you're going to move the prospect to take action and in this case with a "sales letter" the action that you want a prospect to take is to order your product right away.

So, let's cover how to write every component of a good sales letter based on the AIDA formula.

Always Use Headlines To Grab The Readers *Attention*

You must have something at the very beginning of your web page that you do not see on majority of the web pages out there – **a headline**!

This is a hard and fast rule with absolutely no exceptions!!!

Your Sales Letter Must Always, Always,
Always Have A Headline.

Why?...

Because headlines have been proven to grab a reader's attention. For instance, when you pick up a newspaper your eyes immediately start scanning for headlines. You naturally skip over articles that have no interest you, but when you see a headline that does pique your interest you stop and continue to read that article.

When you see a magazine in the checkout aisle at your local grocery store you'll notice that the cover is filled with punchy an interesting headlines. That's because, magazine and newspaper publishers spend millions of dollars to market their publications and they know that headlines work to grab a reader's attention.

So, a headline is first thing your prospect is going to look at when he visits your web site. Your headline serves as a mini-advertisement to give your prospects an idea of what the rest of your sales letter is all about.

Your headline must grab the attention of your visitors or else they will not read the rest of your sales letter. This is **very crucial** – the headline will often **make or break** your sales letter!

The size of your headline should be bigger than the rest of the text in your sales letter. You may want to color and stylize (for example underline, **bold**, italic, **highlight**, and ~~strike-through~~) your headline text.

Since your letter's headline is the first point of contact your prospect has with your message, it must reach out to him. It must tell him how he will be better off and what he'll discover if he reads the rest of the letter.

(Here You Can See An Example Of A Good Attention Grabbing Headline With Text That Is Stylized With Color, Underlining And Italics)

The 3 Responsibilities Of A Headline

1. A Headline Should Announce Your Products Biggest Benefit

Unless you attract the reader's attention right up front you can count on your visitors to stop reading in about 3 seconds or less. That's about all the time your headline has to make a difference. That is why your headline must grab the reader's attention by clearly stating the biggest benefit someone will get from reading the rest of your sales letter right away.

2. A Headline Should Be Powerful Enough To Make Them Want To Read More

Your headline should compel your prospect to keep reading the rest of your sales letter. It is best to let your headline make a powerful statement without giving away so much information that someone won't have to read the rest of the message to learn more.

Here's an example of a simple headline that will motivate interested people to read more …

"Published Author Reveals How To
Write A Book In 30 Days Or Less!"

Anyone who is interested in writing a book is going to want to find out who this published author is and how it could ever be possible to write a book in 30 days or less.

Here's another example:

"100 Can't-Fail Creamy Fudge
Recipes From The Worlds' Greatest Cooks!"

Fudge lovers will keep reading. Interested cooks will keep reading. Even people who are on diets may keep on reading if they are interested in making fudge for friends or family members.

3. A Headline Should Deliver An Entire Mini-Sales Message

If you think about it you'll see that your headline is really a stand-alone sales message. Quite simply, a headline is an advertisement for the rest of your sales letter advertisement. Or as some experts say "the headline is like an ad for your ad." It's designed to sell someone on wanting to read the body of the message. Readership studies show that 80% of your prospects will read only the headline before deciding whether or not they want to know more. That means you'll lose 8 out of 10 prospects if your headline doesn't "sell".

How To Write A Good Headline

The hardest part of writing a headline is figuring out what it is you want to say. Now, don't laugh! You can create the most grammatically perfect headline using the most proper English possible and still have a sales letter that performs terribly because…

Saying the wrong things with the right words = No Sale!

You need to convey your point in as few words as possible and not worry as if your High School English teacher is going to be grading your paper. Your goal is not to show the world what a talented and eloquent writer you are. Your goal is to make the cash register ring! So don't start out focusing on "how" you are going to say something, start out focusing on "what" it is you want to convey to the readers and which of their "pain" buttons you want to push.

Give your headline the respect that it deserves. After all, it is the most important component of your sales letter. It's the one chance you have to grab the attention of your audience. If your headline fails to do its job properly, the remaining portions of the sales letter will never get their chance to shine.

In order to write a powerful headline you have to step out of your shoes, and into the shoes of your prospective customer. You have to know which buttons need to be pushed. You have to know which words will excite them and which ones will put them to sleep.

But most of all, you have to know how to use those words to make it impossible for them NOT to want to read the remainder of the sales letter.

Eight Types Of Headlines You Can Use:

1. **How To Headlines** - People love to know how to do things. When combined with a powerful benefit the "How to" headline always gets people's attention. In fact, they're probably the two most powerful words you can use in a headline.

2. **Secrets Of Headlines** - People always want to know "insider secrets." We love to know things that other people aren't privy to. Knowledge is power and those who have it feel powerful. Besides

that, most of us enjoy a good mystery, especially in the end when the "secret" is revealed.

3. **WARNING Headlines** - Remember that people are motivated by fear of losing something more than the promise of gain? Well, the "warning" headline screams fear. The word "warning" also demands attention and combined with something of interest to the reader, is a very powerful headline.

4. **News Headlines -** This form tells your prospect something he did not know before. *"Now, A Copy Machine That Copies In Color"* is an example of this type headline.

5. **Promise Headlines -** Here, you are promising something if the prospect follows your advice. For example: "*Switch To XYZ Abs Flex And I Promise That You'll Lose That Spare Tires In 6 Weeks – Guaranteed!*"

6. **Selective Headlines -** Headlines such as *"To All Who Are Suffering Financially!"* or "*Bald Men – Lend Me Your Ears*!", limits you to a specific group of prospects. Caution however, this type of headline can eliminate potential customers. For example, people who aren't suffering financially may still want your product about how to invest in real estate and women who are losing their hair may be interested in your solution to growing back their hair. So use the selective healing technique carefully

7. **Curiosity Headlines -** The purpose of this headline is to arouse the prospect's interest enough to make him read your letter. An example of this headline would be: *"Do You Have Trouble Going To Sleep At Night? Well I Don't Anymore."*

8. **Demand Headlines -** Watch out for this one as most people resist pushiness. *"Do It Now!"* or *"Get Your Copy Today!"* headlines generally can be improved by changing them to less obtrusive words such as: *"Call For Your Key To Success*!"

Ten Tips For Writing Powerful Headlines Every Time

There is no one fast and firm technique for writing a good headline. If the headline works – it's written correctly. If it doesn't work, you'll know from a lack of sales. There are, however, some basic headline rules that always work. All you have to do is learn the rules and then write headlines that obey those rules.

1. Keep It Super Simple (K.I.S.S.)

Don't beat around the bush; don't try to use clever word play. Just deliver your message and let the headline do its job.

- "Free Shipping On All Harry Potter Books Ordered By January 31st!"
- "Save 30% on Authentic Designer Purses!"
- "Lose 3 Dress Sizes In 30 Days!"
- "Learn How to Increase Your Trading Skills at a No-Cost Online Seminar!"
- "Pay Less for Valentine's Day Flowers - Pre-Order Today!"

2. Put Your Biggest Benefit Out In Front Of The Reader

Don't make readers wonder what's in it for them. State it up front and state it loud and clear.

- "Order 12 Months Of eBay News And Get 10 eBay Store Templates Free!"
- "Make $750 per Week In Your Spare Time By Cleaning Window Blinds!"
- "Quit Smoking In 30 Days Without Cold Turkey Symptoms!"
- "Learn How To Profit From The Coming Oil Shortage!"

3. Try Writing A Newsworthy Headline

People love a "newsy" headline. Newspaper journalists know that so take a cue from their writing style and watch your sales grow.

- "Brazilian Botanist Discovers Anti-Aging Nectar In Common Planter!"
- "Unemployed Truck Driver Finds Gold In Recycled Garage Junk!"
- "Created For His Own Kids, Dermatologist Announces New Acne Treatment!"
- "Home Business Accountant Reveals 50 Legal Tax Deductions YOU Overlooked!"

Don't be concerned if the product or service isn't brand new. It doesn't have to be brand new to be "news" to someone who has never heard of it.

4. Use The Power of "How To"

You almost can't go wrong with a "How To" headline. People love learning new ways to accomplish things and they love to look knowledgeable to their friends.

- "How To Hypnotize Anyone In 2 Minutes Or Less!"
- "How To Write Killer Headlines Every Time!"
- "How To Do All The Magic Tricks You See On TV!"
- "How To Make Money In Your Spare Time With A Block Of Wood And A Pencil!"

5. Give Them A Juicy Question To Ponder

Pose a question that can only lead them to read your sales letter to get the answer. People love questions and they'll love your product or service if it answers it for them.

- "Was Your Last Raise As Big As You Deserved It To Be?"
- "Have You Ever Made This Mistake On Your Resume?"

- "What Do People Think When They Hear You Talk?"
- "Have You Ever Been Nervous About Approaching Someone You'd Like To Meet?"

6. Give Them A Direct Command

There are plenty of people who are waiting for someone to tell them what to do. You can be their leader, if you craft the right headline.

- "Stop Wasting Time And Get The Promotion You Deserve!"
- "Don't Let Shyness Stop You From Finding True Love!"
- "Stop Losing At The Poker Table. Read This Article Now!"
- "Stop Looking Like You Dressed In The Dark!"

7. Offer people life-changing information

People spend billions of dollars every year on books, magazines, newspapers and newsletters because they want to change their lives. You can tap into that huge market with your life-changing headlines.

- "Ten Steps You Need To Take Now To Terrorist-Proof Your Portfolio!"
- "Discover The 5 Easy Steps To Writing Your Own Sales Copy!"
- "10 Things You Can Do Right Now To Add 20 Years To Your Life!"
- "What Your Dentist Hopes You'll Never Discover About Overbilling!"

8. Use Testimonials In Your Headline To Let Other People Sell For You

You don't have to be an expert as long as someone else is willing to praise your product or service. You get a double bang because people want to own or use things that are popular and they want to associate with successful or popular people.

- "Read What Your Stockbroker Is Reading And Know What Your Stockbroker Knows!"

- "Here Are The 5 Things That All Successful Internet Marketers Have In Common!"
- "Why Oprah Won't Leave Home Without This Makeup Item In Her Purse!"
- "15 Popular Presidents Carried A Silver Dollar With Them, Here's Why You Should Too!"

9. Personify Your Headline By Adding A Bit Of "Character"

People are naturally distrustful of advertising, especially when it seems a bit hard to believe or when they feel disconnected from what the headline is saying. Add a little "down home" authenticity and watch your response rate soar.

- "N.Y. Cab Driver Discovers Secret To Better Vision!"
- "How One Texas Ranch Hand Wins 8 Out Of 10 Poker Hands!"
- "Swiss Jeweler Rocks The World With New Simulated Diamond!"
- "Florida Housewife Eliminates Roaches Using This Common Pantry Item!"

10. Avoid Using "ALL UPER CASE"

Remember that when your message is printed in all upper-cased or capital letters, it is difficult for your prospect to follow and remain interested in your offer.

- DOES THIS LOOK COMFORTABLE TO YOUR EYES?
- I bet this sentence is easier to read and comfortable for your eyes compared to the upper-cased sentence above.

In headlines, ALL CAPITAL LETTERS should be refrained from being used. Even if you plan to use ALL CAPITAL LETTERS, limit this to only a selected few words, and make sure they are "hot buttons" or meant to grab your prospect's attention.

The Sub-Headline

This is the next most important component that comes right after the headline. Usually, your sub-headline is smaller than your headline in size but bigger than the regular fonts on your web page and it serves as a "hook" that will encourage your prospect to read further.

Basically, your sub-headline summarizes your sales letter and must elaborate on the **benefits a reader will get** by reading your letter thus creating the urgency for your prospect to read it today, and not later! You can also provide the "if problem, then solution" scenario in your headline and sub headline.

For example:

"How To Make Your Dog Obey Every Command You Give Him Instantly Even If You Think He's The Most Uncontrollable Pet On The Planet!"

"Here's The Secret The World's Top Professional Dog Trainers Use To Eliminate Any Dogs Bad Habits Within 24 Hours Or Less!"

More examples of a sub-headline:

> *"Do you think you could learn something from someone whose websites are all within the top 1% of all sites visited online and several of which are in the top 1/10th of the 1% of all sites visited online?*

And…

> *At last, the truth will be unveiled in 212 power-packed letter-sized pages, PDF Format, so that YOU can CURE your asthma and get your breath back in the comfort of your own home!"*

State The Letter Is From You, Include The Date, And Address Your Prospect

Below your sub-headline, comes the "From", Date and Greeting lines.

> *"From:* ***[Insert Your Name Here]***
> *Date:* ***[Insert Automatic Script That Show today's Date]***

Or…

> *Dear* ***[address your prospect]****, …"*

Alternatively, on the "From" line you can write the following sentences:

- From: The keyboard of **[Your Name Here]**
- From: The desk of **[Your Name Here]**
- From: The Laptop of **[Your Name Here]**

This is important as your prospect wants to know who the letter he is coming from. As for the showing the current date, you won't have to change the date by hand every single day.

It is to use a special automatic date script on your sales letter. You can search the Internet for a free date script, but I will save you the trouble by giving you the following HTML code which I have personally found and used to display the date on my own web pages.

Note: If you have no idea what HTML is or how to use the code on the next page don't worry you will learn all about HTML (*the basic language that makes websites)* and how to easily develop your own website later in the course.

For visual purposes the script is shown here. You will need to copy and paste this script into your HTML code from "File 1" in the "Extras" folder on the bonus disc (or download) you received with this course.

```
<SCRIPT LANGUAGE="JavaScript">
<!-- This script and many more are available free online at -->
<!-- The JavaScript Source!! http://javascript.internet.com -->
<!--  Author: www.cgiscript.net  -->
<!—Begin

        // Get today's current date.
        var now = new Date();

        // Array list of days.
        var days = new
        Array('Sunday','Monday','Tuesday','Wednesday','Thursday','Friday','Saturday');
        // Array list of months.

        var months = new
        Array('January','February','March','April','May','June','July','August','September','Octo
        ber','November','December');

        // Calculate the number of the current day in the week.

        var date = ((now.getDate()<10) ? "0" : "")+ now.getDate();

        // Calculate four digit year.

        function fourdigits(number) {

        return (number < 1000) ? number + 1900 : number;
                                }
        // Join it all together

        today =  days[now.getDay()] + ", " +

                months[now.getMonth()] + " " +

                date + ", " +

                (fourdigits(now.getYear())) ;

        // Print out the data.

        document.write(today);

        //  End -->
        </script>
```

After the date, address your prospects with a:

"Dear …,"

If you want to target a specific group of people or qualify your prospect, you should specifically address this group of people by opening your sales letter with a "Dear…" salutation.

For example, if the only type of people who will be interested in your ringworm remedy are those who are suffering from such an infection, you can address them as:

Dear Ringworm Patient,

If you are targeting Internet Marketers you can address them as:

Dear Internet Marketer,

While this makes your sales letter as laser-focused as possible, be warned that you can possibly lose potential customers who are not whom you addressed. For example, maybe a non-Internet Marketer can also be interested in your product but is not an Internet Marketer?

If your target market is broad, you will be safe to use **"Dear Friend"** to address your prospect. Not only is it a friendly approach, almost anyone will read a letter from a friend.

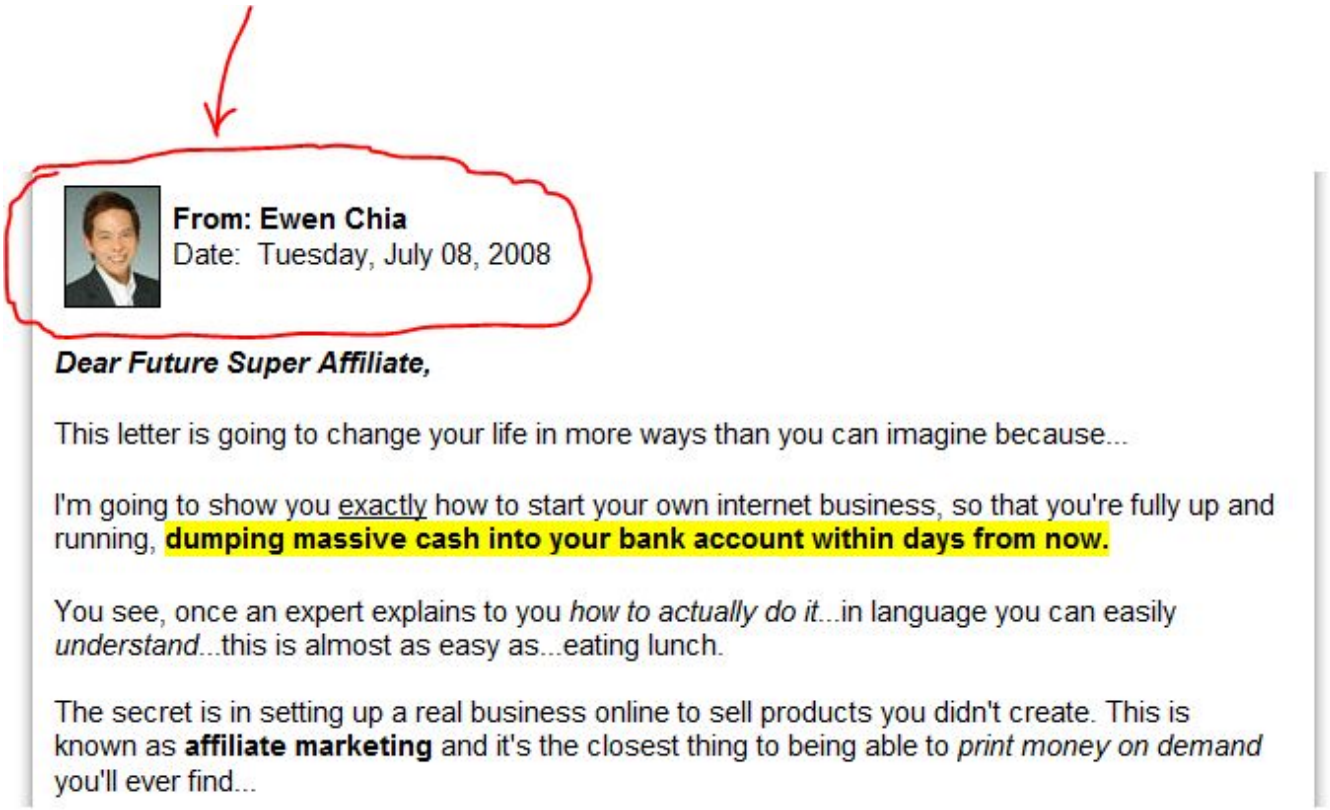
Add Your Picture Near The Greeting Of Your Sales Letter

By adding a picture of yourself to the beginning (top) of your sales letter, just before the "Dear…" your sales letter will be much more personal and believable.

This is usually just a head shot, year book style picture. To do this simply scan your picture, resize it, and crop it and save it in a web compatible format such as a jpeg (.jpg) or a .gif file.

This can be done with almost any scanning software these days.

(See Image Example Below…)



From: Ewen Chia
Date: Tuesday, July 08, 2008

Dear Future Super Affiliate,

This letter is going to change your life in more ways than you can imagine because...

I'm going to show you exactly how to start your own internet business, so that you're fully up and running, **dumping massive cash into your bank account within days from now.**

You see, once an expert explains to you *how to actually do it*...in language you can easily *understand*...this is almost as easy as...eating lunch.

The secret is in setting up a real business online to sell products you didn't create. This is known as **affiliate marketing** and it's the closest thing to being able to *print money on demand* you'll ever find...

Stir Up The Problem Right From The Opening Paragraph

Address the problem (or problems) your prospect is facing that you are going to solve.

Now, the biggest challenge in writing an effective sales letter is keeping your prospect involved, engaged, and interested in reading your sales letter from top to bottom.

If you forget for a moment to emphasize the "What is in it for me?" nature of your offer, your prospect will tune out, turn off, and leave your website.

So, write your introduction to let the reader know that there is a problem he is facing. You can do this by addressing a problem that he **already** knows exists, or even one that he doesn't. You want to agitate the problem enough that the reader will be in an eager mood to learn about the solution to his problem.

If he is your target prospect, he will confirm and agree with the problem you have addressed in his own mind.

The reader should say to himself, "Yeah, that's exactly how I feel" or "Oh my goodness I wasn't even aware of this" and more importantly they should think to themselves "I really need to do something about this problem now" when they read your copy.

Pretend that it's an open wound that you're rubbing salt into by reminding them of all the bad things that come along with having this "problem" of theirs and how the problem is causing them pain and having a negative impact in their life…

This technique is called, **"problem – agitate."**

You present the problem then agitate it so that they really feel the pain and agony of their situation. People are such creatures of habit that we rarely change our ways unless we feel great amounts of pain.

For example, if you were selling garage door openers you might agitate the problem by telling a short story about what happens when it doesn't work.

Example:

"There's nothing worse than getting home in the evening and having your garage door opener jam up on you. It's dark outside and after tripping on the porch step you search for your front door key.

Finally, you find it only to scratch your new front door up trying to find the keyhole. Exhausted, you get inside and plop down on the couch just when you remember your car is still idling out in your driveway…."

In this scenario the **problem** was a faulty garage door opener and the **agitation** is all the terrible things that happen because of the faulty garage door opener.

Here is an example of an introduction of a sales letter addressed to asthmatic prospects:

"Dear Asthmatic Friend,

My name is **John Doe** and I have something to share with you.

At the tender age of 2 years old, I was diagnosed with asthma. This marked the beginning of what seemed to be a never ending struggle between life and death with a condition that almost destroyed my health.

I remember vividly the pain and the deep agony I went through. I even tried to pretend that everything was all right!

I Hated Asthma And If It Were A Person,
I Would Have Murdered Him Terribly!

Now it's no small wonder why I wage a personal crusade against asthma even to this day.

The sleepless nights, the constant hacking cough, the frightful feeling of suffocation, and the continuous wheezing brought me chest pain that words cannot describe.

It was a childhood stripped of all frolicking, joy and fun. I felt like an outcast when it came to extra-curricular activities. I even envied my friends who didn't have it as tough as I did.

Not being able to participate in sports, missing school on a regular basis and frequently visiting the hospital became a habitual routine and one that left a long lasting scar deep on my psyche.

But then, one day I finally told myself, "Enough Is Enough!"

I was going to **eradicate** asthma **once and for all.** I decided that life is too short to deny myself the joy of living asthma free. So I immediately sprang into action and set out to look for a cure.

At that time, I didn't know how to do it but backed by confidence and a small amount of hope, I knew it was possible.

In the meantime whenever I was around my family and friends I continued my daily life as normal. But whenever I had some alone time I was always secretly working towards my asthma free goal. I did all the intensive research, bought all the books on the subject, traveled to other countries, met with several health experts and doctors, and tried out countless ways to cure my asthma.

Then one day it was time to go in for my regular medical tests.

I was nervous until the report came out. But as I read through it, my frustration that had built up over the years finally began to subside.

I Did It!

The report surprised my parents, family, friends and even my doctors. I was a bit surprised too, although I knew all the hard work I had done to beat asthma.

If you too suffer from asthma then you know the chronic disease can only be described with absolute detail by someone who has actually experienced the terrible effects of this condition first hand.

That said, I am qualified to explain how asthma can affect your health, how both internal and external factors can influence our well-being. Yes, I know firsthand that the fear and anxiety of a probable attack can be most disheartening and a ghastly experience.

But now I live an asthma free lifestyle... and needless to say, I **know the solution that will make you asthma free too!**

There is **no need to worry** anymore. Asthma is a disease that can be totally eliminated without having to burn a **BIG** hole in your pocket on your part - because I've already done all the hard work for you!"

From this sales letter introduction, notice that:

- The writer has addressed the letter to a specific group of people, namely people who are suffering from asthma. He has got quite a huge demand here, as there are about **300 million** people from around the world who are suffering from this painful, life threatening disease and those people definitely go online to search for asthma help.
- The writer addresses and confirms the problem his prospect is facing. Note that if the prospect is healthy or has other kinds of health problems, this letter is obviously not meant for him as the solution the writer has applies only to asthma patients.
- The writer connects very well with his prospect. The writer has something in common with his prospect and can relate to his

prospect's experience with asthma. The writer was an asthmatic, too. The writer suffered from tightness in the chest, shortness of breath, wheezing and coughing at night like many other asthmatic people. His experience can be easily understood and appreciated by his prospect because they both had them, too!

- The introduction was interesting, especially to the asthmatic prospect. He too, would definitely like to murder asthma if it were a "person"! The writer was good at telling his story about how he had asthma at a very young age and later ventured on to search for a cure.
- Most importantly, the writer has already got a cure that his prospect can definitely use!

You will want to write your sales letter introductions in a similar problem – agitate style. This type of writing works no matter what solutions you have or the market you are targeting.

Quote Comments From Credible 3rd Party Sources

What are credible 3rd party comments? Here are some examples from some web site copy I wrote when there weren't many customer testimonials available yet for my product:

> *"Spyware, without question, is on an exponential rise over the last six months."*
>
> *Alfred Huger, Senior Director of Engineering, Symantec Security Response (maker of Norton security software)*

> *"Simply clicking on a banner ad can unknowingly install spyware."*
>
> *Dave Methvin, Chief Technology Officer, PC Pit Stop*

> *"A deployment method is to trick users into consenting to a software download they think they absolutely need."*
>
> *Paul Bryan, Director, Security And Technology Unit, Microsoft*

Do you see what I did?

I took quotes from experts in their respective fields and turned them to my side. But be sure to get consent or permission from the copyright holder if there's ever any question about using copyrighted materials as a source for a quote. Many times you can cite an article or source just as you would in a research paper.

Announce Your Product As The Solution

Now that you've built your readers interest by making them feel the pain, it's time to provide the solution.

At this stage of your sales letter you will become a problem solver in writing. Once you confirm and agitate the problem your prospect is facing it's time to introduce your product as the solution.

Relieve the reader's mind by telling them that there's no need to struggle through all their problems because your product or service will "solve it for them".

Present Your Credentials

In most cases, after you have introduced yourself and your product or service your reader is thinking, *"Yeah, sure he can fix my problem. That's what they all say."* So now it's important to hit them right away with the reason why you can be trusted.

List your credentials including any one of the following:

1. Successful case studies.
2. Prestigious companies (or people) you have done business with.
3. The length of time you've been in your field of expertise
4. Conferences where you have spoken
5. Important awards or recognitions
6. The amount of time or money you've spent on research

Your reader should get the impression after reading this section that "you've been there and done that" with great success and that the reader can expect the same results.

Mainly Tell About The Benefits Of Your Product NOT Its Features

What happens when you do not explain the benefits of your product in your sales letter?

Answer: **No sales!**

You do not have to be a savvy copywriter to know that. But somehow, many info-product marketers make this terrible mistake.

More often than not, features are mistaken as benefits. I have been asked by fellow business associates to review their sales letters and sadly, this is a common mistake I see happening a lot. If I were in the shoes of a potential

customer, I am more interested in how a product can benefit me than knowing what it looks like. Think about the last time you bought a product, online or offline. Why did you buy it? Did you buy it because of its features? Or did you buy it because you felt it would benefit you or solve your problem?

Here are the distinct definitions of benefits and features:

- **Benefit -** According to the Pocket English Dictionary's definition, means, "An advantage; to be useful or profitable". In the case of selling your product on your web page, you want to tell how useful your product is or how your product can solve your prospect's problems.
- **Feature** - According to the Pocket English Dictionary's definition, means, "A characteristic". In the case of selling your product on your web page, you want to also tell your prospect in what form your product is. Is it delivered digitally or physically? Is it a CD, DVD, online audio, or video?

The following are examples of benefits and features:

- You sell weight loss powder on your web page (physical product). The feature of your product is easy-to-digest powder packed in a tin or carton. The benefit of your product is that consumers can now lose weight the easy way!
- You sell turtle pellets on your web page (physical product). The feature of your product is small and easy-to-digest green pellets for your pet amphibians. The benefit of your product is that it is easy for your pet amphibians to consume and grow healthy because they are going to get all the nutrition they need in the small pellets!
- You sell an information product on your web page (digital product). The features of your product are .PDF format and have Master Resell Rights. Therefore, the benefits are your customers can download it instantly as soon as they pay and they have an income opportunity to make money and keep all the profits to themselves!

All in all, spell out BOTH features and benefits of your product.

...But sell a SOLUTION, NOT a product!

I know you may be a bit confused when you hear this as all this time we have been talking about selling your *product or service* through your sales letter but remember, you do not buy a product for the sake of buying a product and neither does anyone else.

You buy a product because you'll get the benefits of solving your problems. You did not buy your refrigerator just because it was a refrigerator, did you?

You bought one because it will keep all the food that you pay your had money for fresh. It sure would be a big problem if all the food you bought started to go bad wouldn't it?

Top info-product entrepreneurs know this business principle very well. They know that the biggest selling point is **not in the product,** but in **the solutions and benefits** the product gives. People are interested, not so much in you, or even your product or service, but what it will do for them.

Try this…

Get a piece of paper and draw a line down the center of the paper. Now write all the features of your product or service on the left. Think about the obvious benefits and not-so-obvious benefits of the each feature and write them down on the right side of the paper.

Most of the time, your product will have hidden benefits that you won't naturally think of. For example, a hot tub not only soothes and relaxes your muscles but it also gives you an opportunity to talk to your spouse without interruptions. The hidden benefit is greater communication with your spouse and ultimately a better marriage.

Separating The Benefits Of Your Product From Its Features

Many people have a difficult time distinguishing their products features from its benefits so I've included this section to help clarify the difference a bit more.

You can picture the features of a product as the descriptions of what qualities a product possesses.

- "The XYZ car delivers 55 miles per gallon in the city."
- "Our ladder's frame is made from a lightweight durable steel alloy."
- "Our glue is protected by a patent."
- "This database has a built-in data-mining system."

You can picture the benefits as the end result of what those features mean to your prospects.

- "You'll save money on gas *and* cut down on environmental pollutants when you use our energy saving high-performance hybrid car. Plus, you'll feel the extra *oomph* when you're passing other cars, courtesy of the efficient electric motor."
- "Lightweight durable steel-alloy frame means you'll be able to take it with you with ease, and use it in places most other ladders can't go, while still supporting up to 800 pounds. No more backaches lugging around that heavy ladder. And it'll last for 150 years, so you'll never need to buy another ladder again!"
- "Patent-protected glue ensures you can use it on wood, plastic, metal, ceramic, glass, and tile…without messy cleanup and without ever having to re-glue it again—guaranteed!"
- "You can instantly see the "big picture" hidden in your data, *and* pull the most valuable statistics on demand. Watch your business do a "180" in no time flat, when you instantly know why it's failing in the first place! It's all done with our built-in data-mining system that's so easy to use, my twelve year-old son used it successfully *right out of the box*."

I just made up those examples, but I think you understand my point.

By the way, did you notice in the list of features where I wrote "steel alloy?" But in the benefits I wrote "steel-alloy" (with a hyphen). Not sure off-hand which one is correct, but I'd use the second variation of the phrase.

Here's why: you are not writing to impress your English teacher or win any awards. The only award you're after is your copy beating your control (your control being your best-selling copy so far), so take some liberty in grammar, punctuation, and sentence structure. You want it to be read and acted upon, not read and admired!

But let's get back to benefits. If you were selling an expensive watch, you would think it would be a good idea to tell your reader that the face is 2 inches in diameter and the band is made of leather.

Well, you should also *show* him the benefits of the extra-large face that will allow him to tell time with just a quick glance. Let him know that he won't have to squint and look foolish to everyone around him when trying to read this luxurious timepiece. And how about the way he'll project success and charisma when he wears the beautiful gold watch with its handcrafted custom leather band? How his lover will find him irresistible when he's all dressed up to go out, wearing the watch. Or if he's single, how the watch's status and beauty will attract the ladies.

Incidentally, did you notice how I brought up *not squinting* as a benefit? Does that sound like a silly benefit? Not if you are selling to affluent baby boomers suffering from failing vision. They probably hate it when someone they're trying to impress sees them squint in order to read something. It's all part of their inner desire, which you need to discover, and which even *they* may not even know about. That is, until you show them a better way.

The point is to address the benefits of the product, not its features. And when you do that, you're focusing on your reader and his interests, his desires. The trick is to highlight those specific benefits (and word them correctly) that push your reader's emotional hot buttons.

Use Testimonials

Sure, you could go on and on about what a good offer your prospect is looking at and why he should buy from you, but he would also be interested in the kind of results other customers got from the product or service before he dives into the offer.

Testimonials from your customers are one of the strongest marketing tools available. But what is a testimonial? Well it is a statement, written by your customer, saying positive things about some aspect of you, your product, or your business.

What To Have In Your Testimonials?

1. Testimonials about YOUR product, not you. Do not be fooled by the simplicity of this statement. Testimonials that say you are a great person are NOT the type of testimonials your prospects are looking for, though such testimonials can build trust and reputation. But your prospects are more interested in how your product can benefit them or solve their problems. They will not want to read your sales letter just to see you praising yourself.

2. Testimonials that mention results. The more specific they are the better. Interested prospects want to know what the results other customers have benefited from the usage of your product or service.

3. Quality and quantity. If you can get top names in your niche or field to endorse your product, it will help your increase your sales. If you do not know any experts or top names who can help endorse your product, you can make it up in the quantity of testimonials. The more testimonials you have, the more convincing your sales letter will be.

4. Customer essential details. Include your customer's Full Name and City/State/Country after his or her testimonial. You can include your customer's web site URL or contact email address where applicable and with permission. Also if you can, get your customer's photo and paste it into their testimonial on your sales letter. Using photos can

increase your credibility and shows how pleased your customers are when using your product.

How To Get Several Testimonials Before You Start Selling Your Product

1. Hold contests for the best-written testimonials. Give them a reward, gift or some publicity in exchange for their testimonials.

2. Ask for letters of endorsements from your customers, vendors, suppliers, and any friends or associates you have. Use them to promote your products and services. When you use testimonials to add credibility to what you do, you are letting your customers do some of the marketing for your business.

   If you are just starting out fresh, give a sample version of your product or trial service to those whom you know. They can be your business associates, friends, family or people whom you know need your solution. This is the fastest way you can get testimonials. You start with proving your worth.

3. Get top names, influential people and experts to endorse your product. So, look for top names and experts in your field and get their email address. E-mail them and politely ask for their endorsement or testimonial for your product. Since they are only an email away, why not?

4. You can participate in active forums and newsgroups where people of similar interest and mindset gather around and discuss on the same topic. This is a good place where you can meet people and get their testimonials simply by asking for their permission and give them a sample of your product. If your product is of genuine quality, you can count on them to send their honest testimonials in and spread the word for you.

5. Other business owners and your competitors**.** Think all people trying to sell the same type of product as you are bitter enemies? Think again! Many internet marketers selling their own products or working with affiliate and reseller programs are happy to help other entrepreneurs, because believe it or not, there is plenty of business to go around. Of course, they will expect the same courtesy from you. Since they are already familiar with your type of product, many times they will have no trouble reviewing your product coming up with a testimonial for you.

When you use these testimonials, you want to weave them into your marketing story. Use them to support your claims and promises. For every benefit your product delivers or objective your customer might have, it is the best to have some testimonials throughout your sales letter to strengthen those benefits and eliminate those objections whenever possible.

NOTE GET PERMISSION FIRST: Always make sure you have the permission of the person who wrote the testimonial to use their name and words in your sales letters and other marketing materials. Get it in writing or by email, even from friends and family. Make that especially from friends and family as you never know when a disagreement will arise. If you get permission via email, simply have the individual end the message with a disclaimer such as…

(I _____ hereby give [your name] permission to use my name and remarks for marketing purposed, signed X_____. I understand that typing my initials here constitutes my official signature X_____.)

Then just ask them to reply to the message, add their full name and initials, and hit send. Most people will be willing to do this.

Never fake a testimonial! It's unethical, illegal, and dangerous.

And there's no need for it.

Also keep in mind that people understand that new products, by definition, don't have a lot of track record and you might not have any testimonials on your website right away.

But once you start getting sales, email your customers. Let them know that you want to make sure they downloaded the product successfully, and that you're available if they need any help. Mention that you'd really appreciate their comments and any testimonials on your new book, software, or whatever.)

Happy customers will send you positive comments. Just ask them if it's okay to use it on your website. And never use anyone's testimonial without first getting their permission. It could get you into trouble so just don't do it.

Make Them An Irresistible Offer

Your offer is the most important part of your sales letter. A great offer can overcome mediocre copy but great copy cannot overcome a mediocre offer. Your offer should be irresistible. You want your reader to say to themselves'…

"I'd be stupid not to take advantage of this deal."

The best offers are usually an attractive combination of price, terms, and free bonuses. For example, if you were selling a car your offer might be a discounted retail price, low interest rate, and a free year of gas.

Hint: When developing your offer you should always try to raise the value of your offer by adding on products or services rather than lowering your price. Include vivid explanations of the benefits of the additional products or services you are offering in order to raise the perceived value of your offer.

Tell Them Why And More Of Them Will Buy

No matter what marketing methods you're using if you always explain why you are making a special offer then it will always be more believable than if you did not give a reason and you will make more sales. In your sales message you need to explain why they are getting such a special deal. Tell them about the all the little details that you put into creating the product.

Did you just release your product?…

Is it a new year's sale?…

Whenever possible always have a very specific reason why the offer you're giving right now is such a good deal. If you are having a "customers' only" special for past buyers…

Tell them.

How long did it take you to put the product together to make it great for them?

Tell Them.

What did you sacrifice for them?

Time…

Money…

Tell them.

Always tell them why the offer they are getting right now is better than what they would get anywhere else.

Use Bullets To Present Your Most Powerful Benefits And Features

What is a bulleted list?

A bullet is the little black circle that you see to the left of an entry on a list.

For Example:

- Powerful benefit #1
- Powerful benefit #2
- Powerful benefit #3
- Powerful benefit #4
- Etc…

Bullets used in this manner, to highlight the benefits and features of your product or service, is one of the most powerful elements of persuasion that you can use in your sales letter. Even if people are skimming your sales letter, and most of them do, they will often stop to read a list of bullets.

Bulleted lists draws in the eyes of the reader because most of us associate a bulleted list with being a summary of information or where the most important subject matter is placed. People stop and read bulleted lists for those reasons so use them to blatantly point out the benefits of your product or service and to tell them exactly what they will get from your offer. Feel free to use as many bullets as you need and place them where ever they are appropriate within your sales letter.

Give Them Bonuses (Recommended But Optional)

I have often been asked whether one should throw in bonuses or not when selling a product or service on the Internet. Now, this is not a question that can be answered with a yes or no.

For one, I have seen people making money beyond their wildest dreams, partly owing to the sheer amount of attractive bonuses they give as an incentive for their prospects to buy from them. I have also seen those who barely get any sales at all in spite of the numerous amounts of bonuses they throw in.

And then there are other internet business owners whose products and offers sell like hot cakes even though there were little or no bonus incentives offered at all.

So, bonuses: **to give or not to give**? That is the question.

To be honest it's really up to you. I have sold products WITH and WITHOUT bonuses before, so I can tell you that offering bonuses is not the most important thing when it comes to selling a product successfully, but rather the urgency of your customers' problem and how well your sales copy does its job.

The main thing to remember when adding bonus products to your offer is this…

"Make Sure That The Bonuses Add Value To Your Main Product!"

For example, if you are selling a weight-loss information product you could offer personal follow-up consultations by email, detailed customized meal plans, and personalized workout instructions to each customer as a bonus.

Here are a few general examples of how you can present your bonuses within your sales letter to get more people to see the value of your offer...

a) "You get $1,000.00 worth of bonuses along with my main product. This is an offer you would not find elsewhere."

b) "Let's do the math. The Product + Bonus 1 + Bonus 2 + Bonus 3 = $1,000.00 in value. You get $1,000.00 in value for just price one low

price. It would have cost you $1,000.00 if you purchase them separately."

An Easy Way To Add Bonuses To Your Products

When selling an information product, you can easily add bonuses to the product without doing any extra work by actually breaking the product up into sections. For example, you created a weight-loss information product that includes meal plans and workout instructions simply offer the meal plans as a separate document and call it a bonus.

As discussed earlier, purchasing resale rights products is a good way to get an initial product if you don't have one. But you can also purchase resale rights products that complement your main product and offer them as bonuses to improve your offer.

Note: Be sure that when you purchase the rights to a product that the resale license specifically states you can offer the product as a free bonus to your own main product or service. Most information product developers will include the license terms on their website or sales letter so that you know exactly what you can do with the product before you purchase the resale rights.

Give A Powerful Money Back Guarantee

After telling your prospect all the wonderful things your product can do for him and proudly showcasing your precious testimonials, he is probably thinking, "That is good. But should I be the one taking all the risk to buy this product from you?" And the answer is a resounding NO!

Purchasing anything online is risky. Don't blame your prospects for being scared. There are more idiots out there ready to rip off and scam innocent people than you can count.

Therefore you should show your prospect that you are concerned and care for him. You should work to win your prospect's trust and one of the easiest ways to do this is by giving him a money-back guarantee.

Give the absolute strongest guarantee you are able to give. This way, you let your prospect know that you are shouldering all the risk for him. If you aren't confident enough in your product or service to give a strong guarantee you should think twice about trying to sell it to anyone.

"But Won't People Just Buy From You Then Ask For Their Money Back?"

Most businesses that have a strong guarantee don't hold it up and trumpet it for fear that a lot of people would take them up on it. But the truth is that just doesn't happen a lot. If your product is high quality and people get some usefulness out of it, in most cases they will keep it and won't ask for a refund.

Giving a money-back guarantee also demonstrates how confident you are in the quality of your product. If for any reason your customer does not like your product or think it is not for him, he can promptly ask for a refund and delete the product from his computer. This way your prospect cannot lose. Usually, a money-back guarantee for digital a product is 30-90 days.

Here is an example of what your guarantee policy can be written like:

"100%, No Questions Asked, 90 Day Take-It-To-The-Bank Guarantee"

I personally guarantee if you make a diligent effort to use just a few of the techniques in this course, you'll produce at least $4,490 profit in the next 3 months. That's right, $4,490 extra profit you never would have seen without this course. If you don't, I'll refund the entire cost of the course to you.

Actually, you get double protection. Here's how. At any time during the 3 months, if you sincerely feel I fell short in any way on delivering everything I promised, I'll be happy to give you a complete refund. Even if it's on the last day of the third month!

This guarantee extends for 3 months and if they don't get what they expect, they get their money back with no questions asked. This virtually eliminates all the risk for the buyer.

And yes, there will be the occasional person that will ask for a refund but you will still sell much more of your products by offering a strong money back guarantee than you ever could by not offering one.

Now you should be aware that there are a small percentage of people among your customers who will ask for a refund and still keep using your product.

While you might be able to search for ways to protect yourself as from these people much as you can, it can take a lot of effort and time to deal with such a small number of bad customers. Your time is best spent on improving and expanding your marketing to bringing in more revenue.

Fortunately, this won't happen much so you can make up for this by making more sales.

Tell Them What The Price Is

If you have not hinted at or told your prospect what the price is up until this point in your sales letter right after your guarantee is a great time to do so. The main point you want to make when stating your price it to let your prospect know that the price you are giving him is a great bargain.

A simple way to justify your price is that to show the math or sum of the value that your product is worth and then reveal to him that the actual price he will pay will only be a fraction of that amount.

For instance, you show that the total value of your products is **$300**, but you are charging only ~~$300 –~~ **$97**. This is often a great way to showcase the value of an offer if you have included several bonuses or if you're selling a package of multiple products.

If you sell only one product, you can very well say that if your prospect were to pay for a personal consultation, you would charge $100 per hour. If he wanted to consult with you for 3 hours, it would cost him $300.

Then it would make sense for your prospect to buy your $97 information product if you have included more information in that one product than you could in even 5 hours of personal consulting time.

The "Call-To-Action" - Persuading Visitors To Buy Now

Up until this point in your sales letter you have done the following…

- You have agitated the problem your prospect is facing or confirmed what he wants to achieve.
- You have introduced your information product as the solution.
- You have described the benefits of using your product.
- You have show-cased your collection of testimonials to back your claims.

- You also let your prospect know that he is protected by your risk free money back guarantee.

Now, what?

Now is the time to close the sale.

So, here you should use a sub-headline that presses your prospect to buy now. The sub-headline can go like any of the following:

- Click here to download your copy immediately!
- Don't procrastinate… Things won't change if you do nothing!
- It is time to live a healthier life!... Order now!
- What are you waiting for?... Order now!
- It's time to act now, click here to order today!
- Click here to test-drive our product now!
- Try ABC out for 30 days, risk-free right now!

Summarize What They Get In Bullet Points

Many people are skimmers so you should always summarize everything that they will get with your offer near the bottom of your sales letter just after you mention the order link.

For example your summary could read:

"Remember when you order now you will get everything listed below…

- *Main Product – Valued at $97*
- *Bonus - Valued at $47*
- *Bonus- Valued at $27*
- *Bonus - Valued at $27*
- *Our Money Back Guarantee - Priceless*

Inject Scarcity And Urgency Into The Offer

Most people take their time responding to offers, even when they are irresistible. There are many reasons why people procrastinate on investing in a solution. The following are just a few…

- They don't feel enough pain to make a change
- They are too busy and just forget
- They don't feel the products value outweighs your asking price
- They are just plain lazy

In order to motivate these people to take action you usually need to give them extra reason to do so. Remember people are more motivated to act by the fear of loss rather than the pleasure of gain and that "fear of loss" is exactly what you are going to use to inject scarcity and urgency into your offer.

Whenever people think there is a scarce supply of something they need or want they are much more motivated to purchase it right away. You can create a feeling of scarcity and urgency by structuring your offer so that either there is a limited quantity being sold or that your offer is valid only for a limited time period.

Your offer could sound something like this:

> *"Our supply is limited to only 50 (product or service) and orders are taken on a 'first come, first served' basis. After that this offer will no longer be available."*

Or…

> *"This offer is only good until (future date) after which the (product or service) will return to its original price."*

Note: If you make a limited offer stick to it. If you go back on your word after the deadline date or limited quantity is sold your limited offers may not work as well in the future.

Tell Them They Will Get The Product Immediately Via Instant Download

Again instant delivery is one of the best things about selling information online and it's one of the biggest benefits your customers will receive when they order so be sure that you tell them about it.

Example:

"There's No Waiting For Delivery!... You will receive instant access to download this product directly to your computer immediately after your order is processed and approved."

Even if you're going to ship them the product in the mail the next day, you can still give them something that they can access via a download right away such as a bonus.

The reason for this is because instant gratification is a big part of the fast paced culture of the Internet allowing people to make impulse buys at the click of a buttons. People want stuff quickly so remember to tell them that their copy of the product is waiting for them on the download page after they order and within two minutes they'll have the information in their hands. It's just a few lines to add to your sales letter but it can make a big difference in sales.

Tell Them Exactly How To Order

This is where you tell them how to pay you and it is very important that your ordering instructions are very clear. This is where you include your Order Button or Order Link which leads to your order form.

Example Order Buttons And Links:

Or…

"Click Here To Order Now Via Our Secure Server"

Often times I like to also include the price again in the order link as the prospect may have missed it earlier in the sales letter…

Example:

"Click Here To Order Now Via Our
Secure Server For The Low Price Of Just $49"

Bringing Your Sales Letter To A Close

Make Your Prospect See "The Good Future" With Your Product And "The Bad Future" Without It

For example, if you sell an information product that teaches your prospect how he can slim down and get fit with the easy solutions and methods found in your information product, you want to have him picture a good future of seeing himself slimmed down and becoming more attractive. That is the good future.

You can also make your prospect see the BAD future. Call it reverse-psychology if you want to, but if done correctly, it can also be responsible for converting at least 2 to 4 out of every 100 prospects who visit your website into customers.

Using the "fear of loss" example, you can tell your prospect that if he does not buy from you now, nothing will change. Your prospect will still look fat and his peers will still pick on him and even worse, he will be unhealthy and probably be single for the rest of his life, simply because he does not have the desire, discipline, or motivation to lose the weight.

Give Them A Warning

A good sales letter will continue to build emotion, right up to the very end. In fact, your letter should continue to build emotion even after your call to action.

Again using the "fear of loss" strategy, tell the reader what would happen if they don't take advantage of your offer. Perhaps they would continue to…

- Struggle day to day to make ends meet
- Work too hard just to get a few customers
- Lose the opportunity to receive all your valuable bonuses
- Keep getting what they've always got
- Watch other companies get all the business

Try to paint a graphic picture in the mind of the reader about the consequences of not taking action now. Remind them just how terrible their current state is, that it just doesn't have to be that way and that things will be different once they get your product.

End Your Sales Letter With A "Sign Off" And "Signature"

It's a good idea to come up with your own "sign off" and then add your electronic signature (simple as typing your name) and add these two lines to the end of every email message that you send.

Sign off ----→ *"To An Asthma Free You,*
Signature-→ *Your Name"*

Signing off and adding your signature will make your sales letter feel all the more personal (like an actual letter from a friend) and a lot less like a sales message. The more they see and hear your name the more they will begin to feel like they know and trust you.

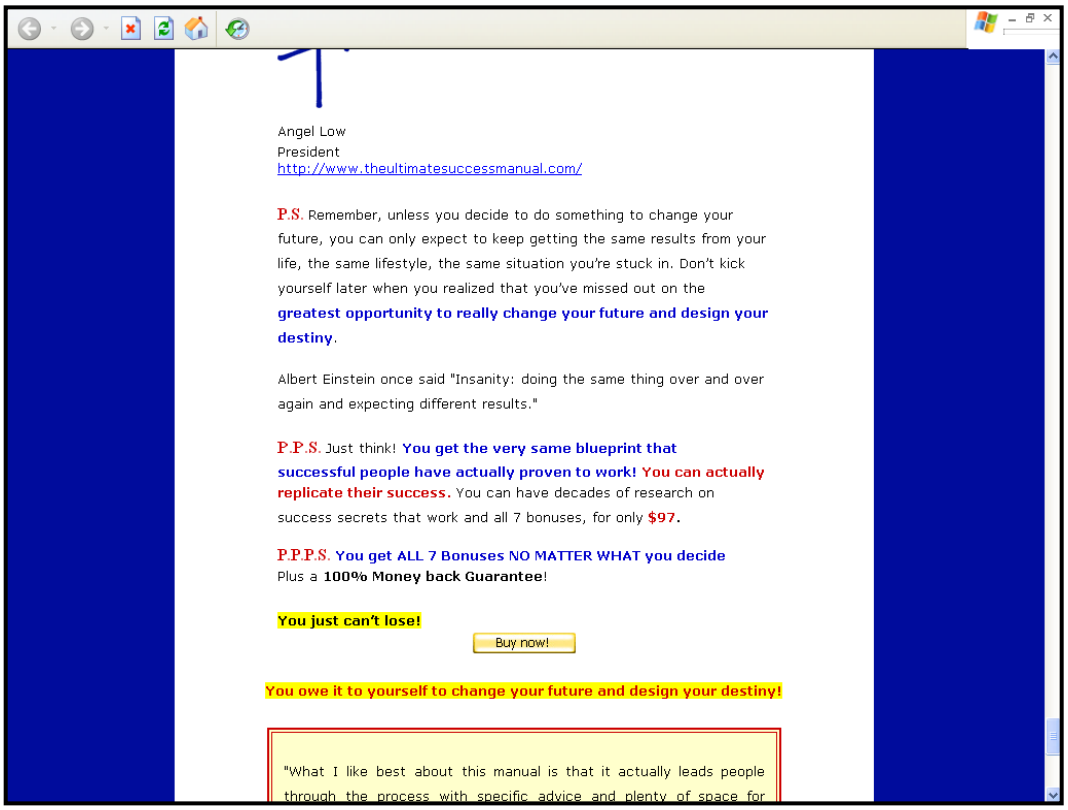
To create an image of your signature write your signature on a white piece of paper with a black "sharpie" marker then simply scan, resize it, and crop it. Then save it in a web compatible format such as a jpeg (.jpg) or a .gif file. This can be done with any scanner available on the market today.

Use A (Post-Script) P.S.

Always include a postscript (P.S.). Believe it or not, your P.S. is the third most read element of your sales letter. And believe it or not I've seen several exert copywriters use not just one postscript, but even two or three postscripts (P.P.S or P.P.P.S). Post-scripts summarize your entire sales letter and persuade your prospect to act NOW. Many times, prospects will scan the sales letter in order to find out right away what the price is (which is normally restated again near the very bottom of the sales letter) so that is why it is important to have the P.S.'s placed there.

In your postscript you want to remind them of your irresistible offer. If you've used scarcity in your sales letter, summarize that in the P.S. as well as your call to action statement and another order link. I know it may sound like it's almost too simple but postscripts get noticed. Here in this section of the manual you can see an image which demonstrates my point…

(Example: The Ultimate Success Manual)



The writer of this letter summarizes her sales copy using a series of post scripts. She reminds her prospect that if he wants to change his lifestyle for the better, the solutions are found in her E-book. She is using the "make your prospect see a good future" technique!

She also reminds her prospect about her risk-free guarantee policy and that he can keep the bonuses even if he does ask for refund should he find the E-book non-satisfactory or not what he is looking for.

In this case $97 is very **cheap**, because having a lousy life is more expensive to the soul!

Build Trust And Credibility By Having Contact Information On Your Website

People want to know that you are real and that your business is real so you should always have your business contact information highly visible on your website normally at the top or bottom of your webpage with your sales letter.

Your business contact information should include:

- Your Business Address
- Your Business Phone Number
- Your Business Email Address Or Link To Your Helpdesk

Example:

Phone: 111-555-6666
Address: 1234 Somewhere Road - City, State, Zip Code Country
Contact: youremail@youremail.com or www.MyHelpDesk.com

Use A Persuasive Sales Letter Writing Style

Writing With Your Personality

Now, let's talk about an interesting aspect of your sales letter that the great copywriters use time and time again to their advantage.

I once heard a speaker at a Network Marketing seminar say, "Talk with personality". So when you are composing a sales letter, you should write with personality as well. This means don't write a stiff and boring sales letter.

If you are a fun and easy-going person, express yourself in such a manner in your sales letter. Be friendly and approachable. If you are a serious person write in a serious manner.

Write Casually

You may be in business but the key here is to write an informal letter. Address your prospects with "Dear Friend" and not "Dear Sir".

Be personal and relate to your prospects. If you were a break dance enthusiast, you could relate to your prospects by talking to them about how you went through six of months straining your muscles and injuring yourself before getting the power moves down perfectly.

If you write with the understanding of the trouble and frustration your prospects are going through, they will believe your more when you tell them you have the solution and that you are going to teach your prospects how to break dance every step of the way with your how to videos.

Warning and tip: I noticed that many novices write their sales letters from the perspective of a group of people or a company. This is because they always address themselves as "we". And very often, "we" only refers to the actual internet business owner.

What they don't realize is that it pays to be viewed as a real person by your prospects instead of some large anonymous company. That is why it's better to write from the perspective of "I".

That way, you can build more trust with your prospects. If you have at least one business partner, you are still advised to write from the perspective of

"I" instead of "we". For example, at the beginning of my sales letter I might write:

From: John Doe with Jane Dee

Instead of:

From: John Doe and Jane Dee

That way, I can still write from the perspective of one person talking to my prospects and at the same time, the prospects are aware of my business partner.

More examples:

If I have more than two business partners I might write..

From: John Doe with Jane Dee and Robert Smith

If I have a team to represent (more than three members in the team, myself included)

From: John Doe with XYZ Team

Write As If You Are Speaking To One Person

Now that you know you should write from the perspective of one person, you should also write your letter to one person and NOT many people, although many prospects will visit the same web page. Do NOT address your prospects as "you all". Address your prospects as "you". Make your prospect feel as if you are talking to him in person.

Tell A Story

For instance, if you are selling a product on weight loss, your customers are people who are looking for ways to shed fat and you have the solution.

Therefore, your sales letter may start off like this:

"Dear Friend,

Throughout high school, my classmates were always calling me Fat Boy and that hurt like a knife through my heart. Not being able to get along with my friends, not being able to get a date for prom and being called names because of the way my body looked took its toll on me.

But today no one calls me Fat Boy at all. As a matter of fact it is quite the opposite…"

Now, this is the start of a good personal sales letter from you to your prospect. Enter the word "personal". In this scenario, if your prospect has ever been called names because of his weight then he surely understands where you are coming from. It is very likely that he is having some of the same problems you used to have.

Let's carry on:

"… Deep down inside I always knew I could be good-looking. I just needed to get rid of those extra pounds! So I set out to look for every solution possible. I sampled weight loss products one after another but none of them worked. Today, each time I see those fake before and after pictures I say to myself, "What a bunch of crap!"

By telling a story that relates to your prospect he understands what you have to say and feels connected to you. He is probably thinking "Yeah, those ads *are a bunch of crap!*"

The important thing here is make a connection by relating yourself and your problems with your prospect and his problems.

Another Example Of An Enticing Story – Gone Fishing

"So there I was, sitting by the riverbank in 2001 catching a minimal amount of carp. About half way through the day, this other guy comes along and sits opposite me, sets up his gear and within five minutes he's in the zone! I mean just like, that he caught a twenty seven pound Carp. A half an hour later, before he's even finished setting up his other rods he's in again, a thirty two pound carp! All day he went

on pulling out one after the other. I couldn't help but wonder if all his fishing expeditions were like this?"

Note here again, we're playing on something a little different. In the previous example we did not talk about losing weight but the advantages and benefits it brings. In that case the benefits were more friends more dates and a better self-image. But in this case with the catching of all these fish, it's the adventures, experiences and, most of all PRIDE and accomplishment.

Continuing on…

"After about three hours of me catching nothing, and him pulling out these "whoppers" one after the other, I just had to go over there to find out how he was doing it. What followed was probably the most enlightening conversation about fishing I'd ever had. It totally opened my eyes. So, I headed back to my spot, set up my gear all over again and almost like magic I started pulling these huge carp out of the lake. This one single conversation was so powerful that it totally changed the way I looked at fishing forever.

Even to this day, no matter where I go to cast my rod I always catch more fish than anybody else on the lake. You should see their faces! Can you imagine having a great big smile on your face and that proud feeling after every fishing trip? Now, naturally I told some friends about it.

And they begged me to tell them the secret..."

Again, in this example, we're playing on the emotions of pride and gaining recognition from friends. Nobody wants to catch more fish just for the sake of catching more fish. What they mostly want are the emotional gains that come from catching more fish. In this case case, the immensely proud feeling and praise from fellow fishermen.
See how easy it is to write an enticing story that re-enforces the power of your product to provide a solution to a problem? You can see a clear start, middle and end in both of these examples.

Its a pretty simple idea, all you're doing is talking about how you got to the

point where you came up with the solution, how it has helped you in a big way, and how it can help your customers too.

In addition, have you ever noticed how you enjoy hearing about other people's lives? This is what keeps people gripped and reading. All you're doing is telling them a story related to your product that they can relate to also. If you're sending targeted traffic to your sites, they'll read your words until the very end of your letter.

Write Your Sales Letter In Plain English

This is a common problem especially for professionals. Professionals are very prone to using technical jargon and flashy words that only another professional in the same field would understand. But you should realize that English is not everyone's first language. So keep it simple and easy enough for even a 12 year old to understand.

Thwart Any And All Objections In Your Sales Letter

In your sales letter, you MUST address and answer the important questions your prospect will definitely have in mind when he is reading your sales letter. Your job is to write sales copy that acts as a "preemptive strike" to any possible reason someone could come up with to convince themselves NOT to buy your product.

Here are the main things you should be answering in your sales letter…

1. Why should I buy from you?
2. What credibility do you have?
3. Why should I purchase your product or service instead of someone else's? - *Remember your USP.*
4. Why should I trust you?
5. Why should I pay the price you ask?
6. Why should I buy NOW and not later?

7. How can your product or service help me?

If you cannot effectively answer all of these questions your chances of consistently making sales will drop considerably.

Use An Ellipsis To Lead The Reader Down The Page

One thing that works very well is to use an ellipsis (three periods in a row) to create a strong desire in the reader to keep reading down the page. An easy way to slide this in anywhere is to start an intriguing sentence or question on one line, leaving the reader wanting to know more, and then...

Finish the sentence on the next line.

Press Powerful Hot Buttons

Selecting the right words is critical to the success of the sales copy. Sales people aptly call it "pressing the hot buttons". Recent research conducted at Yale University found that the following 12 words are the most personal and persuasive "hot button" words in our language.

Be sure to use as many of them as possible and as often as possible where it makes sense!

1. **You or Your -** Notice something? It is "you" and not "I". You see, the sales letter is about solving your prospect's problem, not yours. You simply provide the solution.

   And when you write in terms of "you", not only does it become more personal, you shift the focus of importance and limelight onto your prospect rather than yourself.

2. **Discovery -** Sometimes, your prospect may believe that a problem he is facing cannot be solved. He thinks to himself, "I wish there was a solution" or "It would be nice if someone would discover a solution". Thus "discover" or "discovery" is a powerful hot button to press and use in your sales letter.

For example, if you fear that your spouse wants a divorce and you'll lose 50% of your assets, you might wish for a solution to stop your divorce. Now what if I told you that I had **discovered** a way? You would probably jump on that.

3. **Safety -** Most people are not risk-takers by nature, thus safety and security are appealing to them. When you ask them to buy your product or service, you can automatically put a seal of assurance on your product by letting your prospect know that it has been tested and is 100% safe to use.

4. **Money -** Money, money, money – this is yet another hot button to press on! Let's face it, we are all interested in money whether we admit it or not. Words such as "make money", "save money" and "multiply the amount of money you already have" are hot buttons you can easily tap into if your product is related to a financial need.

5. **Proven –** If you've got proof that your product works it's easy to show proven results throughout your sales copy with pictures, videos and testimonials. People like to be sure that your product or service has already been proven and tested before they purchase it.

6. **Results -** No matter how great you say your product or service is, your prospect will want to see some results before making a decision to purchase from you. Again it's easy to show results throughout your sales copy with pictures, videos and if needed testimonials.

7. **Love -** Tap into your prospect's positive emotions with this hot button word. Here are some examples of how you can use the word "love" in your sales letter: "Don't you love the idea of having plenty of free time with your spouse and watching your children grow up?" and "You would love this program, because it can buy you the freedom to travel".

8. **Guarantee -** I have mentioned it earlier but it is worth mentioning again. Most people are non-risk takers. They prefer certainty over uncertainty. So, you offer them something that is certain; a guarantee. You let your prospect know that you're shouldering ALL of the risk for him and he can test-drive your service or product for next 30 days.

   You could even offer a lifetime guarantee which makes your prospect feel more protected. The longer your guarantee is the more it shows your prospect how confident you are in your product.

9. **Save –** People love to save. In anything we do, we want to save money, we want to save time, and we want to save effort. So be sure to use this word in your sales letter because everyone has the desire to save himself from a lot of trouble or work.

   Here is an example of how you can use the word "save": "For only $97, you can save yourself 10 years of guessing, credit card debt, risk, time, effort, and frustration!"

10. **New –** The word "new" automatically the word beats "old" anytime in terms of opinion, facts, and especially products and solutions. For example, in the past people had to manually submit their articles to 100 directories.

    When you introduce your article submission software you state in your sales letter that this is the latest and newest solution that will enable your prospect to submit their articles to 1,000 directories at the click of a button! This is a perfect example of a new solution beating the old one.

11. **Easy -** Don't make things look harder than they already are. Your prospect has already gone through enough trouble and he is probably desperate for an easy solution.

    For example, if you have your own software for sale you can state that

a benefit of your product is that it is user-friendly and does not require any programming or technical skills on your prospect's part. Tell him, *"It is that easy – even novice can use our software!"*

12. **Health -** Health is a very HUGE niche on the Internet, and this word is a hot button to those who are health-conscious. If you are selling a health product use the word health or healthy!

    Example: "If you want to feel good and live a healthy life free from the grip of asthma, I suggest you get a copy of my Ancient Secrets To Curing Asthma Right Now!"

Now, here's a list of commonly used words that you may NOT want to use in your sales letters and some alternatives:

Instead of…	Use…	Why? Because…
Sell	Help, Acquire	People in general do not like to be sold, though selling happens all the time. So, instead of sell use words like this to make your prospect feel involved.
Cost, price	Investment, Amount	An investment makes your prospect feel that his hard-earned money is being put into something that will bring him benefits. Cost on the other hand only paints a picture of your prospect's hard-earned money leaving his bank account.
Buy	Own	Buy means that your prospect will spend his money but ownership means that your prospect acquires something of value in exchange for his money.
Deal	Opportunity	Opportunity conveys that the prospect has "a good chance" to gain something. Deal on the other hand may just give your prospect a mental image that something shady is going on.
Problem	Challenge	People already have enough problems and no one wants more. The least you can do is present the "problem" as a positive challenge.
Cheap/Cheaper	Low cost	Cheap also means cheaper in quality in many instances. Low cost means that the customer is paying a fair price.

Module #7.1: Website Creation

"Emotional Sales Letter *Triggers* To Make People Buy Your Products Like Crazy!"

"Remember That People Mostly Buy Based On Desires, Wants And Emotions."

In this section you'll learn about **Emotion** because people buy based on their hearts emotions, not with their minds and **Logic.** Logic is just the "*secondary* conversation" we have in our mind to justify what we *"primarily want to do emotionally".*

Once you know how to tap into these "emotional buying" secrets, you'll be able to use them to your advantage in all of your copywriting to transform window shoppers into "buying" customers time after time after time.

Because as important as the quality of your product or service is to your success, it's your ability to become familiar with "The Psychology of Persuasive Selling" that will really open the financial floodgates.

"But Aren't Today's Consumers Wise To Sales Psychology?"

One thing that psychologists will tell you is that there's a big difference between what you know in your mind and what you feel in your heart. Despite all that consumers know about how advertising and marketing works, despite all the built-in sales resistance they've developed over a lifetime, despite KNOWING that a salesman's job is to convince us to do what's good for him and **despite everything we know...**

We are all more susceptible to persuasion than we think.

The essence of marketing is helping prospects make the *right* decision, the decision to buy from YOU. If you can get a handle on the ***emotional reasons*** your customers use to justify their decisions, then you can push those emotional hot buttons in all your advertisements and marketing, especially in your sales letters.

Marketing To Hearts And Minds

Are you marketing to your prospects hearts or to their minds? This is important because if the key points in your marketing materials and sales letters rely heavily on your product's features or your own credentials in an effort to get the reader to justify the purchase logically in his mind, then you've lost before you've even begun.

Why? Because…

- **Although FEATURES appeal to LOGIC…**
- **BENEFITS appeal to EMOTIONS**
- **And…EMOTIONS ARE WHAT MAKES PEOPLE BUY!**

Emotional Marketing

Emotional marketing, the psychological side of selling, is used to overcome any objections consumers may have about making a purchase.

Just as on any battlefield the most effective sales weapons are the least obvious stealth-like strategies that work regardless of who is doing the selling or what they are selling.

Food For Thought: Use These Powerful Strategies Ethically

The mind-influencing sales language and techniques described in this module are powerful, effective and virtually irresistible. They can actually give you a somewhat unfair advantage in dealing with people who aren't familiar with them.

This means you must use what you learn with care, applying what you learn in an ethical way to unsuspecting consumers and NOT to try and cheat people.

This module presents proven tactics that will alter the mindset of your prospects and make many of them unable to resist what you're offering. Because as you come to understand the mind of your customers, and as you learn the "how-to's" of emotional marketing, you'll will discover…

- How to create the "got to have it" feeling in consumers
- How to melt away sales resistance
- How to tap into people's "primal" buying emotions
- How to instantly establish rapport
- How to force consumers to obey your hidden "sales push" without objections
- How to use "sex appeal" to generate buying frenzies
- How to infuse "proof power" into your sales letters to transform them into magnetic sales message that rack up the profits and bring in the big bucks
- How to arouse your prospects inner buying drives
- How to influence your prospect's mind to trust you and believe your information
- How to bypass your prospects non-buying conscious and "hypnotize" their buying subconscious

In a nutshell, you'll learn how to create sales messages that **hold consumers captive** from your opening headline all the way to your order form!

Emotions and Direct Marketing

Once you become attuned to the emotional components that are used in advertising and marketing, you'll begin to see them everywhere you look and even become highly aware of how they are working on you. But what's really exciting is making them work on others when you are doing the selling!

Once you master the techniques of bending the human mind to your will you'll use them in all your marketing efforts! They'll be yours forever, at the ready in your "arsenal" to be powerful weapons in marketing your business.

For instance if you want to sell something via direct mail, your first job is to get that consumer to read your sales message. Not an easy feat. When your envelope arrives mixed in with bills, magazines, personal letters, and everything else in John and Jane Doe's mailbox, it may be tossed into the wastepaper basket without ever being opened.

This is one reason that postcards are so effective; there's no envelope to open. It's also the reason that you find so-called "irresistible" marketing messages on the outside of a sales envelope, printed there in the hopes of hooking the readers' emotions and getting them to open the letter.

The unfortunate thing is that more often than not, marketers use copywriting that is a turn OFF, rather than a turn ON.

Marketing To Emotions - A Comparison

To show you how this works, it's time for you to take off your marketing hat and put on your consumer hat. Read this pair of short advertisements and decide which product you'd be more likely to buy…

"Brand X" Jewelry Cleaning Kit **-** *"Do you want to learn what you can do to make old worn-out jewelry look like new again?"*

Or this one...

> *"Brand Y Jewelry Cleaning Kit* **-** *Discover how professional antiques dealers transform tarnished junk into vintage jewelry with an amazing product that's finally available to consumers."*

When you read the first question posed on the Brand X product, it's easy to say, "No, I don't want to learn something" and ignore the offer case closed, sale lost.

The Brand Y offer, however, packs a powerful 1-2 punch emotional punch, actually a 1-2-3 punch that's a real knockout. Let's break it down.

1. **Your need for knowledge** is aroused by the word "discover". We're all curious creatures who want to know more.

2. **Your need for trust** is stimulated by the word "authorities". We're usually skeptical of what advertisers say, but we normally trust the opinions of professionals in a given field.

3. **Your need for greed** a natural instinct, likes the idea that you can use this product to make money just like the dealers by increasing the value of what you already have.

The advertisement for Brand Y is clearly a better sales message.

Pick A Winner

Here's another little test. Each of the three salespeople in the following example has taken a prospective client out to lunch. Each is trying to make a sale. Each has read this course, but only one is successfully marketing to his prospects emotions. (Yes, emotional marketing techniques are just as important to selling in person as they are to selling in print, or on a website.)

See if you can spot the seller who's going to seal the deal:

Seller A

"I guess it's a little crazy to talk about losing weight and health clubs here at Café Glutton. But you know, after we finish here, if you have any time left you really should come over to our fitness club and let me give you a tour. We offer a lot of equipment and even though you have to work pretty hard, the results although they're not guaranteed, can be really amazing."

Seller B

"I couldn't help but notice that you changed your order from a Swiss cheese burger to a Naked burger. You're smart to be watching your health. More and more people who I see at my health club are cutting down on dairy for heart health. In fact, I think one of the reasons our Club has gotten so many new members is that people realize how important it is to exercise if you don't want to develop heart disease. If we have any discounted memberships still available from our last promotional, this would be the best time ever to join."

Seller C

"*Thanks for meeting with me over lunch. We've been so busy trying to bring our health club back from the edge that the only time I have a chance to eat is when I meet with someone like you. I don't want to get into the gory details of what's going on. Our priority right now is to bring in as many new members as we can as fast as we can. That's why we're offering some really deep discounts on our 12-month membership prices."*

The winner is Seller B.

Here's why:

Seller C was on the right psychological track. She was **building trust**, one of the most important emotional marketing "hot buttons", by admitting that the club was in trouble and is working aggressively to become successful.

But by refusing to be upfront and **explain exactly** what had gone wrong at the club, Seller C accomplished the complete opposite of her goal, **loss of trust.** Also the potential member became worried that their Club may have

failed a health code inspection, was having problems with its equipment, or maybe was going to close before the year was out. That meant that joining was a bad idea.

No sale!

As for Seller A everything about her presentation pushes the prospective client away. She's basically saying "this really isn't the right moment, the solution I'm offering to help you improve your health is hard and there's absolutely no guarantee that you'll be satisfied."

That's no way to make a prospective client feel good about doing business with you!

All They Want To Know Is W.I.I.F.M. "What's In It For Me?"

When a prospect is considering a product or service, the #1 question on his or her mind is "What's in it for me?"

The not-so-smart marketer will try to answer that question by simply listing the features of a product or his credentials. But the smart marketer, usually by painting a compelling visual picture, explains how the features will benefit the consumer.

So in *your* sales copy go ahead and list your products features, but always be sure to describe the benefits they offer. That's the way to answer the question "What's in it for me?"

Okay now see if you can you pick out the feature vs. the benefits from these lines of sales copy:

- **Brand X Motorized Golf Caddy** means no more huffing and puffing on your way to the 18th hole.

- **Brand Y Umbrella Insurance Policies** protect you and your house for up to $250,000 so that you can sleep in peace even when there's a tornado on the horizon.

In the first example the feature is a motor that propels the caddy but the benefit is not being out-of-breath and dog tired by the time you get to the 18th hole.

The feature of the umbrella insurance policy is a tangible quarter-million dollars of coverage, but the real benefit is peace of mind.

Remember, people buy products and services for *their* reasons, not yours. That's why you should use the words "You" and "Your" more than the words "I", "We" and "Our" in your copywriting. When you present the benefits of your products or services, frame them with your prospects' emotional interests in mind, not your own.

Can you see the difference in these two sales pitches?

- Company X sells the best lawnmowers in the county.
- Your lawn will look better with less work with Company X lawn mowers.

In the first pitch phrase, the message is about the company "We are the best."

In the second, the message is about the consumer, "You won't have to work hard to make your lawn look better."

For someone who is looking to purchase a lawn mower, message #2 is a great way to answer the question, "What's in it for me?"

So whenever possible adjust the focus of your sales letters from "Me" to "You."

You'll be sure to capture your customer's attention if *your marketing message* focuses on *their concerns.*

Santa Knows What People Want And Gives It To Them, Do You?

In marketing you're never too old to believe in Santa Claus or at least to learn a marketing lesson from the wise old man.

You see Santa doesn't guess at what people want. He simply "asks them." This makes it super easy for him to know "peoples desires" inside and out.

Finding out what people in your target market want, why they buy and then using that information when constructing your sales letters will get you right where you want to be: deeply rooted in their hearts and minds and bank accounts.

Every time your offer appears and anywhere your brand is seen in front of your target audience, people should react to you like Santa Claus. Your prospect should be enthusiastic about the fabulous "gift" you have in store for them that will make them happier. Every time they see "Your Brand," they should think…

Santa Claus Is Coming to Town… Just for ME!

As you can see, to sell effectively you need to be familiar with the full range of your potential customers' feelings. If you know why people buy products and services like yours and what makes them feel good about their decision then you can highlight those reasons in your sales messages to make them more effective and practically irresistible.

When asked why they're making a purchase, people generally say they're motivated by one of these five key emotions:

- **Fear of Loss**
- **Desire for Gain**
- **Desire for Comfort**
- **Pride**
- **Desire for Personal Satisfaction**

Food For Thought: Never Forget That Your Selling

Never talk about your benefits without referring to your offer. When your potential customers are all revved-up by the benefits offered by the features of your product, you want to capitalize on that emotion immediately by asking them to order right away.

An easy way to do this on a sales letter is by repeatedly placing a "Click here to order now" link or button at various points throughout your sales letter. Especially place them beneath a bulleted list of benefits that your product offers.

Logic In Marketing

Okay, now that you're up to speed on the emotions behind consumer purchases, let's move on to logic. At the start of this module you learned that:

- BENEFITS appeal to EMOTIONS
- FEATURES appeal to LOGIC
- LOGIC JUSTIFIES EMOTION and EMOTIONS DRIVE SALES

Now it's time to understand what kind of "logic" works best with consumers. This is simple really…

Honesty Really Is The Best Policy

In order to influence your customers, you need to present true, credible, and if possible, verifiable facts about your product or service. These facts will serve as the "logical justification" for someone to go ahead and make the "emotional purchase."

The logic-emotion connection and the importance of credible facts can be demonstrated with an example of why people buy cars.

The reasons people give for why they choose to buy a specific type of car, such as an SUV may be logical. People often say, "They're safer and you're higher on the road so you can see a lot better." But the REAL reason people buy their cars is often quite different.

The fact is many of the SUV buyers will never take their car off-road and similarly the majority of people who buy sports cars like a Ferrari or a Porsche seldom have the opportunity to utilize their cars in high-performance mode.

So then, why are these vehicles in such high demand?

It's because they're perceived as high-end luxury items, the envy of others, and "social beliefs" says owning one of these cars will immediately give you high status and make you a part of the "upper class."

But all these reasons seem shallow, self-serving and self-indulgent and no one wants to be referred to using any of those terms therefore…

"People Feel Compelled To Create Logical Reasons For Buying Things That Satisfy Their Emotional Desires."

The funny thing is that the same logic can justify many completely different and unrelated emotional purchases.

For example:

People in Group A want to feel safe and they want a car that's reliable. They justify their need for safety with the logic that a reliable car is a **good investment** because it will last a long time. These buyers can be "sold" by statistics from the government and insurance companies.

People in Group B are thrill-seekers who want to feel like NASCAR drivers. They justify their need for speed with the logic that a high performance car is a **good investment** because it will have a high resale value. Statistics from luxury car magazines are important facts to these buyers.

People in Group C want to feel financially astute. They justify their need to feel smarter than the next guy with the logic that a car that gets good mileage is a **good investment**. They'll be "sold" with facts from sources like Consumer Reports.

Three different groups all with different emotional reasons for buying a car and all use the same logic to justify the purchase… "It's a **Good investment.**"

According To The Dictionary, Logic Is…
The Ability To Use Facts Or Rules To Make An Argument.

So, superb marketing is about providing your potential customers with an ARGUMENT based on undeniable FACTS that support the "logical" reasons people use to justify their "emotional" buying decisions.

So as you can see although there's certainly a great deal of LOGIC to support a consumer's decision to buy that car or truck, the purchase is actually about fulfilling deeper EMOTIONAL need.

Emotional Hot Buttons That Increase Sales

In this section, you'll learn about emotional hot buttons that you can incorporate into your sales messages to activate the most powerful sales mechanism in existence, the human drive to fulfill our deepest wants and desires.

Desires - The "New" Basic Needs of People in the 21st Century

Generally when people talk about basic human needs, they're talking about our most primitive need for food, water, shelter, clothing, and love.

We aren't taught to need these things, it's hot-wired into our mind by genetics which is responsible for our primary motivation as human beings: to avoid pain and maximize pleasure.

Now in this day in age, generally we are easily able to satisfy this original set of basic needs. But this doesn't mean that the genetic drive within us to avoid pain and maximize pleasure stops working. It's actually quite the opposite. Humans are now free to expand our "basic needs" list to also include our deepest desires.

Such as:

- **Security -** The desire to feel safe
- **Adventure -** The desire to feel a thrill or "rush"
- **Freedom -** The desire for independence and spontaneity
- **Exchange -** The desire to share information and knowledge
- **Power -** The desire to be in a position of authority
- **Expansion -** The desire to build and grow
- **Acceptance** – The desire to be accepted by others
- **Community -** The desire to be around people like ourselves
- **Self-Expression -** The desire to reveal ourselves through speech, actions, dress, etc.

- **Status –** The desire to be viewed as an affluent and important individual
- **Health –** The desire to improve one's quality of life and well being

…and many more.

If your marketing message can demonstrate that you can meet any of these desires or a combination of needs and desires then you will have a much better chance of selling your product or service successfully by simply pushing the right emotional buttons attached to them.

The Fear Button

You probably don't sit around thinking about your worst-case health scenarios but insurance companies certainly do. They use those scenarios and the fear attached to them to scare you into buying a product that you wouldn't have considered otherwise.

Our fears, whether they're of illness, loss, or social rejection motivate us to make wise decisions by forcing us to consider negative possibilities such as "Will I die if I don't follow this diet?" "Will my business collapse if I don't purchase this software?" "Will I smell bad and be embarrassed if I don't use this deodorant?"

There are four kinds of consumer fears that you can leverage to your advantage in your copywriting and other marketing efforts.

- Fear that the status quo will go from good to bad and from bad to worse if the prospect doesn't buy your product
- Fear that the prospect will be paying more than is necessary unless the prospect does business with you
- Fear of making a mistake when choosing a solution unless the prospect chooses to buy YOUR solution
- Fear of losing out on an opportunity unless the prospect acts now and purchases your product

Food For Thought: Fear Of Loss Can Be A Big Selling Point

When writing your copy, bear in mind that people respond more to what they are going to lose than to what they are going to gain. Again this is called "fear of loss."

Ask yourself: What will my customers stand to lose if they do not buy my product or service? When you've figured out the answer, you've identified a key point that should be included in your sales letter.

A word of caution: Fear works best when an optimal level of fear is evoked. Not too much, not too little, but a level of fear that's just right.

How do you know what's optimal? That's tricky. You need to go to a level of fear that's strong enough to scare people into taking action (buying your product), but not so strong that it makes them so disturbed that they are turned off and stop reading your sales letter all together.

And, of course, you should only use fear when it's clear that there is a solution to avoiding the pain of the feared outcome. Of course the way to avoid that fear is to purchase your product.

The Self-Centered Button

Even if they're the nicest people in the world, your customers and potential customers don't care about you, your philosophy, or your business. Most times they don't really care about the technical specifications of your product, either. But don't take it personally.

Just realize that their concerns are often much more narrowly focused that you suspect.

What really "floats the boat" of your prospects are the benefits they'll receive from buying your product or service. They want to know how it will make their lives easier, how it will make them irresistible to the opposite sex, how it will make them the rich beyond their wildest dreams etc.

So, don't just *"say"* your product great in your sales copy; demonstrate the benefits of buying from you, using specific facts and figures. Tell your prospect in simple, straightforward language how your products or services are better than all the rest.

It should be all about them and very little about you. Again everything you say and write should answer the question, "What's in it for me?"

People are especially interested in receiving extra incentives, bonuses, and "value-added" packages because when they're considering a purchase, they're constantly trying to figure out what they'll gain.

Food For Thought - "Greed" Self-Exam

Want a simple way to test whether your copy is good for the greedy? Count the number of "I's" you have in your text and then compare it to the number of "YOU's" and you'll know in an instant whether you're writing to your prospect or to your own ego.

If your offer is greed oriented, then words and phrases like "money, get rich, six-figures, and make money" will easily excite your readers. Ideally you want to use many small, one syllable words that your prospects can relate an emotion to instantly.

Pick five or six key words that will stir up the need for greed and plant them and synonyms of them liberally throughout your sales letter to spark the emotional reaction that is the catalyst for a sale.

Greed, no matter what anybody says, is a part of the human psychological make-up. Everybody wants more, especially for less. If your message promises to help the individual get a bigger piece of the pie, then it will attract attention and generate sales.

Just remember, greed is good. Maybe not from a social standpoint, but from a marketer's perspective, it sure is!

The Curiosity Button

All creatures are curious, especially humans. We explore our world rather than just respond to it. We look under rocks, poke and prod things, and pull back curtains.

To arouse curiosity the following words, phrases, and synonyms thereof have been proven to **turn a prospects dull apathy into great interest:**

- Discovered!
- I'm spilling the beans!
- The answer you've been looking for!
- Sneak Peak!
- For Your Eyes Only!

Even the following product titles are laser-focused on the curiosity of the intended target audience:

- Secrets for Making Money With Time Shares
- What The Diet Companies Don't Want You To Know
- Mysteries of A Satisfying Sex Life Revealed
- The Professionals-Only Guide to Car Buying

Here's how to make curiosity work for you. After you create or agitate the problem, you must then make it abundantly and IMMEDIATELY clear that you can provide the solution to the problem with your product.

For example:

- There's a trick to giving up cigarettes for good…
  and we've got here on this web site!
- You won't believe what I accidentally did…
  and now YOU can take advantage of my mistake

- The journey to financial freedom doesn't have to take forever… If you take the short cut offered here

Our passion for discovery is hardwired into us, so stimulating curiosity is a powerful force that you can use to lure consumers to "go deeper" into your sales copy. Curiosity is what holds the consumer's attention long enough for the rest of the sales message to be delivered.

Most people don't like advertising and won't make the effort to read your sales messages if they feel like they are being sold to unless they are sincerely interested in buying something that the advertisement offers, OR if their curiosity is aroused.

The Sex Appeal Button

Does sex sell? You bet! Sex is the second strongest of our instincts, right behind the instinct to survive. Since anything having to do with sex tends to get our attention, it's a perfect tool for marketing when used in the right way.

For instance…

- Billboards advertising alcohol that used sexual appeals were remembered 91% more often compared to those that didn't.
- The annual Sports Illustrated Swimsuit edition generates sales to 59 million readers, compared to the magazine's average of 21 million.
- The Cosmo "Sex Poll" issue sold 2.3 million copies compared with its average 1.7 million copies.

The sexually charged images in advertising lead a consumer to believe that by purchasing the products, they will look like the people in the ads, have fun like the people in the ads, and even BECOME like the people in the ads.

Advertisers use different strategies for each gender and with good reason. The term "sex appeal" has a different meaning for men and women. A study conducted at Washington State University showed that simply showing a woman's body attracts a man's attention and convinces him to buy. The

reasoning is because men associate getting the pretty model (or a woman like her) with a benefit of getting the product.

Women, however, use intellect and romance in addition to anatomy as a means of relating to men. That's why ads targeting women are less explicit and will focus more on romance rather than the act of sex itself.

Sex work best when the product or service can honestly promise increased sex appeal such as fragrances, cosmetics, clothing, personal hygiene products, and especially cars. With products like these, enhanced sexiness can be a persuasive product benefit, and thus a part of the overall focus of your sales message.

The use of strong or mild sexuality can help attract and sustain attention, no matter the product or service. Examples of this can be seen in the F-C-U-K clothing brand to Hyatt Hotel's "Who are you sleeping with?" marketing campaigns.

Food For Thought: When In Rome Do As The Romans Do… But When In Japan Do As The Japanese

If you're marketing to an international marketplace, keep in mind that sexual values and taboos vary greatly around the world and are constantly evolving so be aware of this and how you use sex appeal in your marketing.

The Free Button And The Law Of Reciprocity

When you give a potential customer a **free gift,** you don't expect a gift back. You expect business.

The "Law of Reciprocity" states that when you give people something, they will want to give you something in return. It's the reason there's a prize in the McDonald's "Happy Meal", why tradeshow vendors have "premiums", and the reason why advertising agencies take prospective clients to dinner. In each instance the hope is that the free gift will result in more business.

When you offer free gifts make it clear that you have done so with no expectations of being given anything in return. For example a pool sales business might offer the following free gift…

"If you're thinking about installing an in-ground pool, I'd like to send you my free report titled Pool Installation Made Easy. Whether you buy your pool from me or not, this guide will make the process much, much easier."

An offer like this says, "I'm a good guy, I like to help people" and will make it more likely that someone will reciprocate your kindness by giving you their business.

It's also important that the gift be given "free and clear" without any obligations to purchase anything in return. "Buy something and get a free gift" is much less appealing than, "Get a free gift with no cost or obligation whatsoever."

Your reciprocal relationship, like any relationship, is a two-way street. You'll only get out of it what you're willing to give and put into it. That's why it's important that the gift you offer has real value and is something that will help the person receiving it by delivering a genuine benefit.

Offering a free subscription to Playboy with every box of Trojan condoms you sell makes sense. Offering a box of Godiva chocolates when a customer purchases the South Beach Diet book does not.

Food For Thought: Always Say Thank You

It appears that even a warm, friendly comment of gratitude will activate the desire to reciprocate on the customer's part.

A New York university conducted an experiment in a medium-sized electronics store. A subject entering the store was told in a warm and friendly manner, "Thank you for shopping here today. We appreciate having you as our customer." As a control for the experiment, every other shopper entering the store was not told anything.

The average amount spent by the 100 subjects who were not told anything was $240. The average amount of money spent by subjects who received the appreciative "thank you" was $408! An incredible boost in profits and it doesn't cost you anything to say thank you to your customers via email.

Feel Good Buttons

In this section, you'll learn what "hot buttons" can be added to your sales message with the express purpose of **making your prospect feel good.**

I like to feel good. So I do things that make me feel that way, from brushing my teeth with toothpaste that I like to wearing a jersey with the name of my favorite team to using a high-powered weed-whacker to make my lawn look great.

I also try to avoid all the things that make me feel bad. I think most of us are the same way in this regard. We like to feel good and follow the path that gets us to a place where that desire is satisfied.

To put it simply:
If It Makes Us Feel Good, We Buy it.

The quest for "feeling good" is what drives us a lot of the time. We buy a vast range of products hoping they'll improve the quality of our lives by helping us to feel better about ourselves or by making some tasks easier.

Wendy Liebmann, president of the consulting firm WSL Strategic Retail, told U.S. News and World Report, "For consumers, when it comes to buying luxury goods, special services, or even experiences that expand-your-horizons, 'Don't put it off till tomorrow!' has become more than just a clever saying. It has become **a way of life."**

Food For Thought: The Pleasure Principle

If consumers are oriented to make themselves feel good, then you should be selling products and services that help them **avoid pain and enjoy pleasure.** Simply sell people what they want."

The Instant Gratification Button

In a lightning-fast world with everything happening at supersonic speeds, consumers expect instant gratification in everything they do.

Blame it on technology, or the Internet, or even MTV. Blame it on 60-second sound bites, instant drink mixes, scratch-and-win lottery tickets, and microwave ovens. Blame it on whatever you wish, but there's one thing that's clear.

People are much more likely to BUY NOW if you can **deliver instant gratification**…

Especially when the customer "has an emergency!"

There's nothing like an urgent situation or pressing emergency to crank up the need for instant gratification. A teenager with a blemish on the night of the school prom can't wait for a 7-day cure. A guy who wants to watch tonight's pay-per-view boxing match can't wait for a week for cable installation.

Example:

Which Yellow Pages ad do you think will appeal to a homeowner who has just lost his roof in a hurricane?…

Brand X Roof Repair - We Repair Roofs
Call 555-1212 for estimate.

Or…

Brand Y Roof Repair - Instant service for emergency roofing needs. Call us 24 hours a day at - 555-1212

Many would think that the Brand X ad is just fine. It gives the name of the company, contact information, and explains what the company does. But nothing in it says, "We understand your need and we can fulfill it." The Brand Y ad, on the other, is all about the consumer.

Food For Thought – The Desire For Instant Gratification Encourages Credit Card Purchases

People will buy a product that can be delivered instantly over a product that will take time to deliver. This is why downloadable information products are such a hit. Click a button, enter your credit card number and in a matter of seconds, you've got what you ordered. There's no worry and no waiting. Also credit cards feed your customers desire for instant gratification by allowing their needs to be met instantly, with the ability to make a purchase, even before they have the money to pay for it.

The Enthusiasm Button

There's an anonymous quote I really like that goes like this…
"*Money buys, but enthusiasm sells.*"

If Daniel Webster had been in sales and marketing rather than the dictionary business, he'd have said that enthusiasm is the process of transferring your excitement for your services to your prospects and customers.

If you can get your prospects to be as enthusiastic as you are about your product then they'll be eager to buy it. In ancient Greece, smart people thought enthusiasm was a gift from the gods. In today's world, the same thing is true as people with enthusiasm have the special power to convince, motivate, and sell, sell, **SELL!**

"One of the most distinctive features of a high producing club vs. a low producing club is the level of enthusiasm that the staff emits."

-- Michael Fahey, Fitness Business Pro Magazine

Dale Carnegie, author of "*The Power of Positive Thinking*", tells the story of a speaker who was promoting an idea that was absolutely and utterly ridiculous. Yet, at the end of the presentation, people were eager to "buy-in" to what the speaker was selling. If the idea was absurd, what convinced the audience?

According to Carnegie it was "enthusiasm". The speaker was passionate and enthusiastic about his subject. As a result, more than half the audience never questioned his authority, they just bought his product.

Food For Thought: Enthusiasm Is Contagious

If you're not enthusiastic about what you're selling, why should anyone else be? To the consumer, your enthusiasm reflects on your credibility.

Your enthusiasm is also a reflection of your passion for your product or service. When you're genuinely excited about something, it comes across naturally because it IS natural, honest, authentic enthusiasm that comes from the heart.

At the end of the day you'll feel better selling something you truly believe in. So try to focus on developing products, services, and ideas you truly feel positive about.

And try to sell to people who are very likely get real benefit from what you sell, too. That way everyone is enthusiastic!

The Specificity Button

A mental picture can stimulate strong emotions that are fertile soil for planting the "seeds" of buying.

However, while a picture in a museum or art gallery can be impressionistic, expressionistic, or cubist, the picture you "paint" with your sales letter and other copy must be realistic and even more importantly, it must be specific.

"The surest way to arouse and hold the attention of the reader is by being specific, definite and concrete."

-- William Strunk and E.B. White

Being specific, as a "word painter", is the difference between creating a vague image with copy like…

"Company X's Tomato-Field-in-a-Bucket
Helps You Grow Lots of Tasty Tomatoes at Home!"

Versus the clear, emotionally compelling statement…

"Company X's Tomato-Field-in-a-Bucket Comes
With Fertile Soil, Easy-To-Use Support Sticks,
And Tomato Seedlings That Will Quickly Produce
Pounds Of Ripe Red Fruit Ready For The Picking."

See, specifically telling people about the benefits they get makes your copy **more believable**, compelling and more likely to "close the deal."

The Numbers Game

Studies have shown that people rated copy as more believable when the numbers used were "not rounded" up or down. You know what it means to round up and round down, for example 17 rounds up to 20, and 42 rounds down to 40.

For example, if your copy reads, "14 Super-Tricks for Losing 20 lbs" it gives the impression that someone actually studied the process and identified the

fourteen best ways to drop pounds. In contrast, "10 Super-Tricks …" sounds boring and somewhat pre-fabricated, like "a dozen doughnuts" or "a six-pack of soda."

Food For Thought: Seven Heaven

In a study done by the Wall Street Journal the number 7 has been found to be the number that most people respond to. So you may want to end your prices with a seven such as $47 or $27. Mostly all of the products I sell end in "7".

Winners And Losers With Specific Numbers

During a study for a hypothetical new brand of imported beer, it was noted that statements such as these were unable to grab attention or interest:

- Our lager is a popular Bavarian beer
- Our beer has great taste
- This lager is affordable

But when the test marketers changed their statements from those general ones to the following specific ones, they also changed the consumers' mindset from extremely disinterested to positively captivated:

- Bavaria's #1 selling beer since **1995**
- Consumers preferred our lager **5-to-1** over American beers and leading imports
- Our Lager is affordably priced at **$1.79** per six-pack of 12-oz. bottles

Notice how the specific numbers make these statements more believable.

Make A Date…And Make It Specific

Don't say "Ending Soon", say "Ending on Monday, June 19th at 5PM" when you have a sale or special offer.

Afraid that people will stop buying after June 19th when the deal has ended? There's an easy solution to that…

If you decide that your campaign offering "3 Months Service FREE when you purchase a Brand X Lawn Rider by May 1st" was a winner, then just launch a new and different offer for June, July, August, or any month when the grass is green!

Food for Thought: Don't YOU Let the Offer Expire

A customer who rushes to beat the expiration date on your offer won't be angry that it was extended. They won't care because they'll be too busy enjoying the benefits of having been lucky enough to purchase before the offer ended.

The Acknowledgement and Flattery Button

The desire to be recognized and have our achievements applauded is universal. In fact, millions of people around the world spend millions of dollars on psychotherapy seeking "acknowledgement" and "validation."

If you make your customers feel good about themselves as well as their purchase, they'll want to continue to do business with you. When it comes to buying consumers want to think that they're intelligent and savvy. So, when consumers make a 'smart' choice (buying from YOU!) - congratulate them on their wise decision!

SYMS, a discount clothing store in the U.S., uses a slogan that says, "An Educated Consumer is Our Best Customer." But what the consumer hears is…

"I'm educated, I'm smart, and
THE MORE I BUY AT SYMS, THE SMARTER I MUST BE!!!

For Your Eyes Only

You can also acknowledge your customers with a "just for you" deal or discount or a Preferred Customers Only offer.

Who are your preferred customers? Anyone you want them to be. An old customer, a new customer, or anyone you want to target. What makes them feel preferred (aka "special") is the offer you make:

- Come Back Again! -- 50% off your next meal at Eat-Right-Cafe
- New members who join our Health Club receive a free set of wristbands

The Sincerest Form Of Flattery

A master marketer by the name of Joe Vitale uses flattery to his best advantage on his website by telling the reader this:

> *"You are really smart to be reading this. Few people are wise enough or aware enough to sign-up for a weekly publication that will help them earn more money and lead happier lives. You're the exception. You are probably a leading-edge thinker and more aware than any of your friends or peers. Note how you felt when you began reading this week's commentary.*
>
> *Didn't you feel good as you read "You are really smart to be reading this"? Didn't you also feel good about ME for noting how smart you are? Everyone responds to flattery, you, me and everyone else. It's a marketing principle that, when used with sincerity, can make you rich."*

In this case Joe knows.

The Exclusivity Button

Have you ever walked into one of those trendy, high-end fashion boutiques? You know, the ones that have just three or four dresses on display in an enormous space that could easily house a car showroom?

Ever wonder why the stock is so limited? It's not because there's no room for it or because the buyer couldn't find more appealing products. It's not because the store didn't have enough money to stock up. The reason is **exclusivity** at work!

Limit Your Offer For Unlimited Appeal

Ladies' clothing is mass-produced, so displaying only one dress at a time gives it an air of exclusivity. Think of how that same dress would look in a store on a rack with a hundred dresses just like it in all the different sizes.

In a world where mass-production is the name of the game, an offer of exclusivity is especially appealing. Mrs. Shopper thinks to herself,

"There's no other person in the world like me and no other dress in the world like this one. I must have it."

When your marketing says, "This product (or service) is a limited edition," consumers hear this: "I'll have something that other people won't and they'll **envy** me." So, Ms. Shopper and her equally exclusive-minded husband Mr. Shopper are easily won over with marketing phrases like these:

- **Limited edition**
- **Limited production**
- **Limited number available**

Essentially exclusivity puts a buyer in a "one up" position from everyone else, providing a big boost to the ego along with "bragging rights." It can be used to market all kinds of products and services, from fine art to French fries.

Now don't kid yourself, the Shoppers aren't idiots. They're aware of the difference between ready-to-wear and custom-designed apparel.

Intellectually, they know that the few pieces on display represent dozens of other garments in the back room. But despite what the Shoppers know intellectually, it's how the exclusive ambience of the store makes them feel emotionally that will drive their purchases.

We already know that emotions are the "big dogs" when it comes to motivating people to make a purchase. An exclusive offer gives buyers a tremendous jolt of "feel good" by making them part of an inner circle.

Food For Thought: Exclusivity Is Definite

The concept of exclusivity is also extremely concrete. There's no interpretation required, no need to figure out what it means. "Only 10 available" means exactly what it says.

The Five Senses Button

"Make them see it, feel it, and believe it…and they'll buy it."

If your sales copy can turn your prospects into "mental users" of your product or service, by helping them "see" themselves owning and using your product AFTER the sale, then you're more than half-way towards turning your "window shoppers" into real customers.

Nothing beats a hands-on experience, a "test drive," so to speak. But when you're selling via a website you can't give your prospect something to feel, handle, manipulate or examine.

So the next best way to get your prospect's imagination going is with vivid storytelling. If you paint a picture that's rich in descriptive detail, you'll get the prospect to see *themselves in the picture* as the satisfied owner of your product.

Give consumers a 3D mental view of what you're selling by appealing to their senses. Copywriting with the five senses in mind will pump up the sales for almost any product.

Effective descriptions should fill the gap of what customers would see, hear, smell, taste, or feel if they were standing in the presence of the product. Effective descriptions should draw customers in and create an actual event as if they were able to be right there with you.

Tell Them A Story… About Them

We all love to hear about ourselves and we all like to imagine ourselves happier, healthier, and wealthier. That's why phrases with the word "you" in them are so appealing.

- This product will **allow you to work less** and spend more time traveling
- Our roofing service means that **you'll never have to climb** up on the roof again

One of my favorite examples of this concept comes from a story played out by Sesame Street's Bert and Ernie.

Bert says to Ernie, "I'll bet you $100 that I can get our boss, I.M. Impossible, to read a full page ad without even trying." Since I.M. was a notorious non-reader, Ernie figured he was a sure winner and was already dreaming of an expensive steak dinner paid for by Bert.

What Ernie didn't figure on was Bert's super-marketer skills understanding that Mr. Impossible was easily turned into Mr. E.Z. Sale with the right marketing approach. All Bert had to do was get the boss interested…to see himself in the picture.

How'd he do it? Bert simply put "This Is About Mr. Impossible," as the headline at the top of the sales page.

For an outstanding article on marketing to the senses, visit
http://www.clickz.com/experts/brand/brand/article.php/1464261

Easy Buttons

In this section, you'll learn how the promise of less work and less effort for your customer will bring more sales and more money for you!

The All-In-One Easy Button

Everyone is looking for a magic pill for a longer life, more youthful looking skin, a fatter bank account and the list goes on and on. Heck, I'd sure buy a "magic pill" to solve my most pressing problem, wouldn't you?

But, as we all know, there are no magic pills. That doesn't mean, however, that you can't take advantage of the consumer's insatiable need for "a magic pill" solution by crafting your marketing message to solve all their problems in a single stroke.

Take this copy for example:

"When you hire a babysitter from Our Employment Agency, you get a nanny, a housekeeper, AND an accomplished cook for one low daily rate."

Or you could try something like this…

"Purchase a 3-piece Weekend Set and we'll include an overnight bag, luggage tags AND a leather passport case. All YOU need to bring is your tickets!"

You see sometimes people are looking for a magic pill to do everything. Other times they need a magic pill that will do one thing RIGHT NOW.

- Alka-Seltzer promises instantaneous relief for heartburn sufferers.
- On Demand pay per view digital cable offers movies when you want them without having to go anywhere.

If you can't promise instant results with your product then offer fast or quick results.

Another example:

> *"When you order online, we'll ship your Quick Grow Herb Garden package to you via overnight mail so you can have a rosemary, basil, and oregano in time for Sunday dinner."*

Food For Thought: Reverse Psychological Tactic

Your marketing becomes more believable when you admit to your customer that "*there is no magic pill":*

> *"Dear Friend, I'm sorry to say there's no magic pill for repairing bad credit after bankruptcy. You can't just read my book and expect the bank to welcome credit applications again with open arms. But you CAN expect to get the tools you need in order to take the steps toward getting yourself back on the right financial track and eliminating your debt for good. "*

Get the picture?

The Convenience Button

No matter whatever else they want it is clear that consumers want an easy shopping experience, the ability to buy what they want when they want, without having to work too hard or travel too far. It's why package good stores are often also called convenience stores.

When shopping malls first arrived on the scene people were treated to a wider selection and lower prices, food courts, rides, movies and entertainment all under one roof. It was predicted that malls would run local "mom and pop" shops out of business and many small businesses did fall by the wayside, but not all of them.

Some local businesses continued to thrive because they provided shoppers with convenience. Convenience is the consumer's best friend, so you should make it one of your hardest working marketing angles.

The Internet has rocketed demands for convenience to an extraordinary new level. Consumers have learned to expect everything from instant analysis of loan applications, instant approval of mortgages, instant delivery of information, and instant love at dating sites.

Defining Convenience

What is convenience? Convenience is different things to different people. For a single parent, convenience is the ballroom at IKEA where kids can play while parents take care of business. For a senior who no longer drives, free delivery from the pharmacy is important.

ATM cards have also re-defined convenience since this gives us around-the-clock access to our money. ATM cards are also **self-promoting** since the cards are used in public people who do not yet have a card can see how convenient they are.

Food For Thought: In The ATM Case Above, Convenience Trumps Fear

Although some people were initially concerned about the security of ATM cards, convenience seemed to be a decisive factor in the "tug-of-war" for and against their adoption.

Ask your customers what convenient services would best fit their needs and get busy implementing those ideas, concepts and services. The benefit is two-fold.

First, your "market research" with existing customers gives you outstanding insight into what potential new customers will want. Second, when your existing customers see you take ACTION, they'll know that you truly listen to them and care enough to be responsive to their requests. That's the way you build customers that buy from your FOR LIFE.

Don't Worry Buttons

In this section, you'll learn how to overcome objections and sales resistance by obliterating worry.

Always Remember Objections Are Your Friends.

Yes it sounds crazy, but if a potential customer is voicing objections, it means that he or she is at least somewhat INTERESTED. Otherwise there'd be no reason to raise an objection.

Sometimes an objection really isn't a "no" at all. Even the loudest, most emphatic-resounding "no" isn't really a "no" at all. It's just a request for you to give them more convincing reasons to buy. By knowing these arts of persuasion you'll be able to come up with very convincing reasons for people to buy any of your products!

The Fear Of Making A Mistake Button

We talked earlier about how to use fear, a basic human emotional hot button to motivate a consumer to buy; fear of a lost opportunity, fear of illness, etc. But there's another side to fear for many people. Their fears are what STOP them from making the purchase.

Fears Are Objections That Are Waiting To Be Spoken

Your prospects' fears can kill your sales, so as a marketer you need to declare open season on them. You need to target those fears and then make sure you've **provide enough information** about your products benefits, your offer, your guarantees, etc. to stop those fears in their tracks before they start doing their dirty work on the mind of your prospect.

Here are some things your prospect may be afraid of…

- Did I buy the best?
- Did I buy a piece of junk?
- Did I overpay?

- Did I buy something I really didn't need?
- Will I get what was promised?
- Will I be able to get a refund if I don't like it?
- Do I really need this?

What To Do When Handling Objections

If your marketing message is able to diffuse objections by anticipating and answering them in advance, that's great. If a prospect DOES want to talk to you about his objection, don't freak out. It may not mean what you think.

If possible, try NOT to delay confronting a prospect's objection. The thing here is to make it clear that you're not dodging the question or objection.

Chances are you've already answered the question in your sales copy, so make a statement like, "Yes just as my website states you won't have to worry about that because (fill in the blank).

Do's when answering objections...

- DO **listen carefully** before answering.
- DO **act interested** in the objection.
- DO **restate the objection** before answering it. (Make sure that you fully understand it. If not, get clarification.)
- DO **isolate the objection** while trying to determine the real, or hidden, objection.
- DO **convert the objection** into the form of a question.
- DO **answer the objection**.

Dont's when answering objections...

- DON'T place **undue emphasis** on any objection. (It may simply be a question.)

- DON'T treat any objection as an **unjustified question**, either by facial, vocal or body expression.
- DON'T **anticipate** what the person is trying to say. (You'll probably misunderstand and offend the prospect.)
- DON'T **interrupt** when someone is making an objection. (Your potential customer will be much more relaxed if you let him finish the question and more receptive to your answer if he feels you're giving a true response to what he's saying, and not a "canned" sales response.)

When you've gone through these Do's and Don'ts ask your prospect, "Does that satisfy your concern?" or, "Have I answered your question?" or "Does that put your mind at ease?"

Your job is to pinpoint the sub-text of what a prospect is saying. Find out if the voiced objection is the only one. When a potential customer has an objection, you want to answer it not get into an argument. Soften your response with phrases such as "I suggest" and "as you know."

One approach is to say, "That's a good point to consider. Your question is whether this is the smart thing to do, isn't it?" The essence of what you're asking the prospect is, "If I can satisfy you on this one point, you wouldn't have any objection to buying immediately, would you?"

Food For Thought: Look For Hidden Meanings

"I can't afford it," is a self-protective, way of saying, "Can you lower the price or offer a monthly payment plan?" "I can't wait," is a buyer's way of asking, "Can you deliver it fast?"

The Credibility Button

Thanks to decades of over the top promises and outright lies, marketers are selling products in "The Age of Skepticism." Today's consumer has gone from just being skeptical to downright suspicious, wanting to know the truth behind advertised claims, warranties, promises, and guarantees no matter if they're buying a luxury sports car or a can of soda.

Most consumers don't trust what you're telling them because they've been burned so many times before. They are understandably mistrustful and think of buying and selling as an adversarial relationship where the seller is trying to take advantage of the buyer.

You will need to be proactive in overcoming this natural distrust to successfully get them to buy from you as you're someone they barely know. You're going to have to tear down walls of fear and skepticism before you can build up a relationship with them.

One strategy is to provide factual information in an unbiased way that will allow a consumer to make his/her own informed decision! A great way to do this is with free information products such as a "report." When consumers feel that you're INFORMING them, they'll respect you and thank you for your openness and honesty by purchasing from you. Nothing sounds more authoritative than third-party facts and figures and quotes from trusted authorities such as…

- Government agencies
- Noted authorities
- Editors of industry trade magazines
- Research groups
- Celebrities
- Satisfied customers

Are you wondering why a satisfied customer ranks as a trusted authority? Like celebrities who are trusted because of their fame rather than their expertise your satisfied customers have "been there and done that," in relation to doing business with you. Their experience with you qualifies them to be authorities on the quality of your product and your customer service.

Food For Thought - Testimonials Can't Be Beat

Research shows that honest and believable **testimonials build credibility** more than any other strategy.

The Consistency Button

Contrary to popular belief, familiarity does not breed contempt. In fact, familiarity breeds sales. Studies have indicated that it takes an average customer as many as a half-dozen exposures to any type of advertising before he or she will buy a product or service.

Think about how long it has taken Coca Cola or Dunkin Donuts to become household names. It sure took a lot longer than one advertisement, one press release, or one direct mail campaign that's for sure. The pathway to building familiarity with these name brands (or any other) is **consistency.**

Consistency is what yields results. So it's important for you to maintain a consistent tone and look to your marketing and advertising messages. Your messages and ads should use consistency to establish brand recognition. No matter if they are **branding messages** conveying a general theme of who you are and what you do, **educational messages** offering some practical, valuable, and useful advice or **call to action** messages, they should hit the same "notes" each time.

As Your Business Grows Make Sure Everyone Is On The Same Page

Consistency is not just about using the **company logo** or adding statements about your unique selling proposition to your ads. It's about ensuring that every member of your team, whether they are human or printed or recorded marketing messages, is in total sync. Appoint yourself the "Minister of Consistency" and lay down the law as follows:

- Work out how various groups and departments in your company should implement marketing messages in what they do.
- Ensure that people who understand marketing messages at a spoken level can also write them down.
- Create a communications "manual" that lays down how messages should be interpreted and implemented across all departments who put out company messages.
- Invest in some basic training in effective communication and copy writing skills for ALL employees who will spend a lot of time talking or writing as a part of their job description even if they are only internal

employees such as secretaries, technical people, HR staffers, trainers, sales people, etc.

Remember Give Your Marketing Message A Chance To Work

Have you given your message a chance to do its job before you stop or change it? Or did you think, "This is the third time I've sent out this message. How boring. I'm going to change it." Hold on. You're about to lose your consistency edge. Usually the person that grows tired of a repeated marketing message the quickest is the marketer! The prospective customer probably won't be nearly so sensitive to the repetition. Don't forget, most consumers need to be contacted as many as 8 – 12 times before they sit up and take notice.

Different audiences will require different frequencies of messages. Each must be evaluated as to what is the optimum number of times you need to repeat your marketing message in order for them to be effective. If a quarterly newsletter isn't working, try switching over to a monthly edition. If your daily email messages aren't yielding results, cut back to twice-a-week and see what happens. The three most important words in successful marketing are "testing, testing, testing." Consistency and frequency are simply components that need to be evaluated when troubleshooting your marketing efforts.

Food For Thought: A Quotable Quote

Whether consistency is boring depends largely on how often the message is sent out and to whom it's delivered. If you have a mature understanding of your market then a highly consistent and frequent approach can be very successful.

"Yes, there is a tension between consistency and creativity but it's a healthy one."

-- William Stancer,
Director of Marketing Resources, Accenture.

The Truth Button

The 21st Century consumer has a very sensitive "B.S. Meter" when it comes to advertising claims and anything that is **exaggerated** will immediately send their sensors into the "red zone" that tells them, "These claims are lies, DO NOT BUY!"

Everyone loves a good story and as you learned earlier, story-telling is part of effective marketing. But it's **truth-telling** that really connects with consumers. That's why so many movies are promoted with the angle of being "Based on a true story."

Food For Thought: Swear To Tell The Truth

Truth is not only stranger than fiction but it's also more magnetic, more appealing, and more likely to stimulate a consumer to buy. When a true story is done right your essential marketing message of, "This product works!" is obvious and powerful, even though there's nothing in the message that warns the reader that "They're just trying to SELL me something here."

Give True Case Studies They Can Relate To

Your prospective customers will want to hear more of the story when she or someone like her has the starring role.

Where do case histories come from?

Why from real life, of course!

- **Do you have a compelling customer success story you can use that demonstrates your company's superiority?** - Did your customer's sneaker sales quadruple after they put an advertisement in your health club's newsletter, for example?
- **Do you have an engaging customer satisfaction story about your product?** - Did your customer see her pregnancy stretch marks become less visible using your skin cream and go on to enter and win a mommies' beauty pageant, for example?

- **Has one of your employees performed a heroic act on the part of a customer?** - Did your claims adjuster move heaven and earth to help a policyholder whose home was flooded?

Remember to leave out any marketing "hype" and avoid doing anything that would strike the reader as simply a cheap ploy to advertise your business. All you need to get them interested is a story about real people involved in real events that matter to them. That's what makes your message interesting to your prospect.

So develop cases histories that show how your program, business, or product has changed someone's life, even YOUR life for the better.

Everyone Else Is Doing It Buttons

In this section, you'll learn how to tap into your customer's natural inclination towards a "pack" or "herd mentality". Using this knowledge to your advantage you can change the phrase "Birds of a feather flock together" to "Birds of a feather buy more birdseed."

When we see another person whom we identify with DOING something, (whatever that something might happen to be, such as BUYING something) we often have this response…

Monkey See...Monkey Do
Monkey Buys the Same as You!

This phenomenon explains why television producers use a fabricated laughter audio track after a joke is delivered while recording a sitcom. The audience at home knows that the laugh track is just a recording, but that doesn't stop them from chuckling along when the recorded laughter "cues" them to do so.

In the 1980's, Jay Tarses created the television series *The Days and Nights of Molly Dodd.* The series, the first-ever produced without a laugh track, was ground-breaking. It was also cancelled. The audience wasn't sure if the episodes were funny or dramatic. They didn't have the laugh track - the sound of "people who are like me" - to guide them.

Food For Thought – "Me-Too-Ism"

For most of us agreeing with others is **more comfortable** than going our own way. And while seeing "someone else" doing "it" can create a magnetic got-to-have-it feeling, seeing "someone like us" doing "it" has an even stronger effect on what we buy. We like to hear about and do what other people just like us are doing, for business AND for pleasure. Social proof is especially effective when it comes from people we identify with or want to emulate.

There isn't anything more persuasive than sending a letter to a heart surgeon that has five other heart surgeons attesting to the benefits of a product or service. When Tyra Banks reads that Oprah Winfrey purchased a hot tub and found it beneficial in relieving the stress and tightness that comes with being a world famous talk show host, it's a natural human instinct for Tyra to say, "If it worked for Oprah, it will work for me."

Words and phrases like "bestseller" or "our most popular item" serve as your "laugh track". With them, you don't have to convince your customer that your product is a winner. The hidden message of "lots of other people have bought this product" is at times enough social proof that it is.

The Social Proof Or "Herd Mentality" Button

You don't have to be a teenager to experience peer pressure. People are deeply affected by what others think whether they're young, old, rich, poor, male, or female.

People will visit websites that are on "most-visited" lists, buy cell phones on the "most useful" lists, and spend their movie dollars on "the #1 film in the country." It's because social proof is linked to people's desire to be in agreement with "everyone else," and to not have a mistaken belief about what is true and what is not.

Food For Thought: Take A "Tip" From Me

The herd mentality is the reason that gourmet coffee shops put a few $1 bills in their tip jars at the beginning of the night. It's to simulate tips, of

course, but not 25 or 50-cent tips. "Seeding" the tip jar with $1 bills sends the message that $1 tips are what "everyone else" is giving and is the norm.

Why do you think "snake oil salesmen" and "false healers" of earlier times used to seed their audiences with "ringers" who came forward at a specific time to give witness and offer up donations? It was to get the ball (and of course the money) rolling.

It wasn't not an accident it was psychology at work!

Do Ask And Do Tell

Have you ever wondered why the heck huge, successful national brand companies like Nabisco run those contests asking people to write down "Why you like our product in 100 words or less?" Well Nabisco is one smart company. Rather than paying a high-priced advertising agency or research company millions of dollars to develop slogans that *might* appeal to consumers, companies that use contests in this way let the target audience itself express what **definitely appeals to them.**

For the chance of winning prizes, droves of people are willing to go on record as liking the product, giving the company a countless number of glowing testimonials. This way companies can confidently roll out marketing campaigns based on the benefits and features they know consumers will respond to.

For example:

- 10,000 Consumers Say, "Nabisco cookies taste better!"
- "Nabisco Is A Lifesaver" says Ohio Girl Scout troop leader.
- "When I want good quality and great value, I buy Nabisco!"

The contest comments transform into **button-pushers** that connect with a consumer's "Everybody else is doing it so I should be, doing it too!" feelings.

The Authority Button

We've already established that savvy consumers look at advertising messages with skepticism and doubt. This can make marketing especially difficult if you have a start-up business that has not yet built up its reputation of quality and service.

But even a Doubting Thomas (or Doubting Debbie) can be persuaded to buy when the advertising message is delivered by a well-known authority, or person of power and influence.

And the best part is you can "borrow" credibility from trusted authorities and experts.

When Authorities Talk, Everybody Listens

Most consumers are more than happy to hand over the tedious process of informed decision-making to someone else. They're even willing to do so without carefully considering all the facts.

Without solid information as their guide, consumers turn to messages and suggestions from famous and respected people, especially if those people are experts. But expertise is NOT required for authority. A small amount of fame seems to work just as well.

No, I'm Not A Doctor, But I Play One On TV

Research shows that the three characteristics most associated with persuasiveness are perceived authority, honesty, and likeability. And it's these three characteristics that we're most likely to attribute to celebrities. Associating a product or service with a top-notch celebrity creates linkages with the star's appeal and likeability, thereby adding refreshing and new "buying triggers" to your products image.

The use of celebrities in advertising is a winning combination of image-building and product marketing. This phenomenon is reflected in the recent market research finding that 8 out of the 10 most memorable TV commercials were those with celebrity appearances. People remember the messages and many times they *believe them.*

Trust Buttons

In this section, you'll get a handle on how to roll over skepticism, obliterate cynicism, and convince consumers that you're one of the good guys, or gals.

Sales don't just happen by magic. They're the result of a process that always includes establishing trust. In order to feel comfortable doing business with you, a buyer has to be sure that they will get the value they expect. In other words, they want to be sure that you will deliver the goods.

Consumers know that products aren't always perfect. It's what will happen IF they have a problem that worries them. Your prospect needs to trust YOU as the person or business *behind* the product who will ensure satisfaction.

Web Trust

In the world of Internet business and marketing, several factors play into establishing trust and credibility for websites. These factors would be equally important in offline advertising as well.

- Does the website exude professionalism?
- Is the message presented in a clear manner?
- Is the message well-organized and easy to follow?
- Do the graphics and design of the layout distract from the purpose of your marketing message?

It's true that trust is built over time, but establishing trust with web site visitors **doesn't necessarily require a tremendous investment** on your part to yield tremendous results in a relatively short period of time.

Here are some quick pointers:

- **Display your company contact information prominently on your web site** - including your business address and phone number. This legitimizes your business and shows that you exist in real time and space.

- **Give away free and valuable stuff** - Discounts, coupons, free reports, and trial offers attract visitors to your site and literally keep them coming back for more.
- **Display policies about shipping, returns, online transactions, and information privacy on your site** - This legitimizes your business and gives evidence of your commitment to customer service.

The Oops, I Did It Again Button

I know you. You want to look good, so you figure it's better to be mysterious about what goes on "behind closed doors" at your business. But perhaps you should take a tip from Britney Spears, the original "Oops, I did it again" girl.

Some people may think that Britney doesn't know much, but she sure knows that admitting a mistake makes you seem more human and all the more trustworthy. As a matter of fact, telling people the REASON why you're doing something is one of the most powerful influencers of how they will react to your sales message.

Let's face it if you're making a special offer such as a 50%-off tire sale, a "Buy one, get one free" shoe deal, or a year of complimentary pool cleaning - nobody thinks you're doing it just because you're a Mr. Nice Guy or Ms. Sweetie Pie.

In fact, your generosity is HIGHLY likely to make people suspicious. They'll think, "That low-cost DVD player is probably factory-serviced," they'll say to themselves. Or "I bet that late-night-special midnight dinner tastes terrible."

If you don't tell people what's going on, they'll make up their own stories in their mind about *why* you're doing *what* you're doing and chances are their thoughts won't be flattering to you or your offer. Again, don't take it personally. It's just human nature developed by most people after decades of false advertising.

Tell Them Why And Then They'll Buy

Instead of trying to cover up the truth by putting a happy face on your sad story, let people pull back the curtain and take a long, hard look at you and at your business.

You don't have anything to hide so don't act as though you do!

Let's say August is traditionally your worst time to make sales and you're desperate to increase your business during this period to help your cash flow. Make a special, limited time offer.

Don't be shy or try to be slick about it. Offer a special discount or freebie and say you're doing it because it's your businesses "slow time" of year and you need to pay your staff.

Here's even more examples...

- **The Order Department Fouled Up** – *"Our customers wanted the X25 mountain bike, but Dennis in our ordering department ordered the X26 and now we're in a jam so now we're forced to sell them at a deep discount."*
- **Where There's Smoke, There's A Sale** – *"The fire in our warehouse damaged a lot of our merchandise, so we're selling everything for 50% or the normal price to help us re-stock quickly."*
- **Around-the-World in 80 Days Sale** – *"I'm lowering my rates to raise cash to send my parents on an around the world cruise for their 50th anniversary."*

I know this probably goes against every grain of your natural senses, but I promise if you **give people a good, believable reason** why you're doing what you're doing, they'll love you for it. If you open up to them they will open up to you too, with open arms and open wallets. People want to know the reason for why you're doing what you're doing and when you "tell them why" it allows them to have a **reason to buy from you.**

Food For Thought – Simply Because

In a Harvard University psychology experiment, a test participant approached unsuspecting people waiting in line to use a copy machine and made the following requests:

One request was:

"Excuse me. I only have five pages. May I cut in line to use the Xerox machine?"

Another request was phrased:

"Excuse me. I only have five pages. May I cut in line to use the Xerox machine, I'm in a rush?"

In a third situation, the participant said,

"Excuse me, I have five pages. May I cut in line to use the Xerox machine because I have to make some copies?" There was no reason given for the need… just the word "because".

- **Request #1** was granted 60% of the time.

- **Request #2** the request coupled with a reason, was successful 93% of the time.

- **Request #3** believe it or not got the best results with **94% of the people saying yes simply due to the word 'BECAUSE'!**

It didn't matter that there was no reason given for the request. Just using **the magic word "because"** triggered the desired response and allowed the test participant to cut in line. "Because" may have the same effect of getting your desired response and when coupled with a "reason why" it could even make your customers buy, buy, and then buy some more!

The Common Ground Button

If you offer products that people truly want; and solves problems that truly bother them, there's only one more element you need to add to guarantee your success… Rapport.

When you establish rapport, you're really saying, "I understand you." To establish this essential relationship, you need to talk to consumers in the same language they use when they talk to a friend, to establish that you're on "common ground."

Speak Your Customers Language

Russians speak Russian, Italians speak Italian, and Americans speak English. Alternatively people who are heavily interested in a particular topic or hobby will speak the language of that topic or hobby. Auto-Mechanics speak the language of car parts and stock brokers use the language of Wall Street even when they're not on the trading floor.

Consumers speak different languages, too. They speak the dialects of a thousand tiny sub-cultures such as the languages related to their jobs, their hometown, their cultures, hobbies, and passions. If you speak a consumers' language or if you can **identify the buzzwords** of the sub-culture, you can immediately sound like an insider who's in the know and really cares, instead of an outsider just trying to make sales.

Friends Don't Let Friends Make Bad Decisions

People trust their friends to give them guidance and advice that's in their best interest. On the other hand they're suspicious of people who are trying to sell them things and consider their advice "tainted" by the quest for the almighty dollar.

Business "friends" form a friendly, relationship based on mutual trust and common interest. Business friends have a "rapport." If you can position yourself as a buyer's trusted and knowledgeable advisor rather than an untruthful salesperson, you'll be seen as offering sound "advice" instead of a questionable "sales pitch."

The Unique Button

Again going back to the previous module in this course on developing a Unique Selling Proposition, the unique quality of a product or service is the major reason that people buy from you instead of the other guys down the block. So if you do something that sets you apart from your competition the marketplace, if you make it better, cheaper, or can deliver it faster (remember Domino's USP - Piping, Hot Pizza In 30 Minutes Or Less), don't keep it a secret.

Let The World Know How Unique Your Product Or Service Is Every Chance You Get!

Once your company has identified its uniqueness, it will be the key message communicated in everything you do. Your uniqueness will be distilled down to an essential phrase, slogan, motto or mission statement.

Then your USP morphs into headlines for all of your ads, letters, brochures, TV, and radio messages. It's on the tip of your tongue whenever you're talking to potential customers, ready to make an impression on them when the time is right. It's the first thing you think of when you open your business eyes in the morning and the last thing you think of when you close your office door at night.

They're Good, But We're Better

Who's product is better, YOURS or "Brand X"?

You should know your competitor so well that when you ask a prospective customer, "What other products have you been looking at?" you'll be able to respond to your prospect's answer by sharing specific details about that product or service and why selecting your product is a better choice.

Talking about the competition is a good time to bring up the positive things about your product or service. But instead of trashing your competitor's business, explain that your competitor (or competitor's product) is *okay*, but that yours provides SUPERIOR value. The less your comments sound like

someone simply trying to do a hatchet job on "Brand X," the more trust and confidence your customer will have in you and your advice.

Since winning the heart, mind, trust and confidence of a prospect is half the battle in sales, if you approach your marketing with this in mind you'll be well on your way to a big win.

Food For Thought - Say It To Claim It

Even if you do many things the same way as your competitor does, the benefit you point out may be unique to a prospect because your competition simply doesn’t mention it.

Module #8.0: Website Creation

"How To Get A Website And Put Your Internet Marketing System Together."

"How To Get Your Sales Letter And Marketing Machine Online."

In order to sell your products and services online you need to understand the basic foundational building blocks of your internet marketing system.

They consist of…

- Choosing and Registering a domain/website address (i.e., www.yourwebsite.com)
- Getting webhosting service for your website to run on so that it will be available to the world 24 hours a day.
- Building the website so you can display your sales letter and other marketing information to potential customers.

Now let's go over each of these steps in detail…

Choosing And Registering Your Domain Name

Learning how to acquire and register your domain name, although a simple process is vital part of your internet marketing system.

This is the web **address** that people will use to find your website and it is NOT your actual website itself. Your actual website will be a collection of documents, files, and images that you upload to your webhosting account which will be discussed later.

For now let's just concentrate on getting a name or I should say a *domain name* for your website.

Why Do I Need A Domain Name?

In the physical world, you can distinguish a business because of its physical structure, window displays, or signs. You can tell that a bank is a bank, or a clothing store is indeed a clothing store.

On the Internet, however, it is an entirely different story altogether. Your domain name is the only initial clue to what your online business is about. You do not have any other physical clues such as a physical location or building. Instead, users have to type in a word or a set of words and numbers into the address bar of their web browser to reach your site. Other than your web address (your domain name) your prospective visitor has no way of knowing what your site is all about until he or she actually goes to the website and explores it.

For example who would ever guess that Amazon.com is an online book store? Or that Google.com is a search engine just from their domain names alone?

Choosing A Good Domain Name

The need to provide web surfers with immediate clues as to what their online business is about is what lead smaller business to use generic keyword based domain names. Generic keyword based names instantly provide the user with an idea of what a business provides, what to expect and look for in a particular website.

For instance, Etoys.com is a toy store. So when people search for toys they would be likely to find Etoy.com because the word toy is in the domain name and the web surfer would instantly realize that this site is probably about toys. Also keep in mind that, like Etoys.com your domain name should be easy to remember so people can easily find you site again in the future or refer your site to their friends.

Following these tips will help you choose a good domain name

- The domain name should be fairly short
- The domain name should be simple
- It should contain keywords that people would be likely to use when doing an internet search for your type of website, i.e. if you sell toys the word toys should be in the domain name. Remember our example from Etoys.com above.
- It should be suggestive as to the nature of your business
- It should be easy to interpret and pronounce
- It should be easy to spell
- It should be easy to remember

How Do To Register Your Domain Name

Once you have decided on a domain name (you might want to have a couple in mind in case your first choice is unavailable), then you will want to go to GoDaddy.com.

This is the company that I use to register all of my domain names. There are other places that will offer you cheaper pricing, but I prefer GoDaddy as a central place to keep all of my domains because they have an easy to use website and they also make it extremely easy to transfer domain ownership if you decide to sell your website in the future.

Once you get to the website you will be at their homepage.

First you will want to enter the name of the domain you would like to purchase in the search box in the middle of the page and then click on the "GO!"…

If the domain you are trying to register has already been purchased by someone else then you will see a message that it is taken…

This isn't a very big deal, you can either select a different Top Level Domain extension (TLD), such as .com, .net, .info, etc which are all top level domain extensions or you can enter a different domain name choice until you find one that is available.

NOTE: It is better to stick with .com and .net top level domain extensions. As a matter of fact I will only purchase a domain name if I can get it with the .com extension because consumers in general are conditioned to view .com domain names as business oriented websites as the .com extension is derived from the word **commerce** hence the term **ecommerce**.

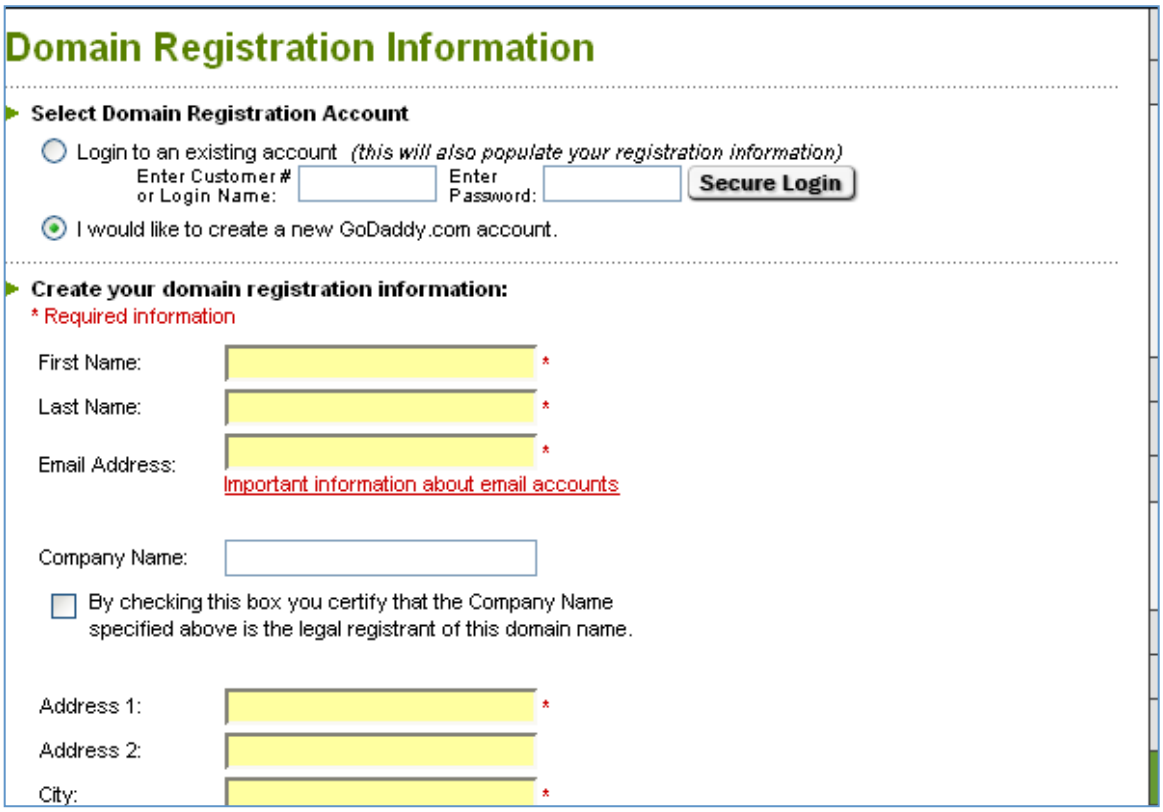
Next, once you successfully find a domain that is available for purchase simply click in the box corresponding to the TLD or TLD's that you would like to purchase. The TLD will then be selected with a checkmark …

At this point I would suggest that you ignore any further products or services that GoDaddy offers you at this time since the majority of them will be included with the hosting account package that you'll set by following the instructions in the next section.

For now scroll down to the bottom of the page and click "Proceed to Checkout"…

Be very careful to pay attention to the next screen or you might end up buying a lot more than you intended to. Just click on "No thanks, Continue to checkout…" or all available TLD's will be automatically add to your order…

At this point you will need to fill in your personal information and pay for the domain. If you already have a GoDaddy account then all you will need to do is enter your username and password, otherwise you will need to enter your billing and personal details to create an account…



Once you complete this process and GoDaddy has secured the domain name for you, you will get a confirmation email and the domain will show up in your GoDaddy.com account once you are logged in.

While you are waiting for GoDaddy to acquire your domain you can move to the next step and sign up for a web hosting account.

Getting A Web Hosting Account

Why Do I Need A Web Host Provider?

You already bought a domain name. So why in the world would you need a webhost provider and what is it? Well if you remember in the last section I told you that you could think of your domain name as your address.

But…

A domain name (address) means nothing without a physical location that it is connected to. Thus, your webhost provider is company that will rent you the "building" or space where your website, images, videos, email address etc. will all be stored.

Think of it like this, sending a letter to an address means won't do you any good if nothing has been built at that location. The letter will just come back to you as "address unknown."

The same situation applies to your businesses website. Your domain name is just a place holder or gateway that needs to be connected to the actual online space where your website will be built.

What Is A Web Hosting Provider And How To Choose One

A webhosting provider is a company that houses lots of computers called servers that do just that; they "serve" your website up to anyone who types in your domain name in the address bar of their web browser or finds your site through any other means such as a web search.

The reason that you want to pay to have your website hosted on the computers of a professional hosting company is because their servers are fast, online 24 hours a day, and monitored by professional staff.

When picking a host there are a few things that you should keep in mind. Remember, the hosting service that you choose can impact your business in a variety of ways. Since your website will be residing on your hosting company's computers this means if your hosting service goes down or gets interrupted then so does your website. This means your business goes down and you cannot make money or capture new leads until they get things fixed and back online. With a good hosting company they will get your website

back online within 1 to 24 hours should they encounter any problems that cause your website to go offline.

Another thing to consider is the level of customer support that you need. What if you find that your website is down? Do you want to send an email to some support address and hope that they get back to you soon or do you want to be able to chat with someone instantly via an online messenger or by phone that can help you right now?

Obviously these two factors are important. That's why there is only one web host I recommend that new internet marketers use, and that's…

Host Gator - http://www.HostGator.com

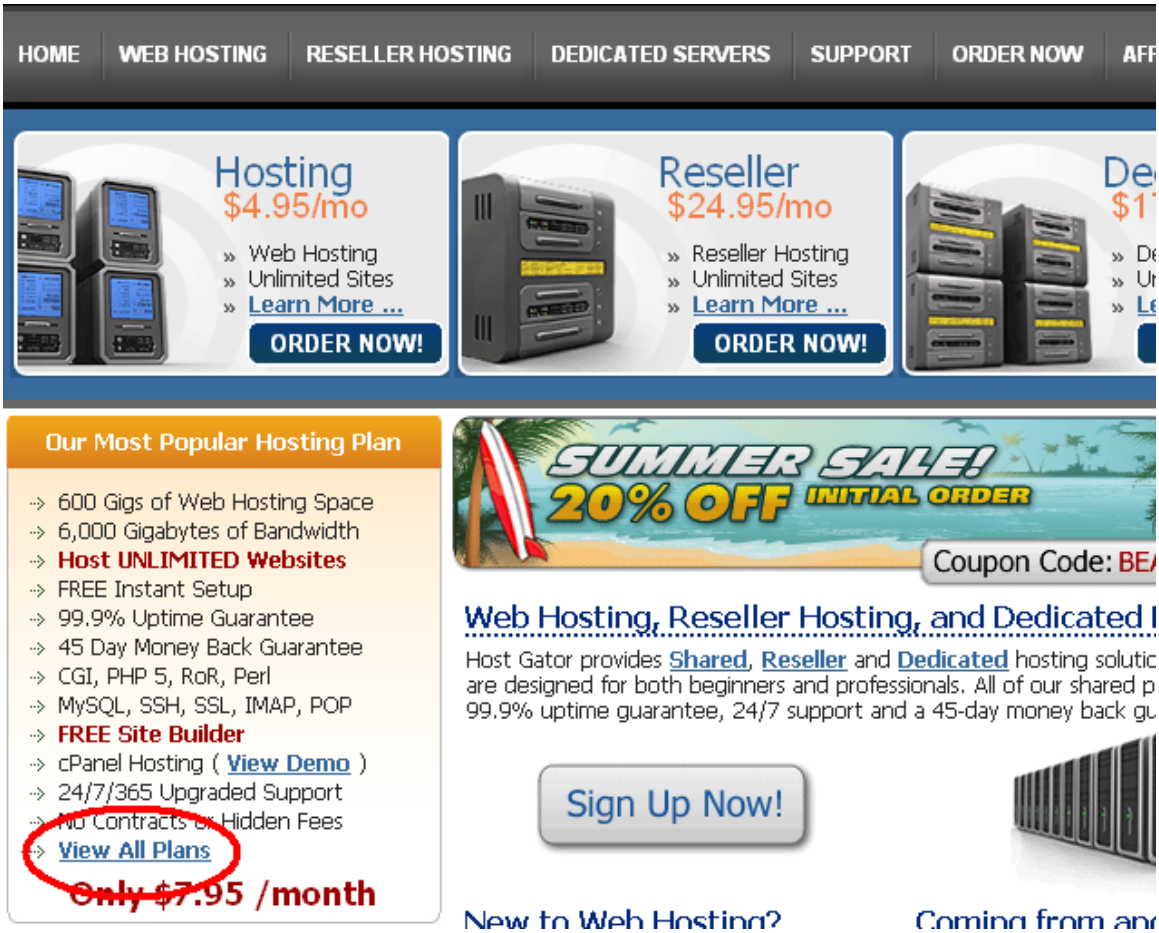
They have top of line customer service, competitive pricing and they are familiar with the needs of internet marketers and the types of sites that they typically run.

If want to choose a different provider be sure you evaluate them with the previously mentioned criteria in mind and also make sure that they offer you the latest version of CPanel, short for control panel. This is usually stated in the list of features comes with your hosting package.

CPanel is the main administration panel that you will use to manage and access several different services and features of your website. If you don't know anything about CPanel right now, don't worry you will learn about it later in this course.

How To Sign Up With Hostgator.Com Webhosting

First visit HostGator.com and click on "view all plans" on the left-hand side of the screen…



As you can see there are a few different plans to choose from.

I recommend that you select the "Baby" plan. This will allow you to go through the same process you are learning now and set up as many websites and domains as you like as long as you stay under 600GBs of information loaded onto your hosting account, which is a huge amount of hosting space in relation to what you'll need.

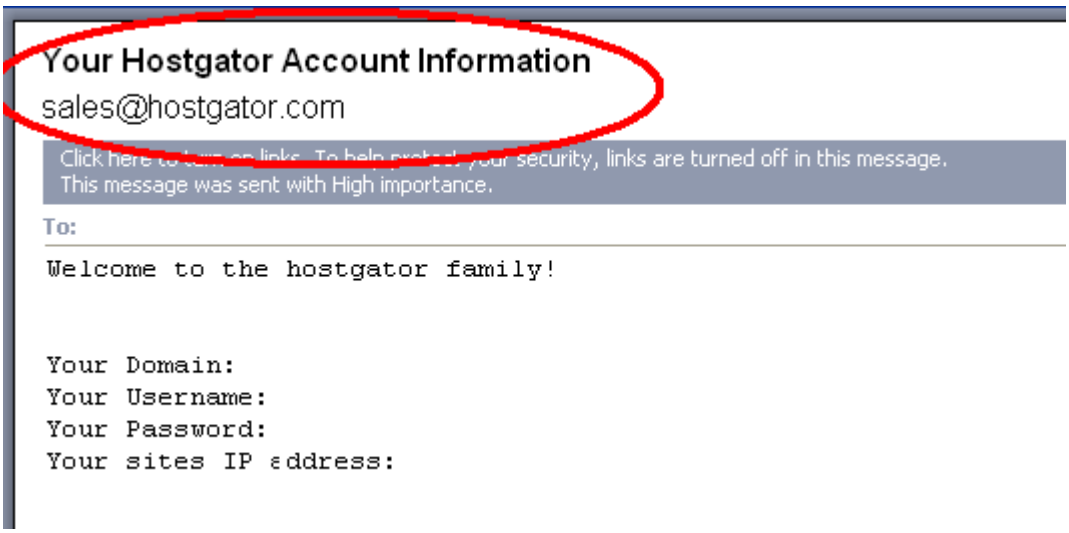
Make sure you click "Linux Web Hosting" tab and then click "Order Now" button at the bottom of the "Baby" plan column…

Once you get to the Order Wizard page, select *"I will use My Existing Domain and update My Nameservers only"* and enter the domain that you just purchased from GoDaddy.com, when you have this information filled in then hit the "next>>" buton…

You will then be taken through a number of simple billing screens with forms that you will need to fill out with your personal details and payment

information. Once you have paid for your hosting account Host Gator will begin the process of setting up your account. This is an automated process and should take less than 30 minutes (usually much less). When you account is ready you will receive an email that will give you all of the details you will need for your account. Make sure you print out this email or store it where you can find it again.

(An Image of What This Email Will Look Like)



Website Set Up In Review

- A domain is purchased from a "web registrar" like GoDaddy.com
- A domain should be thought of as an address to a location
- Your hosting space should be thought of the physical place that your domain name address refers to.

Let's continue…

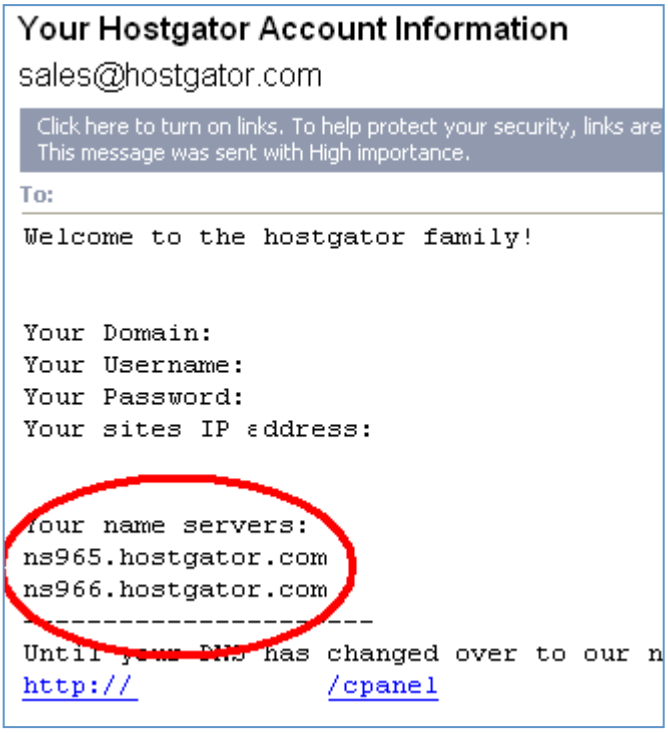
Connecting Your Domain To Your Hosting Account

The first thing that you will need to do after you have received the email from Host Gator that your hosing account has been set up is connect your domain or address to your web hosting account.

In simple terms the internet works similar to our mail system. When we send a letter through the mail the letter is transported between post offices until it arrives at your local post office.

On the internet, information is passed along in a similar fashion through groups of computers called Domain Name System servers or DNS servers. So what you need to do now is tell all of the DNS servers on the internet where your website is hosted at so that anytime some types your domain name address into their internet web browser they will be able to see and access the web pages, videos, and other files that you have uploaded to your webhost providers servers.

Open the welcome email that you received from HostGator and look for the DNS server information that was assigned to you…


Your Hostgator Account Information

sales@hostgator.com

Click here to turn on links. To help protect your security, links are
This message was sent with High importance.

To:

Welcome to the hostgator family!

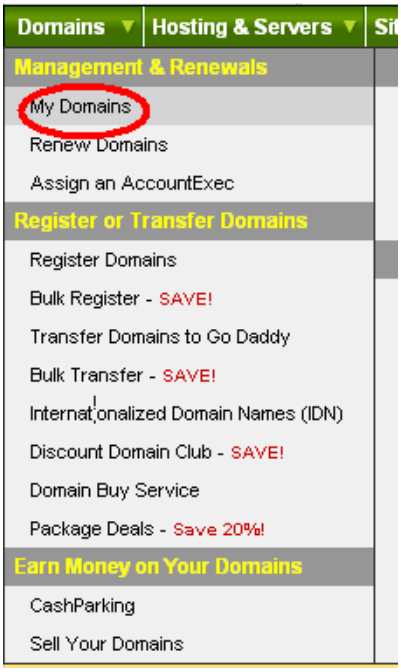
Your Domain:
Your Username:
Your Password:
Your sites IP address:

Your name servers:
ns965.hostgator.com
ns966.hostgator.com

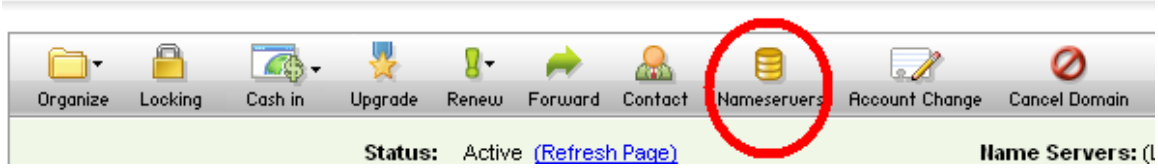
Until your DNS has changed over to our n
http:// /cpanel

Next you will need to log into your GoDaddy.com account

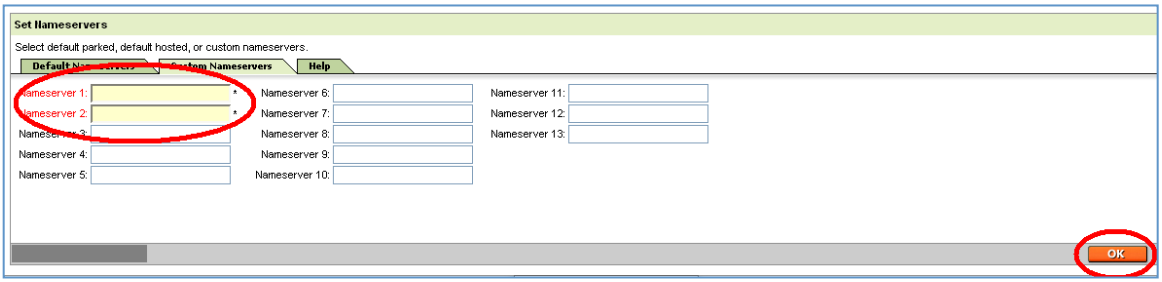
Once you are logged in click on "Domains", then in the menu that drops down click on "My Domains"…



This will take you to a listing of all of the domains that you own. Find the one that you just registered and right click on it. Find the "Nameservers" button and click on it to take you to the DNS configuration page...



This is where you will enter the DNS server information that was emailed to you from your Host Gator. So go ahead and copy and paste the two DNS server addresses in "Nameserver 1" and "Nameserver 2" and click ok…



DNS Set Up In Review

So now we have told all of the Domain Name System servers on the internet what physical location they should send all information requests to for our domain.

You will be told by GoDaddy that it will take 24 to 48 hours for your domain to propagate throughout the internet. This just means that it will take a while for all of the DNS servers across the internet to know what the location of your address is. After that your website will be set up and read for you to upload your webpages and other files that you would like to share with the rest of the world.

Module #8.1: Website Creation

"Designing Your Website And Uploading Files Without The Technical Headache."

"The Simple Way To Get Your Website's Sales Letter And Other Files Uploaded To Your Hosting Account."

If you're familiar with web design and HTML the next few pages may seem a little basic, if you're not, then I'm guessing you're starting to get a little anxious and you probably think that this is going to be a bit tough. But you can rest assured that within a few days or so this will be a piece of cake. So let's get started with a short lesson **HTML** and the basics of creating a webpage.

HTML stands for Hyper Text Mark-up Language. It's the basic language or code that websites are written in but you won't have to learn that much about it.

Here's the big secret...

I don't actually create my websites by writing HTML code, at least not directly. I've learned how because I've had to, but for the most part it is much easier to use an HTML editing software program known as a **WYSIWYG** *(*pronounced as *wisseewigg*) HTML editor.

WYSIWYG stands for **W**hat **Y**ou **S**ee **I**s **W**hat **Y**ou **G**et and it saves you lots of time because basically all you have to do to create a webpage is type and click buttons to insert tables, links, images and any other content you want to include on the webpage. The best part is a WYSIWYG editor works just as well as coding the HTML language into your web pages by hand.

Now don't get me wrong, I think you should try and learn at least the basics

of how HTML works and within this lesson I've included some good places to start. But coding all of your webpages in HMTL by hand might be boring and confusing to you and you're here to learn how to publish information products and to make money as fast as possible. So for now let's just stick with doing things the easy way.

Now, there are many different WYSIWYG web editors around, you could even save a Word or PowerPoint document as .HTLM if you wish, but my own personal favorite way to make webpages is by using a free WYSIWYG editor called **NVU** (pronounced "in view").

NVU: I recommend you use as it gives you the power to develop a sophisticated Web site, design the Web pages you want, and generates the HTML code on the fly code more efficiently than other programs. You can download NVU at... http://nvudev.com/index.php

Here are more HTML editors. Some are free and some are offered for limited trial periods and then you have to pay for them.

Coffee Cup HTML Editor: This HTML editor is really fast and easy to use editor with many great time saving tools already built in. You can get Coffee Cup at… http://www.coffeecup.com/html-editor

Amaya: This is a Web based HTML editor, i.e. a tool used to create and update documents directly on the Web. Browsing features are seamlessly integrated with the editing and remote access features in a uniform environment. Amya can be found at… http://www.w3.org/Amaya

Trellian WebPAGE: Trellian WebPAGE allows you to create your own web pages without having to learn complex scripting languages. WebPAGE's WYSIWYG interface makes editing pages as easy as using your favourite word processor. You can learn more about Trellian at… http://webpage.vendercom.com

WebDwarf V2: This is Virtual Mechanics' free prototype HTML editor for designing of websites using HTML and SVG (Scalable Vector Graphics). Version 2 hosts a number of advanced features. You can find WebDwarf at... http://www.virtualmechanics.com/products/dwarf/index.html

You will also find these web sites handy to search for more free software:

Tucows.com
Gnu.org/directoRY
Shareware.cnet.com
Download.com.com
Freewarefiles.com
Jumbo.com
Nonags.com
Freewarehome.com
Free-soft.org
Tudogs.com
Webmasterfree.com
Webattack.com

If You Want To Know More About HTML

The entire mechanics of HTML and web site building falls outside the scope of this course but there are many excellent and free resources online such as...

http://www.funky-chickens.com – A free web site for teaching HTML code articles, e-courses, tutorials, FAQ's and more.

http://www.unplug.com/great/begin.htm – A collection of articles and links for beginners showcasing basic HTML, what to do and what not to do when designing your pages, and more.

http://www.executivecoachingstudio.com/basichtml.htm - A primer for learning html code.

http://www.htmlhelp.com

http://www.htmlhelpcentral.com

Proper Format Of Your Sales Letter On Your Webpage

Although you can do all of the writing of your sales letter in a word processor such as Microsoft Word, the following is a loose outline of how your sales

letter should be laid out once you copy and paste it into your HTML editor to create a webpage...

First Insert Your Headline At The Top Of The Sales Letter

Then Insert Your Sub-headline (Hook) Below It If You Have One

Next insert "From: **[and Include your name]**
Below that insert "Date: **[and include the date]**

In your opening paragraph introduce yourself and your credentials. But mostly stir up, and talk about the problems and challenges your prospect is facing.

Then Insert A Sub-headline!

After that insert more sales copy agitating the problem etc... Remember telling a story is a good way to keep the prospect reading.

Next Insert Another Powerful Sub-headline!

Then in this part of the letter introduce your product/solution …

FIX PRODUCT IMAGE HERE

Explain the benefits and features of your product as the solution to the problems and challenges. Remember to use bullet points to draw attention to each of your products benefits.

Insert Anther Sub-headline and/or Testimonials:

Then in the paragraphs following that insert your collection testimonials and endorsements.

After That Include Your Bonuses If Any

Next Add In Your Guarantee

Then insert your summarization of your offer here telling them what they'll get including your bonuses and the length of your money back guaranty.

Finally Call Them To Action By Using Phrases such as
Click here To Order Now, Click Here To Order Today…

Order Link

Include Your Sign Off and Signature here by scanning your handwritten signature.

Use a "P.S" here if you like

Also don't forget to add your Privacy, Disclaimer other important Links and contact info at the bottom of the sales letter.

The Correct Layout & Color Of Text

Your main text color should be black on a white background. You can have other colors for headlines, sub headlines and background images on your website, but the background of the table containing the all of the text of the sales letter black or otherwise should always be white.

If you study professionally written sales letters, you will learn that their layout is mostly black text on a white background.

The Correct Use Of Fonts

Only use fonts that are easy to read and relaxing to the eyes. Never use fonts that are too small, and never use fonts that are too big. But you should keep in mind that your main headline and sub headlines should be slightly larger than the rest of the text in the body of your sales letter.

Some of the easiest read fonts are:

- Arial (easiest read font on computers)
- Verdana
- Georgia
- Tahoma
- Courier New

Words that are "hot buttons" should be decorated to grab your prospect's attention by using font characterization such as **bold**, italic, underline, different color, different size, or highlight.

Warning!... Do not use uncommon fonts. This is because not all computers can recognize such font you are using for your sales letter, making your prospects see something else that appears otherwise on their computer screen thus damaging the impression and the looks of your sales letter.

The Width Of The Sales Letter

Do not make your webpage so that the table containing your sales letter stretches too wide from the far left to the far right. That is a common mistake that many newcomers make and it makes your sales letter difficult

to read.

☒ WRONG width for your sales letter…

Now You Can Learn The Greatest Marketing Strategy In The World.

Dear friend,

if you're like many aspiring entrepreneurs on the net today, you're struggling to just "get by". You try to "optimize" your site for the search engines, you try to learn the ins and outs of internet marketing and generating traffic to your website, only to get a trickle.

Well, what if I told you there IS a way to create money almost as though from "thin air"? Yes even if you don't have your own product, opt-in list or even your own website.

If you've been around for any length of time you've probably heard about **Joint Venture Marketing**. Did you know that it's a proven strategy that can dramatically improve your profits and add hundreds or even thousands of names to your opt-in list or newsletter?

But you probably don't know much else about it or where to start so you can reap the benefits.

You need to learn how to find and lure joint venture partners who already have ...

Huge **Opt-in Lists**

Tons **of Traffic and**

Influence **over People in your Target Market**

Now with this **Joint Venture Success Pack**, you get not one, not two or three, but a big bundle of resources from some of the most successful Joint Venture practitioners.

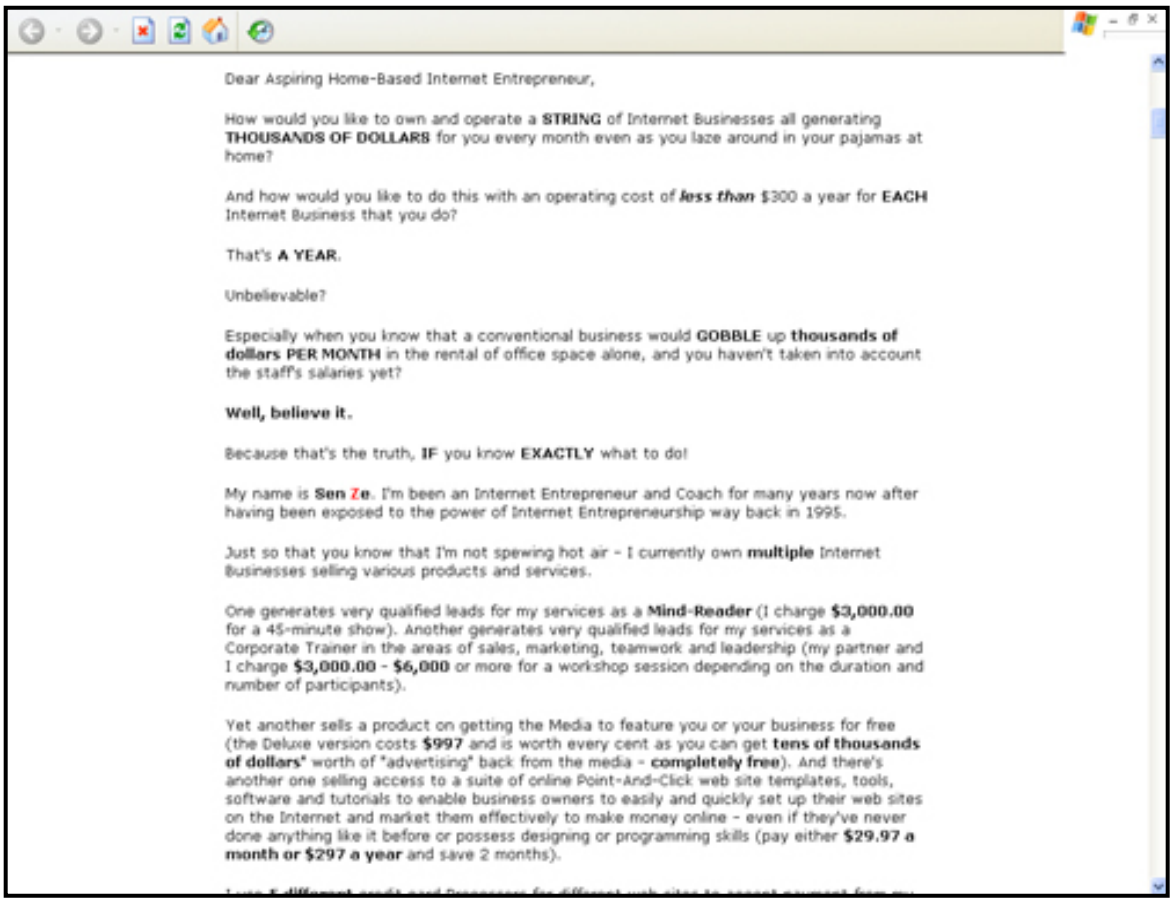
You'll have hints and tips from successful JV Marketers, a heap of examples to study and model from, plus software to help save you time and effort in making and setting up your JV proposals.

You don't have to fear the process any more, there'll be nothing to hold you back. Learn from pros who've **"been there and done that"**.

For MUCH less than the value of the Ultimate JV Software on it's own, here's what you'll get in the
Joint Venture Success Pack:

Avoid that, and space the width of the table to have your sales letter cover only 65-70% of the monitor's width.

☑ Correct width for your sales letter…



Dear Aspiring Home-Based Internet Entrepreneur,

How would you like to own and operate a **STRING** of Internet Businesses all generating **THOUSANDS OF DOLLARS** for you every month even as you laze around in your pajamas at home?

And how would you like to do this with an operating cost of ***less than*** $300 a year for **EACH** Internet Business that you do?

That's **A YEAR.**

Unbelievable?

Especially when you know that a conventional business would **GOBBLE** up **thousands of dollars PER MONTH** in the rental of office space alone, and you haven't taken into account the staff's salaries yet?

Well, believe it.

Because that's the truth, **IF** you know **EXACTLY** what to do!

My name is **Sen Ze**. I'm been an Internet Entrepreneur and Coach for many years now after having been exposed to the power of Internet Entrepreneurship way back in 1995.

Just so that you know that I'm not spewing hot air - I currently own **multiple** Internet Businesses selling various products and services.

One generates very qualified leads for my services as a **Mind-Reader** (I charge **$3,000.00** for a 45-minute show). Another generates very qualified leads for my services as a Corporate Trainer in the areas of sales, marketing, teamwork and leadership (my partner and I charge **$3,000.00 - $6,000** or more for a workshop session depending on the duration and number of participants).

Yet another sells a product on getting the Media to feature you or your business for free (the Deluxe version costs **$997** and is worth every cent as you can get **tens of thousands of dollars'** worth of "advertising" back from the media - **completely free**). And there's another one selling access to a suite of online Point-And-Click web site templates, tools, software and tutorials to enable business owners to easily and quickly set up their web sites on the Internet and market them effectively to make money online - even if they've never done anything like it before or possess designing or programming skills (pay either **$29.97 a month or $297 a year** and save 2 months).

The Color Scheme

Do not use more than 4 to 5 colors total in the text of your sales letter. Furthermore, the color scheme must blend well with black text and white background. Again a good rule of thumb is to only use color to accentuate text sparingly.

Long Letters Vs. Short Letters

The more you details, facts, and proof you include in your sales letter, the better. There is always a debate on whether a long sales letter works better than a short one. But the truth is that there is no debate whatsoever on this

topic as long the letter will definitely out pull the shorter letter as long as you follow proven formulas for writing a powerful and exciting sales letter that keeps your prospect reading from start to finish. As the saying goes, *"The more you tell the more you sell."*

Don't Break It Up Into Several Pages

There should only be ONE continuous page that the visitor can scroll down. Do not link to a Page 2, or "continue" graphic or button whatsoever. The reason is simple, you want to get your prospect to read your sales message from top to bottom, and make his decision there and then on the same page. If you include a link to another page your prospect may become distracted and decide leave your site.

Do Not Include Unnecessary Links

Besides the Order link or button, there should be no other links on your sales letter. This is important to the success for your sales letter. That means no links to About Me, F.A.Q., or Navigation links. You definitely should not put any other links on your sales letter that leads the visitor away from your website. Again you do not want to distract your prospects. You want them to stay focused and continue reading your sales letter from top to bottom.

These links can be exceptional, however:

- **Disclaimer and Privacy pages.** If your prospects need to see these pages, try either putting them on the same page as the sales letter or open them in a new window. That way, your prospects will not get distracted from reading your sales letter.

- **Your contact email address or helpdesk link.** Should your prospects have any questions, this information is essential to put into your sales letter. However, you are advised NOT to make your email address a link it as it can be a SPAM-magnet as there countless automatic tools spammers use to crawl through cyberspace and harvest any email address they find on a webpage. Instead, write your

email address using the word "at" in place of the actual at symbol.

- **A Link To Sign Up To Your Affiliate Program**. – An affiliate program is an important part of your marketing strategy and will be discussed further in the accompanying traffic and customer generation course.

Remember, Your Product Or Service Should Be The Single Focus Of Your Website!

When someone comes to your site your main objective is to get them to make a purchase. Don't distract people from the purpose of your site with music, flashing images, or anything else which will take away from your sales letter and give them an excuse to leave your site without buying…

And Never Try To Sell More Than One Info Product On A Sales Letter!

The reasons for this are simple…

1. Your visitors are focused on a single problem.

2. Thus offering more than one product at a time causes confusion.

3. People don't buy if they're confused.

Having lots of different things going on at one time, and having 10 or 12 products on your sales letter may well confuse your customer. They may think to themselves "Which one should I buy?... "I'll come back later and buy after I compare them all."

But in reality the odds of them remembering to come back and buy later are slim-to-none.

If you have multiple products, put them on separate websites with their own sales letters. Or just promote your most popular product up front, and then offer the others to your customers once they've already ordered from you.

The exception to this is when you have multiple versions of the same product such as a "Lite version" and "Pro version" or "Bronze," "Silver" and

"Gold" packages. In this instance you are still selling the same product but you include there's more value at each level up.

This can (and usually does) increase sales and the average amount of profit per sale and is a good thing to test.

But don't put off getting your first product out because you want to offer different versions or upgrades. Get the first most basic version of your product finished first and add the rest later once it's already selling.

Uploading Your Web Pages, Products And Files To Your Hosting Account With CPanel

It should now be clear that final missing piece in your internet marketing system is that you need to transfer your web pages from your computer to your hosting account.

The first thing you will need to do is log into your CPanel or control panel. Your Cpanel is an administration area supplied by Host Gator that you will use to access and manage several different features of your hosting account.

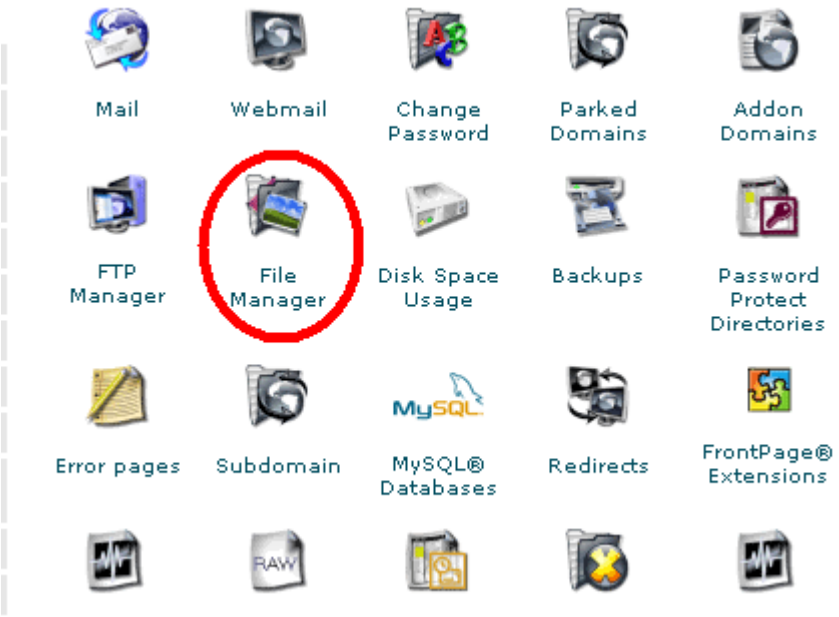
To access your Cpanel you will need to get your user name and password details from the same welcome email that you received that also contained the information for setting up your DNS server settings.

After you find the username and password go to…

http://www.**YourDomainName**.com/cpanel

…and login.

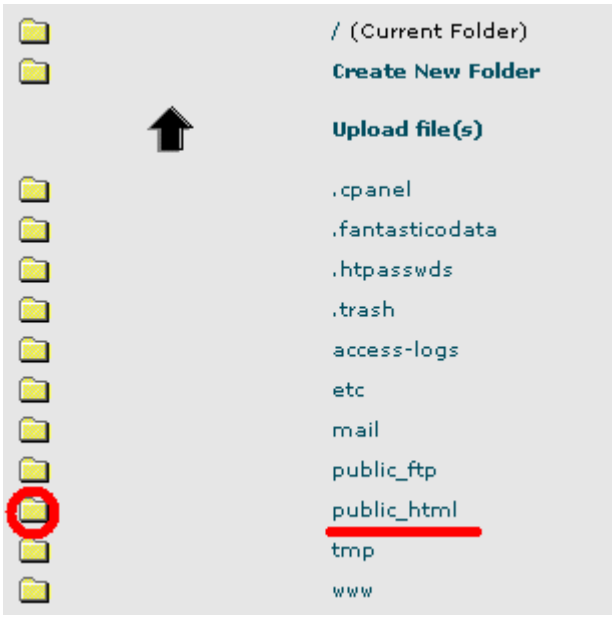
Once you are logged in you can upload files by finding the "File Manager" icon and clicking on it…



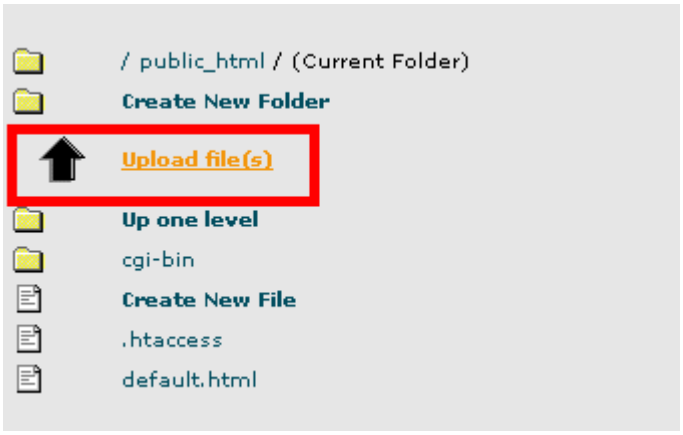
This will show you all of the files that are currently uploaded to your hosting account and what your websites directory structure is. A directory is simply a folder that is stored on your hosting account.

You will want to click on the folder next to "public_html". This is the directory where you will store all of the files that you want the world to see when they visit your website.

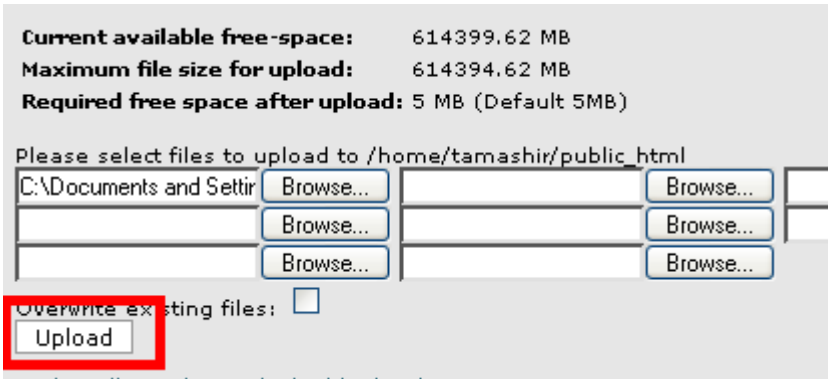
(See Image On Next Page…)



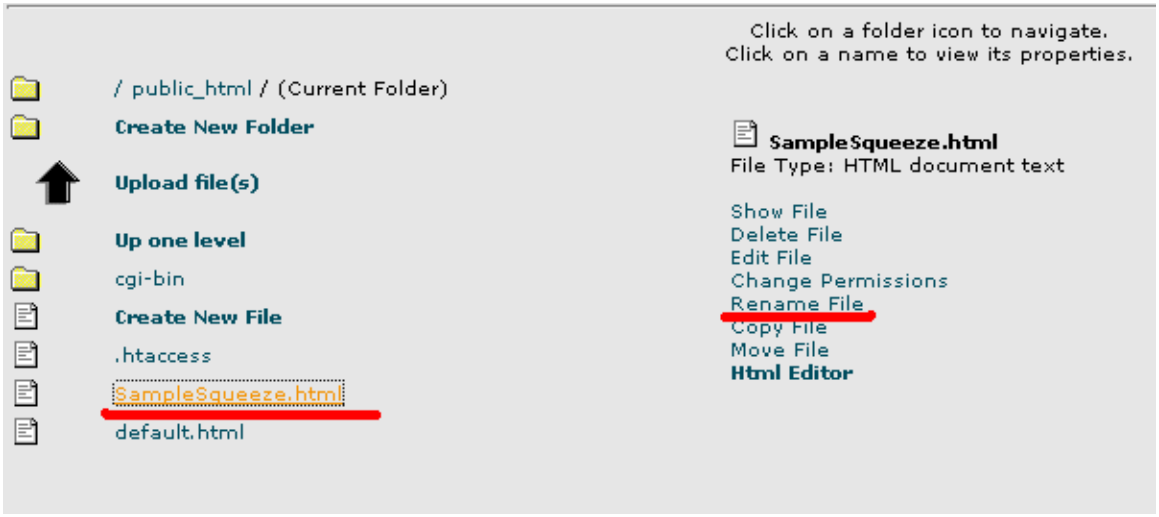
Next select "Upload files(s) and locate the HTML file that you created for your sales letter…



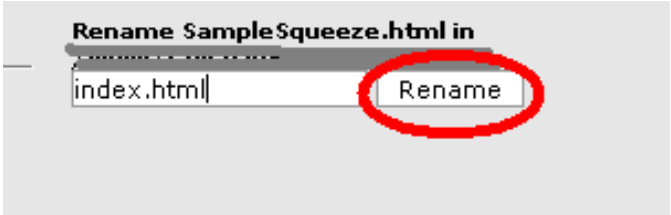
Once you have your file selected click the "Upload Button"…



The final step you need to take is to make sure that you have a version of your main webpage, the one that you want everyone to see first when they visit your website (usually this is the HTML file that has your sales letter on it) saved as "*index.html*". To do this you can save the HTML file as *index.html* before you upload it or after you have uploaded it to the "*public_html*" directory you can click on the name of the file and then click "Rename File"…



Now change the name of the file to index.html



You can control what webpage people see when accessing any directory folder on your website by naming the desired web page to be displayed as index.html and then uploading it the desired directory folder.

This is why when you visit http://www.yourwebsite.com you will now be able to see that the "index.html" file that you created on your computer is live online. What's even more exciting than that is you now understand exactly how all of these pieces fit together in your internet marketing system.

Now that you have a clear understanding of what is happening from a technical aspect and even know how to implement it you have the basic foundation for creating your own websites.

NOTE: The process you just learned is called FTP which stands for File Transfer Protocol. You will also use the same FTP File Transfer Protocol process to upload any other files such as images, videos, audios, zip files and any products you create.

Uploading Files Using FileZilla FTP Software

Although you can use the FTP process in CPanel to upload files to your website a better way to may be to use an FTP software tool because while some of the free web design software applications such as NVU have FTP software built in, it does not allow you upload other types of files such as .pdf files, videos, audio files etc. Also your web host may limit the size of or number of files that you can upload at one time through CPanel so if you have very large files or a lot of files using CPanel to upload them won't get the job done. The free FTP software that I recommend is…

FileZilla - http://filezilla-project.org

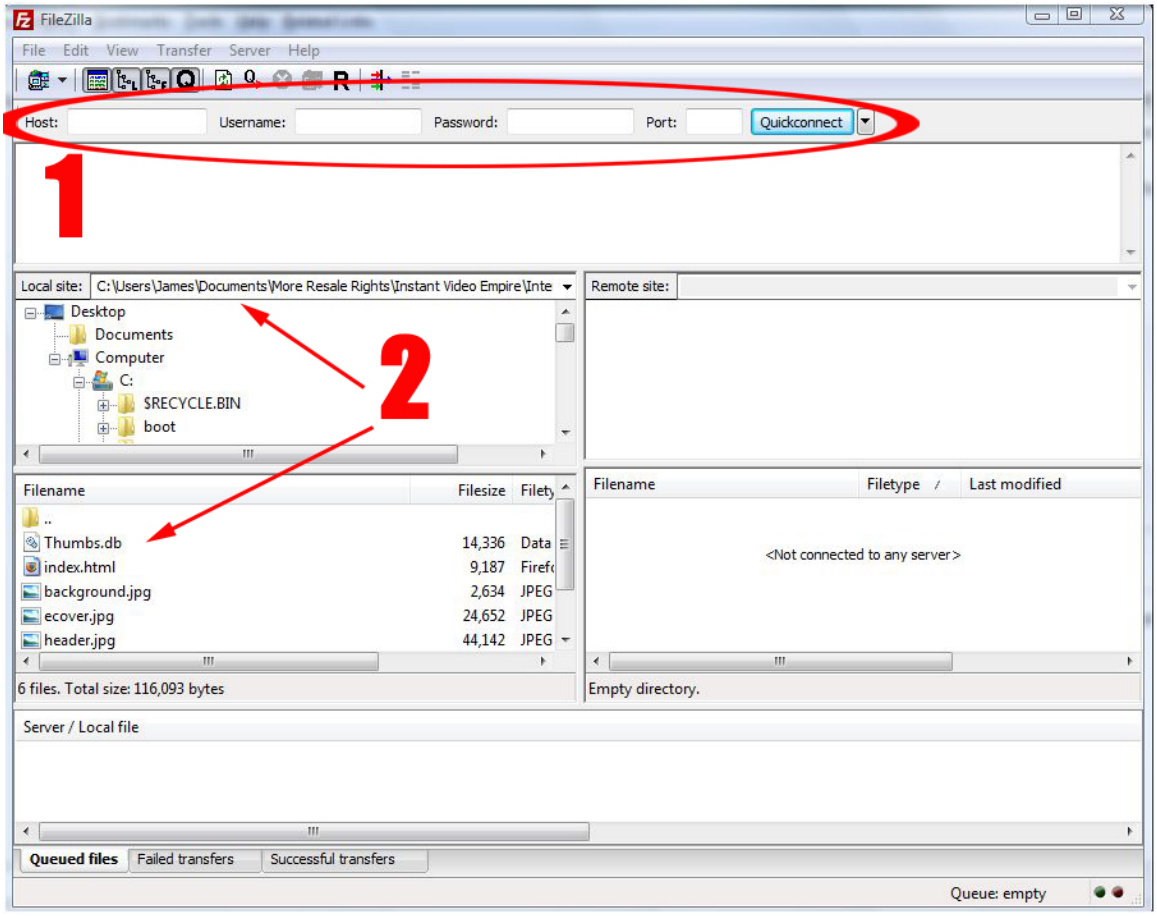
FileZilla will give you better management of the files on your website and you can upload any kind of file and the size of the file is only limited by the amount of space you have in your webhosting account.

Filezilla Help Guide

1. After you install Filezilla get the username and password that your hosting company sent you when you first signed up. It's the same information that you use to log into CPanel. You can enter this information in the **"Quick Connect"** bar near the top of the Filezilla window to connect to your account on your web host's server. You should enter your domain name including the top level domain extension in the **HOST** field of the quick connect bar. For example either yourdomainname.com or ftp.yourdomainnam.com. Then enter your **Username** and **Password**. You can leave the **PORT** field blank.

2. The **Local site** area on the left side of the window shows folders contained on your computer's C drive. If you click on a folder in the Local site area then you will be able to see in the contents of the folder in the Filename area just below that, also on the left side of the Filezilla window…

(See Image On Next Page…)

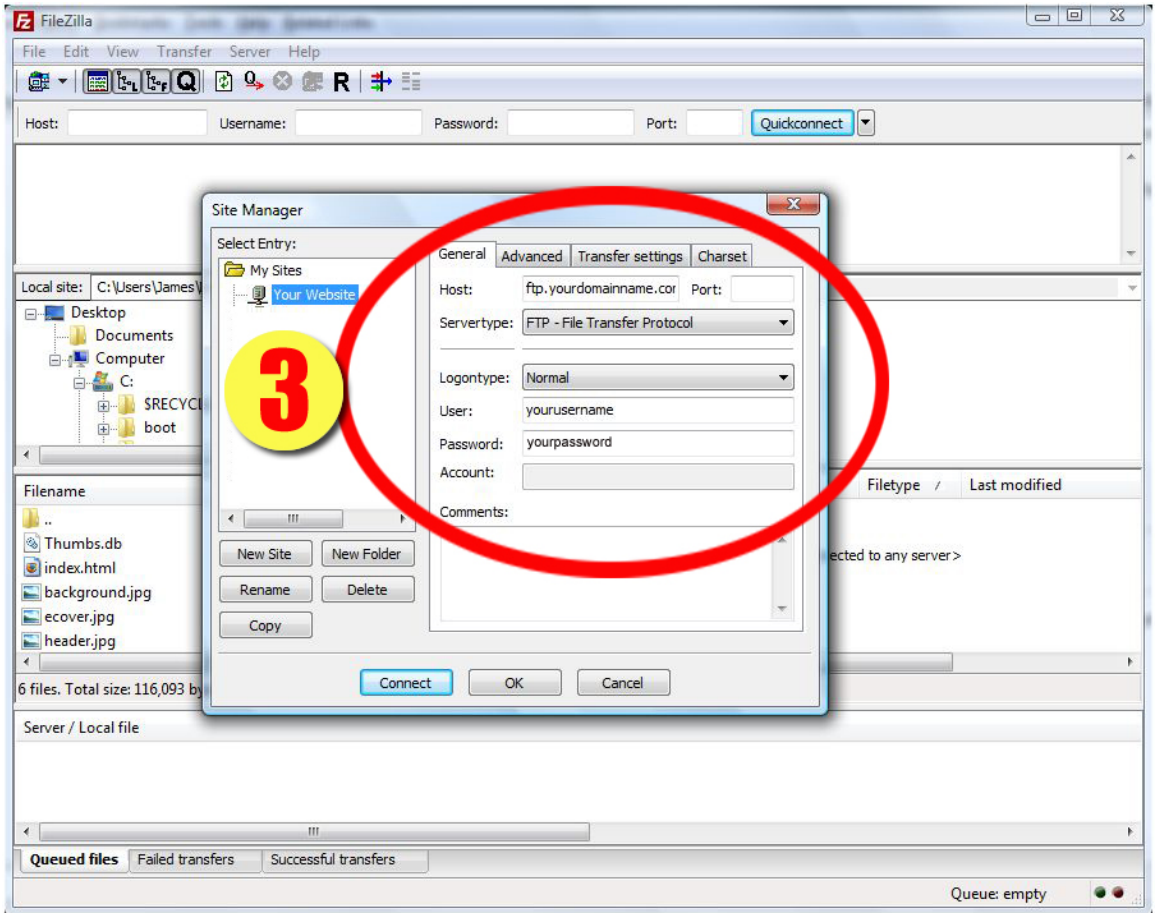


3. Alternatively you can connect to your hosting account by clicking the **File** button in the top menu then clicking on the words **Site Manager** to pull up the website manager where you can enter the same hosting information that you would enter in the fields on the Quick Connect bar.

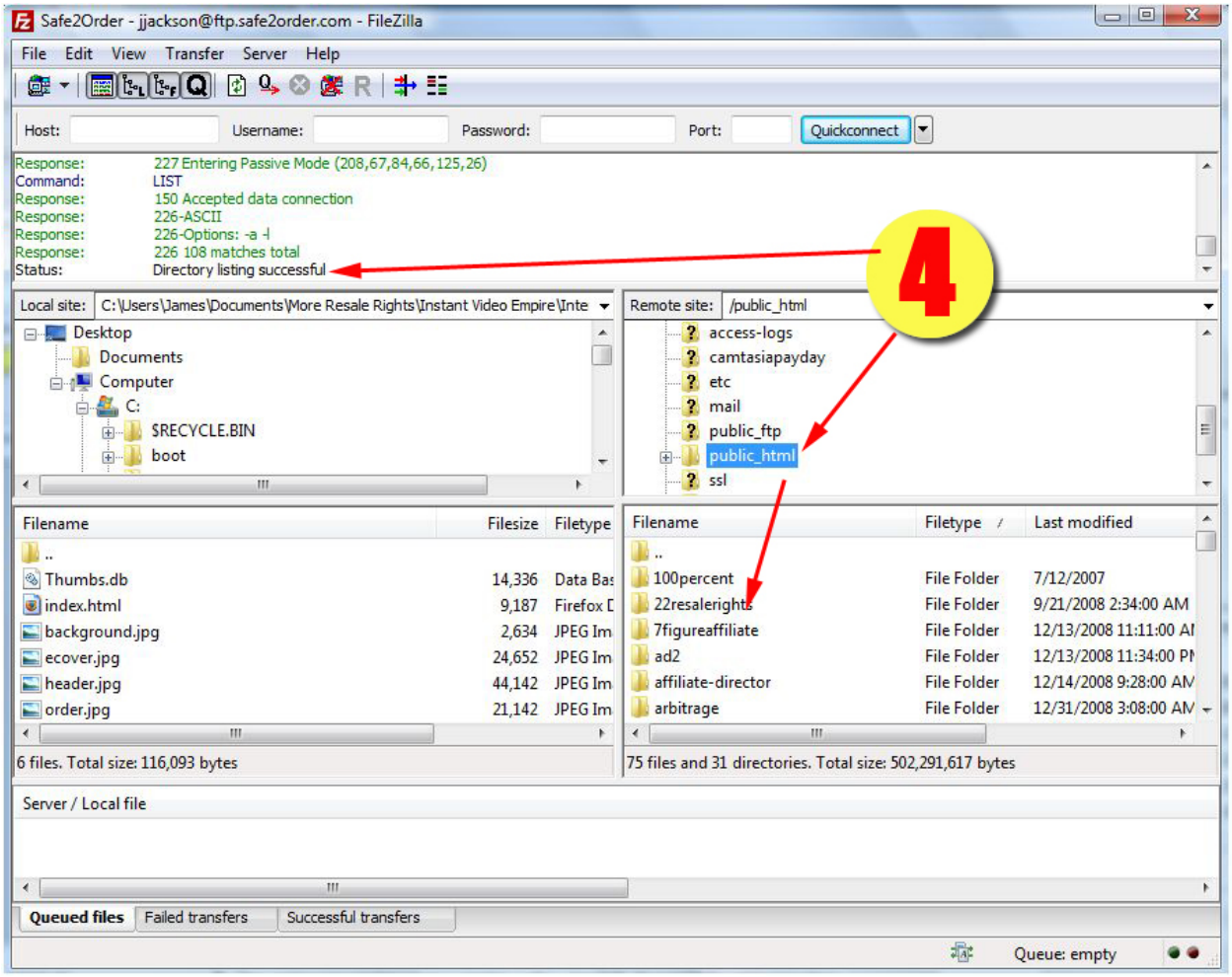
   The big difference here is that unlike the Quick Connect bar the Site Manager will save the hosting and log in information that you enter here so that you can easily come back to the site manager in the future and simply click the "Connect" button when you want to connect to your webhosting account.

   Just be sure to select **FTP File Transfer Protocol** on the line that reads "**Servertype"** and select **Normal** on the line that reads "**Logontype".**

You can add and save the FTP login information for an unlimited number of sites. When you want to connect to any one of your websites just click on it in the **Select Entry** area of the Site Manager and click the "**Connect**" button…



4. Once you're logged on to your web hosts server and into your web hosting account you will see that you have achieved a status of **Directory Listing Successful** in the area just below the Quick Connect bar. You will also see that the folders stored on your website (also called directories) have been populated under the **Remote Site** area. If you click on a directory in the **Remote Site** area then you will be able to see all of its contents in the **Filename** area on the right side of the Filezilla window…

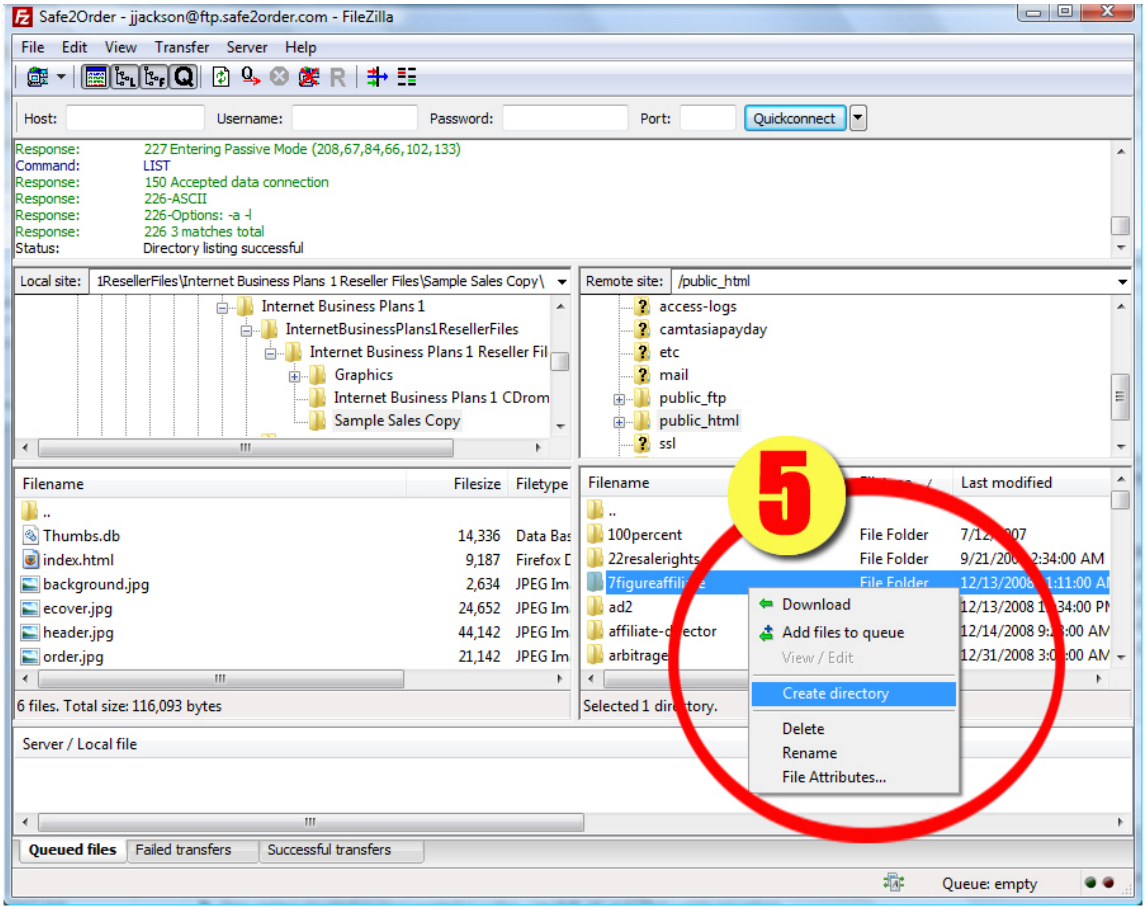


Normally you want to upload your files into the **public_html** directory. All the files that you place in this directory will be directly available from the top level domain name of your website. For example if you uploaded an image named "myimage.jpg" into the **public_html** directory of your website, then anyone with access to Internet could

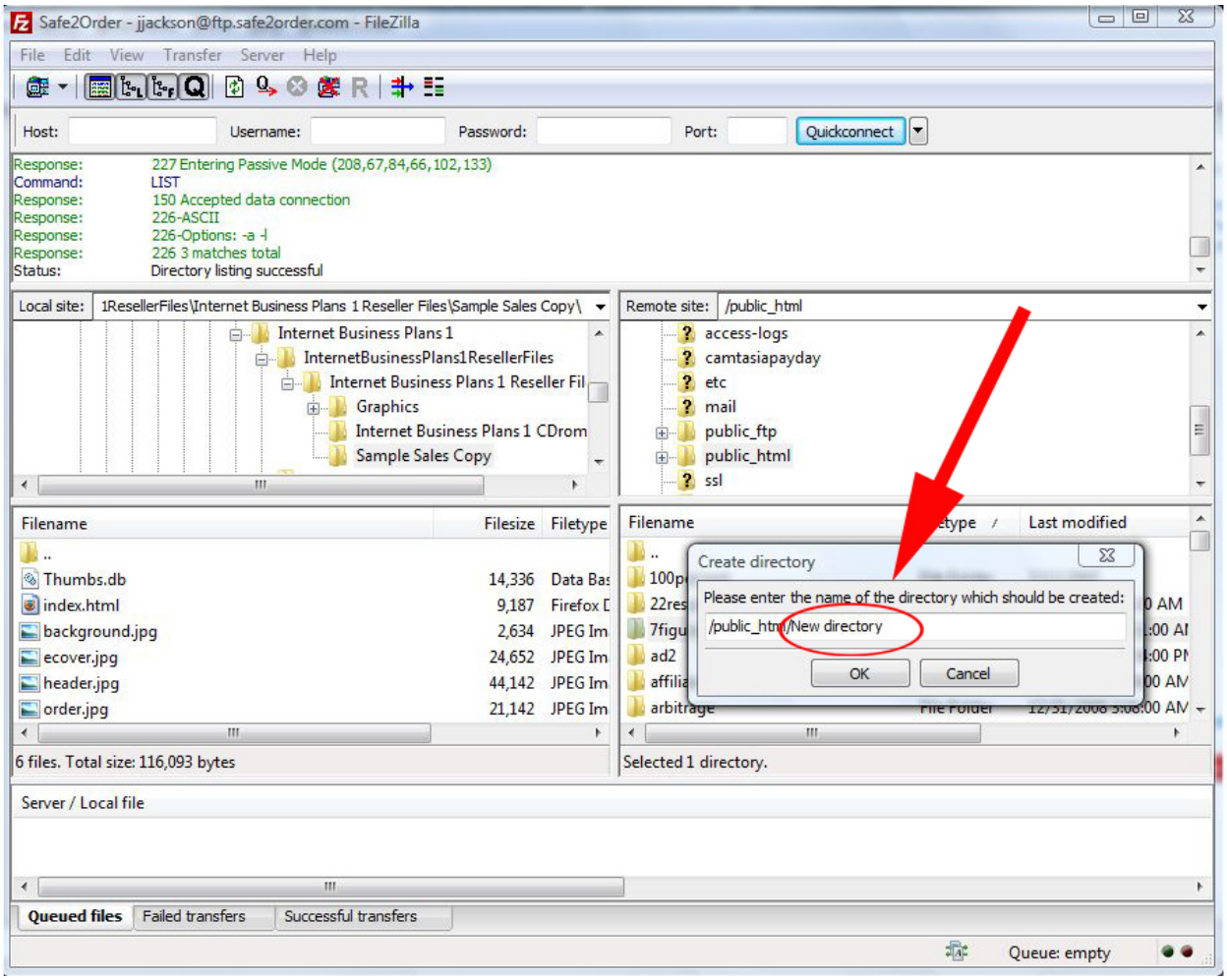
see the image in their web browser by going to…
www.yourdomainname.com/**myimage.jpg**

You can also upload a folder and its entire contents from your computer into your **public_html** directory as well. For example if you uploaded a folder on your computer named "pictures", and inside this folder there was a file named "myimage.jpg", then anyone with access to Internet could see the image in their web browser by going to… www.yourdomainname.com/**pictures/myimage.jpg**

5. Another way to add directory folders to your website is to simply create them within your hosting account under the **Filename** area on the right side of the Filezilla window. To do this simply **Right-Click** your mouse anywhere in the **Filename** area and a menu will appear, then just **Left-Click** on the words "Create directory"…



The "Create directory" box will appear with instructing you to "Please enter the name of the directory which should be created." Here you can replace the words **"New directory"** with any text that you want as the name of the new directory. Do not touch the public_html text or the forward slashes…

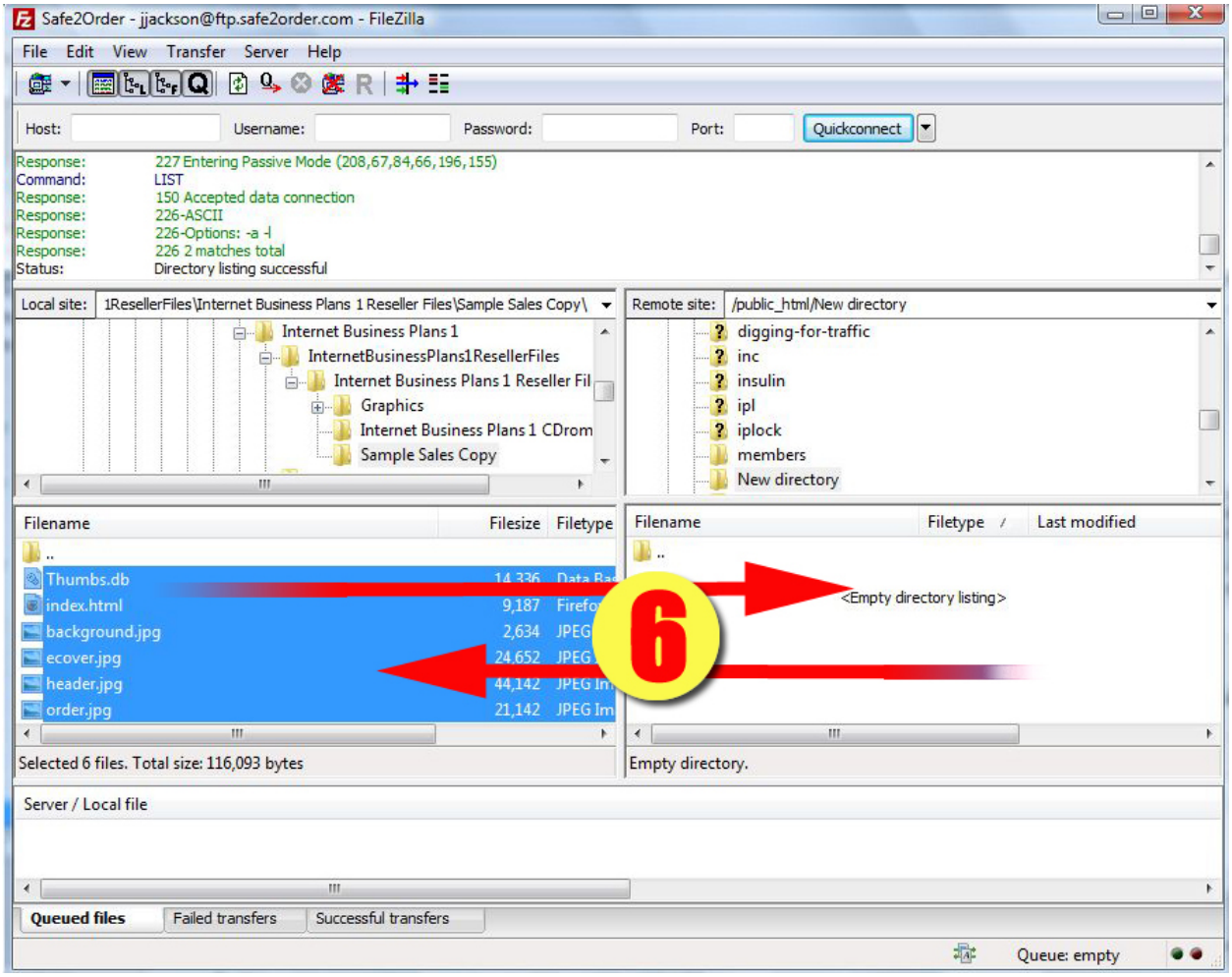


Sticking with the examples already given you could rename this new directory as "pictures" and then you could upload your "myimages.jpg" file into the directory.

And again, just as in the previous example, anyone with access to Internet could see the image in their web browser by going to…

www.yourdomainname.com/**pictures/myimage.jpg**

6. You can now upload files into the directory that you created and you can also download files to your computer from your hosting account…



To upload a file from the Filename area on the left side of the window you can **Double Left-Click** on it with you mouse, or "drag and drop" the files by hovering your mouse over the file you want to upload and **Holding Down The Left Click Button** on your mouse to select and highlight the file while moving your cursor to the Filename area on the right side of the window. Also you can right click on the file that you want to upload and you will see a menu box appear. Just click on the word "Upload" in the menu to begin uploading your files.

You can save time when you have lots of files to transfer to your website by uploading them all at once instead of one at a time. To upload several files at once you can either **hold down the control "ctrl" key** on your keyboard to select and highlight individual files that you want to upload by clicking on each of them one by one. This will only select and highlight the files that you file that you click on.

For example if you had a group of files named…

1.html
2.html
3.html
4.html
5.html

Then you could use the control key method to only select and highlight files 1, 3 and 5.

Also you can select a range or group of files in a list by clicking on the upper most file in the list and then **holding down the "shift" key** on your keyboard while clicking on the lower most file in the list. This will select every file that falls between the two files that you clicked on. For example if you had a group of files named…

1.html
2.html
3.html
4.html
5.html

Then you could select any sequential group of files in the list such as files 1 through 3, 2 through 4, or 3 through 5 at one time using the shift key method.

When using the ctrl or shift key method to select and highlight your files you will still start the upload process the same way that you would for a single file by either dragging and dropping them into the Filename area on the right side of the Filezilla window or by right clicking on any one of the highlighted files and clicking on the word “Upload” in the menu.

Module #8.2: Website Creation

"Increasing Your Products Desirability & Grabbing Attention With Cover Art."

"Because People Often Judge A Book By Its Cover."

Don't for one second think that an information product shouldn't have a good looking cover. If you're going to sell your product to the public, you really should go the extra half mile and get some great cover art created art for it. Many information product developers mistakenly believe that a potential customer will simply read about their product on their website and then they will want to buy the product.

While is possible to sell your product with words alone and with great success, you must realize that even online, some people will continue to "judge a book by its cover" so to speak. Look at it like this. Would you buy a book from Barnes and Noble if it were just a stack of papers stapled together? Heck no you wouldn't. For $15.95, you want something with an official binding and an appealing cover.

What would bookstores be like if every shelf held only stacks of paper held together with binder clips, large staples, rubber bands or manila folders? Hardly a soul would be enticed to buy.

No matter how good an information product is, it can always be nicely packaged to give it a professional look and feel. In the physical world the value of a paper book is exponentially increased by the addition of nothing more than a glue binding and nice cover art. Likewise, an ebook or any other type of information product's sale-ability and appeal is exponentially increased when it is visually represented by an appropriate cover image that represents what the product would look like if it were indeed a physical package.

In order to sell well, a book sitting on a retail shelf will actually have to have more than just any old cover. It will need to have a spine as well. And the pages normally are not attached with notebook rings. The cover should appear to be professionally designed. In other words, a shoddy red cover from Kinko's will not make buyer's pull out their credit cards and rack up purchases. Brick and mortar booksellers know how to sell books. They do it with eye-catching displays and covers with color, catchy text, and shiny spines.

But, to be honest sometimes even good products with good looking packages and covers get passed by. So, hear me when I tell you, you should seriously consider getting some **good** cover art done for your information products. People want to be able to visualize what they're getting and that picture has to look good. It has to make them say, "Wow, that looks like an incredible product!" You don't have a lot of time to grab their attention and a good looking picture of your product can surely help.

If you are thinking of offering your product as a free gift for visiting your web site, subscribing to your newsletter, or as a bonus for purchase of something else, then the artwork may be less important. But if your product, even a free product, is worth the effort of creating and marketing to consumers, then it is worth getting great cover art to package it with.

The artwork serves two purposes:

1. It gives Internet surfers an immediate image of your product when they're skimming a web page. People only spend a few seconds scanning pages on the web, so your picture can make or break a sale when there's hardly time to read the rest of your sales pitch.

2. If you are creating a written information product it makes for a nice graphic at the beginning of your book or report. Although info-products don't need complete covers like physical "in-the-box-products" do, people may be more receptive to ebooks that look like paper books. The cover art makes your product appear more officially published like a traditional book, and that makes the product more appealing to customers. It will grab their attention when they first open the document to read it.

(Examples Of Good Cover Art)...

So how do you go about getting an e-cover for your product?

Do It Yourself

Developing your cover from scratch is do-able. But I don't recommend the do-it-yourself approach. This is because, if you're short on software, skills, artistic talent, time or if you would rather focus your energies elsewhere then there are more efficient ways to get cover art.

A Do It Yourself Shortcut: E-cover Software

You can buy specialty e-cover software from a number of web sites. The software generally is a set of templates that will create a 3D style e-cover image from flat looking 2D images. But you would still have to do the work of designing your own cover.

Here are some places that you can find e-cover generating software…

http://www.webgraphicscreator.com

http://ecover.generatorsoftware.com

http://www.ecoverstudio.com

NOTE: There are e-cover generating action scripts included in the extras folder. Those action scripts and the ones you can get at the following websites require you to have Adobe's Photoshop graphic design software installed on your computer…

http://www.coveractionpro.com

http://www.photoshopactionscript.com

http://www.ecovergo.com

http://www.professionalecovertemplates.com

You can learn more about Adobe Photoshop and how to purchase it here…

http://tryit.adobe.com/us/cs3/photoshop

Remember if you do design your products' cover art using software or Photoshop plug-ins, you own the copyrights to the finished artwork and to anything else you design with the templates or the programs.

My Recommendation - Hire A Professional E-cover Designer

I suggest that you hire a designer to prepare your cover art. There are numerous reasons. When you hire a designer to create your cover art, you will get the following benefits:

1. You get full copyright and exclusive ownership of the finished artwork.

2. Professionals with professional skills can turn around your project quickly, sometimes in just a matter of days.

3. You avoid struggling with software to create your own artwork.

4. Designers are familiar with what types of colors, fonts, and overall designs are better for marketability.

5. An artist can likely also help you create matching graphics for your web page menus, headers, etc.

Artists who design e-cover art generally charge from $50 to $500. If your investment of, say, $100 results in an additional 50 sales per month, wouldn't that be a good investment?

YES of course it would.

This is why I recommend professionally designed cover art. The cost is completely offset with improved marketability and increased sales.

How To Find A Good Cover Art Designer

You can easily find professional cover artists by doing an Internet search. If you type in key words such as "ecover design" or "minisite design" you'll get pages and pages of results. These designers are literally standing by to take on your project. Some individuals specialize in cover art, and some provide a whole range graphics services to enhance the appearance of your website and your product.

Here's a list of e-cover and info product web designers I have found online that do very good graphic work …

DesignGuruRyan.com - www.designgururyan.com

PixelOfGenius.com - www.pixelofgenius.com

MiniSiteStudio.com - www.minisitestudio.com

MiniSiteGraphics.com - www.minisitegraphics.com

Pro-Ecovers.com - www.pro-ecovers.com

EcoversLab.com - www.ecoverslab.com

ExtremeWebGraphics.com - www.extremewebgraphix.com

EcoverArtist.com - www.ecoverartist.com

CoverGraphic.com - www.covergraphic.com

Choosing The Right E-cover Designer For You

Once you land on an e-cover designer's website, read through their terms to see what their fee is, and any examples of his work. And regardless of any testimonials on his web page, ask for references of real people whom you can contact yourself.

Look for things like:

- Does the artist get a lot of repeat business? You can usually tell from their portfolio which most e-cover artists have on their websites.
- Has the artist been responsive to your questions?
- Have you seen some excellent examples that you really like? Again look at his portfolio.
- Does the artist guarantee your satisfaction?
- Will turnaround be a few days? It really shouldn't take more than a week at any rate.
- Will he or she revise the artwork after you've seen the first draft? Is this revision included in the quoted cost?
- Do you feel yourself wanting to buy the product shown on the designer's web page that this designer "covered"? In other words, do his or her pictures entice you to make an immediate purchase?
- Will the artist also be able to create additional items like web page headers, banners, or related items?

The work to weed out designers is pretty easy and when you find a few that you like the artwork will pay for itself in the long run when you start to create product after product. Therefore it's good to have someone who designs great covers, whom you can trust and rely on, works quickly, effectively, and charges reasonable rates.

Remember a good designer works with you and for you.

Tip: Find out the web site design (also called minisite design) services fees when you're asking about the cover art fees it's not listed on the artist's website. It's an added perk if your cover artist also provides web page design services as it is best to have your cover design and website design match.

A good artist can also generate headers, footers, banners, buttons, and other related web page graphics.

What Makes A Great e-Cover?

When you hire a designer, you're giving up the reins on your cover art to some extent. You can definitely use your gut instinct (which is usually right anyway) to determine when a cover is just right for your product. If your intuition doesn't speak to you, you can also make sure your cover art is good by asking yourself and answering the following questions...

Does The Artwork Stand Out On Your Web Page?

You don't want it to blend in with the background or be barely noticeable. Whether it's by color, texture, shape, exclamation points, or professional looking artwork, your designer needs to know how to add enough pizzazz to your cover art to get you noticed.

This doesn't mean that you need microscopic detail or complicated figures or drawings. Sometimes simplicity does the job quite well. Artists know that. Look for the "stand out" factor on his designs.

Is The Title Prominent On The Cover?

You don't want too many words on the cover. Stick with the title, a byline, and short words. You may be able to effectively include a short bulleted list, but not much more. When you quickly scroll through web pages, you should be able to remember from a quick glance what the title was on your product's cover. If the title isn't lodged in your memory after a passing glance at the picture, then the artwork needs a face lift.

Does The Cover Use Four Colors Or Less?

Just like web pages can look unprofessional with too many animated graphics and background textures (moon craters, wood grain, tiles with photographs on them, whatever), likewise, your cover does not require all these frills. Don't be sold on an artist or his work because he can make your e-cover cover look like a tie-dyed T-shirt unless your product is actually about tie-dying. Occasionally lots of colors or textures are called for, but usually this isn't the case.

Can You Read Each Letter Of Text On The Cover?

You do not want a font that is difficult to discern. Interestingly, the simple fonts that we use every day when we communicate by email, are some of the best for e-cover art. There's a reason fonts like Impact, Verdana, Arial and Times are so popular. People find them easy to read. Don't make your potential buyers work too hard to figure out what letters and words are on your cover. In general, stay away from curly type of fonts, unusual handwriting fonts, and heavily detailed or styled lettering.

Does Your Cover Have A Large Amount Of Red, Blue, Or Yellow?

These have been determined by psychologists to be appealing colors for consumers. In fact any two of these colors in combination with black and white would probably work best. Steer away from brown, green, gray, and muted or faded colors unless there is some really good reason to use those colors.

For example if your book is called "How To Build A Log Cabin" your ecover may look great done in browns and greens. But then again it may not. Try red, blue, yellow, black and white as well just to see. By the same token, information products about money do not have to be "money green", and information products about wedding or brides do not have to be white.

Does Your Cover Look Like A Three-Dimensional Object?

You are trying to add the perception of "realness" to your product, so you definitely want the cover art to be in 3-D. Make sure your cover art has a spine and the appearance of some internal pages. Don't settle for a

rectangular representation of only the front cover of a book. A flat rectangle could work for the first page inside your book, but not for a picture on a web site that is supposed to attract a buyer.

They will still be attracted to online artwork that reminds them of a physical product package. It's just a fact of life, so accept it, and make sure your cover art looks like a realistic product image.

Module #9.0: Website Creation

"Accepting Credit Cards On Your Website And Delivering The Product All At Once!"

"Taking The Customers Money – And Instantly Sending Them The Product On Auto-Pilot."

You must be able to accept credit cards from your website. Remember the internet caters to the "must have it now" attitude of online consumers. When someone comes to your website, reads your sales letter and is in the mood to purchase your product you've got to have a way for the customers to give you the money.

You can easily choose to use a third part online billing service to handle the credit card processing for you. These are companies that take the credit card info, charge the customer's card, and send the customer to your download page to get the product. Everything is done in the background, while you handle other things.

Recommended 3rd Party Payment Processors

ClickBank- http://www.ClickBank.com
PayDotCom.com - http://www.PayDotCom.com

Both payment processing services offer you the ability to sign up affiliates, which means much more potential for income. They handle the tracking, to see which affiliates are owed how much money, and they write and mail the checks.

The fact that an established company will be handling your affiliate tracking also keeps you from having to take the heat if something goes wrong and an affiliate doesn't get paid what they think they should. These two payment processors rarely make mistakes like that.

Here are the reasons why you should use these suggested third-party billing services…

Safety And Security

These online services have already got all the systems in place to handle secure payment processing, and they're much easier to use. Some, like ClickBank.com, doesn't even keep the credit card numbers on file after an order has been approved so there is no risk of someone breaking into their system and stealing a bunch of your customers' card numbers.

Fast And Easy Set Up

These companies have their systems so simplified that you can often start the set up process in the morning and be ready to take orders by the afternoon.

Built In Affiliate Programs

You're going to learn more about affiliate programs later in the accompanying course on traffic and customer generation but for right now all you need to know is that having access to a built in affiliate program will allow you to get lots of targeted traffic for free by having other people promote your product in order to earn a commission that you specify on each sale. Both ClickBank and PayDotCom have large affiliate networks.

While ClickBank states that they have over 100,000 active affiliates, PayDotCom boasts that they have over 400,000 affiliates but doesn't state what percentage of those affiliates are actively making sales. Therefore I would say that ClickBank has the truer and larger affiliate network.

Saves You A Lot Of Time And Headaches

The fees associated with using these services may seem expensive until you take into account the cost of setting up and running your affiliate program, accounting, mailings checks, and handling customer billing inquiries.

By using a third part payment service you can dedicate your time to the activities that actually make you money, developing and marketing your products and services.

Getting Your Payment Processing System Set Up

The instructions for getting set up with ClickBank or PayDotCom are fairly simple. Just check out their sites for all the details and don't worry. If the stuff you read there looks complicated, relax, it's only because it's unfamiliar. Just follow the instructions one step at a time and you can be set up in no time at all.

The first time I set up a page to take orders through ClickBank the instructions looked weird to me and I was fairly new to the internet at the time. But it still only took me about half an hour to get it all done, one step at a time.

Each service has slightly different requirements for how you put order link on your sales pages and how to make your products available for download so read and follow the instructions just as they give them. If you do have any difficulties, just contact their customer service for help.

ClickBank Advantages And Disadvantages

1. ClickBank's initial cost to get set up is $49. They charge $1 per transaction, plus 7% of the sale price. There are no additional monthly fees and you can sell up to 50 products through one account.

2. They allow you to set your own affiliate commissions and there's no extra fee for their handling of the affiliate program. That's part of the service. They send your checks every two weeks and do the same for your affiliates.

3. ClickBank also has a lot of products you can promote as an affiliate and earn commissions. If you find products that match your market's needs, you can often make good money promoting these to your customers until you develop your own follow-up products.

The disadvantages are that…

ClickBank temporarily holds 10% of your sales in reserve. This is money that's kept in case you have customers who ask ClickBank for a refund after they cut you a check. The reserve funds are sent to you about 6 months after the initial sale is made, minus any refunds that need to be taken out of the payment.

Also with ClickBank the customer can bypass you and request a refund directly from the ClickBank customer service center anytime within 56 days from the date of their purchase and there's absolutely nothing you can do about it.

PayDotCom Advantages And Disadvantages

PayDotCom is similar to ClickBank but all payments are handled through your PayPal account and it's got some significant advantages over ClickBank in the following areas…

1. With PayDotCom you are allowed one **free** Vendor account to sell your product.

2. PayDotCom.com charges lower fees than ClickBank and you can also choose other discount options that will lower your fees even further which means you make more money per sale.

3. If you want to add multiple product lines, you pay just a onetime $29 lifetime activation fee and get unlimited product lines to add for life.

4. Since the seller controls the refunds PayDotCom their members generally have **lower refunds rates** than ClickBank users. That's because with ClickBank the customer can bypass you and request a refund directly from ClickBank's customer service center.

The disadvantages with PayDotCom are that…

They have a much smaller active affiliate network than ClickBank so you may not have access to as many affiliates to sell your product for you.

Also you have to log into your PayDotCom account and pay the affiliates yourself through their system which means more work for you especially if you have a lot of affiliates making sales for you.

About PayPal – Highly Recommended

Accepting PayPal payments is a must. PayPal is a recognized and trusted company in the online payment industry that is owned by EBay and used by millions of people around the world to send and receive money from funds deposited into their PayPal account from a bank account or from the bank account directly.

Both ClickBank and PayDotCom allow you to take payments from PayPal users. With ClickBank you don't need to have your own PayPal account as all the payments are processed through ClickBank's PayPal account. But with PayDotCom you must have your own PayPal account.

You can learn more about PayPal at…
http://www.Paypal.com

Your Own Merchant Account

Setting up a merchant account gives you both the ability to accept credit cards online and complete control over the process. Bear in mind that there are advantages and disadvantages to every payment method option. Merchant accounts often charge lower per-transaction fees and have fewer associated account fees. However, there is usually an initial start-up fee and you must be approved for the merchant account which can take a few days.

If you decide to accept credit cards through a merchant account, you will need a shopping cart system and a secure server lock or SSL, for your website. Keep in mind that some merchant accounts are not compatible with certain shopping cart systems so finding two compatible systems, although not hard at all, may take a little time to research.

Another advantage to merchant accounts is complete integration with your website meaning that the customer never leaves your site during the order process. As mentioned previously, trust is an invaluable commodity when doing business online. Some Internet shoppers do not trust websites that use an order process that leads them to another website to make a payment as third-party processors like ClickBank and PayDotCom do. Therefore, a merchant account lends a bit more professionalism to your business.

There are many merchant account services available, and each one offers different services, fees, and transaction percentage charges. Some merchant accounts will take only a percentage of each sale, while others charge a percentage plus a flat per-transaction fee. Most charge a monthly service fee, and some charge an initial "gateway" fee. Do your homework before signing up with a merchant account service.

Here are some of the features offered by various merchant account services:

- Ability to accept all major credit cards (Visa, MasterCard, Discover, and American Express)
- The ability to authorize, process, and manage credit card transactions from any computer connected to the Internet
- Virtual terminal services (some will provide you with the option to accept credit card payments over the phone)
- Extensive support
- Customizable shopping cart systems
- Shipping services
- E-check processing

For Internet marketing merchant accounts checkout the following websites:

Authorize.net - http://www.authorize.net

1Shoppingcart.com - http://www.1shoppingcart.com

The biggest disadvantage with using your own merchant account is that you will have to set up your own shopping cart and affiliate program for your products. Again if you don't know what an affiliate program is, don't worry you will learn about them in the accompanying traffic and customer generation course.

If you ever want to run your own affiliate program through your own merchant account I highly recommend that you use the following software that installs on your website to do so…

Fantasos - http://www.fantasos.com

This is my number one recommendation if you want maximum control and flexibility while centralizing all of your affiliate programs and customer information. You can sell an unlimited amount of products and monthly membership websites with this very robust and powerful application. You can even use it to collect payments through Clickbank, PayPal, Authorize.net and a host of other payment services.
Although the full version of Fantasos is fairly expensive at $2,997, you can get a hosted Fantasos account with some lesser features for around $27 per month at...

http://www.safe2order.com/hosted

Designing An Effective Product Download Page

At this point you understand that a widely popular method of delivering your information product is to allow your customers to instantly download the product after they pay. In order to do that you will have to create a web page that is separate from our sales page called a download page or thank you page. However, many websites confuse customers by not creating an effective download page.

As a general rule of thumb, here are the different elements you should include…

The 'Thank You' Message To The Customer For Buying Your Product.

- Put “Thank You For Your Purchase” right at the top of the page.

- Remind the customer how the transaction will appear on their credit-card statement. For example, if you're using ClickBank you could include a statement such as “Remember your credit-card statement will show a charge by CLICKBANK / KEYNETICS.”

- Display your customer support email address or a link to your customer helpdesk that customers can use to contact you if they have questions or problems. Make sure to display the address fully (as

opposed to using a clickable image or a simple 'click here' link).

- Explain how to download and begin using the product. If there are special software requirements like WinZip, Internet Explorer 4.0 or Acrobat Reader for PDF files, be sure to point this out and include links to the appropriate websites.

  Your customers can get the free evaluation version of WinZip at… http://www.winzip.com/downwz.htm

  They can also download Acrobat Reader for free at… http://get.adobe.com/reader

- Give your customers a link to other products or services you sell after they've finished downloading. This is also a good place to promote either more of your own products or other peoples' products that you are affiliating with in order to earn a commission. But remember to keep the download page free of too many distractions. You've won a new customer. Treat that customer well by showing him/her how to immediately download their product without making it too difficult or confusing.

Offer Zipped File Downloads As Well As Non-Zipped Direct File Downloads

You can compress your product file to make it smaller (in memory terms) by using compression software like WinZip mentioned above. You should offer both a compressed and an uncompressed version of your product on the download page. This will enable a quicker download for those customers who have WinZip and are familiar with it. By the same token, those who don't know how to use WinZip or who don't need to use it have the option of downloading the larger files directly.

If you're offering both compressed and uncompressed versions, then you should link your customers to the WinZip website, and explain how to use WinZip to unzip (uncompress) your product.

Scan For Viruses Before Distributing Your Files

Don't risk spreading a virus to your customers through your product. Before you upload it to your website for others to download, it's imperative that you run a virus-scan on it. Make sure that you use an up to date virus scanning software.

Upload The Files Using FTP (File Transfer Protocol) Software

You'll need to upload all your product files to your website with an FTP software tool. Some of the free web design software applications such as NVU have FTP software built in but it does not allow you to upload any other files other than your HTML files and images.

So instead you will need an FTP software tool such as Filezilla. It's free and you can get Filezilla at http://filezilla-project.org

Once you upload your product files simply place the link to the product and any other necessary files your customers need to download on the thank you page. If you need help learning to use Filezilla see the visual Filezilla user tutorial in Module #8.1

Downloading PDF Files

The download process for PDF files works differently compared to other formats. If your customer directly clicks on the link provided for the PDF file, it will open inside the customer's browser. From here, the customer can click the save button and save the file to his/her PC. However, this approach is not recommended as there is no indication of how big the file is and it can take a long time for the PDF file to open in the browser. To get around this problem, you should always instruct your customers to "Right Click" on the link and then click on "Save Target as". This makes downloading a PDF file similar to all other files in the sense that a window would open on the customer's screen asking him/her to save the file at a specific location on their computer. This would indicate the file size and the time for download. Be sure to remind your customers that they'll need a copy of Adobe's Acrobat reader to view the PDF file and let them know that they can download a free copy from the Adobe website.

Test Your Links

Always test the product download links to ensure that everything works as it should. Get some of your friends to try it out on their computers. If nothing happens when you click on the link, check out the HTML code to make sure you have properly created the link as well as checking to make sure you uploaded the product to the directory where you have saved the files. Testing the links is a very important phase of setting up the download page to make sure your customers don't run into too many problems which could prompt impatient customers to immediately ask for a refund.

Blocking People From Finding Your Secret Download Page And Files Without Paying

Just because you want to keep your download page a secret doesn't mean that search engines like Google, Yahoo, MSN, AOL and many other search engines can't easily find, read and list your thank you pages and product files in their search results which means lots of people could just happen to find your product and get it for free.

Plus if your files aren't in a .zip file Google can also convert your PDF files into regular searchable HTML documents. So ordinary browsers not only have access to your PDF file, but they can download the raw text Source File as well. Then someone could actually steal your product customize it with their own name and links, recompile it and sell it or give it away. So you can see how important it is to safeguard your thank you pages and downloadable files from search engines.

A simple way of keeping your files out of the search engine is to upload them inside of a zip file as discussed earlier. Search engines cannot "look" inside zip files and list their contents. Also to protect your download page you should…

Create An Index.Html File In Each Directory/Folder On Your Website

You must have an index.html file in EVERY folder. It acts like a curtain that keeps the contents of a folder away from prying eyes. A folder without an index.html file is like a house without walls. Everyone can enter and help themselves to the valuables. If you don't create an index.htm or index.html

file, you'd be allowing everyone to directly access any and everything in the directory of the folder where you store your downloads. All files stored in a folder without an Index.html file may be visible and ready to download without your permission.

You can use an index page coded with a simple line of HTML to instantly redirect prying eyes back to your home page or your sales letter while naming the actual download page filename with random numbers and letters so that it is hard to guess such as…

http://www.yourwebsite.com/thankyou/xzy123.htm

The easiest way redirect people back to your sales page is to use what is called an HTML "meta refresh tag." Just add this code between the header tags in a blank index.html document (before any other text or HTML code)...

```
<head>
<META HTTP-EQUIV="refresh" content="0;URL=http://yoururl.com">
</head>
```

Then just upload this index file into the same directory as your thank page.

Search Engine-Proof Your Download Page

To prevent search engine spiders from reading and listing the download pages that link to your thank you pages and product files you can add a "No Follow" the head of the HTML thank you page document.

```
<head>
<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">
</head>
```

This "No Follow" robot tag tells the search engine that this page is not to be included in their index of search results. As a result it should never show up when someone does a search.

Module #10.0: Pricing Tactics

"Charging The Highest Price Possible For Your Products."

"Justify Higher Prices By Giving Higher Value To Your Customers."

It's possible double your sales volume just by one simple thing, doubling your price. I've done it myself, and I'll show you how.

The truth is 99% of the products I see being sold are too cheap. So much so that they're turning customers off instead of attracting them, which is no doubt what some businesses owners think they're doing by selling their products at a very low price.

So let's dispel some pricing myths right now and get down to the real facts to ensure you're putting the most profit possible in your pocket whenever you launch a new product.

Pricing Strategies

There are some things that I want to talk to you about related to pricing before you put your sales letter on your website and just stick some random price on your product.

You see the aim of this module is to give some insight into the choices you have in regards to pricing your products. The problem is most people just seem to put a price on their products without spending much time thinking about why they chose that price and what factors are going to contribute to whether it's a profitable decision or not.

Sounds complicated and like a lot of work? Well, let me tell you it's not. I think it's really important that I show you just how much freedom you

have to experiment with pricing and the effect getting it right and getting it wrong can have on your business. So before you put a price on your product and release it to the world, take some time to review the strategies discussed here and take them into account when developing your pricing strategy.

The Bigger Picture On Pricing

There's a much bigger picture to selecting a price than most people realize. A lot of the time prices are put on products just because they can be loosely compared to a competitors' price. However, it's not just about planting a number and a dollar sign behind your product.

All throughout the process of price selection you should be asking yourself the following questions…

- Does competition matter in my marketplace with regards my prices?
- Should my product be cheaper? Should my product be more expensive? How do I know when to choose between the two and why?
- Should I give special offers to particular groups of people? Who and why?
- Should I offer different versions of my product at different price points? If so, how do I do that, and how do I know if I'm doing right?

There are a lot of answers to these questions that I'm going to go over with you in just a moment. But during this process I want you to keep in mind the flexibility you have with your pricing because if you get it right it could easily mean double the profits for you.

Pricing Your Product With Regard To Competition

Let's look at how you should price your products with regard to competition. The reason I want to talk about this first is simple. When you're thinking about what to charge for your product, the very first thing you're likely to think is, "What is everyone else charging for similar products?"

Now there's nothing wrong with doing this at all, but there's more to think about here and a lot more questions to ask than a simple "Can I offer a lower price that what my competitors are charging?"

The truth is your price doesn't have to be lower than all of your competitors for you to make lots of sales. This is something that I learned a long time ago and at times I have actually increased my sales by raising my prices to a level that was ten times more than the initial price I came up with.

Don't get me wrong you do need to be aware of what other people are charging for their products but that doesn't mean that you have to lower your prices to sell more than they do. Imagine that you've just finished creating a product that's highly valuable and so professionally packaged that it beats the pants off the competition. But you see other sites offering a product that is similar to yours for just ten dollars.

Does this mean that you have to have a lower price in order for people to buy from you? No, not at all, remember that if your product is of high value, high quality and highly desired by your target market then what you have on your hands is a premium product, and you shouldn't be worried about selling it at a premium price.

Rule #1 - Premium Products Sell At Premium Prices

So, here's rule number one. If you have a premium product don't be afraid to put a premium price on it. You do not have to beat your competitors' prices to be "competitive". In fact, by having a higher price it's quite possible that you'll outsell your cheaper competition.

Why?

The answer is simple. A higher price **screams quality**.

People tend to think to themselves…

"You get what you pay for, and if it's that cheap it can't be any good."

So don't think you have to have the lowest price to make sales. That's just not true, you just have to a good sales and marketing system, and of course a truly great product.

Rule #2 – Pricing Too Low Is Always A Bad Move

Why?

Well, the fact is, if your price is too low people will look at your product and wonder why the heck you're charging such a tiny amount for it. If your great new product is really as good as you say it is then why does it only cost ten dollars?

Again, never price products so low that people might look at it and think "Wow that must be very a high quality product, just look at how little it costs!" Of course I'm being sarcastic here because that's not what they're thinking at all. They're thinking "Look at how little that costs, it can't be as great as they say it is. There must not be that much to it. Maybe there's something wrong with it."

So in effect, you're adding more value to your product in the mind of your potential customer by having a premium price. It's still the same product, but it's much more likely to sell more at a price that someone might look at and think that it's reasonable, average and even a bit pricey versus a price someone might look at and question the quality of the product because of how cheap it is.

Don't Be Afraid To Charge What It's Worth

Too many people are afraid to take the leap and price their products at a level that *they* believe they're worth. Don't undervalue yourself just for the sake of being cheaper. If you have a better product, put a higher price tag on it. I could show you so many information products that are out there right now that are in competition with each other, but one costs a heck of a lot more than the other. Will the quality of both of them be the same? Looking at the price alone, from a customers' point of view, probably not.

Times Are Changing, People Want More And Are Willing To Pay For It

I bet if you think about it you'll see that times have changed. A few decades ago people just wanted things that worked, that were *just ok*. But in today's world *just ok* is not enough. These days when people buy something it's got to be the best, the fastest, the nicest, and the easiest to use. There's a real market for premium products emerging. So make sure you don't place yours in the bargain bin if it's meant to be sold as premium product.

In fact think about the last important purchase you made for your home, whether it was a new garage door, a refrigerator, a dinner table, or whatever. Did you make your buying decision based on price alone or did you factor in the quality of the product as well? I am almost certain the quality of the product was a big selling point for you.

Increase Sales Of High Priced Products With Payment Plans

Now let's talk about offering different payment plans. Sure most people selling information products might change their price at times to experiment, give discount offers and so on, but that's about it.

But you should realize though sometimes it's better to present the customer with payment plan options especially when you start selling very high priced products or services. The more payment options your offer the better, because you'll have a much better change of selling your high ticket item by letting your customers make payments in smaller weekly or monthly installments.

Remember, the sales process is all about answering the customers' questions and squashing their fears or any objections they may come up with in their minds for not buying your product. Therefore it won't do you any good if your sales letter convinces them to buy but then they realize you don't have a payment plan that suits their needs. So let's look at some payment options you can use…

Free Offers And Trial Offers

You can easily offer customers a trial of your product giving away a chapter of your ebook, or a portion of your audio/video product for free or for a nominal fee of let's say a dollar, so that your customer can try out the product before he has to pay in full.

The thing here is that the customer will have to give up his credit card information in order to start the free trial. Once the free trial is over the customer's credit card will be automatically charged the full purchase price of your product and they will also receive the full length version of your product at that time as well.

You can easily set up a 3 to 30 day trial period for your product if you choose to use www.clickbank.com as your payment processor as they have a trial system already built into their recurring billing ordering process.

The Free Trial Dilemma

The problem with offering completely free trials is that you'll attract all sorts of freebie seekers who will eat away at your time with help requests and customer support issues yet they have no intention of paying for the full version of the product. They were just interested in taking you up on your offer, because it was free.

It may be better to charge a small amount for a short trial, say one to three dollars for the first week simply to sort out people out that will take your offer just because they don't have to pay anything at all and those that are seriously interested in your product and willing to put up a few dollars to try it out. You should experiment with totally free and low cost trials to get the best results.

Don't Describe Your Price As Cheap

Never state in your sales letter that your product is cheap. I'll say that again. You should never, never, ever describe your products as cheap.

Is your product competitively priced?

Yes!

Is it the best price for your type of product?

Great!

But is your product cheap, no way. That word alone could devalue your product full stop in the mind of a would-be customer. More often than not, people don't want cheap. They want quality at a good price.

Don't Be Afraid To Experiment With, Discounts, Specials And Sales

I can understand how you might be worried that past customers that bought your product at fifty dollars would be annoyed if they found out that you're now having a sale that cuts your regular price in half. But the fact is offline brick and mortar businesses have special sales all the time. They raise prices during Christmas season and other times of the year when their products are going to be more in demand. They discount things daily and change prices at their discretion.

It's not a wrong thing to do, it's not unethical, it's just business. And if your customers have purchased something from a store, only to see it on sale a week later, they'll know this too.

In fact, there's nothing wrong with changing your price at any time without giving customers any warning or notice. Don't fall into the trap of worrying about what previous buyers are going to say because this happens in the real world all the time. You owe it to yourself to try different pricing methods to determine what brings in the most profit.

Adding Value To Your Offer To Justify Your Price

If you want to succeed and get your price just right, without your product being viewed as being "too cheap" you'll have to do a little work, a little research and a little thinking. It's not all straight forward one two three. Again it's not about being cheaper than anyone else. It's about pricing your product correctly depending on your competition, your market, your products quality, market research and tracking your results.

If you already have a clear idea of how much you want to charge and the payment options you will offer then that's a great start. Just remember the price you put up the first day your website goes live doesn't have to be set in stone by any means.

It's there to be tinkered and played with by you until you feel it's correct, and your testing and sales numbers show you that it's correct. So have a little confidence in yourself when you know that you have a quality product and avoid selling it at rock bottom prices that could make it look worthless.

When coming up with a price for your product, don't let the price you choose *only reflect the value of the product*. What I mean is that you should always be thinking…

"What Can I Add To My Offer That Will Allow Me To Increase My Price And Still Persuade Lots Of People To Buy From Me?"

Well, the quality and professionalism of your product, the format of your product, your customer service and your overall sales process are obvious factors to consider. But I'd like to go back to some things we've already discussed in this course to shed a little more light on the subject of adding value to your offer.

Some Ideas Revisited

In the module on Sales Letter Triggers we covered how to persuade people buy from you at the price you believe your product deserves by stacking on emotionally charged reasons for them to do so. Something once mastered will push people over the edge so that they buy from you time and time again.

Now there's a lot of ways of pulling this off and they're forever changing because marketers are coming up with more and more innovative ways to add value to their products all the time and it's really worth paying attention to. In fact anytime you find yourself reading through a sales letter or ad copy, look at how they add value to their offer using things that aren't directly related to the product itself.

Watching how others do things is one of the most valuable, cost free and pretty much effortless ways of discovering new strategies that you can put into your arsenal and it works extremely well in all aspects of marketing, not just when it comes to pricing.

Also be sure to revisit the lessons here once you have got your product finished and your website online because all of these are great elements of persuading people to buy your products that you can use and experiment with time and time again.

Time Limits And Cut Off Dates

This is a great place to start, and a really easy strategy to slip into any offer for any product. As a matter of fact the old “time limit” or “cutoff date” tactic is probably the most widely used out of all of these methods because it works time and time again. All you have to do is tell your prospects that your offer is only available until a particular date. But if you need extend the deadline, you'll find that you can do so most of the time without causing a big stir or lack of trust from your customers.

But, don’t fake it. I've visited sites that say the price will be going up for sure on a particular date, but it never does, and the date magically moves forward each day. That’s not a good way to gain your customers trust I can assure you. Customers who didn’t buy from you the first time around will notice this when they come back to your website later and you’ll lose credibility with them and they will never buy from you.

Limited Numbers Done Right

Next is the limited numbers method defined as only allowing a limited number of customers to purchase at a particular time, or only allowing a limited amount of people to buy at a particular price. Again this is a widely

used tactic both catering to impulse buyers as well as adding value depending on which method you're using.

This is a marketing method I especially like. As a matter of fact one of my sites currently has this very strategy up and running and I only let a few hundred customers in at a time and it makes my customers feel a lucky when they go get to purchase before I stop taking orders. Some of them have even told me this themselves and I've had requests on several occasions from people asking when the product would be available again because they really wanted to buy but got to the website to late.

You might think I'm losing money on a deal like this by only letting a limited number of people purchase a time, but I'm not. The objective is to get a certain number of people to buy the product within a certain period of time so by incorporating scarcity and urgency into the offer I am able reach my sales goal very quickly, and you can too.

Don't forget that you can always raise and lower your limits if you do try this, which I highly recommend. Even if selling a limited number of your product doesn't suit your situation, limiting the amount of customers who can get the discounted price will suit just about any situation.

Use Audio Recorded Testimonials

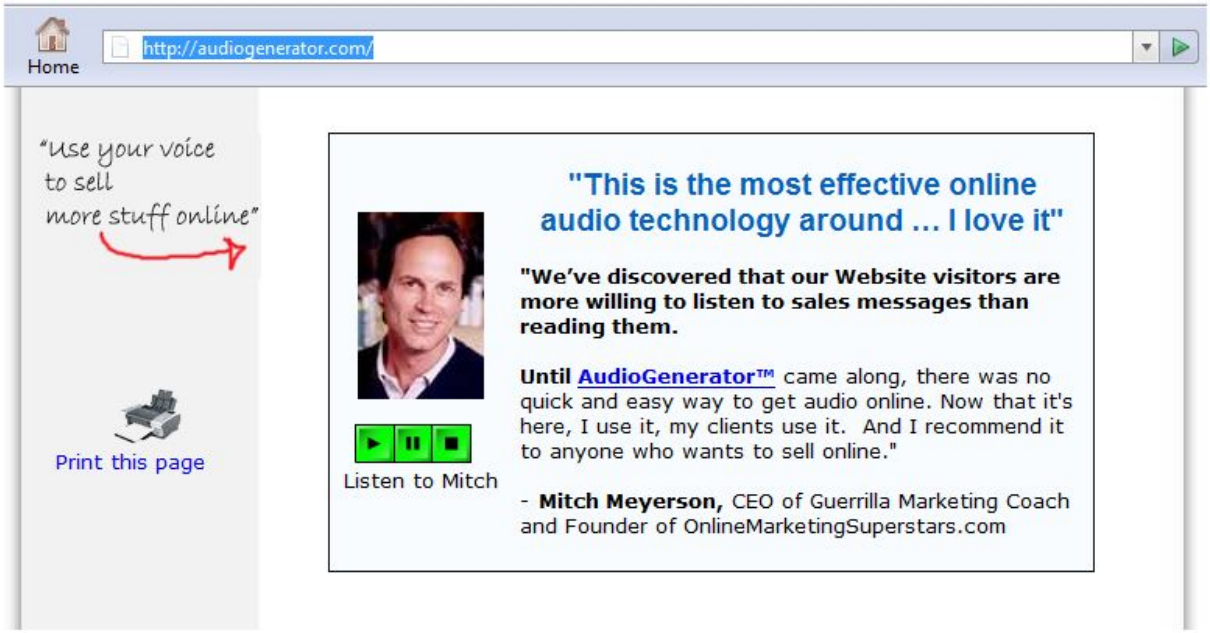
Before, in the Sales Letter Copywriting module we talked about using testimonials. So now let's take a look at the ever more convincing audio testimonial. Audio testimonials cement the value of your product in your prospects mind even further and increase his/here confidence in buying your product. I've personally looked at written testimonials before and seen some major flaws that proved without a doubt that they were faked. Granted, recorded audio testimonials can be faked too, but it's generally not something that pops into your head when listening to a testimonial compared to reading written ones, hence there's big addition to customer confidence and perceived value when using this method.

If you can get some audio testimonials, whether you ask people to call your and have them leave messages on your voice mail, or record them and send them to you over the internet, it's worth it. The extra effort that you've take to provide potential new customers with testimonials from past buyers of

your product gives them a massive boost in consumer confidence ultimately resulting in more sales for you and your business. If you're looking for an easy way to add audio recorded testimonials your website then you need to take a look at…

Audio Generator - www.audiogenerator.com

Audio generator is a service that will allow you or your customers to record messages over the phone and then easily add them to your website. You can see live examples of what an audio generator testimonial looks like by visiting the **AudioGenerator.com** website…



Video Testimonial Are The Ultimate

How often do you see streaming video testimonials up on websites?

Not very often I'd say. In fact at the time of writing this, I've only seen a handful of sites with video testimonials. Video testimonials are great because they're real people giving real accounts of why they like a product and how it worked for them. If any type of testimonial is going to add tons of value and customer confidence to your sales letter, it's going to be this one. It's a simple idea developed into a hard hitting method that works really, really well.

With the popularity of digital cameras, webcams, and cell phone cameras nowadays and the ability to easily view video through the internet, it should only take a little time to get a few video testimonials and it is well worth it.

Here's an example of a video testimonial for dog training product titled "Sit Stay Fetch" from http://www.kinddomofpets.com …

The Standard Bonus And More

As you already learned a good bonus is a great way to persuade more of your websites visitors to purchase your product. But you can get even more from the bonuses you offer by including something that will benefit you as well as the customer.

How about putting together a small info product and allowing the customer to give it away to friends and family thus building your reputation and brand awareness as well as adding value to your offer. Just be sure to subtly place links inside the bonus products
that lead back to your sales letter or another free offer that will build your email list.

Bonuses Done Right

While we're on the subject of bonuses, please, please take note here because when I see someone trying to persuade me to buy their product with a bad bonus (for example a bonus e-book titled 'Doing Business In The 60's) thinking it is going to help them sell more of their products, I really might have to start wondering about the product owner’s credibility.

Things like this won't add an extra $50 to your price tag. In fact let me tell you how seriously wrong this is. If you add a bad bonus to your offer, or do it in the wrong way, you can actually devalue your product to a point where you won't be selling many copies of it at all.

So here's a general rule for you. If you've really thought about it, and tried to find something to add to your offer as a good worthwhile bonus and you honestly can't find anything that fits the bill, go with nothing or create another original info product to offer as a bonus.

A good way to create a bonus is to take a look at your product and ask yourself, “Can any section or chapter of this product good enough be sold as a separate product and could it extracted from the main product without taking away from it’s over all quality? If the answer is yes, then simply split the product into two parts and offer the part you extracted as a bonus.

Making Your Offer Seem Too Good To Be True

Here I want to demonstrate something else to you that can make a would-be-customer leave your site without buying and that's when you go over the top when trying to explain the value of your products.

> **Example:** "Get your hard hitting, intensive training course, entitled 'Improve Your Fishing Now', consisting of two CD's packed with audios and videos, showing you all the tricks, tips and tactics used today by some of the most successful fisherman in the world! Order now and get this proven course worth over $2500 for a measly $300. In fact, I'm so confident that it's going to help you that I'm going to knock the price down even further. You can get all this expertise in one place for an amazing $49.95. Order your copy now!"

Can you see the problem here? ...

Don't get me wrong, there's nothing wrong with giving special offers to people who buy right away, catering to impulse buyers, bargain hunters, or just to show people they're getting a real good deal out of you. But telling people you're dropping the price from $2500 down to $49.95?!

That's going over the top and can even make your product seem defective or make your offer look "Too good to be true" in the eyes of your potential customer. How would you feel if you walked into a store and saw a top of the line 50 inch flat screen TV knocked down from $12000 to $200? I can tell you, your first reaction would either be "Yeah right, this a joke", or even more likely "What's the catch?... There's got to be something wrong with it?"

Remember when we talked earlier about increasing customer confidence in your products and the whole idea of a sales letter is to squish all these problems and questions people might have with buying your product, while at the same time building up emotional desire for it?

Well then can you see how adding the perception of too much value, or going really over the top when explaining the worth of your offer can be detrimental? Where as you see it as giving the customers a bargain, they're seeing it as just another reason not to buy from you, or a new question they need to find the answer to before they buy your product.

Discounts aren't bad on their own but when they're used in this way they can kill your sales.

Now let's look at another way to devalue your products that you should avoid.

The "I'm Not Sure What's Going On Here" Factor

Here's another bad tactic that I see a lot of people doing. They present their bonuses as if they're better than the main product.

Let me give you an example.

One day I was surfing around the net and landed on a site that happened to be about making money. I'm not opposed to money making opportunities of course and this one just happened to have a great headline that enticed me to read further. The further I get down the sales letter the better it gets, until I hit the bonuses…

…Bonus one, click here to read about this e-book (forwards me to a whole new sales letter), click here to read about this software (takes me to a whole new sales letter)

And so on for three or four bonuses. By the time I'm done, I've been taken all over the place, have five windows open, read six sales letters which each try to sell me on each different bonus product and I am having trouble finding my way back to the original sales letter.

I didn't know what in the heck was going on.

While it's important to remember to add value using bonuses in a way which makes your bonuses seem like real products themselves, but never ever lose sight of what you want your offer to do and that is to convince people to buy without distracting them away from your sales letter.

Don't throw people off into different directions and have them read ten sales letter length descriptions for all your different bonuses. While you may think you're adding value, all you're doing is distracting and confusing your visitors. You should definitely sell people on your bonuses like a real product, but you should do so by using only a few hard hitting benefit driven

paragraphs or bullet points about how your bonuses compliment the main product, why the customer is getting such a good deal, why they can't get what you're offering anywhere else, or where it's been proven that the bonuses compliment the product.

Don't go over the top in this way or again you'll be losing customers.

What Can You Offer As A Bonus?

Open your mind a little and think about other things you could offer to people along with your product as a bonus. Are you respected in your field of expertise? How about if you offer a free one hour phone or video consultation to your customers to answer any questions and to see how they are getting along with using the product after they purchase.

This isn't such a hard thing to implement if you have the knowledge to share with your customers. You could offer maybe 30 minutes or an hour's worth of consulting per customer as a bonus. Now this depends on how many customers you actually so be careful not to schedule more consultations than you can handle.

To be honest only a small amount of your customers will actually request the free consultation. And the ones that do usually don't request their consultation right away. People get busy and simply don't have time, or they forget and oddly enough, some people will actually feel like they are bothering you by taking you up on your free consultation offer even though they paid for it when they bought your product.

> **NOTE:** You don't have to be in the business of selling information about business or marketing to put the free consultation strategy to good use. It doesn't matter what you're selling, you can use this method somewhere, whether it's an hour of free technical support, or a free 30 minute help session to compliment your main product. It's totally up to you.
>
> Be imaginative and at the end of your consultations be sure to offer your customers a special deal on further consulting sessions to put even more cash in your pocket. Remember, a freebie can help your customers and you at the same time.

Module #11.0: Email Marketing

"The Most Critical Do-Or-Die Online Business Strategy!"

"The Ultimate Sales Strategy For Any Online Business."

Now, you might think that the best way to make money with your website is to simply send as many people as you can to your website so that they can read your sales letter and buy your product. But, in order to understand how the real money is made when selling information products online you need to understand the concept of "follow-up marketing".

What you need to realize is that everyone who comes to your website won't purchase on their first visit. And once they leave your website almost none of them will ever come back your website again.

So what do you do?

You add a secondary sales mechanism to your site that will allow you to follow-up with your website visitors at a later time. The majority of your sales will come from following up with people who have already visited your site.

The mechanism that you will use to "follow-up" with your visitors is called **permission based email marketing**. This simply means that when people come to your site not only do you expose them your sales letter. But you also include a way to leave their name and email address with you so that you can contact them later about your product via email.

Every Internet marketing expert that I know will tell you these three rules…

- **Rule number 1 -- "The Money Is in the Email List!"**
- **Rule number 2 -- "The Money Is in the Email List!"**
- **Rule number 3 -- "The Money Is in the Email List!"**

To clarify that statement it simply means that…***The bulk of your profits will come from the activity of following up with the people on your email list.***

So now, your website will have a dual purpose...

1. To make as many immediate sales as possible from the people who read your sales letter and decide to purchase right away.

2. To capture the name and email address of as many of the people who choose not to buy on their first visit in order to follow up with them to close the sale at a later date.

Lead Generation and List Building are the two common terms used in the marketing world to describe this follow-up marketing email process and they often used interchangeably. A "lead" is simply a prospective customer who wants to get more information about your product. List building is the practice of adding these leads to an online email database also known as an "email list" hence the terms Lead Generation and List building.

In this module not only will I tell you what to do in order to set up your email marketing auto-responder system and build your email list, but I'll also tell you what not to do which is just as important. You see, by doing it the wrong way, you will pay dearly. You could be instantly labeled as a "spammer." And trust me, you do not want that!

You will find out why "spamming" and "responsible email marketing" are so completely different from each other. It is important that you see the difference very clearly and it really isn't all that complicated to understand. So, if you want to succeed in email marketing, do not skip any part of this module.

Why Is Responsible E-mail Marketing So Amazing?

When you use responsible email marketing as I will show you in this module, you will discover that it is very safe, reliable, lightning fast, and will not get you in any kind of trouble at all.

Responsible email marketing is a quick and low-cost tactic and is the main method online business owners use to build and increase their profits very,

very quickly. As a matter of fact I know of no other method that can bring in profits as quickly and as efficiently as email marketing.

E-mail marketing, when done right, is very powerful because:

- It costs you *nothing* (or just pennies) to execute, yet the profit potential is huge.
- You can totally eliminate the additional costs of postage, printing and mailing when sending your offers to prospects and customers.
- If your offer doesn't do well, you can improve on it and mail it out again easily and it still doesn't cost you much.
- It delivers your hottest offers to prospects and customers instantly, sometimes within a few seconds.
- You can sometimes start receiving orders just minutes after sending your messages out.
- You can email product information out or answer questions from prospects within minutes so they don't have to wait 2 to 4 weeks for something to arrive via postal mail.
- You can quickly build a strong relationship with your customers by keeping in touch with them regularly, thus continuing to sell your products to them for many years.
- It is virtually the quickest way to build your business and to start earning a profit immediately.

Responsible email marketing is one of the best ways to help build your business quickly and increase profits dramatically, while keeping your costs very low. Yet only a handful of online marketers are using it to build their businesses.

Now, Unsolicited E-mail Marketing, a.k.a. spam, is a very controversial subject. However, a lot of businesses don't realize that there is a **huge** difference between "spam" and responsible email marketing. I do not teach nor endorse "spam" marketing. As you will find out in the coming sections, spamming will get you in a **lot** of trouble. It is just not worth practicing.

Very few people know how to use this powerful medium effectively to promote their businesses. Many newcomers get in a lot of trouble by not using it the right way without realizing they are spamming others. Many others never attempt to use it due of lack of knowledge on the subject or fear of getting into trouble.

As a result, email marketing is one of the best-kept secret marketing tactics available on the Internet.

The Low Cost Of Email Marketing Compared To Regular Postal Mail

The extremely low cost is probably the greatest benefit that businesses gain when using email marketing. Whether you're sending out one or one thousand email messages, your costs are about the same...just pennies when you compare it to the cost of sending out a 1000 promotional pieces by regular mail.

Using regular mail to send out new product offers, customer surveys, or information on specials & sales can become very expensive, very quickly.

Just trying to keep in touch with customers on a regular basis to establish good relations and build trust can be quite expensive if you use regular mail and keeping in touch with customers is something all businesses should do on a regular basis. However, most businesses just can't afford it the traditional way.

Businesses have to spend money on stationary, printing, mailing, and postage each time they send information out by regular mail. Additionally, when using regular mail, the bigger the mailing list, the more money (and time) is spent each time a mailing is done.

Also, if your offer doesn't do as well as you expected it to, you don't make any profit - you actually lose money. All the time and money you spent on the mailing goes to waste. Then, you have to spend more time and money on getting another offer prepared, printed, stuffed, and mailed. Most businesses can't afford this type of test marketing. As a result, they either go out of business or lose a perfectly usable customer base.

This is not the case with email marketing.

With email marketing, if your offer doesn't do well, you don't lose much of anything except time. You can improve on the offer quickly and test it again soon thereafter. You don't have to spend money on printing and postage or have to wait a few days (or weeks) for the printer to get your job ready.

How E-Mail Affects Online Business Revenue

Successful email campaigns contribute heavily to the revenues of large and small businesses around the world. This is true both of businesses that depend upon establishing long-term relationships with repeat buyers as well as businesses that serve niche markets where each customer might only represent just one or two sales throughout the lifetime of the business.

Example:

WeddingChannel.com is a product and service portal that serves the bridal market niche very well. Their web site provides a selection of wedding-related news, tips, products and services that are offered by Wedding Channel's sales and marketing partners.

The web site collects email addresses from its visitors who opt to create a free bridal registry listing as well as from users who sign up to receive the various newsletters. The company then markets are variety of products and services to those subscribers who have willingly given their permission to receive offers.

Because WeddingChannel.com is sending out highly relevant offers to a tightly targeted list of people who are definitely interested in the products and services being offered, the company experiences an amazing 33% "open rate" and very healthy 8% "click-through" rate. Their email campaigns generate a large share of the 5.5 million page views that the site receives every month.

Although the privately-held company does not release its sales figure, the company must be doing pretty well by all that email marketing considering that multi-billionaire Michael Dell, CEO of Dell Computer, invests in the company, as did venture capital company Goldman, Sachs & Co. who recently kicked in $12-million.

www.ProFlowers.com is another example of a marketer that is substantially increasing its revenues thanks to strategic email marketing campaigns.

ProFlowers definitely understands using email marketing to increase the lifetime value of its customers. The company attracts new customers primarily through inexpensive radio advertising. During the ordering process the buyer's email address is captured and used to notify the customer when the product has shipped. Unless the customer un-ticks the permission marketing box, ProFlowers then begins regular drip-mail marketing campaigns that push special offers, discount coupons and holiday-themed marketing campaigns.

The ProFlowers marketing team studies their customers' buying habits and creates different email groups that get offers that are only targeted to that group's buying habits. As a result of this extra level of effort, ProFlowers has increased its email-based sales by 35% over that of non-targeted groups.

ProFlowers also uses the power of email marketing to offer its customers additional savings through joint ventures with marketing partners. One example was an email campaign in which any customer who purchased flowers during a springtime promotion received an email coupon for $10 off any purchase at The Gap.

This illustrates how successful email campaigns can consist of much more than simply sending out "buy me" email messages and waiting for the cash register to ring.

The Millionaire Vs. The Six Figure Earner

Take an individual who's earning $100,000 per year and compare him to another who's running the same type of business yet earning $1,000,000 per year. What do you think is the biggest difference in how they run their businesses that creates such a big difference in the income they generate?

Most people would assume that the individual earning a million dollars per year is probably working harder and longer than the one earning a hundred thousand dollars.

Yet, in many cases, this is not true.

Instead, the individual earning more money has simply created an "autopilot system" that allows him to free up a lot of time and energy, usually to a point where he doesn't have to physically be there in order for the business to run.

Think about it...

Now, Which Of These Business Owners Would You Rather Be?

Let's take the restaurant business, as an example:

- We have one individual who owns a restaurant and works full-time at that restaurant in order to earn a profit.

- We have another individual who owns an entire chain of restaurants, makes a lot more money than the first guy, and doesn't even have to be *physically* present at *any* of his restaurants!

Which guy would you like to be?

The second guy has created an "automated system" that allows him to not be physically present in order to make a profit. He has then taken it one step further and duplicated the system many times over.

The same can be done for any business. Even an online business - in fact, more so since an online business put so many automation tools at your disposal.

Auto-responders are one of the autopilot tools that will give you that power of leverage and automation, allowing you to do very little and get a whole lot done!

So, What Is An E-Mail Auto-Responder?

An E-mail Auto-responder is a computer program that acts like your answering machine for email messages from your friends. You can write out your message in advance, like the following:

> *"Hi,*
>
> *Thank you for your inquiry. I will come back to you in the next 24 hours.*
>
> *Sincerely, John Doe"*

Once you've turned your Auto-responder on at your email address, anyone sending email to your email address will automatically receive your message above – without any need for you to send it manually.

But...

A **"Sequential E-Mail Auto-Responder"** is a computer program that will AUTOMATICALLY send out MORE THAN ONE pre-written email address that has been set to follow-up with different messages **in sequential order**. You can specify the interval between each pre-written messages and as many email messages as you wish.

For instance, a sequential auto-responder can be used to send an instant response, then a follow-up message three days later, then another message five days after that, and so on. It can be pre-configured to send a message a day, one per week, twice monthly, or any interval that satisfies the purpose of the message series.

If you've ever requested information online about a product or service, or signed up for an forum or membership on the Internet that required you to input your name and email address into a form and you received a nearly instantaneous response in your email inbox, an auto-responder program was responsible for delivering the reply.

A Sequential E-mail Auto-responder is one of your most vital marketing tools and you'll be hearing and learning a lot about them throughout the rest of this course.

They are easy to use and once they're a set up your entire follow-up marketing process becomes automatic and instant. When you use auto-responders, the most important part of your Internet business (your marketing system) can run itself 24 hours a day.

How You Can Build Your Business With Email-Marketing Auto-Responders

Just about any online business can benefit by using auto-responders. In fact, with a properly arranged campaign your business can be built around an auto-responder marketing system. All you need is a product and an effective series of auto-responder messages and to start carving out your own piece of the Internet business pie.

Your Auto-Responder Is Your Key To Making Profits!

It is the marketing tool that will sell your products far more effectively than any other form of advertising.

Very few of your sales will be made by impulse buyers. But if you are able to get your sales message out repeatedly to people who are already interested in what you have to offer, you will see a dramatic increase in profits.

The following sections will give you all the information you need to get started with email marketing and auto-responders. You'll learn how to tailor your auto-responder messages for maximum effectiveness and build a powerful opt-in email list that will make money even while you sleep.

The "Old" Way Of Doing Business

Most businesses don't realize that they have some major flaws in their marketing plan. Here are the most common ones.

1. **High Cost of Operation**

   They use regular mail to send out product offers and to keep in touch with their customers. As we've established, this is a very expensive way

of doing business and can wipe out your marketing budget very quickly.

2. **Low Conversion Rate**

   They advertise heavily in order to attract a lot of prospects but are able to turn only a handful of these prospects into actual buying customers.

3. **No Repeat Business**

   They "unknowingly" treat prospects and customers like disposable napkins. Out of the handful of prospects that are converted into customers, most or all of them end up being "one-time" buyers. After that first sale, they are forgotten about and the business spends more money on more advertising to find new customers.

All of this is wrong, very wrong and it's not the best way to market a business. That is just a very efficient way of blowing your advertising budget and losing your shirt.

That is the old way of doing business. Unfortunately, most businesses don't know any better. Therefore, unknowingly, they are committing financial suicide. It's no wonder every 4 out of every 5 new businesses go out of business within 2 - 3 years, if not sooner.

The "New" Way Of Doing Business

When you use responsible email marketing you can eliminate all 3 of these "old" ways of doing business and you replace them with techniques that are low cost, lightning-fast, and gives you more bang for your advertising buck.

With responsible email marketing, you can achieve:

1. **Low Operational Cost**

   Send out product offers, updates and keep in touch with your customers very inexpensively. It doesn't cost you anything for postage, stationary or packaging since its email.

2. **High Conversion Rates**

   Convert many more prospects into loyal customers, and easily follow up with those who haven't bought yet so that they become customers in the future.

3. **Repeat Customers**

   Sell to your customers again and again for years to come without spending any more money, instead of selling to them just once and then abandoning them. A business has to spend time and money to acquire each new customer. This investment of time and money should not be wasted.

Unfortunately, these new ways of doing business are still strategies that most businesses don't know about.

When you learn the new way of doing business with responsible email marketing, you will learn how to milk every single penny out of your advertising dollars for all it's worth instead of wasting most of it like many businesses do.

Why Auto-Responders Work

Just like a website auto-responders are like sales people that never tire of doing their job. When you insert a series of follow up messages into an auto-responder sequence you are addressing many of the major obstacles to marketing your products successfully.

Most people do not order a product or service the first time you present it to them. An auto-responder lets you get your sales message in front of the prospect over and over again which gives you the following advantages.

1. Auto-responders enable you to reveal more and more about the product or service as time goes on.

2. Using an auto-responder to handle your mailings frees your time to focus on other aspects of building your business.

3. Prospects who do not have the money to spend on your offer at the moment won't forget about how much they want it if you keep the offer in front of them.

4. Prospects who are comparing your product or services to others won't forget about you during the decision making process.

5. Keeping your company name in front of a prospect builds brand awareness.

6. Regular communication helps to build trust.

Just follow the guide lines given to you in this module and you will become an email marketing ace in no time at all.

The Emails Only Job Is To Get Them To Your Site

Before you can write effective email copy you need to be sure that you understand what it is you are *really* selling in your email. I emphasized the word *really* for a reason. Yes, of course you are selling a product or service ultimately. But that's not what the focus of your emails should be about because it's not likely that you're going to make a sale directly from your email messages themselves. Most seasoned marketers know this and that's why they craft their email messages to strike directly at the heart of what email is supposed to do…

Press The Readers Emotional "Triggers" To Compel Them To Go To Your Website And Read Your Sales Letter

E-mail is supposed to hit one of the emotional *triggers* that will cause the reader to be interested enough in your offer to click the link in your email to visit your sales letter webpage where the *real* selling is taking place. So, what you're really selling in your emails is **"emotion."**

You already learned in the module on using emotionally charged hot buttons in your sales copy that there are certain "triggers" that make people want to open their wallets and buy. But it's just as important for you to also use emotional marketing to make your email marketing messages highly

effective. No matter what it is you are offering you can get people to visit your website (sales letter) with an email message if you use one or more of the following basic psychological triggers.

- Greed or Desire For Personal Gain
- Love Or Affection
- Self-Indulgence
- Self-Preservation or Survival
- Pride
- Sense of Duty or Honor

Let's look at each one more closely…

Greed Or Desire For Personal Gain

This trigger covers products or services that are designed to help the reader make more money, save more money, plan for retirement, financial security, etc.

Love Or Affection

This trigger is perfect for products or services that enhance the reader's sex life or love life, or that will make someone they love feel happier and/or more fulfilled.

Self-Indulgence

This is the trigger to use when selling high-end luxury items, vacations, comfort foods, etc.

Self-Preservation or Survival

Along with the obvious choices such as self-defense products and services, home security systems etc., this trigger also works well with health products, senior citizen-focused products, and family protection products and services.

Pride

Pride is a very strong trigger that can also be combined with the Greed trigger for a double-whammy. The pride trigger works well with high-end luxury items when "exclusivity" is a selling point. It's also a good choice for any product or service that you can use any variation of the "Be the first one in your group to own…" or "Everyone will be impressed when they see…" statements.

Sense of Duty or Honor

This trigger is all about guiding the reader to "do the right thing" simply because it IS the right thing. This trigger works well when soliciting donations for charitable causes, but it can also be worked into almost any self-improvement product or service, investment product, or anything else where you can demonstrate that NOT taking action would be harmful to ones' self, loved ones or society in general.

Example "sense of duty" marketing statement...

"Don't your children deserve to live in a smoke-free home?"

Once you have selected the correct trigger or triggers, you can move on to writing the actual email messages and adding people interested in your product from within your target market to your email list.

Adding Quality Targeted Prospects To Your Opt-In Email List Is The Key To Huge Profits

While every aspect of the email marketing process is important, the most important one is the quality of your opt in Email mailing list.

Your "opt in" email list is the database of people who have opted to receive more information from you and submitted their email address and name through a form on your website so you can contact them with more information about your product or service.

Your list is the backbone your entire business. Your list is your livelihood. Your list is what puts money in the bank! Remember this and you will do very well.

When you have a targeted and responsive email list, you can pull in a decent amount of sales with an "average" sales message. But, if you have an unresponsive untargeted list, you won't pull in very many orders at all, no matter how good your sales message is.

A bad unresponsive list is most likely made up of people who are not a part of your "target" market. If the list contains email addresses that have been randomly harvested from the internet, then the list is useless because if you don't know what the people on your email list are interested in, you won't be able to sell anything to them.

You could try to "guess" what they would want and send those offers out to them, but that won't get you many orders and if anyone on this list accused you of spamming (which is exactly what you would be doing) then you could get into big legal trouble.

However, a good list is a "targeted" list of people that have joined the list "willingly" because they were interested in finding out more about what you have to offer.

When you have a list of people who are all are interested in *exactly* the same thing you can easily then sell them *exactly* what they want. There is no guesswork involved and you will not upset anyone by sending them annoying random offers they're not interested in because they have given you their permission to do so.

It is also important to note here that you can even sell "loosely related products" to the same email list and still do very well. That is why building a targeted email list is such a critical component to the success of your business.

For example, if you try selling golf balls to a million people who are interested in playing tennis, you will only waste your time. On the other hand, if you try selling tennis balls to only 500 of these same people, you would get much better results.

The lesson here is that trying to sell your product to a million people "picked at random" is not what will make you money. Again, that's spamming and it does not work. It only gets you in trouble...a lot of trouble and it's a waste of time. On the other hand, offering that same product to thousands or millions of "targeted" prospects via permission based email marketing works like magic.

You Can Make Sales From A Good "Targeted" Opt-In Email List Over And Over Again For The Rest Of You Life

When you have a "targeted" opt-in email list, you can sell products to this same list again and again. As long as you can offer your list valuable products, services and information that they're interested in, you will be able to make money from that list over and over again.

That really is the secret of email marketing - selling to your list again and again for many years.

But to be able to do this, you have to create and provide "quality" products and information to your customer email list. You also have to be upfront and honest with your customers at all times. This is the key to consistent, profitable income. Do this and you will be able to make repeat sales using the same list for a very long time.

That's the magic of having a good list. It's like having a pool of money just waiting for you to dip into every time you need some. It really is that simple when you market to your list correctly.

Most of these customers will buy from you within a few short days of your sending your sales message out, sometimes within minutes if they're sitting at the computer when your message arrives in their email inbox. This is

possible because overtime they will come to "trust" you. They know you will not rip them off or offer them low quality products.

Now that you know how important your list is, you can learn to build your "own" list. Remember, the list you create and build "yourself" will always out-perform any other type of list so don't fall for any advertisements or offers you see that promise to sell you a million targeted email address for $99. It's more than likely a scam and I am going to go out on a limb here and say that 100% of the time offers like that are a scam.

Think about it…

Why would anyone with a responsive targeted email list of a million people sell it to you for just $99 and when they could be marketing their own products and services to that list themselves and be making a fortune.

Again, the best way is to create and build your very own list yourself from scratch. But don't worry. Creating your very own "targeted" list is easy to do when you follow proven strategies that work. By the time you are finished with this course I will give you the best list-building techniques that I personally use to build my own "targeted" lists that make me money day in and day out.

You Must Understand The Differences Between "Illegal" Spam Versus 'Permission' E-mail

There are mainly two types of commercial email that you will encounter online:

- Unsolicited Commercial E-mail - Where the person receiving the message did give the sender permission to send them email also known as "spam" mail.
- Permission-Based E-mail - Where people have requested that you send them emails.

The first one, "spam" email, as you have already learned can get you in a lot of trouble. I do not teach nor encourage anyone to "spam" others. If you want to make any money using email marketing you should stay as far away as possible from "spamming" anyone.

What I will show you is how to use responsible, permission email marketing to grow your business at an amazing rate. I will show you how to do this without getting in trouble. Now, let's discuss the differences between spam mail and responsible commercial email.

What Is Spamming?

Spamming is sending unsolicited commercial email messages to a large group of people. The email addresses that make up a 'spam' email list are picked at random. They are not targeted at all. The person doing the spamming does not care if the people on the list are "not" interested in the offer. The spammer sends unwelcomed messages to large groups of people in hopes that some of them will buy what he has to sell. It's like trying to shoot arrows in the dark, at random, hoping that one will hit the target.

Spamming is:

- Sending out unsolicited email messages to any number of people.
- Using a list containing email addresses picked at random that are not "targeted" towards the product or service that is being offered. Also, some of these addresses are usually outdated and undeliverable so they clog up the email servers causing delays and shutdowns.
- Sending out millions of unsolicited messages in bulk. Usually, this results in getting only a handful of orders, mostly zero orders, since the mailing list is so "untargeted."

Some Consequences Of Spamming

- Getting into trouble with state and federal law.
- Getting in trouble with your ISP because people complain to the ISP about the "spam" mail they received. The ISP usually shuts the spammer down immediately, sometimes within minutes after sending the mail, usually without asking questions first.
- Spending time on finding another ISP, setting up the website again - basically starting from scratch.

Now, I wouldn't want to be caught in any of the situations above. How about you?

Spammers, especially new ones, usually believe that "since email is practically free to send out, why not send the sales message to the entire online world. After all, the more mail that gets sent out, the better the chances are of getting more sales." Well, it's not really that simple.

These spammers find out the hard way that it's really very costly, even dangerous, to send out "spam" mail.

While they "may" get a few people to order their product, and while they "may" make a few dollars using spam, the majority of the people receiving the unwanted email will usually become very annoyed by it. Some of these people can make the sender's life quite miserable.

The "nice" ones will make a complaint to the spammer's ISP about the spam mail they received.

The not-so-nice ones will “email bomb” the spammer by sending hundreds or thousands of email messages to the spammer’s inbox, write the spammer nasty letters, and even threaten to cause physical harm to the sender of the spam message.

Now, threatening to cause another person physical harm over an unsolicited email is not quite the way I would handle things. But, I can definitely understand why some people get annoyed so easily with "spam". It's sometimes difficult to keep your cool when you get bombarded daily by hundreds of unwanted email messages all trying to sell you something!

It's really a very unethical way of doing business and doesn't take long before the 'spammer' is shut down permanently and even worse possibly facing criminal charges.

What Is Permission-Based Commercial E-Mail?

What I want you to learn in this section of the course is how to send responsible, permission-based commercial email to a "targeted" mailing list. This list will contain email addresses of people who have "willingly" joined your list ("opted-in") and have given you "permission" to send them email.

You will learn to build your very own "targeted" list and effectively market to this list for many years. Since you'll be mailing to a highly "targeted" list of recipients who are open to receiving mail from you, your chances of success will be much, much higher, as you will soon find out.

Advantages Of Permission-Based E-Mailing...

- You can legally send email offers to a targeted group of people.
- You usually won't upset anyone since they have given you "permission" to send them email.
- And more importantly you can receive a lot more orders even from a small mailing list since the list is targeted. Sometimes orders start pouring in just minutes after the offer is sent out when some of the recipients are online during that time.
- Not get in trouble with the ISP since no one is complaining about your email. Some ISPs will allow you to send commercial email out if you're sending it to your "own" list of "opt-in" recipients.
- Not waste time looking for a new ISP since your ISP has no complaints, and lets you conduct business as usual.
- Not waste money on bullet-proof servers and fake email boxes since you're sending mail to a "friendly" mailing list.
- Keep in touch with your customers on a regular basis, building rapport, trust, and a strong overall relationship while keeping your costs very low.

It really is amazing how quickly you can start seeing profits by using email marketing the "right way."

This really is the best marketing strategy for making money on the Internet, and now, you are going to learn how to make full use of it and reap the rewards.

You will learn the same techniques that the large companies like Microsoft, Excite, and America Online are using to market effectively.

And by the way, these big companies use email marketing because they know it works. They understand the power of email marketing as the best online marketing technique bar none!

Everything revealed here is what I have used, and still use to market my business effectively, at lightning-fast speed, and without getting in trouble with the law or with my ISP. I have tested these methods personally and fine tuned the system to where it works "flawlessly" each time.

And let me tell you again. This is by far the best way to market online. Most other marketing methods don't even compare to the success you can achieve with responsible email marketing.

You can use these techniques no matter what your business is (or how big or small your business is.) Not only can you increase profits, you can also improve customer relations and customer support by using email the right way.

E-mail Marketing Can Be A Two Headed Beast – So Be Careful But Don't Worry

If you don't follow the steps as outline in this section, you may be accused of spamming. You'll have to spend a lot of time and energy in getting a lot of email out, dealing with legal battles, and *maybe* if you're lucky, you'll make a few dollars in profit.

On the other hand, when you do it right, you will probably never receive any complaints at all.

Of course, you have to understand that there are some people who are whiners. They are not happy no matter what you do. If it rains, they will complain. If it shines, they will still complain. These people are never happy. They live to complain and whine about "something."

Fortunately, they won't do you much damage if you follow the guidelines given here. I run into them very rarely but if you do happen to add one of these whiners to your list and they complain about receiving mail from you to your ISP, you can defend yourself easily since you nearly all auto-responders record the persons IP address and the time and date that they joined your list so you'll have proof that this person "opted-in" to your list. Also, promise your ISP that you will remove that person's address from your list and then immediately do so.

Of course there is no way I can guarantee you that you will never get any complaints at all but here's what I can guarantee you. If you use these techniques just like I show you, you will do very well and keep complaints to almost zero. In those rare cases when some whiner complains about you sending them email "after" willingly opting-in to your list, you'll have proof of the "opt-in" request that you received as your defense and you can settle the matter quickly and painlessly.

The best thing for you to do is to know ahead of time that you may get these types of people added to your list every now and again. So now that you know this, you can do your very best to use the strategies you're about to learn to minimize any complaints.

You also have to realize that the success and profits that you can generate by using responsible email marketing will heavily outweigh the couple of phony complaints you "may" have to deal with.

In a nutshell, if you follow the system given here just as I reveal it to you, you will rarely get any complaints at all. I sent over **TEN MILLION** emails messages to my list in the past 4 years and I have received a total of 7 spam complaints which doesn't compare at all to the 100's of Thousands of dollars I've made in return.

So just stick to what you're learning here, step by step, just as it's provided to you and you will do just fine.

One last tip...

When people join your "opt-in" list, send them an acknowledgement immediately. Most Auto-responder services and software allow you to do this automatically. This acknowledgement can be in the form of a "thank you" note or a "welcome" note, etc. It lets the prospects know who you are, reminds them of the list they just joined and prepares them to accept messages from you in the future so that they'll be a lot less likely to forget that they opted in to your list and won't think of you as a spammer.

Protect Yourself By Obeying Laws Of The United States CAN-SPAM Act – It's Easy

The CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act) was passed into law by the United States Congress to establish rules for companies that use email for marketing or other commercial purposes. The law affects any U.S.-based company or person that sends email containing advertising that promotes a product or service. The United States Federal Trade Commission (FTC) is charged with the responsibility of enforcing the CAN-SPAM Act and the United States Department of Justice (DOJ) is authorized to pursue criminal actions against violators of the Act.

CAN-SPAM Act Overview

You can read the entire Act at the FTC's website www.ftc.gov/spam if you like. Alternatively here's is an in-depth summary of the provisions:

- **No False or Misleading Headings -** This means that the "From" and "To" message headers, as well as the routing information that shows the originating emails server address, must accurately represent where the mail was sent from, who sent it and to whom it is addressed.

- **No Deceptive Subject Lines** - You are not allowed to create email subject lines that are deceptive or that mislead the reader as to what the body of the email contains.

- **Unsubscribe Link Required** - You must provide a mechanism such as a return email address or a clickable link that enables the email recipient to be removed from your mailing list. Normally this process is taken care of automatically when you choose an auto-responder service provider company such as Aweber.com or Getresponse.com

  It is perfectly legal to create a web-based form that gives your recipients email management options such as the ability to opt out of only certain types of messages as long as there is also an option to be removed from all of your lists entirely. Once you receive an opt-out

request you have 10 business days to make sure that no more email is sent to that address. The Act also prohibits you from selling or otherwise giving that email address to anyone else for marketing purposes.

- **All Commercial E-mail Must Be Identified As Such And It Must Contain The Sender's Postal Address** - Any commercial email must contain a statement indicating that it is an advertisement as well as instructions on how to opt out from receiving future email. You must also include your complete physical address somewhere in the body of the email message.

NOTE: Transactional email which is email that is used solely to update a customer with information that is relative to his or her account or order, is generally exempt from most provisions of the Act except that it may not use "false or misleading routing information" as previously described.

Penalties For Violation Of The Can-Spam Act

Every violation of the Act, which means every individual email you send that is not in full compliance, makes you subject to a fine of up to $11,000. Certain violations may also make you liable for additional fines and penalties under laws that regulate false or deceptive advertising.

In addition to all of the provisions listed above, the Act provides for additional fines and penalties for anyone who does any of the following:

- Collects or "harvests" email addresses from any Web site containing a notice prohibiting the collection of email addresses from the Web site for the purposes of commercial mailing.

- Automatically generates email addresses using a random or systematic combination of alphanumeric characters designed to eventually "discover" actual email addresses at any domain. This is commonly called a "dictionary attack."

- Uses any automated method to register for multiple email accounts for the purpose of sending commercial email.

- Relays email through any server, network or computer, including the use of open relays or open proxies, without the permission of the owner. Permission from the owner is not a defense against sending email that otherwise violates any provision of the Act.

In addition, the Department of Justice is authorized to prosecute anyone who commits any of the following violations:

- Uses any computer to send commercial email without the permission of the computer's owner. This can include using your employer's computer to send your personal commercial email while you are at work.

- Uses any computer to relay email messages with the intent of providing misleading information about the actual source of the email.

- Creates false headers in multiple email messages and then transmits those messages with the false heading intact.

- Registers for multiple email accounts or domain names while providing false or misleading information about the registrant's actual identity.

- Falsely states that he or she is the owner of multiple Internet Protocol (IP) addresses that are used for sending commercial email messages.

I didn't include this information to scare you. I just want you to know what the rules are so that you know why spamming anyone is such a bad idea. So now that we've gotten that out of the way let's move on…

Why Email Marketing Should Really Be Called *Relationship* Marketing

Studies have proven that most consumers buy only after repeated exposure to a product. That's why having an auto-responder system is the best way to put your expertise, your sales messages and your product in front of interested buyers enough times to finally get them to make a purchase. So learning to create great email messages that build trust between you and the people on your list is the key to making serious money on the internet.

An approximate breakdown of the percentage of people who buy according to product exposure through email marketing is:

- 16 percent after one or two messages
- 34 percent after three or four messages
- 34 percent after five or six messages

This means the largest percent of your target market will buy after receiving three to six messages about your product. To build an effective email marketing auto-responder message series you should prepare eight to ten messages to load into your auto-responder. Each message should build on the previous one and make your product more enticing to buyers.

But…

Don't Do It The Wrong Way

A friend of mine wrote the perfect article on the subject of building relationships with email marketing including examples of the wrong way to go about it. He's given me permission to produce it here. While I could come up with my own examples, I think this article says it in a way that nothing else can.

Here it is…

"Bedroom Marketing Tips"

Hopefully we are all adults here, so let's talk about sex for just a minute. No, I'm not talking about porn sites; I'm talking about taking a look at what I call Bedroom Marketing and applying the same principles to Internet marketing.

I don't care if you're a female or a male. Play this scenario out in your head.

You walk in the door and yell, **"Honey, I'm home. I'm sweaty and dirty and smell like a liver worst sandwich. Take off your clothes and jump into bed because I really want you and I know that you want me too."**

I don't know how things work around your house, but over in my neck of the woods it's going to be "No Sale." And honestly, why would you expect anything different?

Let's take a look at what was done wrong.

1. This was a high-pressure attempt to "make the sale" without any regard for the feelings or state of mind of the other party.
2. It was assumed that the other party was in the mood to "buy" and the pitch did not give the person any other option but to say "Yes" or "No" when a "maybe later" would could have led to the desired end result.
3. There was no attempt at "warming up" the other party.
4. There was a failure to build the other person's interest in, and excitement level over "the offer".

So, if you wouldn't expect that kind of approach to work with someone who loves and trusts you, then why in the world would you think it would work with a complete stranger?

You know what I'm talking about. We've all received an email that says something like:

"Wow, I just discovered the most amazing program. My sponsor has only been in for 14 days and he's already made $144,000!!!!!!!!! This is so good, trust me I know a good thing when I see one.

THIS IS NOT A SCAM!!!!!!!!! Just click here and pay a one-time $19.99 NO SPONSORING!!!!!!!! I'll help you make money. This CAN'T FAIL!!!!!!!!!! Just sit back and let the money roll in!!!!!!! I joined Monday and already I've made over $2000!!!!!!!!!!"

The so-called marketer sends this ad out to 155,000 email Safelists, Classified sites and maybe SPAM's the email list of a few news groups along the way. Two days go by and no sales. The Marketer quits in disgust and tells everyone that Internet Marketing is a scam and no one is making any money. "Trust me," he says, "I know, I tried."

You think I'm exaggerating? One of the sites that I own is an email list management company. We provide a platform enabling our users to build lists and send email to their prospects.

Anyway, whenever someone cancels their subscription we automatically send an email containing an Exit Poll form. We offer the chance to win $50 in return for telling us why they quit. (We also recommend one of our other sites that may be better suited for them, but that's a strategy best explained in another article.) We learn a lot about how to make our program better, but we often stand around scratching our heads in wonder over responses like this one…

"I've been a member of your site for 10 days now and I haven't sold a thing. The Internet is full of thieves and liars and you're just one more of them."

Out of curiosity, I checked the email marketing messages he's been sending.

Here's what he wrote:

"You are paying too much for your long distance service. Send an email to (address deleted) and see HOW MUCH IT WILL COST YOU with mine."

Ok, let's take a look at what he did wrong…

First, he made a high-pressure attempt to "make the sale" without any regard for the feelings or state of mind of the other party. Not only was it high pressure, but it held his offer out in a negative fashion when he said,

"…Send an email to (deleted address) and see HOW MUCH IT WILL COST YOU with mine."

Sheesh, at least he could have said "how LITTLE it will cost you." What he did was the equivalent of saying:

"Honey, I'm home and I'm dirty and sweaty and I had a garlic, onion and liverwurst sandwich which I'm still burping up every five minutes. Take off your clothes and jump into bed because I really want you and I know that you want me too."

That's sure not a home run proposition waiting to be hit out of the park.

Next, he assumed that his prospect was in the mood to "buy" and did not give any other option but to say "Yes" or "No" when a "maybe later" would have gotten him the result he was seeking.

In fact, he really didn't give his prospects any option at all when he said:

"Send an email to (deleted email address)."

No one in their right mind is going to respond to an offer from a total stranger and give that stranger their email address. It's no wonder he didn't make any sales.

He didn't take any time to "warm them up" or build rapport. He tried (and failed) to pull off a high pressure sale and fell flat on his face.

He failed to build an excitement level over his product or service and he didn't even build up the slightest amount of curiosity about the offer.

Hmmm, does all of this sound familiar? I wonder what would happen if he tried that on his spouse when he arrived home from work?

I see so many people fail in their attempts to advertise their product or services. A lot of them tell the same story as in the example above. Keep this in mind -- Even though the Internet offers an instant medium for reaching people all around the world, the basic laws of sales have not changed. In order to close the deal you must follow these steps:

1. Eliminate any high pressure attempts to make the sale. Stop using hype and, for Pete's sake, use the exclamation point sparingly! You should educate your prospects. Not only are educated prospects more likely to buy, but they are also more likely to refer others to your site and they are more likely to respond to future offers that you make to them.

2. Give the customer an option of saying "Maybe Later." Some truly interested prospects just won't be able to buy right now for a variety of legitimate reasons. Make sure you offer them the opportunity to join your opt-in list to get your free report, newsletter, or sign up for an auto-responder series. Do something that gives you the opportunity to stay in front of that customer until he or she is ready to say "Yes."

3. Go slowly and get your prospect in the mood to buy. Don't rush in there and yell "Give me your money." Take time to determine the reasons that someone will buy your product and weave those reasons into a word picture that elevates the prospect's curiosity and enhances the buying mood.

4. Build a rapport with your prospects. People want to be talked to, not at. Show them that you are a friend and an expert in your field by EDUCATING them and not SELLING them. Combine this step with step #2 and you can write as long of an email message as you need (but not ONE WORD LONGER) without fear of losing the truly interested prospect.

5. Create a level of excitement over your product or service by explaining how it's going to change their life, or save them money, or make them look more attractive, or whatever your Unique Selling Proposition may be. What works in the bedroom works in the market place. Try it!

Okay…

While my friend may have put an unusual slant on this article, his message is straight on. Relationship selling is the only type of selling that is going to build a long-term sustainable business model for you.

So…

Here Are Eight Sure-Fire Tips For Building A Relationships And Trust With The People On Your List

- Send only relevant information that will help your readers see you as an expert in your field.

- Create an online persona that sets you apart as a live person and not just some plastic corporate face. Provide anecdotes, tell people what's going on in your life, from time to time and give them other ways to come to know "you" and not just your company.

- Do not constantly throw sales pitches. Some of your email should simply be interesting, helpful and timely.

- Create free offers that are relevant to your products or services and give them away with no strings attached.

- Always be truthful.
- Do not use overtly hyped up sales language.
- Never recommend someone else's product or service unless you have used it yourself and find it to be all that the product owner or service provider claims that it is.
- Respect your reader's time. Keep your messages as short and to the point as possible.

Don't expect to build a relationship overnight. It's a process that can take a couple of weeks to a few months but it will pay off well once it begins to happen. If you think you don't have the time, think again. The fact is: The exact amount of time that it takes to build a relationship with your prospects through email marketing is going to pass whether you take the steps to do it or not. The only difference is how profitable your business is at the end of that time. It's all up to you.

Creating E-Mail Messages That Work

The success of your email marketing project depends on these three aspects of the sales process:

1. Know Your Lists Wants

You are aware by now that if you want to make money selling anything, you have to know who you are selling to. In short, you need to know the wants, desires and interests of the people on your list. This is where you realize that everything depends on understanding the target market you have built your list around. Of course, you've already learned to *consciously* choose your target market and/or niche first so there's really no guesswork as to what your list will be interested in.

2. Only Sell Products That Fit Your List

When you take the time to build a targeted email list, you will have a good idea of what to sell to this list. Obviously, you want to sell them what that

they want. If you have built your list by giving away a *free report or *ecourse on fishing tips, common sense will tell you that most of the people on your list will be very interested in fishing, fishing tips and fishing related products. Some good products to sell to this list would be fishing rods, bait, hooks, lures, better-fishing guides/reports and other *related* products.
***Giving away free reports and ecourses is a great way to get people to join your email list that you will learn about later in this course.**

3. Create Emails That Get People To Visit Your Website

Okay, let's say that you have a "targeted" prospect list and a product that would interest the members of this list. You already learned that in order to be able to sell your product to this list, you would need to have a website in place with an effective sales letter on it in order to convince the buyers that they "need" your product and that they "can't do without it."

The remainder of this module will show you how to create email messages that will make people want to go to your website so the sale letter can do the work of closing the sale to get the order. Just like writing your sales letter, creating a successful email message requires you to use a series of simple copywriting strategies that need to be followed in the right order. There is no magic involved.

Anatomy Of A Good E-mail Message

An effective email marketing message is divided into the following parts…

1. **The Subject Line**
2. **The Body Of The Message**
3. **The Call To Action**

It doesn't do any good to get just one or two parts right. You need to hit all three squarely on the head if you want to make sales.

I already covered the fact that it isn't the "job" of the email to make the sale directly. Its job is to simply get the person to the point where he or she clicks on the link (your "Call to Action") that takes them to the sales letter or landing page.

Here's a more in-depth look at each part of an email message and the steps needed to make your emails highly effective:

- Use an attention-grabbing subject line.
- Personalize the email subject line and body of the message to each individual by putting his or her name in the subject line and in the body of the message. (NOTE: Aweber.com and Getresponse.com auto-responders software can do this automatically.)
- Quickly remind them of who you are.
- Use a benefit-packed first line and/or paragraph.
- Keep the message short and to the point.
- Tell the reader to go to your website!

Let's review each of these steps in detail…

The Attention-Grabbing Subject Line

When you're writing an email marketing message, the subject line of the message is the most important part of the email. The subject line of your email messages carries the exact same duties as the headline of your sales letter, it's a "mini ad" to get the reader to open the email message and read the rest of your "ad". If your subject line doesn't grab the reader, he will never read the actual email message. Therefore, your subject line has to really grab their attention or arouse their curiosity!

To do this you need to use a subject line that informs the reader of a great benefit waiting for him in the message, or reveals to him how to solve a problem.

You can also use the method of arousing curiosity by using a subject line that is a little vague, that tempts the reader to find out more about the subject if he opens the email and reads the message.

Whether you use the 'benefit' method or the 'curiosity' method, the main idea here is to get the reader to open the email. That's all.

I'll repeat: ***Your main goal right now is to get the reader to open the email. Period!*** Be honest. Don't exaggerate on your statements and never lie. E-mail marketing is based on trust and building a long-lasting relationship with your customers. If start off the relationship by making false statements, you will not get very far before people unsubscribe themselves from your list.

Note: Sometimes, even when your statement is honest and real, you may have to water it down a little bit if it sounds too good to be true. For example, just because you caught 100 fish the first day out with your new "magic lure" does not necessarily mean you should state that in your subject line. It may not sound "believable" despite the fact that it actually happened.

Do not to use "symbols" on any part of your email message, especially your subject line. The symbols I'm referring to are asterisks (*), exclamation points (!), pound signs or dollar signs (#, $) and other such marks. Messages that use these characters are usually the first ones to get deleted since they are often viewed as by the reader "spam." Also, avoid using hype, buzz words, ALL CAPS.

Five Effective Types Of Subject Lines You Can Use…

1. Benefit Subject Lines

Benefit subject lines should clearly state whatever the benefit is of the product or service that you are promoting, or the benefit of reading the body of the email.

Example Benefit Subject Lines:

- Save 50% On Printer Supplies For Life
- How Any Average Person Can Lose 10 Pound In 10 Days
- Instant, Permanent Way To "Erase" Wrinkles Forever

These subject lines clearly demonstrate to the reader what the benefit of reading your email will be. People on your list who are interested in gaining that benefit will read your message.

2. Problem Subject Lines

Problem Subject Lines are similar to Benefit Subject Lines in that they do convey an "assumed" benefit. This type of subject line works by asking a pointed question and then leaving the reader to conclude that the answer to the pain that question elicits can be found in the email message.

Example Problem Subject Lines:

- Embarrassed By Age Lines?...Well, Not Any More
- Why Your Vocabulary Is Holding You Back From A Better Job
- If Sexual Intimacy Embarrass You Read This Now

Problem subject lines should never "beat around the bush". The reader has a pain and you have the cure. All you've got to do is point your marketing finger right in the middle of that pain and give it a strong emotional jab. You'll be rewarded with more sales as a result.

3. Yes Question Subject Lines

Yes Question Subject Lines can be looked at as being the opposite of Problem Subject lines, but there is one important difference. Problem Subject lines are designed to make people think about pain they don't want, while Yes Question Subject lines are designed to make them dream about the pleasures they DO want.

Example Question Subject Lines:

- Would You Like Give Yourself A Raise On Your Paycheck?
- Want To The Secret To Retiring In 2 Years From Now?
- Need An Affordable Vacation To Any Destination Worldwide?

Yes Question Subject lines should be structured so that a "Yes" is the most likely answer that the reader will think of. That way if you are sending your email messages to a targeted list they will open the message to read about how they can get the results that your question asked them which they now want.

4. Guarantee Subject Lines

Guarantee Subject Lines are designed to remove any doubt from the reader's mind that what you are offering is the sure-fire cure for what ails them.

Example Guarantee Subject Lines:

- Stop Smoking In One Week Without Fail
- Guaranteed Low Mortgage Rates Less Than Perfect Credit Ok
- How Anyone (Yes You) Can Earn A Guaranteed Income From Home

It's important to note here that you need to make sure the product or service you are selling really does have a guarantee that matches what you promised in the email.

5. Offer Subject Lines

Offer Subject Lines are designed to entice the reader to take action now in order to avoid missing out on a limited-time offer or a very special opportunity.

Example Offer Subject Lines:

- Free Shipping Today Only
- Buy One DVD get One Free
- Free Upgrade To Deluxe Cabin If You Book By Tomorrow

If you make sure your offer is a strong one, you will increase your chances of getting a good response.

Personalize The Subject Line And E-Mail Message With The Subscribers Name To Increase Open Rates And Click Through Rates

Any good auto-responder service such as Aweber.com or Getresponse.com allows you to collect each person's name so be sure to learn how to insert the recipient's name into your emails so he will immediately recognize that you obviously know him, they feel singled out and important, thus they will be more likely to open the email message that you send them. Most auto-responders now allow you to insert the recipient's name in the subject line and body of the message any where you want by inserting a special tag or a token place holder that will tell your auto-responder when you want the recipient's name to show up.

A Scenario On Personalization…

Whenever I walk into the convenience store around the corner from my home, or into my local neighborhood bank branch, I am always greeted by name. The people know me there and they use my name to demonstrate how much they appreciate my business. It makes me feel *important* even though I know that I am just one of many customers that pass through their doors every day.

It's not always easy for a merchant to remember the names of their customers and to use their names when talking to them. But did you realize that it's extremely easy for an email marketing auto-responder system to

remember thousands of your email subscribers, members and customer's name, as well as other personal details and use all of that information in your email communications to them?

"Smart" auto-responders can be set up to use a person's first or last name as well as any other personalized information that you've collected during the sign-up process.

Auto-responders can do this because the type of database that the auto-responder uses contains a record for each subscriber. Most professional-strength auto-responders also have additional fields that can be used to collect and store any type of personalized information that you want for each subscriber.

When the auto-responder is sending out emails it replaces the special tag, (or token), that you place into your email message with the corresponding information that it finds in the database for that subscriber.

Let's look at an example:

> *Dear **~first_name~**,*
>
> *Have you ever walked into a business in **~city~** and had the merchant great you by name? Isn't a great feeling to enter the bank or hardware store and hear "Good Morning **~title~ ~last_name~** ," or "Hi **~first_name~**, it's good to see you again!"*

In this example the auto-responder personalization tags are…

~first_name~
~last_name~
~city~
~title~

Now when you send out your email messages your auto-responder will find the subscribers record in the database and replace the tags with the subscriber's first and last name, their preferred title and the name of the city they live in.

But why should you even bother with this type of personalization?

Well, not only does personalization create a feeling of connectivity between the reader and you, but using personalization has proven to increase

response rates by an order of magnitude in study after study. And it's not only names and cities that are candidates for personalization. You can use your auto-responder to create subscriber-specific fields that collect the prospects phone number, mailing address, account number, product description, birthday, age, etc., or nearly anything else that you want your prospect or customer to see when you send them an email message. The uses for personalization are really only limited by the power of your imagination.

Proof That Personalization Works

How well does personalization work? Let's take a look at a case study involving the A.S.P.C.A, a U.S.-based nonprofit organization that is involved in animal rescue. During the organization's Holiday Donation Campaign, the ASPCA decided to segment its email list into three groups which included cat lovers, dog lovers and people who had no specific affinity to either species. A personalized letter was developed for each group. The email asked each recipient to sponsor a pet and send in a donation on that pet's behalf. The campaign was sent to past donors as well as to other newsletter subscribers who had never made a donation.

Their basic "Help us find safe homes for the holidays" message was sent to the group with no affinity to any species. The remaining groups received a message with a modified subject line that mentioned cats or dogs. The body of the letter was personalized by using the word "cats" or "dogs" in the appropriate places. Appropriate graphics of cats and dogs were added.

(You can see what each campaign looked like in the images below)

According to the white paper: "Response rates for the dogs and cats personalized appeals were significantly higher than those for recipients who had not provided details on their preference of the two types of animals." Among past donors, the response rate was 230 percent higher on average for the personalized message and among non-donors, it was 86 percent higher on average for the personalized message." What an amazing return on investment the A.S.P.C.A. realized simply by taking time to create a personalized campaign! There's no reason why you can't increase your results by as much as 230% or more by employing similar tactics as well.

How To Personalize Your Auto-Responder Email Messages

Of course, there is no way to achieve personalization if the auto-responder database does not contain the information that you want to insert into your email. That's where your subscription form comes into play.

Again, most auto-responder forms allow you to collect the subscribers' first name or full name along with the email address. But if your auto-responder also supports the collection of additional fields of data, all you usually have to do is check a box and add those fields to your sign-up form. When someone visiting your website fills out the form the corresponding data will be added to the subscriber's record where it will be available for use in the personalization of any of your auto-responder email messages.

If your auto-responder does not support collection of additional information, switch to one that does. Aweber.com and Getresponse.com supports up to 25 fields of additional personalization fields plus it includes these built-in personalization options:

- Name personalization: Full name, first name and last name.
- Automated capitalization correction.
- E-mail address personalization.
- Geographic information such as origin Country, State, City, Postal Code, Area Code, Latitude, Longitude and DMA code.
- Date Personalization: Current, future and sign up dates.
- Insert data from 25 other custom fields that you specify.

- Easy add category inclusion.
- Extra remove link placement.
- Signature files.
- Automatic CAN-SPAM postal address compliance.

Note: You will also be able to set up the auto-responder form so that certain fields are mandatory and must be filled out before the subscriber can add himself to your list. At the least you want to set the first name or full name field to be mandatory so that you at least have the name of the subscriber which is one of the most important personalization features of auto-responders.

Creating The Body Of The Email Message

The body of the message is the area where you build upon the emotions that you touched upon with the subject line. A good way to start off is by repeating the exact same subject line and using it as the headline at the top of the message body.

When you repeat the subject line exactly, it reinforces the message and it reminds people of the reason why they are reading the email.

It's never a good idea to load the message body with a bunch of hyped up sales pitches or too much text. Remember that the real job of the message body is to lead the person to the landing page or the sales letter page which is where the actual selling is going to take place.

If you load the email up with too much content you'll simply lose the reader's attention and if you lose their attention, you're going to lose sales as well.

In the body of your message you should…

Quickly Remind The Reader Of Who You Are

If you're sending an email "sales" message to your "prospect" list for the very first time, you absolutely must remind them of who you are and how they got on your list.

Use A Benefit-Packed First Line And Paragraph

Your subject line should be supported and elaborated on by a benefit-packed first sentence and or paragraph. Remember, once you've gotten the reader to open your email message, you want to keep that momentum going. The best way to do this is to tell him what he will get out of this message. Therefore, the first line and first paragraph of your email sales message (after the reminder) has to be benefit-packed!

People don't want to go through "half a page of text" in order to find out what the message is about. All they want to know is *"What's in it for me?"*

And they want to find out right away. Once they find that out, they will decide whether they want to continue reading the message or not.

Remember, you only have a few seconds to get their attention. If you fail to do this, you will probably lose them. That is why you need to use an attention-grabbing subject line and a benefit-packed first sentence & paragraph.

After writing that first paragraph, put it to the test. Pretend that someone else has sent this email message to you. If you got this message, would you read it past the first line? If the answer is no, then you need to come up with a better, more enticing first line.

As with the subject line, don't make any false statements. The only way to succeed with email marketing is to build trust and rapport with the people on your mailing list.

You want to be able to sell to this list again and again. The only way you can do that is to be upfront and honest to these customers. That is the only way you will make money with your email list. If you lie, you will get caught very quickly and you will turn a potentially good email list into a useless one very quickly and all of the effort it took to create the list will just go to waste.

Keep The Message Short And To The Point

This is self-explanatory. Don't drag your message out for several pages. A few short paragraphs, sometimes even one, will do the trick. Keep your messages short, to the point and pack them with benefits. Just let the reader know "what's in it for him."

Again, people don't want to read a long email message. If they find your offer of interest, they will click the link to go to your website for more information. You only have a few seconds to get the reader interested, so keep the message short and pick your words very carefully. Avoid using words and sentences that are just "fluff and filler."

It is also important to note that when you have a short email message, you can usually get all your messages sent out through your auto-responder service providers' server in a shorter period of time since shorter messages get sent out quicker. This can be very helpful when you have a list containing several thousand names. Remember, time is money.

Here's a good example of a subject line and message body that incorporates all of these key points to creating a good email marketing message:

Subject: {FIRSTNAME}, "Erase" Wrinkles Instantly

Message Body:

{FIRSTNAME}, "Erase" Wrinkles Instantly

It's (YOUR NAME) again from MyWrinkleEraser.com

Do you want to "Erase" Wrinkles Instantly? Clinically tested and Dermatologist approved, Wrinkle Eraser is a cosmetic product that instantly removes the appearance of wrinkles around the eyes, mouth and forehead.

Why live with wrinkles when you can simply and easily eliminate them from your life once and for all.

Wrinkle Eraser is an all natural product that not only gets rid of wrinkles fast but it also hydrates and replenishes your skin with vital nutrients that help to restore your skins suppleness and elasticity.

Wrinkle eraser also very easy to apply with no special applicators needed it can be used at anytime within 5 minutes.

To find out more and discover why over 3,000 women swear by Wrinkle Eraser and why they just "swear at" other products visit us at…

http://www.myWrinkleEraser.com

In this example we started right out by establishing the product's credibility and benefits. It tells reader that the product has been tested in a clinical setting and that one or more Dermatologists have endorsed or approved the product for its intended purpose of removing wrinkles.

We went on to tell the reader that they don't have to just live with the problem, explained why the product is good for them and how easy and quick it is to use. Then we challenged the reader to learn more about the product by telling them that over 3,000 women are already using it. Finally, we imply that reader will learn the reasons why so many other women were unhappy with the other products that they tried before ours.

Anatomy of A Email Call To Action

The purpose of a Call to Action is to tell your readers exactly what you want them to do next. You should never assume that they already know what to do and you should never assume that they will decide to visit your web site all on their own.

You need to design your Call to Action so that it takes them by the hand and leads them to where you want them to go.

This is a very important part of the message yet most people either forget to or simply choose not to use it. Tell the reader that they need to get to your website to find out more about your amazing product or service right away.

Tell the reader how to respond but never ask for the sale in your email message – instead direct them to your web site and let your sales letter close the sale.

Never ask them for money in your follow up emails. That should NOT be part of your email message. It doesn't work. Just get them to take the next step. Tell them how to get more information about your product at your website.

Just as the sole purpose of your "subject" line is to get the reader to open your email. Similarly, your email "message" is designed to get them to find out more about your product. So at the end of your messages always tell them what they should do to get more information.

For example…

> *"Click the link below to find out more about the product now… www.yourwebaddress.com".*

If it's at all possible, you should combine your Call to Action with a free trial offer. This way, you're taking some of the pressure off of them by letting them know that they can get started with no out of pocket cost.

Here is an example of a call to action that works with the previous Wrinkle Eraser email message:

"To find out more and discover why over 3,000 women swear by Wrinkle Eraser and why they just "swear at" other products visit us at…

www.MyWrinkleEraser.com

Go there right now and get your FREE 30-day trial supply.

Now that the call to action has been written, let's take a look at the email letter in its entirety:

Subject: {FIRSTNAME}, "Erase" Wrinkles Instantly

Message Body:

{FIRSTNAME},

It's (YOUR NAME) again from MyWrinkeEraser.com

Do you want to "Erase" Wrinkles Instantly? Clinically tested and Dermatologist approved, Wrinkle Eraser is a cosmetic product that instantly removes the appearance of wrinkles around the eyes, mouth and forehead.

Why live with wrinkles when you can simply and easily eliminate them from your life once and for all.

Wrinkle Eraser is an all natural product that not only gets rid of wrinkles fast but it also hydrates and replenishes your skin with vital nutrients that help to restore your skins suppleness and elasticity. Wrinkle eraser also very easy to apply with no special applicators needed it can be used at anytime within 5 minutes.

To find out more and discover why over 3,000 women swear by Wrinkle Eraser and why they just "swear at" other products visit us at…

www.MyWrinkleEraser.com

Go there right now and get your FREE 30-day trial supply.

To A Wrinkle Free You,
(YOUR NAME)

Did you notice that the entire letter accomplished its intended purpose in just a few short paragraphs? This is proof that you don't have to write a wordy email message in order to get your point across.

The best way to end up with an email message that is short and to-the-point is to start by writing one that is as long as you have to make it in order to tell your story. Then edit and reword the text until you have an email message that's no more than 100 - 600 words.

TIP: Close Your Email Messages With A "sign off" and "signature"

Did you notice this at the end of the email message…

Sign off ----→ "To A Wrinkle Free You,
Signature-→ Your Name"

It's a good idea to come up with your own "sign off" and then add your electronic signature (simple as typing your name) and add these two lines to the end of every email message that you send. Your sign off should be something that encourages the reader and pushes on one of the emotional hot buttons or benefit that your products will provide when the prospect goes to your website and buys your product.

Tip: Remind your readers more follow-up messages are coming. You can let your subscribers know the next time you will contact them, which will be the time interval you've set for your auto-responder distribution—tomorrow, in a few days, or next week. And you can also include a teaser of what will be revealed in the next message.

More Tips To Make Your Auto-responder Email Messages Irresistible

Today with the sheer amount of products and information available in any marketplace, you have approximately three seconds—yes, just three seconds—to hook a buyer's interest and keep him or her reading. Fortunately, there are ways to breach this barrier and keep your prospects eyes glued to your message.

- **Passion.** Remember when you were choosing the topic for your product? Personal interest may have been a key element in that decision-making process. So if you are selling a product related to a topic you are highly interested in, let that passion show in your auto-responder email messages. Mention the benefits of your product you find particularly fascinating, tell the read why they need those benefits and give your personal endorsement of the product.

- **Write in a casual style.** Make your message read the way a conversation in a restaurant would sound. Big words might impress some people, but most people just want to hear a clear explanation of what you have to say so they aren't going to rush to the dictionary in the middle of reading your message to find out what you're talking about. Use short sentences and keep it straightforward and direct. Don't be afraid to use contractions instead of the more proper two word phrases. Do, however, make sure your spelling and grammar is correct. You want to seem friendly, not sloppy.

- **Be personal.** You are writing a message that may be read by hundreds or thousands of people, but remember that each person who opens your message is an individual and will be far more at ease if you address them as an important and special person rather than a piece of the collective public. Therefore as stated before, use the persons full name or first name via your auto-responders personalization feature and use the words **you, your,** and **you're** as often as possible and limit the use of words such as **we, our, my, me, us and I**. You don't want to tell them why you're so great. You want them to know how purchasing your

product will benefit them and why they should part with their hard-earned money to get your product.

- **Eliminate extra words.** Keep your message simple and clear. If you have an "effective web site marketing technique," don't say it's a *"wonderfully amazing, mind-blowing web site marketing super duper method."* No one wants to try and cut through all the fluff and hype to try and decode your message. It's also annoying and not needed.

- **Use decisive language.** Try to use action verbs whenever possible—this means replacing as many instances of "are," "is," "was," and "were" in your message with stronger wording. For example: instead of writing "If your web site **is** experiencing low sales, this program might be able to help your business grow," say: "Your web site sales will increase dramatically with this program." Write your messages with the confidence that your product is worth paying for and your subscribers will be more comfortable buying it.

- **Give reasons and incentives.** Don't be afraid to repeat the benefits of your product throughout your message. Just as repetitive contact is effective in converting prospects into buyers, repetitive reminders of benefits—without beating people over the head with them—can reinforce everything they stand to gain from a purchase. Also, reveal some of the information in your product within your marketing message without giving everything away and then state that even more exciting information can be found when they purchase the full product.

Maximizing The Use Of Your Auto Responder To Save Time And Improve Customer Service

My main goal, when creating this particular system was to drastically reduce the amount of emails I was getting and needed to respond to. I also wanted to find ways to automate many of the repetitive tasks in my *entire* business that were taking up a lot of my time, not just email. I wanted to create a "system" that could work independently from my physical presence.

The auto-responder sample sequence that I'll describe to you here is "the system" that I developed. I've analyzed it, tested it and worked out the little kinks. Now it works for me 24 hours a day, every day, while I'm out doing other things.

But, in order to create the system, I first had to clearly identify and list each and every task I was performing during my regular workweek. Only then was I able to see the big picture and figure out which tasks were repetitive. Only then was I able to see all the little pieces that would make (or break) my hands free automatic system. And only *after* I had all the pieces to the system could I then begin to test and improve on them.

Once I was able to isolate the tasks that were repetitive and hence the most time consuming, I then had to find a way to *automate* them. Interestingly enough, I found out that I was spending way too much time reading, responding to, and sending out emails including my *own* outgoing email messages.

I noticed that a lot of my incoming emails were very similar, in that, they contained similar questions and concerns from customers. I also noticed that many of the emails I was sending *out,* including replies and responses, were quite similar as well. So I decided to find ways to automate them. And, Viola! The Auto-responder Maximizer was born.

Here, then, is a breakdown of one of my auto-responder sequences to show you how much of my work has been automated...so far. (Yes, that means I'm continually trying to improve on the process to save even *more* time & effort.)

Keep in mind that if I were to send these emails out manually, it would take me many, many hours each week as I would have to send *hundreds* of

them. Not to mention trying to track who got which email when they got it! Imagine how much time and effort that would require!

Step 1: Get The Email Address

This is obviously the first and most important step. It is also one of the most difficult to accomplish, compared to the rest of the steps: getting people to give a complete stranger their email address. (Yes you are the stranger in this scenario.)

There are a few ways you can accomplish this. You can offer them: a free subscription to your newsletter, a mini email course (very popular these days), a special report, an ebook, a trial version of your product or anything that doesn't cost you much to prepare or deliver and is of *value* to the prospect.

Some of my websites offer a FREE special report entitled "*Discover The One Secret That Can Skyrocket Your Profits*!" The report offers the subscriber a small sample of my work. I also tell them that I will send them an **additional** bonus within the next few days!

I'm doing this for two reasons:

1) I don't want them to immediately unsubscribe after they receive the free report.

And...

2) I want to create a sense of **anticipation** in their minds! (Very important!)

Step 2: Remind Them Of The "Ongoing Subscription"

The next auto-responder message in the sequence thanks them for downloading the special report and asks if everything went okay such as "Were there any problems downloading or viewing the file?"

With this email, I also include a very short report containing answers to some common downloading or viewing questions that I would usually get from people. A small troubleshooting article or help guide, if you will.

I then inform them about the *additional* bonus they will receive from me, a *free subscription* to my popular 'marketing newsletter' which they will start receiving within the next few days. I also tell them that they can unsubscribe at any time, if they choose to do so.

If they liked the 'special report' I sent to them in Step 1, there's a pretty good chance that they will want stay subscribed to check out my newsletter. In this note, I also list a "summary of benefits" they will get from my newsletter. In other words, I give them lots of reasons to want to try out my newsletter.

Now… why am I NOT offering them a newsletter subscription to begin with instead of starting with a special report first?

Because, I've found that it's much easier to get them to try a one-time deal with the free report than to have them subscribe to a regular weekly/monthly email publication. This is why I wait to tell them about newsletter in Step 2, after they've gotten a taste of my work through the report or article they requested in Step 1.

See, I am getting them to take "baby-steps" towards my desired outcome of getting them to stay on my list for a long time, instead of asking them to immediately sign up for my periodic email newsletter which would get much more resistance.

Short email courses seem to work well for Step 1 as well, which is basically an ebook or a large article, broken up and mailed out in sections.

NOTE: The "subject line" on all your emails (within each particular auto-responder sequence) should start with the same words.

For example, if the name of your newsletter is "Explosive Marketing," the subject line of all your emails should start with the words "Explosive Marketing…."

This is very important because it identifies who you are. The reader can immediately tell who the email is from, and what it probably contains, by looking at the subject line. The reader will be more likely to remember who you are and your emails will be less like to be mistaken for SPAM.

Also, since you've created *anticipation* in the reader's mind, she is always looking forward to your emails. This is a very profitable position to be in

when it comes to email marketing.

Step 3: Send More Newsletter Issues, Tips, Reports Or Articles

The next email sends out a sample issue of the newsletter, which is basically another useful special report in a newsletter format again, something of value to them.

Most of the newsletters/reports that go out will lead up to product endorsement towards the end of it. This is essentially my *front-end* product. They may or may not buy the product immediately. But each email that goes out after this point will ensure that they see that *same* ad *multiple* times. Actually…

Most People Will Buy A Product Only After They've Seen An Ad At Least 5 To 7 Times!

See, most people are not leaders. They are followers. They will wait and see if others are buying the product first before they act. Others will just wait around to see if they see the same offer again to make sure it's real. It's a "trust" thing. A repeated offer tends to appear more real, more authentic, and more legitimate.

And sometimes, people just get caught up in doing other things and forget about your product. I have done this many times. I'll see a great ad for a product I want. But since I was be in the middle of something at the moment, I put the ad aside so I could order it when I had more time. And that's usually as far as I get and the product never gets ordered.

So whatever the reasons are for people not ordering when they first see your ad, the answer to solving this problem is simple…

Make Sure They See The Same Offer More Than Once.

This is why you need to send them follow-up emails and keep mentioning the benefits of your product to them! Remember to end each newsletter by reminding them of what's to come next which creates anticipation. You want them to look forward to getting another email from you. You also want them to get used to receiving emails from you.

Step 4: Blatantly Promote Your Product Hard

The next email the subscriber receives is designed solely to promote my product. The email is basically a short sales letter highlighting the benefits of the showcased product.

I will usually send out at least 3 reports/articles/newsletters *before* I do a mailing of this type, for a HARD product pitch. You can do more or less. Test it out and see what works best for you and your list.

Again, I'm having them take baby steps instead of saying "Buy now, buy now!" and turning them off.

Note: Since this is a mailing that only concentrates on my front-end product, I will also give the reader more reasons to act now! I do this by offering them a "special" bonus only if they order through this particular message! And I tell them that the offer is only good for the next 7 days. I'm giving them reasons to act now by…

1) Offering a "special" bonus they can't get anywhere else, and

2) Creating a sense of urgency by putting a deadline on the offer.

Step 5: Add The New Customers To A Separate Buyers List

This is where it gets interesting...

Those who don't order my product through the initial mailings continue to receive my newsletters/reports/articles, etc. (mainly about the problem they are having, describing my product as the solution and leading them to my website sales letter.)

But…

Those who *do* order my product at this point get added on to a **new** auto-responder message series. These are the auto-responder messages I have created specifically for the customers of my front end product. By the way, you should have a separate sequential auto-responder set up for each product that you promote. You'll see why in a moment.

Note: You can choose to have the previous auto-responder sequence continuing to send them newsletters, reports, etc. that they can unsubscribe from it at any time. Or your second option is that you can set up a "rule" in

your auto-responder account that automatically removes all new customers from the previous auto-responder series and start them on a new series of messages after they buy your product. Setting up rules is a standard feature of auto-responder services such as Aweber.com and Getresponse.com.

Either way, it is a very smart idea to put all your new customers into a different auto-responder series because this will give you a chance to sell your new customers upgrades or higher priced products and services that will help them use the initial product that they purchased from you. You can also use this new auto-responder series to provide support that helps people use or consume the product they just purchased from you which will help cut down on refunds.

Here's how I add new customers to the new auto-responder sequence.

After a customer orders the product via the online form, they are directed to a "thank you/confirmation" page. This confirmation page has a message that reads...

Thank You For Your Order Please Follow The Instructions Below To Download The Product!

Please confirm your order by entering your first name and email address into the form below. After your confirmation, you will be sent to the "product download" page:

As you've probably guessed, this is an auto-responder "signup" form that allows the customer to join another one of my lists. As soon as they enter and submit their name and email address through this form, they get added

to the *new* auto-responder sequence, and *then* get directed to the "download page."

When I first noticed a few smart marketers using this technique on their "thank you" pages I wrote to one of them and asked what they were using to accomplish this. You can imagine my surprise when I found out that it was simply an auto-responder signup form as most auto-responders will redirect the subscriber to any webpage that you want after they click the submit button.

Step 6: Cut Down Customer Service Issues

Remember when I said earlier that I was getting a lot of the same types of email questions and concerns from a lot of people?

Well, one of the biggest groups sending these questions were "new" customers who had just made a purchase and were either having problems downloading the product, had lost their passwords, couldn't find the downloaded file on their computers, didn't know how to open or view PDF files, or something else along those lines.

So, I basically created another troubleshooting "frequently asked questions" type of report and plugged it into the new auto-responder sequence as "Message 1", along with a "Thank you for your order" message, and the link to download the product and any passwords
if necessary.

I came up with this idea by asking myself... "What's repetitive and can be automated?" And I decided, why not write out the answers most of the questions my new customers usually ask me after they place an order, put that into a mini report, and send that to them along with the thank you email **before** they even ask the questions.

I also noticed that Jim Daniels of www.bizweb2000.com was using a similar system for his products. Jim probably has the best example of this FAQ-type email that I've seen in use so far. I picked up a few things from his system that I hadn't thought of.

For example, I noticed that he had inserted information about his "affiliate program" for the product into that first FAQ/thank you email. Not a bad idea.

I usually promote the affiliate program in a future email message, but may consider doing it in the first email instead. I haven't decided yet.

This initial "troubleshooting/FAQ" type email also cuts down on refunds and charge backs since most of the product download and viewing problems are taken care of immediately. The customers don't have to email you regarding a "new order" problem and then wait for you to respond to their email because they have all the answers before the questions ever come up.

Note: I make it very clear in my email that customers should read the entire email before they contact me regarding problems with their orders since most of their questions will probably be answered in that first email.

This one step alone cut down my email volume by at least 50%!

Step 7: Minimize Refunds And Returns

This step further minimizes refunds and returns after customers have ordered your product.

In this message, I send them information about an "unadvertised bonus" that they're receiving from me, as my way of saying "thanks again for the order." It is an *unadvertised* bonus because I don't mention anything about it in the sales letter on my website. This bonus is an "extra" - added on top of the bonuses they were promised in the sales letter.

This is a nice surprise for the customer. You're also "over-delivering" on your promise, which is always a good call, as it adds to the overall value of the product they ordered! (Your initial "product and bonuses" package should *already* be a great value - before you ever send the unadvertised bonus.)

The bonus can be anything: an ebook, a special report, an recorded interview etc. (anything that holds high-perceived value and is related to the product they purchased.)

I've also noticed some marketers using another tactic to minimize refunds: In their sales message, they will mention bonuses that are to be delivered X number of days after the order. For example, they would have one bonus delivered 10 days after their order, with the next one delivered 30 days after their order, and so on. If the customer asks for a refund before those time periods are up, they don't receive the bonuses.

I personally don't use this method but it seems to work for those who are using it. It's your choice whether you want to use this strategy or not.

This is also a good time to tell your customers about any other *added* bonus they will receive from time to time such as special articles, reports, and resources that you feel would be of value to them. In a nutshell, you're telling them that they should expect occasional emails from you (which is standard practice these days.)

Or you can tell them that you're subscribing them to a "customers only" newsletter, available only to paying customers, which is an added bonus for the purchase they just made. If you provide them with quality information in your newsletter right from the start, they will look forward to receiving all your messages in the future.

Step 8: Get Killer Testimonials And Feedback

I've found that the best time to get testimonials from customers is immediately after they have read/used your product and the impact of the great ideas and new strategies in your product is fresh in their minds. This is when they are most impressed with your product.

The longer you wait to ask for a testimonial, the less enthusiastic the customer becomes about the product. This has nothing to do with the quality of the product. It's just human nature. It's similar to what happens on the first day a kid gets a new toy compared to a month later when he's not as excited about it as before. As the famous saying goes, “Strike while the iron is hot”.

You can offer them another free ebook, report, etc. for their troubles. It will be an added incentive for them to take a few minutes to give you a testimonial.

I ask them to give me their *honest opinion* about the product. I don't want them to give me a false testimonial. They get the free ebook/report regardless, whether they send me a testimonial or a criticism. I'm fine with either one. A good testimonial can go up on my web site. A bad one or constructive criticism will help me improve on the product.

Step 9: Checking Up On Things

At this point, I send them a note that has already been set up via the auto-responder asking them how things are going. I'm just checking up on things, making sure everything is going smoothly.

I ask them if there have been any problems or concerns so far that haven't been addressed. This could include download problems, how to download bonuses, how to retrieve lost passwords or whatever. If they do have any problems, I ask them to contact me at my online helpdesk so I can give their concerns special attention.

Again, this will further minimize problems, questions, refunds, etc. and also show the customer that you aren't someone who forgets about them after they have made a purchase - a situation that is very common on the Internet these days.

Step 10: Building On The Relationship

The next message in the sequence sends them another "unadvertised bonus." This adds even more value to the original purchase and builds up a better rapport. Essentially, I'm working on strengthening the ongoing business relationship.

Note: Each additional bonus report or ebook I send them is *sales oriented* in nature. That means, while it provides good solid information and value to the customer, it also has some links and recommendations to additional resources and products they can purchase, either from me or from one of the products I've affiliated with and earn a commission from.

Step 11: Get Hot, New Product Ideas All Over Again

This next email contains a short survey asking the customer a few questions like…

- "How can I improve on my product?
- "Which topic would they most like to see a product about?"

- "Which steps are they still having difficulty with?"
- "Would like more help in a particular area?"…

…and so on.

This short survey gives me some really powerful information because from these answers I can usually tell which type of product I should promote to my list in the future. Large corporations pay millions of dollars to get these kind of focused survey results. When you have your own list of prospects and customers you can get it for free!

And of course, if I don't have time to create such a product myself, I will find someone who already has a quality product of this type and affiliate with that individual to promote their product to my list so I can earn a commission on each sale. Sending simple, short surveys to your list is probably the best, and the cheapest way to get some really great product ideas.

Step 12: Promote More Products And Offers

This next email will basically be an endorsement mailing for a specific product. It's always a good idea to endorse a product that is related to the first product you sold to these customers and, as mentioned in the previous step, you can also plug in a product here based on the results of your recent survey. You can either quickly create a product that's in demand, or just find an existing product and endorse it. You can also send out resources and affiliate links for products that you feel will be useful to them as well.

As I'm sure you are beginning to realize, the real money is usually made on back-end sales. Backend products can also be much higher priced items because you're not selling to a cold list at this point. You're selling to people who have bought from you before, were happy with the experience and have a positive ongoing relationship with.

Step 13: Continue To Sell More Products And...

From this point on, all you have to do is continue to inform and educate your customers. Send them special reports, newsletters, etc. that will be of value

to them. And continue to sell to them. As long as you provide them with quality products and good service, they will continue to buy from you. Many business owners don’t realize that finding new customers is not the best way to earn more profits. Selling more often to your existing customers is much easier and it’s much more cost effective. But most people stop selling to their lists for absolutely no reason at all. Don't make that mistake. Continue to sell to your list as long as they are responsive and will buy from you.

Common E-Mail Marketing Mistakes You Should Avoid

There's a lot of money to be made with properly prepared and correctly executed email marketing. The key words in that statement are *properly prepared* and *correctly executed*. It doesn't matter how good your intentions are and it doesn't matter how butt-kicking good your offer is. If you blow the basic rules of email marketing, you're not going to get the results you want. So here's a checklist of email marketing mistakes to avoid and what NOT to do when you're depending on email to boost your revenue.

Failing To Test Your E-Mail Message Before You Send It

E-mail can be displayed differently in different browsers and email programs. That's why it's important to send a few test messages so yourself and to then read those test messages using the most commonly used email free email service providers and email programs such as Windows Outlook, Windows Mail, Google's Gmail, Yahoo Mail, and web browsers such as Mozilla Firefox and Internet Explorer. You want to make sure that your messages are properly formatted and easily readable to people who use these services and programs.

In order to do this just sign up for a few of the free email service providers at the following websites then ad each of these email address to your own list through your auto-responder form.

- Yahoo Mail - https://edit.yahoo.com/registration
- Google's Gmail - http://mail.google.com/mail/signup
- MSN's Hot Mail - https://signup.live.com

Then when you go to read your email online use the Internet Explorer or Mozilla Firefox browser to view the messages. You can get Firefox at www.mozilla.com/firefox. Also send your self test messages if you use Windows Mail, Outlook, or any other email services you get from your service provider.

Failing To Use A Spam Checker Before You Send Your Email

With so many Internet Service Providers (ISPs) and Internet users running SPAM-blocking software, it has never been more important to see how your email stacks up against the electronic gate guardians that are going to try and stop your reader from receiving it. There are a variety of SPAM checkers available. Run a search on Google using the term "spam checking software" for a list of them. If you use Awerber.com or Getresponse.com for your auto-responder needs there is a built in spam checker that you can use directly from inside your account.

Forgetting About The "Preview" Feature

Many email services and programs such as Windows Mail and Outlook are set up so that all new email messages are displayed in a preview pane. Depending upon the users preferences, that preview pane may just display the "To", "From" and "Subject" headers, or it may display all of those as well as the first few sentences of the body of the email. If the reader can see those first few sentences in the preview pane this means that your email may get scanned for about three second by the recipient before they decide whether they are going to open the message and read it or not. Knowing that, you'd better be sure that you've designed your email so that the really enticing part of it is at the top of the message body.

Failing to Use Enough White Space

If you make your email message too long, or you try to cram too many words into a single paragraph, your readers' eyes are going to instantly glaze over and they are going to hit the delete. So keep your email messages short and get right to the point. Keep your paragraphs short as well. Take a lesson from the way I've written this course. It's mostly short sentences and short paragraphs and no "fluff."

Failure To Test All Imbedded Links

What a waste of time and effort it is to send out an email campaign only to discover that the link to your web site or landing page was mistyped and it doesn't work. Remember to test the links BEFORE you send out your email. The best way to add links to your email messages is to go visit the page you want to link to in your favorite web browser then just highlight, copy and paste the link directly from the address bar into the body of your email copy.

Taking Down Your Web Pages Or Other E-Mail-Connected Links Too Soon

It can sometimes take a few weeks for someone to get around to reading your email for any number of reasons such as illness or vacation. If you take your web page down too soon or you delete any supporting graphics from your webhosting account that are embedded in the email, you could lose sales.

If the mailing you sent included a time-sensitive offer, leave the particular page up for a few weeks or more after the campaign ends but replace the content on the landing page with content stating you are sorry they missed the offer but keep checking their mail for new ones. This will keep you from alienating or confusing your customer by sending them to a missing or blank page.

It also allows you to reinforce to your subscribers that your time limits are real and they'll respond quicker next time.

Not Taking Time To Proofread

Nothing makes you look more unprofessional than sending out an email that's full of spelling and grammar mistakes. Don't depend on your spell checker alone. Read the message aloud carefully, one word at a time. Then, if possible, give it to at least one more person and have them do the same thing.

Not Understanding And Ignoring Your Bounce Rate

An email bounce is when your email is not being delivered to the intended recipients email inbox and a automatic message is "bounced" back to you telling you that your email did not get through. If you're sending email to hundreds or thousands of people, you can bet some of it is bouncing. Therefore you need to keep an eye on not only how many messages are bouncing, but why they are bouncing. Finding out how much email is bouncing and why can be as simple as checking your email server logs. Most hosting accounts provide them as well as a tool to view them.

If you have access to the actual bounced mail, the reason that mail bounced will usually be included somewhere in the message. If you use Aweber.com or Getresponse.com for your auto-responder needs **they will automatically take care of the bounced email for you** and you will never have to worry about it.

Mail bounces for a lot of reasons, and knowing why yours is not reaching its intended audience can help you keep your mailing list clean and responsive. Although there is supposed to be a uniform list of bounced mail reason codes, far too many ISPs have created their own versions. That's why I'm going to provide you with the reasons why mail bounces and not the codes that you might find in your mail log.

Undeliverable "Bounced" E-mail Explained

Again, when an email doesn't get through to the recipient for whatever reason and an automatic message is sent back to you telling you that your email was not delivered it's called a "bounce". Here are some of the reasons this happens…

Hard Mail Bounce

This is a dead email address. It can't be delivered now or later. This kind of bounce usually means that the person no longer has that email address or the mail server at that domain no longer exists.

These dead addresses should be removed from your list right away. If the address belongs to a customer and you have their phone number, there's nothing that says you can't call and invite them to re-subscribe. Even if that person's number is on the National Do Not Call List, you have an existing or pre-existing business relationship. That means you can legally call the person up until the point that he or she asks you not to call anymore.

Soft Mail Bounce

This type of bounce indicates that the mail could not be delivered at the moment but it might be possible to get the message delivered at some time in the future. This is a common bounce message that is sent when someone's mailbox is full.

You should continue to mail this address for two or three more cycles and monitor the progress. If it finally gets delivered, you're all set. If it continues to bounce, there is either a more serious problem that isn't being reported correctly by the ISP, or the user has abandoned that mail account.

Transient Mail Bounce

A Transient Bounce is a message often generated by the **sender's** email server, which indicates that a particular message could not yet be delivered, but that the server is still trying. Usually a Transient Bounce can be safely ignored.

General Mail Bounce

A General Bounce message could be either a hard or a soft bounce. There is no way to tell. This bounce notice is usually created by older mail systems that did not report the difference between the two types of bounces. You should handle this address the same way you handle a Soft Bounce.

Blocked Mail Bounce

This message usually means that the recipient's mail server is not accepting mail from your mail server. This might be because your address is on the mail recipient's personal block list, or the service provider has blocked you as an undesirable sender for some reason.

This isn't good news in either event. If the user has blocked you then you might as well delete the address. However, if the ISP blocked you then you need to contact the ISP directly and find out why. You might find out that you're on one or more of the "spammer's black lists" that ISP uses to create email filters. Or, you might find out that there is something in your email messages that trigger the ISP's SPAM filter.

This is another good reason to use Aweber.com or Getresponse.com for your auto-responder needs as they have an excellent delivery rate and your email will be less likely to be blocked or added to the black lists of the major internet email service providers (the ISP's) as they have an excellent relationship and history with the ISP's and you'll be sending out email to your list using their system.

Auto-Reply

This type of message is generated when a user has activated the auto-reply feature of his or her email account. Auto-Reply messages aren't actual bounces. They usually indicate that the receiver has your message in his or her inbox, but they're not available to read the message and respond right away because they are out of the office, on vacation or any other number of various reasons.

Virus Found Notification

Either the email you sent had a virus attached to it, or something about that email fooled the mail server into thinking you had one. If you're getting a lot of these from different ISPs, chances are the problem is on your end. If they are few and far between, or isolated to just one ISP, your email is probably clean. Investigate and take whatever action is appropriate. Keep the email address active in the meanwhile.

Mail Address Change Notification

This is a courtesy notification that the user's address has changed. Even though you are being provided with the new address, you can't automatically update it and start mailing. You're going to need to contact the subscriber at the new address and give the subscriber a link to re-subscribe. Don't mail them a second time if the subscriber does not respond.

Mail Challenge/Response

This type of message means that the subscriber is managing his or her email using a "white list" or a list of approved senders. Usually a message of this type will also contain a link that you can click to add yourself to that person's list. If one is present, click it and follow the instructions and then all your future message will get through to your recipient without a problem.

Email Marketing Don'ts You Should Keep In Mind

When preparing your auto-responder messages, it is imperative to strike a balance between excitement and hype about your product. Again you want avoid wording your messages so that they look and feel like spam, even though the reader has requested to receive email from you. This means following the rules of creating direct and simple messages as you have already learned in the module (no writing in ALL CAPS, or putting seven exclamation points at the end of every paragraph).

There are also a few other things to avoid many of which could make your message seem like spam that you should avoid:

- **Don't** write your email message in **18-point Impact Red font** or other "flashy" font styles and sizes. This does not draw attention to your product; it draws attention to your inexperience. It's perfectly acceptable to use color in your auto-responder messages, and in fact may help to strengthen that three-second lead time by pulling attention to any compelling sub headlines you wrote. But for the most part, keep your entire message in the same font and type size, using emphasis like color, bold and italics sparingly for effect.
- **Don't** stuff your messages with "cool" graphics, animated smiley's, or a dreaded animated presentation. This slows down the load time of your email considerably, and many people won't wait for your incredible pictures to appear on the screen.
- **Don't** use chat language, or "leet speak," in the text of your message. Even to people who know what LOL, IMHO, IOW and ROFLMAO* stand for, this is not professional and does not score you any "friendly" points. And if your subscribers don't know what these abbreviations stand for, they will be quick to dismiss you as inept. (*In case you don't know yourself: LOL=laughing out loud or laughing on line; IMHO=in my humble opinion; IOW=in other words; and ROFLMAO=rolling on floor laughing my ass off.)
- **Don't forget** remind people that, ONE they are receiving your message because they requested more information (or a friend suggested they would like to receive the information; see the following section on name squeezing for further details), and TWO they can opt out of further messages using a link you have provided at the end of the message.

Formatting Your Auto-responder Messages

If you use the internet regularly, you have probably received at least a few emails that look choppy, have very uneven line lengths or very strange characters included in the body of the message.

Something like this:

> ***"Dear Friend,***
>
> ***Congratulations! You have been selected***
> ***>>to receive a free***
> ***>>>laptop,***
> ***>during our promotional giveaway here at***
> ***>XYX Company…"***

This is either the result of the email being forwarded multiple times, or poor formatting on the part of the sender. Not many people would try to interpret this kind of mess if it was sent to them by a stranger, even if the information was requested. So, how can you avoid giving your auto-responder messages that choppy, I-can't-use-a-computer feel?

Well, first, you should understand why this occurs. Every email program is different, allowing different line lengths for their viewing windows. If your email program allows 75 characters per line, it may look fine on your screen—but when you send it to someone whose program allows only 70 characters per line, those last five characters get moved to the next line which breaks up your message and makes it look unprofessional.

Another potential problem is the font you choose. Fonts like **Courier New** are fixed-width: every character takes up the same amount of space. But fonts like **Times New Roman** (the default font for most word processing programs) and **Arial** have varying width according to the character meaning an **"i"** takes up less space than a **"w"** and so forth. This variance in space can create the same broken line effect as well.

The cure for this is to keep your messages in a fixed-width font (10-point size is best in nearly every case) and make sure each line is only 60 to 65 characters long. When you reach the 60-65 character limit, use a **hard return** (usually **the "enter" key** on your keyboard) or **line break** (usually done by holding down **the "shift" key** and then pressing **the "enter" key**)

to start the next line rather than allowing your word processing program to wrap the text. If you're using Microsoft Word to compose your messages, there is a counter at the bottom of the window that tells you what line and character number you're on as you type (this reads Ln: ## Col: ##) which you can use to ensure you're staying at 65 characters per like or less.

You can also create a guide at the top of the page you're working on (you will delete the guide after you finish your message) that will allow you to determine your line length at a glance. You can do this by typing out the numbers 1-0 six times and then typing out numbers 1-5 to create a 65 character line guide.

Your guide should look like this:

1234567890123456789012345678901234567890123456789012345678901234567890123456789012345

Another way to avoid sending garbled messages is to save them in a universal format. Many people mistakenly believe A.S.C.I.I. format works on all computers, but this is not the case. You should save (and copy and paste) your messages in either Plain Text (this is almost always in Courier New font) or Rich Text format (the format every word processing program can open, which allows you to preserve color, bold and italicized text). You will find these file formats listed in the "Save As" dropdown box in your "Save window" of your word processing program.

Proofreading Your Email Messages – A Quick Checklist

1. Run your spell checker and correct all the errors it finds if you're certain the word is misspelled. Sometimes the word is spelled right, but if it's not in the spell checker's dictionary, the spell checker will flag it as incorrect. If you need to double-check the spelling, get out your dictionary or look the word up Dictionary.com

2. After that, print the copy to paper and then read it out loud. Many of the most successful writers will read their copy backwards by starting at the last word of the last sentence and reading each word straight through to the first word of the first sentence. Because you know what you intended to say, your brain is likely to fill in missing words and compensate for misspellings. Reading backwards forces you

to concentrate on every single word individually rather than having your brain interpret the "concept" of what your eyes are seeing.

3. If you have the luxury of time, put the message aside after the first round of proofreading and come back to it for another round in a day or so. That way, you'll be able to look at what you've written with "fresh eyes."

4. Once you think the copy is good to go, you should have someone else read it. Ask the reader to point out any spelling errors as well as any sentences or concepts that are not clear. Emphasize that you are not looking for editorial opinions.

Yes, proofreading is a lot of work but it's a lot easier to do than suffering through the embarrassment of looking ignorant because you sent something out that was full of errors or that had even one error in it. Believe it or not, errors in your email can lessen its credibility, no matter how good it is.

Increasing Response From E-Mail Advertising

You should always aim to get highest number of responses that you can from your email marketing efforts. So there are a few more steps you should take to help you find out the effectiveness of your email.

Just like the proofreading steps, these steps are going to take a bit of extra time and you might be tempted to skip them, but DON'T! You have an opportunity to increase your profits by increasing your response rates, so take it.

Top Three Ways To Measure E-Mail Effectiveness...

1. Seek advice from your friends.

Don't worry about whether or not they have a background in marketing or even if they fully understand the product or service that you are promoting. Just let them know that you're sending this email to your list and that you want to know if they think the copy is clear

and effective and if after reading it, they'd be inclined to click on the link for more information.

Make a list of all their comments and suggestions. Don't feel obligated to implement every one of them, and don't argue or present them with justifications for why you wrote what you wrote. You simply want to get unbiased opinions that will closely match the thoughts and reactions that your email will generate in the real world.

2. Seek advice from other information marketers in forums and discussion groups.

In a sense this is similar to what you would do in the previous suggestion only now you'll be presenting your email before the eyes of people who are interested in or who may be directly involved in the field of online marketing. Internet marketing forums and discussion groups are online places where people bounce ideas off one another and talk to each other about the newest developments in the field. Group members often pass back and forth links to interesting sites and blogs and generally just chat about the subject in which they all share an interest.

There usually isn't any cost to join an Internet marketing discussion group or forums so go ahead and create an accounts at several sites and look around. Once you're comfortable about how discussions on this type of topic are handled, post your email message and ask for critiques. Let the members know that you want to fine-tune the ad before it's mailed and that you value their judgment.

Then all you really have to do is monitor the site so that you'll know when you're starting to receive feedback. Read what others have to say about what you've written, ask for clarification if you don't understand something that someone has written and just participate as much or as little as makes sense in the situation. This is a great way to seek out opinions about something which you may not be looking at objectively.

Again, don't feel obligated to implement every one of their suggestions, and don't argue or present them with justifications for why you wrote what you wrote.

3. Get on your competitors' list.

Pay attention to the words others are using in their subject lines, how they're laying out their email message copy, and what about the message is grabbing your attention. While you never want to copy someone else's work, you can certainly pick up some good ideas and techniques by reading what types of messages and offers other businesses are sending.

After soliciting the advice of others and looking at examples of what other email marketers are doing, how much you ultimately modify your email message is totally up to you.

The best internet marketing forum for information publishers is the Warrior Forum located at… www.warriorforum.com

How To Measure Email Response

Stop! Don't send that email yet. There is still one missing piece to the email marketing puzzle. Remember, your email isn't selling anything; it's merely trying to get the reader to click on the call to action and visit your webpage. Since this is the case, it's not sufficient for you to measure the email message's success by how many sales you ultimately end up making. That's because you may have a highly effective email and a dismal sales response if your message is great but your sales letter page is awful.

That's why it's important to be able to measure the effectiveness of the email message's ability to drive readers to your sales letter in addition to being able to measure how many sales that sales letter produced.

E-Mail Response Statistics

As the chart located here shows, people are checking their email more frequently than ever before. This means you have more opportunities to have your email seen and responded to than ever before. Wouldn't it be great if you could actually tell when your emails were responded to so you

could measure the results and revise your messages until they generated the highest amount of response possible?

Frequency with which US E-Mail Users Go Online to Check E-Mail, 2001-2005 (as a % of respondents)

	Constantly	More than once a day	Once a day	Once a week
2001	-	73%	26%	1%
2002	-	74%	24%	2%
2003	20%	52%	24%	4%
2004	33%	48%	18%	2%
2005	44%	46%	9%	1%

Source: DoubleClick, December 2005

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Well you can actually do that and there are four different metrics involved in measuring email effectiveness.

Again if you choose Aweber.com or Getresponse.com as your auto-responder service provider you will have a system in place to measure these four metrics in order to determine how well your email marketing efforts are performing.

The Four E-Mail Marketing Metrics

1. Delivery Rates

SPAM filters, the subscriber's white-list preferences, ISP inbound email rules and other conditions that are beyond your control can affect the actual delivery of your email message. As you've already learned that's why it is important for you to be able to track your "*bounce rates"* every time you conduct a mailing. Your web server management console should provide access to your email logs as well as log reading tools. If your panel does not, ask if your ISP can give you that access. If that is not possible, you may want to find an ISP that is more supportive of your business.

Statistics indicate that as much as 20% of all email never reaches the intended recipient because of technical roadblocks. You can reduce that undeliverable rate by following these tips:

Tips For Reducing Blocked email

- Ask your list members to add your, "From" email address to their SPAM management system's *White-list*.
- Always send your email from that same address every time.
- Perform regular list hygiene by examining your bounced mail log and removing bad addresses. Some ISPs have software that will automatically block anyone who sends too many undeliverable email messages to their mail server. Removing bounced names reduces your visibility amongst these ISPs.
- Investigate and immediately respond to all SPAM complaints. You want to avoid ending up on known Spammer's *Block Lists*, and responding to any SPAM complaint in a timely and professional manner is the best way to do that.

2. Open Rates

It's a good thing to know the percentage of people who are actually opening your email.

If you use Aweber.com or Getresponse.com you open rates will be automatically tracked for you. If you are sending HTML-based email, using software hosted on your own website most of them have the capability to track open rates for you as well.

How The Open Rate Is Calculated

This is a simple formula. You simply divide the number of times that the image was viewed or loaded into the recipients email program by the number of email messages sent. For example: 500 images viewed/10,000 email messages sent = 0.05%

Recommended Tracking Times

In most cases your email message will be opened within the first 72 hours after it is sent. However, you should monitor results for at least 7 days in order to account for people who are on vacation or away from their email for any other reason.

What's a good open rate to expect?

There is no one answer to that question. A lot depends upon the particular market segment you are targeting, the quality of your list and the effectiveness of your subject line.

Industry expert *OptInNews* reported that business-to-business (B2B) email has an open rate as high as 71%, while Business-to-Consumer (B2C) email typically came in at 41%. Your experience may vary widely. Don't be disappointed if your open rates are much lower, even dismally lower.

Personally my email open rate is about 10% and I still manage to do quite well. If your open rate is under 10% you may consider rewriting the subject line of the email message to get more opens.

3. Click-Through Rates

Your next important metric is the click-through rate (CTR) from your email message to your sales letter/landing page or the number of people that open your email compared to the number of them that actually click the link to go to your website. A good target to try to hit is 12% or better. You should be aware that a 2% CTR is considered to be low and 6% is considered to be average.

The best way to hit these figures is to make sure that your email message is targeted and relevant to your intended audience.

Make sure that your email message is focused on getting the reader to the landing page and not focused on actually making the sale!

Both Aweber.com and Getresponse.com allow you track your click through rates. Alternatively you can use special software that you

have to install on your website to track your CTR. **To learn more about the different tracking software products that I recommend see the end of Module 13.**

How Your CTR (Click Through Rate) Is Calculated?:

The Number of Clicks divided by the Number of email messages read is your click through rate. The number of email messages read comes from your Open Rate calculation.

For example:

1,000 clicks /10,000 messages read = 10%

High open rate and a low click through rate may indicate that work needs to be done on rewriting the body of your email message.

4. Unsubscribe Rates

Your unsubscribe rate is an important metric because it reflects the overall customer *dissatisfaction rate*. A high unsubscribe rate usually indicates that your readers are not interested in your offers. This usually means that you have failed to properly analyze your readerships' needs or you have built an untargeted email list.

Calculating your unsubscribe rate is as simple as dividing the number of unsubscribe requests by the Open Rate.

For example:

100 unsubscribe requests / 1,000 email messages opened = 10%

Now that you know the four metrics of email marketing keeping a eye on all of them enables you to continually improve the response of your auto-responder messages and your resulting sales.

How To Reduce The Chance Of SPAM Filters Deleting Your Messages Before They Are Ever Seen

Spam filters are automatic triggers that most Internet Service Providers such as Gmail (Google Mail), HotMail, Yahoo! Mail and most other email service providers use to kill email that they believe is spam before it ever reaches your readers inbox. You will stand a much better chance of getting your email message past the SPAM filters if you follow these guidelines:

Create Accurate Mail Headers

Never use a false "From" address; make sure that your email accurately reflects your actual email server name, and always use the recipient's first name in the "To" field. Mail sent to "Subscribers" or other fictitious names is almost guaranteed to get tagged as SPAM. This is automatically done if you use Aweber.com or Getresponse.com

Make sure that your Domain Name reflects to your mail server

Some SPAM software will check that the "From" and "Return To" address leads to a mail server IP address that can actually be reached. Don't relay your mail through multiple servers even if you have permission. This is automatically done if you use Aweber.com or Getresponse.com

Don't use meaningless Disclaimers

Avoid adding disclaimers like "This is not SPAM" or citing references to non-existent government rules or laws. You should add any message footers required by the CAN-SPAM ACT or the email marketing laws of your country.

Use standard layout and sentence structure

Do not use excessive spacing between sentences and avoid overuse of capitalization or punctuation, especially the exclamation point (!) and dollar sign ($).

Don’t use deceptive spelling or tricks to hide words from SPAM filters

The word FREE can trigger a spam filter and tricks like writing word with a period between each letter **(F.R.E.E.)** won’t fool the latest generation of SPAM software. Neither will the use of alternate characters or other gimmicks like L@@K At THIS with two at signs replacing the double o’s in the word look! Instead of the word FREE use a phrase such as “No Cost” or “…Won’t Cost You A Dime.”

Never use hidden or invisible text

If you send HTML emails make sure that the color of your text is different than the color of your background. Trying to hide words by making them the same color will get your message flagged as SPAM.

Never use hidden or invisible graphics

If you are adding a graphic image to track your open rate, make sure that you don’t create an invisible or transparent one. These are seen as possible e*mail web-bugs* by SPAM checkers. A Web Bug is a graphic, usually 1 x 1 pixel in size, within the body of an HTML email message designed to monitor how many people open it. Most professional auto-responder services such as Aweber.com or Getresponse.com will use a visible non-transparent web bug to track your open rate.

Avoid Looking Like A Spammer

Don’t use the type of bulk mail software that spammers use. This particularly includes any software that claims to have “stealth” mailing capabilities. If you're using HTML emails, include a text part in the email as well, for recipients (and anti-spam checkers), and keep that text as close to the HTML copy as possible. The closer they're related, the less likely your email will be seen as spam. SPAM Assassin, one of the most frequently used anti-SPAM software programs, has published this list of SPAM “triggers” that it looks for. Don’t worry if you don’t know what all of these mean. Just follow the advice you’ve been giving this far and you’ll be fine.

Here's what SPAM Assassin looks for…

- Body of message incorporates a tracking ID number
- Body of message contains a large block of hexadecimal code
- Body of message contains one or more lines of all-caps
- Message includes Microsoft executable program
- Message body has at least 70 percent blank lines
- Header indicates message was sent from dynamic IP address
- Message From field appears to not contain a real name
- Message From field ends in numbers
- Message header contains numbers mixed in with letters
- Message subject includes the term "offer"
- Message to: field contains spaces
- Message Reply to field is empty
- Subject has exclamation mark and question mark
- Subject is ALL-CAPS
- Message subject starts with an advertising tag
- Message From: field contains the term "friend"
- Subject contains "As Seen"
- Subject starts with dollar amount
- Subject contains "Double Your"
- Subject contains "For Only"
- Subject contains "FREE"
- Subject contains "Free Instant"
- Message contains excessive images without much text
- Message body contains the term "nobody's perfect"
- Message body claims not to be spam

Creating An Effective Emailing Schedule

Put ten different marketers in a room and you'll get ten different ideas about how often you should send email to your list. The fact is, the ideal frequency rate varies greatly depending upon the focus of your list and the type of messages you are sending.

Determining How Often To Send Email To Your List

Regardless of the frequency you ultimately decide upon, the key to success is to consistently follow that schedule. If you tell your subscribers that it is a daily list, you need to mail to it daily. If they are expecting weekly, bi-weekly, monthly or quarterly, then that is what you should send.

No matter what frequency you choose you are not going to be able to please all of the people all of the time. Readers respond differently to different frequencies and you never know how an individual is going to react. Decide the frequency up front and don't change it without giving the potential consequences of doing so some great thought. You may lose subscribers who become irritated with the frequency change.

The first rule of determining your mailing frequency is to decide what you can handle personally. If you are working your business part-time, and you don't have time to create a new message every day or week, choose a frequency that you can support without fail.

Then consider the topics that you'll be addressing in your mailings. If your newsletter is about current events in a particular industry or market niche, then you can probably mail as frequently as once per day or twice per week without over-mailing your list. Relevancy to the reader is one of the biggest frequency determining factors.

The danger of mailing too infrequently is that your readers may forget who you are or forget that they subscribed to your list. This could earn you some SPAM complaints or a place on the reader's blacklist.

Some marketers who have the time and skills to create multiple segmented mailing lists have solved their frequency problems by letting the subscribers decide how often they want to be contacted. They do this by offering different topic lists and each has its own mailing frequency. This frees the

subscriber to choose topics that are relevant to them and it increases the chances that they will be more receptive to frequent mailings because each edition will contain topics that they truly want to know about.

If you are mailing highly-targeted content to a list of people who are eagerly waiting to receive it, there is almost no such thing as mailing too often. People who subscribe to topical email discussion lists are a good example if this principle. Most these kinds of lists offer both a real-time system that sends out each message and reply from other people on the list as it hits the server and a daily digest that mails out all of the messages at the end of each day.

Most list subscribers, given the option, will choose the real-time option if the discussion list produces quality messages that are 100% on topic. You can do something similar with your list, if your email software or service provider allows it, and let the reader drive the frequency of contact.

Here are some interesting results from a survey conducted by eROI, a company that specializes in boosting Internet-based sales conversion for online businesses:

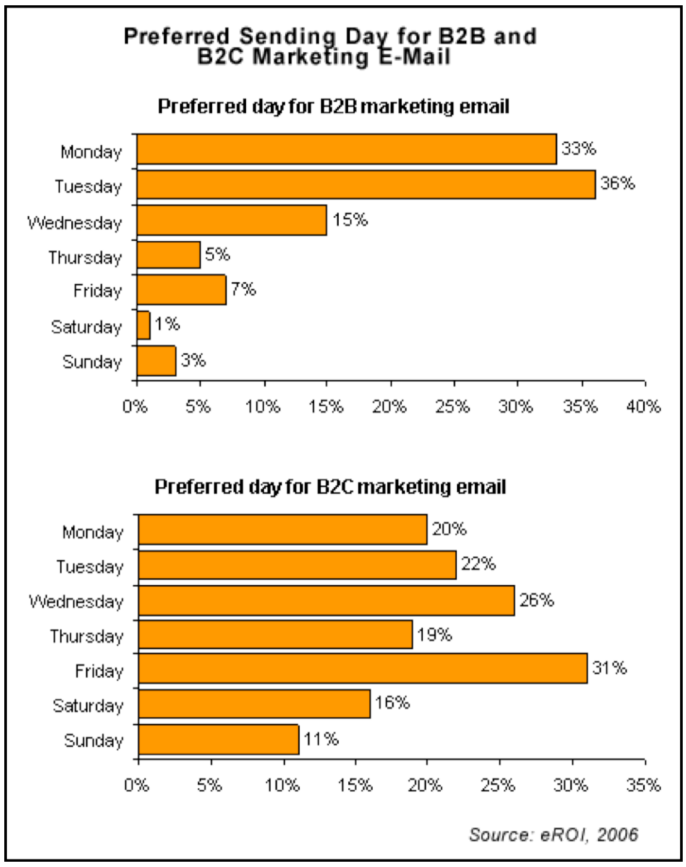
- 25% of Business-To-Business respondents to the survey indicated that they preferred a weekly newsletter. The rest of the responses were spread out among daily, monthly and quarterly with no clear winners.
- Business-To-Consumer respondents indicated that 21% prefer to receive their newsletter every other week, while 17% preferred weekly contact.

The survey also found that 65% of subscribers, regardless of whether they were Business-To-Business or Business-To-Consumer, indicated that they unsubscribe once they determine that the newsletter is not relevant. A full 56% unsubscribe if the frequency is “too high.” Interestingly, 13% reported that they unsubscribe when a newsletter becomes "too relevant." Now having said all of that you can still send email to your list on an irregular schedule at any time as long as your emails are on topic and helpful. Just let the subscriber know upfront that you don’t have a regular emailing schedule and that you’ll just be sending out newsletters and other email whenever you have something worthwhile to tell them.

The Best Days Of The Week To Send Your Mail

In addition to determining your mailing frequency, you need to consider when to send your email messages. Here are the results concerning the best days to mail from the same eROI survey of both Business-To-Business and Business-To-Consumer mailings conducted throughout a full year. The survey indicated that the earlier in the week a Business-To-Business campaign was received, the better the open and click-through rate.

Business-To-Business email received on Monday or Tuesday did best because it provided readers an opportunity to focus on the content of the message before they ended up being overwhelmed by the week's business events.



Of the 300 people surveyed, 33% of the respondents reported preferring to receive email on Monday and 36 percent preferred Tuesday.

Preferences dropped sharply by Wednesday with Thursday, Saturday and Sunday pulling the lowest numbers. Business-To-Business readers were lukewarm about receiving mail on Fridays.

Business-To-Consumer email was another story entirely. The most popular day was Friday at 31% followed by Wednesday at 26%. Sunday was the biggest loser with only 11% of the survey respondents preferring to be contacted on this day.

In order to get your best results, know your list and know your topic. Stick close to the statistics provided here and you'll probably end up just fine.

Should You Send Website Style HTML E-Mails Or Plain Text?

The battle continues to rage over whether HTML or plain text email pulls the best response. At first glance you might think that HTML would win hands-down, but the real truth might surprise you.

There is no question that HTML-based email provides more "eye-candy" than plain text does. It is particularly well suited for creating eye-appealing ads to promote products that look good. That benefit is somewhat lost, however, if all you are sending is a newsletter that's rich in content but short on graphics.

The decision between using HTML becomes further confounded when you consider all of the down-sides of sending out richly formatted email to an audience that may not be capable of reading it.

HTML email advertisements provide rich text formatting capabilities and the ability to use graphics to liven up the email and present products in their best light.

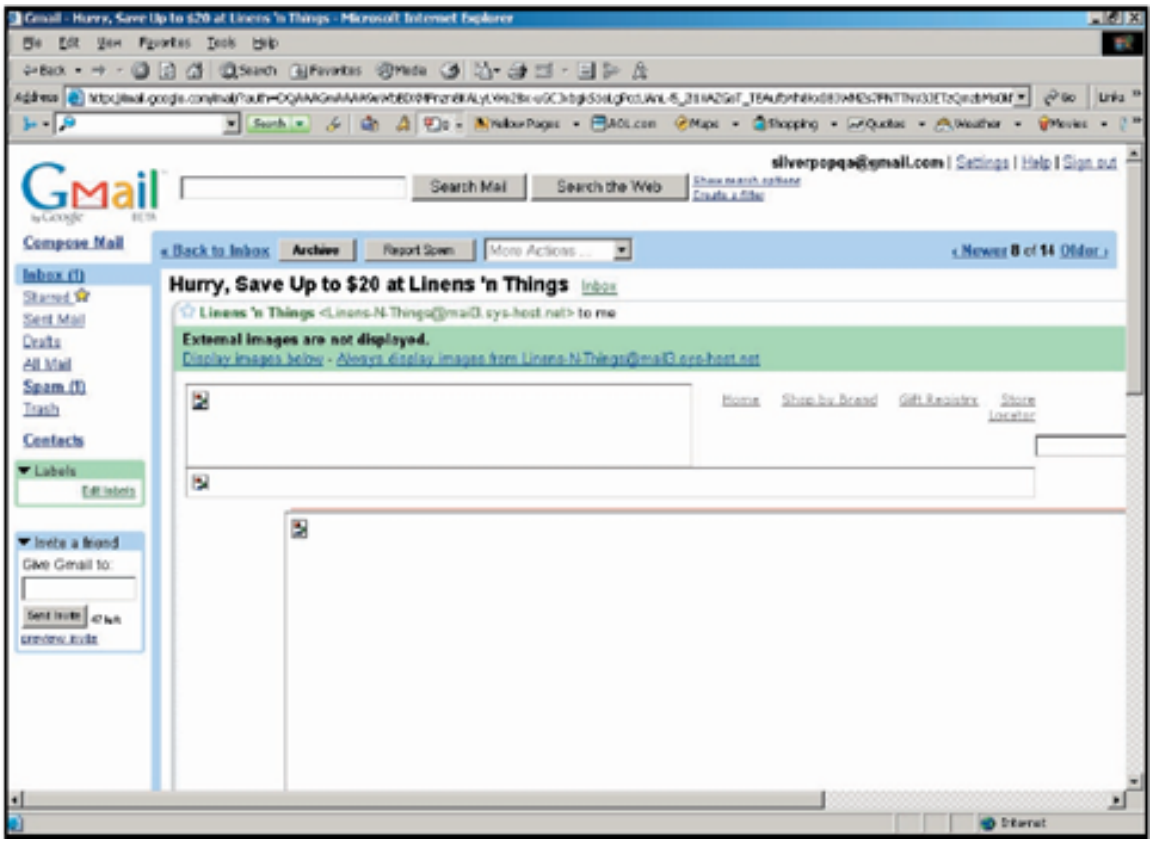
You have a lot of freedom to create nice designs and to layout your message like a newspaper or magazine would as HTML email works by adding special encoding and links to content or images that are stored elsewhere on the Internet. This can present a problem if someone is reading your email offline as they will not have access to the content or images.

There are countless examples illustrating that HTML design capabilities can actually work against you because of flaws in the technology and artificial barriers that some email programs and mail providers have placed in the way.

SilverPOP, a leading email solutions provider, recently conducted a study focused on HTML email readability and related problems such as broken links and blocked images.

Surprisingly, although 69% of the email received during the study was HTML-based, the readability of that email had not improved since the study was last conducted.

Once of the biggest obstacles to HTML-based email performance was broken, missing or blocked images caused by email programs that did not support images (or had their imaging support turned off manually by the user) followed by email programs such as Windows Mail or Outlook and services such as Google's Gmail that automatically blocks images. The image located here in this module, taken from the results of the silverPOP study, shows what a typical HTML email looks like to anyone who cannot view images in his or her email for any reason:



There's not much to see there and chances are good that the reader is simply going to hit the delete button and move on to the next email message. The major drawback here is that if enough of your subscribers have difficulty viewing email messages over time your unsubscribe rate will go way up and you'll lose a good percentage of your list.

The study concluded that four out of every ten HTML email messages viewed contain broken images and or HTML links that do not work properly in the reader's email account or program.

The following companies or products were the biggest causes of incomplete or improperly formatted email messages:

- Google's Gmail
- Microsoft's Outlook (Now Windows Mail In Vista)
- AOL
- Yahoo! Mail
- Hotmail
- EarthLink

Benefits Of Html E-Mail

- HTML advertisements provide you with a means to track open rates.
- HTML ads can include your logo and other images, including product shots that make your message more eye-catching.
- HTML ads provide the ability to use special formatting such as underlining, bold, text alignment features, tables and more.
- HTML email can include forms and other technical features that text-based email cannot.

Limitations Of Html E-Mail

- Using too many graphics can be distracting and slow down the message delivery.
- There are many technological barriers preventing proper HTML email delivery.
- Legitimate HTML ads are more easily caught by SPAM filters that recognize them as advertising.

Text-Based E-Mail Advertisements

If you're just starting out in email marketing, you might want to consider sticking with text-based email. It's easier to produce and everyone can read it. You can spend your time focusing on the subject line, body and call to action and not spend hours trying to get your HTML coding done correctly.

Benefits Of Text-Based E-Mail

- Text-based ads are easy to produce
- No graphics means no distractions for your readers
- Text-based email looks the same to everyone
- Text-based email can be received on hand-held computing devices

Limitations Of Text-Based E-Mail:

- All hyperlinks must be fully typed out
- You can't hyperlink to webpages with words such as "Click Here"
- You can't brand the email with your logo
- You can't track the message's open rate

The Cons Of Html Might Outweigh The Pros

If you are sending primarily e-zine or newsletter material, consider sending either plain text or "light" HTML. Light HTML refers to an HTML-based email message that uses limited graphics, such as just a logo, and a lightweight HTML template that does not use excessive HTML coding to get the message delivered.

If You Still Want To Use Html

If, despite the drawbacks, you still want to use HTML, you have some options which could enable you to have the best of both worlds. There are many commercial mailing services that let you send out plain text and HTML

in the same message. The service has the capability of automatically determining which type of email the reader's email program can handle and it displays that type. While this method is not 100% foolproof, it's better than simply taking the chance of sending everything out using HTML.

There are also auto-responder services that have the same capabilities of determining which type of email a mail reader can handle. Aweber.com is one of them. You can also allow the subscriber to choose between HTML and plain text email on your subscription form. Then you simply create each email in both formats and send the right format out to the right list.

Tips For Designing Html E-Mail

If you've decided to use HTML email, follow these tips to get the job done correctly the first time.

1. **Write HTML emails Using The NVU HTML editor**

   Most HTML design programs including Dreamweaver and FrontPage do not work well for designing HTML email. They use too many special tags and formatting rules that many email programs simply cannot understand. But I understand if you're not much good at HTML coding by hand so I suggest you use the free NVU html editor that was mentioned back in the website creation module of this course. All you have to do is write and format your emails in the tab that reads "Normal" at the bottom of NVU's interface then click the "Source" tab and copy all of the HTML code into there and paste it into the body of the message in your auto-responder message.

2. **Never use nested tables**

   Many email programs do not understand how to display nested tables and nothing will look right in these programs and your mail will not get read.

3. **Avoid using canvassing or tiling background images**

   Canvassing or tiling background images are images that cover the entire background of your HTML message by using one big image or repeating an image in the background over and over again and they don't display correctly in a lot of email programs. But you're usually safe using background images in table cells, however.

4. **Host all images on your web site**

   Some ISPs will bounce email containing embedded images. Also, your email may end up being too large in megabytes for certain email accounts to accept. Always link to images that are stored in your webhosting account or server.

5. **Don't use 1x1 pixel spacer gifs for aligning table cells**

   Many SPAM filters view these as "email bugs."

6. **Don't Use Cascading Style Sheets**

   Most email programs will either ignore CSS tags or display them improperly. If you must use CSS, use the inline type and imbed the CSS within your body tags and not within the header tag.

7. **Keep HTML E-mails between 500 to 650 pixels wide**

   Any wider than that and your recipient will have to scroll the browser or email program horizontally in order to read them.

8. Keep your file size below 100k

Larger file sizes take longer to download and your even though we live in a day and age where many people have high speed internet connections you should realize that some of the people on your list my still only have dialup internet access and if they can't read your email because the file size it too large and takes too long to load onto their screen they may just give up. E-mail files sizes of 50k and under are optimal.

9. Validate HTML content.

Improperly written or invalid HTML code will usually cause rendering and/or deliverability issues. Use one of the free HTML validation tools at http://validator.w3.org to check your HTML for compliance.

10. Don't use scripting

Many ISPs and SPAM software will block email containing JavaScript or code from other scripting languages.

11. Provide a link to a web-hosted version of your email.

Make a webpage that contains a duplicate version of your email message and then upload it to your website then include a link to it in your email message so that the recipient can have an alternative way to read the message. This is a good alternative for people who are having trouble reading your HTML email in their mail program.

12. Use the ALT image tag

This will allow the email program to display words in the event that the image cannot be displayed for any reason.

13. Design for the Preview Panel

The preview panel allows readers to see the first few lines of an email message. Design your email so that the subject and a few attention-grabbing words are visible right at the top of your email.

Tip: Add Your Own Email Address To Each Auto-Responder List You Create And Always Send Your Self A Test Message First

Before you mail to your list, add your email address to the list. This is called "seeding" your list. Since your list now contains your address you will know that your email has been sent out properly when you get a copy of your email messages in your inbox. If you use www.Aweber.com or www.Getresponse.com you will be able to send yourself a test message. If possible, check its appearance using multiple email readers including the free web-based email services like HotMail, Yahoo Mail, Gmail (Google Mail) etc. This will give you a chance to see, first hand, how your email message appears on other people's email inboxes.

Module #12.0: Email Marketing

"How To Build Your Own Email List To Produce Profits Literally On Demand."

"Freely Giving Valuable Information To The People On Your List Builds Trust, Trust Gets Them To Buy."

One simple word is all it takes to entice people enough that they will give you their name email address and eventually their business.

That word is **"Free".**

Yes, the single best way to get people to take that first step towards buying something from you is to offer them something for free first. The reason this works so well is because when they see the useful information that you are giving them for free they will see you as an expert and come to trust you.

Also, if your free information is good and helps the reader they will remember what you've done for them and they may thing to themselves', "If the free information is this good then the information in the product for sale is probably even better."

By creating these free offers, not only will you be able to promote your own existing products that you have created, but you'll also be able to promote products you have purchased reprint rights to or you can promote affiliate products that will earn you a commission.

Okay so here's all you really need to know in order to put this strategy to use. This is a formula that I want you to always keep in mind when you are creating any type of freebie…

Quality FREE Content + Product Referral = Profits.

I want you to study that carefully. It is a FOOL-PROOF, NEVER FAILS formula for profits on the web. Get it right and you'll get profits. It's that simple.

Also remember, **"The money is in your email list!",** because a well written short free product such as a report or eCourse that educates and builds trust can bring in over 10,000 new subscribers in just a few months to one year. You can generate a lot of income from an email list of 10,000 targeted subscribers.

If one of your free offers pull in just 125 new subscribers EVERY DAY, that's 3,700+ every month and a pace of over 45,000 opt-in email subscribers for the year.

And best of all, your eCourse or report can be setup to fully operate by itself without any additional work or effort on your part via your auto-responder.

The great thing about offering these free products, in addition to the incredible results they produce, is the fact that they are basically 100% automated.

Once they are created, you can just load them up into your auto-responder and begin giving them away to the people who visit your site and the auto-responder system takes care of itself.

Don't worry if you're not a great writer ANYONE can write useful, high quality, content-rich free reports and eCourses. They don't need to be great big lengthy novels. They just need to be what I call "dynamite-style" – small, but they pack a powerful punch.

Creating Your Own Free eCourse

I love eCourses. I love them because they are highly effective at converting subscribers into customers. They provide great content and offers, and they automatically follow up on a regular basis. It's a formula for success.

Now you ***could*** put together an ecourse on just about any topic using other peoples' content. In many cases, people who have written articles will be glad to allow you to reprint their material in an eCourse as long as you include a small amount of promotional text for them at the end of the article known as a resource box, so they can get some free advertising. Of course, you want to obtain permission before you begin distributing their material.

You can research articles at…

http://www.ezinearticles.com

Or…

http://www.goarticles.com

But, there's a better way of doing things
that's even more effective and more profitable...

Using other peoples articles is an easy way to do it, but it's not the best way. The best way is to write your own eCourse. And there are two reasons why I believe this.

First, it creates an EXCLUSIVE ecourse that can only be obtained through you. By using other people's material, the content might be readily available at dozens or even hundreds of other sources. In other words, the reader can get it elsewhere. But, if you create your own exclusive eCourse, they must get it from you.

Secondly, it creates an OPPORTUNITY for you to earn more. Because it is exclusively yours, you can sell it to other information product publishers who don't already have their own ecourse to distribute. You can sell it to them with basic resale rights, master resale rights or private label rights.

Now, the average person finds the idea of writing their own exclusive ecourse to be a bit daunting. For many, it sounds like something that they are incapable of doing. Well we're going to change that right now. In the remainder of this module, I'm going to walk you through my 3-step system for developing your own profitable eCourse.

Develop The Concept

The first thing we're going to do is "develop the CONCEPT" of your eCourse. A concept is simply "a general idea" as defined at Dictionary.com. That's what you're looking at here. You need to lay the foundation of what you want to build upon in creating your eCourse.

In order to do this, you need a custom tailored plan, based exclusively on what you wish to accomplish with your eCourse.

That's your concept.

And you'll develop the CONCEPT by answering some simple questions...

1. What's your purpose?

Now, when I say "what's your purpose?" you are supposed to say "To earn a profit, "Right?"

After all, that's what we hope to accomplish with this manual, to teach you how to earn a profit through creating and selling information products.

So, that's the purpose. But, there's a deeper question that you need to answer here. And that is…

"What's the purpose of your ecourse?"

What I mean by that is this...

(a) Are you planning on promoting a single product or service throughout the eCourse with everything tightly focused on converting the subscriber into a customer for that product or service?

Or…

(b) Are you planning on promoting multiple products and/or services throughout the eCourse with your content designed to provide different purchase options for your readers?

It's important that you determine this up front. And the reason why is to make your content more effective.

> **Example.** Let's say that you are promoting an affiliate program that pays you a MONTHLY commission on any new customers referred. That's a strong incentive for you to promote it by itself, simply because you earn continued income after you bring in a new customer. So, you might want to promote it ONLY in your eCourse without any other offers made, simply to convert more of your readers into customers that bring you in commission every month.
>
> Think about this: the more offers that you weave into your eCourse, the less likely it is that the reader will choose your MONTHLY commission program as something they buy. I mean, if you sell ice cream and you only have chocolate available, then people who buy from you have to get chocolate or nothing at all. But, if you've got a full range of 50 flavors, how likely is it that chocolate is going to be chosen among the many different options?
>
> The point is, if you want a high conversion rate for one specific offer then just promote ONE offer exclusively (or at least dominantly) throughout your eCourse.
>
> But, on the other hand, if your purpose is to convert your subscriber into a customer (and you don't have a preference as to which product or service they order), then you can tie in multiple offers into the content of your eCourse.
>
> By doing this, you'll tend to have a much higher conversion rate of subscribers into customers. They may not like chocolate, but they may like the strawberry, butter pecan of one of your other "flavors".

2. What's your project?

The next question you need to answer before launching into the creation of the eCourse is "what's your project?"

We've looked at your "purpose" and your "product", now let's example your project itself.

Here we'll be concentrating on your title and subtitle...

Your Title - You want something that catches the attention of potential subscribers. Something that makes them want to take a closer look. Now, the easiest way that I know of to create an attention-grabbing title is to just take the overall theme and turn it into a title.

Let's work through some examples so you can understand the idea here.

Example A:

If you're overall theme is **"how to increase affiliate commissions"** then here are some possible titles...

- Super Affiliate Strategies
- Get More Affiliate Commissions
- Earning More Affiliate Commissions
- Becoming a Super Affiliate
- Top Affiliate Earners
- Affiliate Marketing Explained

Example B:

If you're overall theme is "**generating more website traffic**" then here are some possible titles...

- Get Web Traffic Fast
- Creating a Traffic Jam At Your Site
- Website Traffic Secrets
- Strategies of Successful Sites
- 7 Ways to Get More Traffic This Week

Get the idea? Basically, just take a look at what your overall theme is and create a title for your eCourse based on what it is that you are going to teach in the eCourse.

I always recommend you give your eCourse a title before you begin writing the actual lessons, and then build all of your content upon the title of the eCourse itself. Of course, you can always re-title your eCourse after you complete it if you feel a better title is available for the content you've created.

Your Subtitle - While the title is designed to get them to look, the subtitle is designed to get them to subscribe. The subtitle is what draws them in and makes them fill out the auto-responder form and click the "Subscribe" button to request your eCourse.

With the title, we looked at the overall "theme" of your eCourse. In creating a subtitle, we'll look at the overall "benefits" of your eCourse to the reader. An easy way to pull the benefits out of your eCourse is to ask yourself the following question?

When the reader has finished the eCourse,
how will it have helped them or improved their life?

Now, grab your paper and pen and write down your five strongest benefits of reading your eCourse. Then, you simply take your benefits and weave them into a subtitle.

Let's take a look at an example again to illustrate this point.

Example A:

Here are some benefits you may have listed for your "increasing affiliate commissions" eCourse...

- How to convert more existing traffic into customers.
- How to earn more affiliate commissions.
- The best ways to promote an affiliate program
- What makes a "super affiliate" and how you can become one.
- The quickest way to see results from affiliate marketing.

With those benefits anyone looking to earn money by promoting affiliate programs would love to read this eCourse, and you could take these benefits and turn them into a subtitle like this...

"How to Quickly Convert More Customers, Earn More Commissions, and Become a 'Super Selling Affiliate'!"

So, here's what we have when we combine the title and subtitle together…

> ***SUPER AFFILIATE STRATEGIES - How to Quickly Convert More Customers, Earn More Commissions, And Become a Super Selling Affiliate!***

Now as long as the people coming to your website are interested in earning money via affiliate programs then that's an eCourse that you'll be able to give away easily to get lots of people onto your email list.

And with good content the right offer those are subscribers who are primed to become your customer.

Remember…

Quality FREE Content + Product Referral = Profits.

So, that's how you develop your CONCEPT, by knowing your PURPOSE, your PRODUCT(S) and YOUR PROJECT.

Now it's time to…

Develop The Content

Content simply refers to the information you will be sharing in each day's message. I like to call them "lessons." After all, you are going to be teaching your subscribers.

Before I get into the actual methods of how to quickly create your content, I want to provide you with an example template you can copy and use to lay out the DESIGN of your daily lessons.

Here is the basic "look" of the eCourse messages that I use myself...

---------- **Begin Sample Template** ----------

_____

A <Insert Your Name, Website Name> Exclusive

TITLE OF ECOURSE IN ALL CAPS
Subtitle of eCourse in Upper and Lower Case

Published by Your Name
http://www.YourDomainName.com

Day X of a 5-Day eCourse

_____

In Today's Lesson...

"Title of Featured Article in Today's Lesson"

---------- Today's Sponsor ----------
Sponsor ad goes here.

---> http://www.sponsorlinkgoeshere.com

"Featured Article Title Goes Here"
by Author's Name

Featured article goes here

Tomorrow, we'll cover...
"Tomorrow's featured article title goes here."

Your closing goes here,
Your name goes here
Your email address goes here

Copyright details go here
Removal instructions go here

----------**End Sample Template** ----------

Feel free to copy and/or modify the template in any way you like to create your own eCourse lessons. Now, let's move on to the content of your messages, the information that you are going to share.

What I am going to do is give you another short template for a 7-day eCourse.

Basically, here's how it works. I'm going to provide you with an sample opening sentence for 7 daily lessons, and you just need to fill in the blanks to complete the lesson based upon whatever the topic of your niche market is. I'll even provide you with some ideas on how to get the content written.

Ready?

The First Day Of Your Ecourse

> *"If I could sum up _____ in _____ steps, here is what they would be…"*

Again all you have to do is just replace the blanks with whatever topic you are going to be discussing in that day's lesson.

Example…

- *"If I could sum up **doing business online** in **3** steps, here is what they would be..."*
- *"If I could sum up **creating a newsletter** in **5** steps, here is what they would be..."*
- *"If I could sum up **losing weight and getting in shape** in **4** steps, here is what they would be..."*
- *"If I could sum up **learning to play guitar** in **3** steps, here is what they would be..."*
- *"If I could sum up **restoring antique vehicles** in **5** steps, here is what they would be..."*

This type of opening sentence sets the stage for that day's lesson. Just insert your own topic and number of steps into the template and you're ready to begin.

Next, you'll write supporting paragraphs for each of the steps, which can be as little as one paragraph, but preferably you should include 3-4 paragraphs per step. I'll be sharing some ideas on writing these paragraphs throughout the coming examples.

But first you should give each of your daily lessons a title. A specific tip for creating a title for your daily lessons would be to use the opening sentence itself. This is the same idea that I shared in the subtitling strategy you learned back in lesson #2 on Developing Your Concept.

For example:

If you used *"If I could sum up **losing weight and getting in shape** in **4** steps, here is what they would be..."* as your opening sentence, then a great title would be...

How to Lose Weight and Get In Shape in 4 Simple Steps You Can Begin Using Right Now!

The Second Day Of Your Ecourse

> *"One of the things that the majority of people find most challenging about _____ is _____..."*

Example:

"One of the things that the majority of people find most challenging about **selling online** is to **generate website traffic**."

Some other examples might include...

- *"One of the things that the majority of people find most challenging about **losing weight** is to **stay motivated**."*
- *"One of the things that the majority of people find most challenging about **playing guitar** is to **memorize where their fingers go for each chord**."*
- *"One of the things that the majority of people find most challenging about **the game of golf** is to **hit a good chip shot**."*
- *"One of the things that the majority of people find most challenging about **buying a new car** is to **make certain they get the best price**."*

Now your lesson for the day is much easier to write.

First, briefly describe the challenge itself.

- Why is it so difficult?
- What problems do most people face when attempting to do it?
- What makes it challenging?

Spend 2-3 paragraphs describing the problem or challenge.

Next, suggest a solution. Of course, you've got the answers and you're willing to share them. So, offer some advice on how to overcome the challenge. Outline four or five tips for solving the problem. Each tip only needs to be about one paragraph in length.

Then, after presenting the problem and offering a solution, it's time to make a recommendation. Now here is the PERFECT opportunity to promote a product or service that further aids in overcoming the challenge. Whether it's your own product or a product that you are promoting as an affiliate, here's your chance to make them an offer.

Explain how the product or service can help the reader in overcoming the challenge. Focus on the BENEFITS of the product or service.

And, if you've used the product then explain how it has benefited YOU. Nothing speaks louder than results. So share some specific facts and figures about how the recommendation has helped YOU overcome this challenging problem. And, if possible, provide some testimonials from other people who have used the product or service and benefited from it as well.

The Third Day Of Your Ecourse

> *"A little known secret about _____ is _____"*

Some variations on this theme include:

A seldom used tactic… An often misunderstood… An often overlooked… The best kept secret… One of the most powerful…

An example might be, *"A little known secret about* ***converting website visitors into paying customers*** *is to* ***install a popup window with a twist.***"

What I like to do with this lesson is to consult an expert and have THEM create the majority of the content for you. The best way to do this is to conduct a very short interview with the expert.

For instance, you might contact an expert and let them know that you are putting together an ecourse that you'd like to have them answer one question for you to include in the eCourse. In exchange, you'll include a reference to their website or product. If they have an affiliate program be sure to sign up and use your affiliate link, of course.

So, you ask the expert -- for my example -- what do you think is the least known secret for converting website visitors into paying customers? They provide an answer to the question -- and you've got content for your day 3 lesson.

Example

> *A little know secret for converting website visitors into paying customers is to use a popup window with a twist. A well known marketing consultant shared this idea with me during a recent interview...*
>
> *[Insert the content here]*

Finish up by making some additional comments yourself that relate to what the expert said and you've got another lesson completed.

The Fourth Day Of Your Ecourse

> *"Perhaps one of the biggest reasons that people fail in _____ is_____"*

An example would be, *"Perhaps one of the biggest reasons that people fail in **business online** is **a lack of training**."*

I'd then explain how critical training is to success online, and I'd follow that up by letting them know exactly where they can get the training that they need, which is going to earn me a profit if they take me up on the offer.

What I really like to do here is conduct a survey.

Remember this strategy from Module #3?...
Ask The Market Directly With A Survey

For my example, I'd either send an email to one of my lists, or I'd post a message on a high traffic forum or discussion board and ask the question, "What do you think is the biggest reason that people fail in their online business?"

Whatever the most offered reason was, that's what I'd go with for day four of my ecourse. And I'd open my lesson up with...

> *I was thinking one day that maybe one of the biggest reasons that people fail when it comes to doing business online is a lack of training. I recently surveyed my list and that is exactly what I found out.*
>
> *In fact, 72% of those surveyed agreed that a lack of training is the prevailing reason why most people fail.*

Did you see what I just did? I built credibility here. I did a survey. This isn't guesswork. I'm not making this up and it's not just my opinion. I got this from the people that matter the most, the potential customers themselves. Those who know what the most difficult challenges are. They told me what their problem was.

See what this does? I've brought things into a very personal setting for the reader. This is for them and about them.

Another thing I would do here is include three to four quotes from those who responded to my survey, with their permission of course.

What this does is give further credibility because I'm giving specific feedback, and it also builds more content. Three to four quotes equals a few more paragraphs in the lesson that I didn't have to write myself.

I'd make a few more remarks about the challenge, give a solution to the problem, recommend a product or service, and talk about the result from using the product or service. You know the system by now, just use it over and over.

The Fifth Day Of Your Ecourse

"What is takes to succeed in _____ is _____"

An example might be *"what it takes to succeed **in web marketing** is **a plan**."*

Again, you want to build your content upon that opening sentence. Share what it takes to succeed. Again, you can use an interview, you can use a survey, you can do research yourself. It doesn't matter. Just let them know what it's going to take to succeed.

There are three kinds of things that I like to use in sharing "what it takes to succeed" that I recommend you weave into your own content as you write...

1. Tips. What I love about tips is the fact that they don't need to be lengthy in order to be beneficial. Tips are short ideas, suggestions, tactics, strategies, methods, techniques or ways. The emphasis is on the word SHORT. Tips generally are one paragraph in length. And they are great for sharing "what it takes to succeed." Offer some helpful hints or suggestions. Share some short ideas or strategies and weave in three to four tips for the lesson.

2. Tutorials. This is my favorite writing technique of them all, and especially for eCourse lessons. And that is to create a step-by-step "checklist style" tutorial. What I mean by that is simply this, walk your reader through each step in a logical, systematic order. If you are explaining how to bake a cake, then give your reader the precise steps to take in order to actually bake a cake...

Step 1, mix the ingredients
Step 2, preheat the oven
Step 3, etc.

Each "step" of the tutorial needs only be a paragraph in length. Just briefly describe as many steps as needed in order to complete the project.

You can easily weave in your TIPS into the tutorial as well. For example in the "mix the ingredients" step mentioned in the previous example, you could provide a hint on substituting ingredients to lower the fat and calories of the cake.

3. Tools. Anytime you are going to explain to someone HOW to do something, you should always include the necessary tools in order to achieve the goal. This works especially well when you create lessons on "how to succeed" in something. What makes this a wonderful section of your eCourse is the fact that it is a GREAT way to promote offers, because you are letting the reader know WHAT they need.

- Does it take an auto-responder service to succeed? *Then recommend a provider*.
- Does it take web hosting? *Provide a link to a great web host.*
- Does it require a product? *Let the reader know where they can get a product to sell.*

Whatever it takes to succeed in the particular topic you are discussing, give them resources in order to find that success. Give them content mind you -- that's always the key, useful information they can apply, but here is your big chance to also weave in recommendations for products, especially when you can say "I use this product myself and here is how useful I have found it to be." Weave tips, tutorials and tools into the eCourse lesson and you'll easily have it written in a short amount of time.

Remember…

Each tip or step or tool usually only requires one or two paragraphs of information.

The Sixth Day Of Your Ecourse

"Could I offer you a quick bribe? I promise you'll thank me later."

The last two messages in the 7-day series are going to be designed with one purpose in mind...

...to earn you income!

So I've included an opening sentence for you to use in the sixth message and you don't even need to fill in any blank on this one!...

"Could I offer you a quick bribe? I promise you'll thank me later."

Here's where you make your offer. I'm talking about a special offer that no one else is making. Something that will make it so difficult to turn down that your readers will be all but forced to make a purchase.

Let me give you some REAL life examples of this in action. These are ACTUAL OFFERS that I have used or seen someone else using...

When Promote My Own Product

I put together a special offer for readers of one of my eCourses that went like this...

"Could I offer you a quick bribe? I promise you'll thank me later.

I'd like to offer you a REPRINT/RESALE RIGHTS license to my eBook creation software for only $1.00.

That's right, I've put together a special offer that will allow you to purchase a royalty-free reprint/resale rights license to my eBook compiler software for just a buck.

You can sell the software and keep every penny that you earn.

Are you interested?"

I can't begin to tell you what kind of response there was to this offer. Each customer who purchased reprint rights to one of my products at $247 also received reprint rights to my eBook software for only $1.

Bottom line: It was a GREAT offer for both me and my readers. They got an incredible deal, and I received $247.00 in profits for each sale.

Here's the kicker though. It also makes GREAT ad copy in giving away the eCourse. As an overview to my eCourse (we'll talk about that in more in a following section), I listed the titles of each of the lessons of the eCourse on my website.

Lesson Six was...

> *"How to Buy Reprint Rights to a Hot-Selling eBook Compiler Software For Only $1.00!"*

Do you think that built some interest?!!

The idea is to use lesson six specifically to make a special offer for readers of the eCourse. Its sole purpose is to convince them to buy something.

When Promoting An Affiliate Product

Use the same principle and again, let me share some examples.

Nicheology.com is a monthly membership site that provides high-quality private label resale rights to information products in eBook format for members to sell. They also have an affiliate program.

> **Affiliate Promo Strategy A:** An affiliate could with good graphic design skills could create FREE eBook COVER ART every month to members who join through his link.
>
> Instead of paying up to $97.00 to have cover art created for the monthly eBooks, or doing it themselves, this affiliate could give FREE eBook cover graphics to anyone who joins through his affiliate link.

Immediately, he's created an advantage for himself over others affiliates. Smart, huh? He could also create a unique special offer that he can make in his eCourse to promote his affiliate link. Which is, after all, the point of what I am explaining here?

Affiliate Promo Strategy B: Another affiliate could put together a special offer of REFUNDING or REBATING the first month's member fees when someone joins through him.

In other words, he might give you back your registration fees for the first month if you join through him.

Now that's a special offer!

But why would he do this? Remember, he earns money each month for as long as his subscribers remain a paying member. If he can convince people on his list to join the site through his affiliate link, he'll gladly give back the first month's fees because he'll still be able to earn money each month after that until the member cancels; smart, very smart.

Do you get the idea here? Lesson six is designed specifically for putting together a special offer. You want this lesson to do nothing but attempt to make a sale. It's time to turn your subscribers into customers. So make your offer a good one, scratch that, make it a GREAT one.

The Seventh Day Of Your Ecourse

"As much as I hate to tell you this _____"

We're going to FINISH the ecourse by STARTING a new interaction with the subscriber. We'll get to that momentarily. But first, here are a few examples of the opening sentence template...

- *"As much as I hate to tell you this,* ***today's lesson is the final installment of this eCourse.****"*
- *"As much as I hate to tell you this* ***today is where I bid you a fond farewell and ride off into the sunset.****"*
- *"As much as I hate to tell you this,* ***you've reached the end of the eCourse today...and I must say 'goodbye.'****"*

What you are going to do with your final lesson in the ecourse is to get the subscriber into another automated system, whereby (a) increasing your chances of converting them into a customer, (b) exposing them to new offers.

The template is an easy fit for that very thing. Watch how it works...

As much as I hate to tell you this, today's lesson is the final installment of this eCourse. So, I must say "goodbye" for now. Unless, you don't want me to go. :-)

Actually, while today's message IS the final one you'll be receiving in this series, I do have an additional freebie that's available to you..

…If you want it.

I've put together a completely free report, " Six Steps To Six Figures With List Marketing" that I'd like to give you as a gift for reading all of the lessons in this ecourse.

All you need to do in order to access the report, is go to www.yourwebsitehere.com

See the idea here? The idea is to use the FINAL message in the ecourse to get them into another system where you continue working with the subscriber. You continue educating them and informing them with your quality content and you continue exposing them to your offers and sooner or later they will buy.

That's a fact. The more exposure you get with them, the more likely they are to trust you (based on your useful information) and the more they trust you, the more likely they are to bite on your recommendation. And that means "cha-ching!"…Profits for you. So, use your final lesson to get them into another system.

Here are some suggestions...

- **An eBook**. In your final lesson, offer a free eBook that promotes your products, or is coded with your affiliate links to promote other peoples products.

- **Another eCourse**. How about another eCourse? "If you enjoyed these lessons, then you are sure to love the XYZ eCourse that is available at..."

- **A free trial**. Work with an affiliate program that provides a SERVICE and make arrangements for them to offer your readers a free trial period for evaluating the service. If your readers continue using the service, then the affiliate program owner pays you a commission.

- **A demo software**. Here's a great idea. Find an affiliate program that sells software that has a DEMO available. Begin giving it away (with their permission, of course) and provide information for your readers to upgrade to the full version through YOUR AFFILIATE LINK.

- **A report**. You already saw this in the previous example where I offered another report. The final lesson is a great place to offer a report.

The key here is to just get them into another system by offering them another free eCourse, a free eBook or a free trial service or a free report -- something to keep them listening to YOU and YOUR OFFERS.

Converting Subscribers Into Buyers

We're at the final step of creating a profitable ecourse to giveaway. It's time to get everything fine-tune polished, and put on the finishing touches.

And that's what this step "Converting Subscribers Into BUYERS" is all about. Let's face it, you've got to have an OFFER in place before your subscriber can possibly become a customer, right?

- So, what is your offer?
- Do you have one, or more than one?
- Are you promoting YOUR product(s) or an affiliate program?

Regardless of WHAT you are going to promote in your eCourse, it's time to learn HOW to do it and the process is VERY simple. There are three basic ways to promote any product or service inside your eCourse.

1. A Sponsor Ad - If you refer back to the eCourse lesson template design that I provided you earlier in the course, then you'll notice that immediately preceding the featured article lesson of the day, is a SPONSOR AD section.

I don't SELL these ads, I USE THEM MYSELF. I insert an offer for one of my own products, or for an affiliate program that I am involved in. That's one way for you to earn income with your eCourse lessons. Make an offer in the sponsor ad position of your series of messages.

Of course, if you have a sizeable list you can sell the ad space if you choose, but the BEST option is to use this space to promote your own offers -- either YOUR products that you are selling (if you don't have any, then **go here to get a huge package of 218 resale rights products...**

http://www.pluginprofitsformula.com/get-resale-rights/

Or you can include a link to an affiliate program you are promoting.

2. Content - The most obvious way of promoting a product or service is through the content of your ecourse itself. That means, weave in your offers as you provide information to the reader.

For example: In the last paragraph from the previous Sponsor Ad technique, you'll notice that there is a sentence that reads…

> "*(if you don't have any, then* ***go here to get a huge package of 218 resale rights products…***
>
> ***http://www.pluginprofitsformula.com/get-resale-rights/***

That's another example of weaving an offer into your content. Nothing pushy, and no "in-your-face, you got to buy this" hyped up sales tactics. Just strategically placed, no pressure offers place throughout your content.

3. The P.S. At the end of each lesson, include a P.S. Inside your post script, make a quick offer. It doesn't need to be much. Here are some examples...

Example A:

P.S. How would you like to learn how to get instant access to over 218 products you can sell as your own and keep 100% of the profits. Find out more at…

http://www.pluginprofitsformula.com/get-resale-rights/

Of course, your P.S. works best when it is DIRECTLY related to the content of that lesson. Weave in an offer that goes along with the information you just shared, and you've got a winner. And that's how you actually earn profits by creating and giving away free eCourses.

Quick and Easy Tips for Ecourse Success

Tip #1 - Keep them hanging on.

Here's the thing: you WANT your subscribers to read EVERY issue of your eCourse, right? After all, they can't be exposed to your offers if they don't read your messages. So, you've got to keep them interested in your mailings. You've got to keep them anticipating the information that you are going to provide.

Now, of course, this DEPENDS upon your providing quality content in each of your eCourse lessons. So, that's the foundation. Don't proceed any further until you've accomplished that.

But, after you feel confident that your information is solid, there are a couple of additional things that you can do in order to keep your subscribers interested.

First, you can provide an overview in your first lesson and even in several of the additional lessons. This "overview" is just that -- it's an overview of the coming content that you'll be sharing. If you've got intriguing titles for your articles or lessons, then share those in the overview. If there are certain secrets or techniques or ideas that you'll be sharing that are of significance, then let the reader know. Inform the reader of what they can expect throughout the lessons.

AND SAVE THE BEST FOR LAST. Did you catch that: it's of MAJOR importance. Save your best article, your best tip, your best lesson for the last one of the series. And let the reader know throughout the eCourse that the best is yet to come. Remind them that the final lesson is going to be incredible and you'll have them reading to the very end!

The second thing you can do is offer a "look ahead" at the close of each day's lesson. As you are wrapping up each day's message, let the reader know what is coming in the NEXT lesson and make it attention-grabbing and provocative. Give them something to be excited about and to anticipate. You want to keep them on the edge of their seats. So, let them know in tomorrow's lesson you'll be revealing something of special importance to them about your topic. And then deliver what you promised.

Tip #2 - Follow-up in the future.

So, you've got a 7-day eCourse. What happens after the subscriber receives all 7 of the messages? Now what? Is it over? Is this the end? No way! It's just the beginning.

"Keep Sending Email To The Them Even If They Don't Take You Up On Joining Another One Of Your Lists!"

Never STOP emailing the people on any of your list unless they unsubscribe. As long you send them information that is related somehow to what they originally received from you and is helpful to the reader you should continue to publish REGULAR and CONTINUED mailings to them.

Send all of your archived subscribers articles, reports, new ecourses and of course product. You should always maintain contact with your subscribers long-term, unless they unsubscribe of course.

Anytime I mail an additional message to my archived subscribers, I make certain that I let them know WHY they are receiving the message. I.E. *"This message is for graduates of the 'Master Email Marketing eCourse. You are receiving this email because you completed the MEM eCourse. Removal instructions are at the close of this email.*"

Following-up with subscribers is one of the easiest ways to earn profits from your eCourse. Your eCourse BUILT A LIST FOR YOU -- so, use it. I'd even preprogram some messages at daily, weekly bi-weekly or monthly intervals for a full year. (Most auto-responders will let you do this) With that system in place, you can have automated follow-ups with your subscribers for 12 full months without lifting a finger!

Note: To learn how follow up with your ecourse subscribers very with an ongoing newsletter subscription very smoothly revisit *Step #2. Remind Them Of The "Ongoing Subscription"* from the earlier lesson on *"Maximizing The Use Of Your Auto Responder To Save Time And Improve Customer Service?"*

Tip #3 - Diversify and Cross-Promote.

Who says that you can only have ONE eCourse? May internet marketers use plenty more than that! And their lists continue to grow as they create more and more of them.

So, expand your operation and create several eCourses. Then, use those eCourses to cross-promote each other. In other words, in the final lesson of eCourse A, mention the availability of eCourse B and you'll keep your profits coming in!

Tip #4 - Launch a Marketing "Virus".

One of the most critical things you can do to earn income from your eCourse is to use it to launch a marketing virus. It's very simple to do this. Simply allow other people to give the eCourse away and allow those who receive it from them to also give it away as well.

In fact, let anyone who ever comes into contact with your eCourse begin giving it away to their list of subscribers, contacts and friends. That's how a marketing virus works. You give it away to people who in turn pass it on to others who in turn pass it on to still others. Everyone keeps passing it around and soon your eCourse is in the hands of thousands of people that you don't even know!

All you need to do is include a note in each day's lesson that informs the reader that they have the right to load the ecourse to their own auto-responder system and begin giving it away, as long as they don't alter the eCourse. They can offer it as a bonus for a product they sell, as an incentive to get people to join their newsletter list, as a method of generating affiliate sales, etc.

If the eCourse promotes YOUR products, then you should definitely let them replace the links in the eCourse with their affiliate links for your offers. This gives them an added reason for distributing the eCourse as they'll earn a commission from you on sales generated through their efforts.

Creating Free Reports To Giveaway That Build Your List

Let's look at some ideas to get you started writing your own free reports, shall we? I'll even give you some examples to jumpstart your brainstorming. The examples are excerpts from REAL reports, so feel free to use the information provided in them.

Report Idea #1 – Create "Tips Or Ways" Reports

This is one of the easiest typed of free reports to create. All you need is a handful of themed tips with a 3-7 sentence explanation for each and you've got a ready-made report.

Of course, the more detail you can provide for each tip, the better. Just remember that the CONTENT is the most important part of your report. Don't waste a lot of space on meaningless filler – just give the reader the "meat" of the subject matter that they are looking for. If you feed them well they'll keep visiting your place for more food.

And sooner or later,

…they'll ask for dessert too and that's when you'll make the sale.

To give you an example here are some "tips/ways" reports that I have seen floating around the web…

- "7 Ways To Generate More Website Traffic"
- "12 Web Design Tips You Can Use In Less Than 30 Seconds"
- "5 Incredible Ideas For Earning Profits Through Free eBooks"
- "22 'No Brainer' Ways To Earn More Sales Online"
- "9 Inside Secrets For Overnight Success On The Web"

Each of these reports is 2-5 pages in length. And each tip only has 3-7 supporting sentences, but all are rock solid in their content. The idea of a free report is NOT to provide an in-depth explanation (you want them to make a purchase for that!) but rather to …

1. Provide ideas and examples and resources that are useful to the reader.

And …

2. Encourage the reader to dig deeper by looking into whatever offer you are presenting.

Example from a "Tips or Ways" Report:

"10 Thirty-Second Changes That Spell P-R-O-F-I-T"

Change #1

Create a pop up style Hover Ad. Research shows that installing a "Hover Ad" (also known as a "Hover Window") can increase response rates up to a staggering 1300%. You can use hover ads to promote your favorite affiliate program, your newsletter, your own products or services, a joint venture project, an eBook you are giving away, a product you have reprint rights to or anything else you want to get the viewers attention focused on.

One interesting trick for hover ads is to place an ad for a free membership along with a secret username and password in the hover ad window. When users login using the free password they receive your free reports and strategically placed product offers.

You can obtain more information on creating and installing hover ads on your website at…

http://www.instantpopover.com/?youraffiliateID

Do you see how easy it is to provide quality tips and at the same time use those tips as a foundation for making referrals to product offers? Remember the formula for success online is…

Quality Content + Product Referral = Profits.

But, that's just one way to write reports. There are many others…

Report Idea #2 – Create "How To" Reports

This report idea generator is the classic "how to" report.

I've read many of these types of reports lately and they include titles such as…

- "How to Write Killer Advertising"
- "How to Create The Perfect Selling Machine Website"
- "How to Convince Others To Buy What You Are Selling"
- "How to Earn More Profit In 5 Easy Steps"
- "How to Generate 1500% More Website Traffic in 72 Hours"

In this particular kind of report, you just explain "how to" do something.

Honestly, people want this kind of information probably more than any other. So just focus on a hot topic that your target market is interested in and provide a step-by-step tutorial for them to follow and they'll begin to trust you enough to buy based on your recommendations.

Example from a "How To" Report:

"How To Earn $100,000 Per Year By Selling Your Own Software On The Internet"

Believe it or not, YOU -- the person with absolutely ZERO experience in software development, can actually earn up to $100,000 per year (and more) with your very own line of software products.

In fact, you can do it in three easy steps…

OK, so here's where you say "How am I supposed to do that?" When I tell people they can develop their own software, that's the most common response.

So today I am going to give you three quick ways to get your very own software product to sell online within the next month.

Method A: *Develop it yourself. Yeah, I know. You skipped class the day they taught software development in high school. Not a problem.*

While this is usually not the best option for newcomers to the software industry, it IS a possibility. That's why I have completed an entire manual devoted to showing average, ordinary people how to create and sell their own software.

So, if you are the kind of person who would rather build your own deck instead of hiring someone else (I.E. Your middle name is "Do-It-Yourself" then I recommend taking a look at my software creation manual "Niche Software Success" available at…

http://www.nichesoftwaresuccess.com

Method B: *Have a professional do it for you. I have personally used this one many times by having trained software programmers create EXCLUSIVE software that is licensed and copyrighted under MY name and company only.*

Here's how it works. You pay the developer a flat fee to create the software, and then it's yours. You do whatever you like with it from there.

Where can you have this done? I knew you'd ask. I personally use http://www.scriptlance.com or http://www.rentacoder.com. These are popular websites site that allow you to post your project for professionals software developers from around the world to bid on. Short version is, you select the bidder that is best suited to meet your needs (price, quality of product, deadline, etc.) and you and the programmer work together through the websites message board feature until the project is complete to your satisfaction. The programmer creates your software, you pay them and you're on your way.

These websites are free to join and it doesn't cost you a penny to post your projects. The only fees are paid by the programmer who wins

your project by bidding against other developers (the programmers are competing against each other just like you would compete against other prospective buyers of an item being auctioned online at a site such as eBay). You don't pay anything except for the agreed upon price for the project.

NOTE: If you decide to go this route, then I recommend my latest manual as it contains all the information you'll need when having someone else develop your software for you. You'll need to know the legal side of things -- how to make sure you get what you are supposed to, especially when it comes to your licensing rights and copyrights.

You can find out more about this invaluable guide at…

http://www.nichesoftwaresuccess.com

Method C: *Buy reprint rights to an existing software product. This one is the easiest, but it can also be the most expensive. You can simply approach owners of existing software and inquire about purchasing a reprint rights license that will allow you to sell the software and keep 100% of each sale.*

Expect some insane prices ($10,000 - $500,000).

However, you can oftentimes find great deals on reprint rights software if you take the time to ask around.

Now, did you notice the underlying formula that was used to write this report?

Quality content + Product Referral = Profits.

It's a formula that I keep mentioning over and over again simply because, it works.

Report Idea #3 – Create A "Resources" Report

This is, without a doubt, the EASIEST of all free reports to write. It might take you just a bit of time to do your research, but there's no question about it, ANYONE can write this kind of report.

Here's some example titles of resource types of reports that I've come across recently…

- "18 Tools Every Web Marketer Should Have In The Toolbox"
- "7 Places To Receive a Free Review of Your Website"
- "13 Forums To Find Free Expert Answers To Your Questions"
- "22 Websites Were You MUST Advertise Your Business"

Now, you can create two different kinds of resource reports… the short version and the long version. I'll give you an example of both…

"57 Free And Low-Cost Traffic Building Resources You Can Begin Using Today!"

VIRAL MARKETING TOOLS
Instant Boost: http://www.instantboost.com
Linkscout: http://www.linkscout.com

FORUM TRAFFIC
http://www.conqueryourniche.com

BLOG TRAFFIC
Blog Rush: http://www.blogrush.com

MEMBERSHIP SITES
NetBreakThroughs: http://www.netbreakthroughs.com

SOCIAL NETWORKS
Stumble Upon: http://www.StumbleUpon.com
Digg: http://Digg.com
Facebook: http://www.facebook.com

MY FAVORITE FREE TRAFFIC METHOD
Joint Ventures: http://www.thetruthabouthomebusiness.com/jvpower

That's the short version. The short version will work, but if you aren't careful, it will appear like you are doing nothing more than posting a bunch of your affiliate links.

I prefer the long version. Takes a bit longer to write, obviously, but it is a much better received report.

Here's an example of the long version…

"57 Free And Low-Cost Traffic Building Resources You Can Begin Using Today!"

VIRAL MARKETING TOOLS

Startblaze: *Mark Joyner, one of the web's most successful marketers, has launched a tremendous viral marketing tool that can easily generate thousands of extra hits to your website. When you join – it's FREE – you will receive a unique webpage link to share with others. You simply setup a special startpage, input the webpage you want traffic sent to and you're ready to begin. Takes less than 5 minutes and it won't cost you a penny. For more information visit…*

http://www.startblaze.com

(…Repeat by writing a short description for all of your resources)

With the "long version" you simply add a brief description to each of the resources. It doesn't need to be as long as the one's I've used as an example, it just needs to explain what the resource does…and if it's FREE then definitely include that in the description.

These reports are HIGHLY sought after if done correctly. Everyone is looking for a "Rolodex-style" report that provides them with specific links and locations of resources that will aid them in their work or play. We all want to do things better and faster and easier -- and if you can show us how, then you've got our attention.

Report Idea #4 – Interview An Expert

Talk about an *easy* report to create. In this one, someone else does 99% of the writing for you! This idea has been around for quite a while and that's because the concept works.

Here's the "quick tour" of how to do an interview….

> **Step One**: Develop a list of 10-25 "burning" questions. First things first, you write down a list of a dozen or two (depending upon the length of the report) "burning" questions for your interviewee to answer. When I say "burning" I mean questions that 99% of the free world would like to know the answer to.
>
> In other words, they're HOT. These are the things people want to know.
>
> You'll want them to all be targeted towards one theme, particularly a very specific niche. For example don't ask general "Web Marketing" questions. That's too broad. Ask questions about "affiliate programs" or "joint ventures" or "newsletters". And even those can be narrowed down to "Building a newsletter", "Profiting from a newsletter", "Generating new subscribers to your newsletter" and so on.
>
> The point is to be as specific as possible in your themed set of questions. I also would recommend keeping your interview to about 10-15 questions. Otherwise, your interviewee might not want to do the interview because it might take too long.
>
> **Step Two**: Find an "interviewee" who is a well known "expert" in the field as you'll want to find someone who is "in the know." You don't want your questions being answered by a rookie. You want a seasoned vet who knows his or her stuff.

When I create interview style reports, I usually make a list of my "top 10" experts in order of who I want to answer the questions the most. Then, I contact them all ONE at a time until I get one of them to agree to answer my interview questions.

NOTE: You might be thinking to yourself "Why would an expert want to be interviewed by you?" "What's in it for them?" Well those are valid questions that you'll need to be ready to answer. At a minimum they should get a very nice bio and link to their website and the right to distribute the finished report or recorded interview in any way they wish. *(For more ideas on convincing experts to do an interview with you refer to the lesson titled "Interview An Expert And Record It" in Module #5.0)*

Step Three: Send the interview questions to the expert with a "polite" deadline. A quick email will get the questions in the experts hands. Be polite, but also stress a deadline of when you need it returned at the latest. Also make certain you give them ample time to complete the interview.

Step Four: Compile that free report and get it circulated! We'll talk more about that in an upcoming section.

So, there you have some ideas for HOW to write your free report by determining the "type" of report that works best for you. Now, it's time to begin fleshing out your report.

How To Write Your Reports Fast

Write A Very Simple Outline And Fill-In-The-Blanks Later

Before you actually start writing the report, you'll want to write a very simple outline. Later, you'll simply "fill-in-the-blanks" to complete the report. Yes is the very same technique used for creating products that you want to sell.

Most people just skip right through the outline and they end up with a report that doesn't make sense, doesn't have a nice flow from point to point or they get frustrated and quit.

Well I don't want any of those things to happen to you!

So, I suggest just keeping it simple and to the point.

Example:

Title of my report: *How to Build A Website In Under 10 Minutes*

Introductory paragraph: *Introduce report with a quick story.*

Step One: *Launch Web Building Software*
Give website link to download free software.

Step Two: *Learn The Software's Capabilities*
Share the basic functions they will be using
Include OPEN, SAVE, PREVIEW, PUBLISH, LINK, TARGET, IMAGE, FONT, STYLE, TABLE and SPELLING tabs.

Step Three: *Open The Ready-Made Template Provided*
Tell them about how to locate the template
Explain how to save the template as new file

Step Four: *Make Your Changes To The Template*
Explain how to insert their own TEXT, LINKS and GRAPHICS.

Step Five: *Publish the New Webpage.*
Show them how to use the PUBLISH button to upload the webpage. to their hosting account. Give them alternative FTP software to use.

Step Six: Test Everything.

Conclusion

As you can see all you need is a simple outline to create a great report fast. If you are doing a "tips or ways" report, include each of the tips in your outline. If you are writing a "step-by-step tutorial" report, then write out each of the steps in your outline. Doing an interview? Write the questions down as a part of your outline. Mark any special notes or ideas under the appropriate section.

Believe it or not, just by creating an outline you'll have most of the work done. Filling-in-the-blanks between each of the sections of the outline is the easy part.

NOTE: If you aren't familiar with any topic at all relating to your target audience, then do some research. Visit your favorite search engine and do a keyword search for the hot topic. Read existing articles. Generate some ideas. And then write your outline.

Got your outline done? Great!

Now, it's time to give it a good title...

Choosing A "Killer" Report Title That Draws Readers In

Here is where a lot of people blow it. They have a wonderful report. It's filled with great insight, loaded with great content, and 99% of the people who read it will love it.

But they've given it a very bland title such as the following…

1. "My Article by Me.

2. "Dental Care."

3. "Search Engine Secrets."

4. "Make A Lot Of Money."

Yawn. Is it naptime already?

Seriously though, your title should make me want to take a closer look. Say it with me now, "Your title should make me want to take a closer look."

"My Article by Me" doesn't get it done, does it? And I might very well want to learn how to avoid tooth decay, but *"Dental Care"* doesn't make my eyes zoom in for more than a half-second. And *"Search Engine Secrets"*, oh no! Not another "search engine secrets" report! And finally *"Make A Lot Of Money."* Hmmm… Where have I heard that before?

Again, your title should make me want to take a closer look – **it shouldn't make me want to look the other way**. Now, the good thing is it's very easy to create titles that make people to want to take a closer look by making just a few small changes. Let's spruce up those previous examples.

"My Article by Me." Ok, so there's no hope for that one. Let's move on...

"Dental Care," So what's the point of this report? Well, if it's to show people how to avoid tooth decay just say it! "How to Avoid Tooth Decay." If it can be done in less than 30 seconds a day by rinsing with mouth wash? Then we have "How to Avoid Tooth Decay in Less Than 30 Seconds a Day" Now, that's a much better title! It offers the reader a big benefit that can be gained quickly.

How about, "Search Engine Secrets?" If you've been in the internet marketing arena for any amount of time you know that this title reeks of hype, outdated information and impossibilities. We've simply got to do something with it. So what are you showing the reader exactly?

Oh, you are talking primarily about recent changes Google has made to the way that they rank websites?

Great, then you can re-title this report as, "Google Ranking Secrets." Now you also know for a fact that this information isn't outdated because it was just wrote it 2 days ago when Google announced they would be making changes to the way their ranking system works?

So how about…

"Brand New Google Ranking Secrets Released 2 Days Ago."

Abracadabra! You've just worked some title magic.

Lastly we have, "Make a Lot of Money." How can we make this one work? Well won't even discuss dollar amounts, because most people won't believe you. So just tell the reader specifically "How he to make a lot of money."

Is it by launching a newsletter? Then just use a title such as, "How to Earn Extra Income With Your Own Newsletter."

What does it involve? Oh, you're going to show him how to do it in in 5 steps?

So how about…

"5 Steps To Earning Extra Income With Your Own Newsletter."

Do you see the point? Your article title must make me want to take a closer look!

Of the two following about joint ventures, which one would you read?

1. *"How to Market Your Products."*

Or…

2. *"How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Of Last Month!"*

The second title is much more attention grabbing. Sure, there are some people that want to learn how to market their products...

...but almost EVERYONE business owner would want to sell 300% more of their product in 3 days than they did for the entire previous month!

Just remember that your title should be able to answer YES to these three checklist questions...

- **Does the title leave the reader wanting to take a closer look?**
- **Is it appealing?**
- **Does it grab their attention?**

You want to make certain that your title conveys some thought or some image that makes the reader think, "I've got to find out more."

Does the title promise to meet a need of the reader? People don't care about your report. And they certainly aren't actively looking to buy something from you (at least nor right away). All they care about is "What's in it for me?" Are you going to meet their needs, wants, or desires? And… Does your title let the reader know about it?

Does the title offer specific information? Specifics sell. "358% Increase In Sales" is MUCH better than "Increase in Sales". "How to Earn a Profit in 3 Easy Steps" is MUCH better than "How to Earn a Profit" so always give them the specifics in your title.

Okay now that you've got your, "take a closer look" title in mind, let's talk about writing the actual report!

Write An Attention-Grabbing Opening Sentence

One of the things that will at a minimum get your readers into the actual meat of the report is to suck them in with an attention-grabbing first sentence.

The power of curiosity is very compelling. It is almost hypnotic. If you can use some kind of attention-grabbing opening sentence or opening paragraph to make the reader think, "I've got to find out what this is all about" then you've got them glued to your report for basically as long as you want. And,

well written supporting paragraphs will have them reading until the very end.

Consider using these kinds of opening sentences that draw people deeper into your report...

- "I bet you would have never guessed it either."
- "I just couldn't believe that it really happened."
- "No one could have predicted this."
- "All of the experts finally agreed on something."
- "99% of them were wrong when I asked this simple question"
- "I shouldn't be telling you this."
- "You've been lied to and now the truth is coming out."
- "Are you making this mistake in your business?"

You see, all you need is an attention-grabbing opening sentence to pull them in. Anything at all that triggers that psychological response to find out more. Human beings are curious by nature. All you've got to do is trigger that curiosity with a well placed sentence. It doesn't have to be a paragraph. No fancy words or flowery phrases. It doesn't have to rhyme. It just has to say, "You've got to read more!"

I can guarantee you that if you can master this tactic, you'll have readers diving a bit deeper into your articles at the very least. Now just weave in some helpful quality content after the first sentence and you've got a winner.

So how do you do that?...

State The Primary Objective Of The Report By Introducing A Problem

To put it simply all you have to do is very briefly share a problem and explain that the information in your report will help them solve that problem.

Example:

> *"One of the biggest problems that most eBusiness owners face is generating traffic to their website. It seems like everyone has "ideas" - but these "ideas" don't seem to be producing results.*
>
> *Finally, someone is going to show YOU some tactics that really produce results. So here are thirteen easy ways you can attract more visitors to you website..."*

Now, there are a couple of things that I want to quickly point out here.

1. I Targeted My Audience

First, did you notice that this introductory paragraph was TARGETED to a specific audience?

What was that targeted audience?

It was "internet business owners." This is important because now the reader feels like this article is written especially for him or her. The information isn't just for anyone.

Do you have a Pet Owners newsletter? Then mention "pet owners" specifically in your article. Do you write articles for wrestling fans? Then mention "wrestling fans" somewhere in your opening paragraph. Remember you should only be building an email list targeted to a specific group of people. Make sure your Title, Opening Sentence, and Opening paragraph allows readers to understand that you are sharing "tips" or a "tutorial" that is of utmost importance to them, because it was created specifically for them.

2. Write About Hot Issues In Your Target Market

Secondly, did you notice the problem mentioned? The problem was "generating traffic to their website." This is a hot issue and unless you are a marketing Guru then you probably face that problem. So, naturally, if

someone is going to show how to overcome the problem, you'll want to read on.

The reason that I am pointing this out is because these two things will ALWAYS get the people to read further into your report. You can take that to the bank, my friend. If the reader of your report is in the targeted audience and you focus on a hot issue, It is virtually IMPOSSIBLE for them to not read your report in its entirety.

It would be kind of like a cat seeing a mouse and it NOT wanting to chase it. Or like a 4-year old boy NOT wanting to run full speed from one end of the house to the other. Or like a weekend golfer NOT wanting the chance to play a round with Tiger Woods. In other words, target your audience and touch on the hot issues and your report WILL be read.

Also if you target audience, talk about a hot issue, and present a problem from the beginning…

Then, there is an easy transition from the presentation of the problem to the resolution of the problem. Basically what you're saying is "Here is the problem and here is how to solve the problem." And immediately, you can move into the main content of the report.

Building Your Content By "Filling-In-The-Blanks" Of Your Outline

Next, you'll just need to write 2-4 sentences for each of your "tips" or "steps." Or, you'll list your resources and a brief description. It doesn't need to be anything fancy. Just state the facts. Think of yourself explaining something to a 5 year old and give very clear, detailed instructions.

NOTE: If you have done an "interview" style report, this part is done! Your interviewee has provided you with your content by answering your questions. See how easy this is?

One of the keys to making your writing easy is to simply divide up the content. You've got your outline and let's say you'll want to use around 1000 -1500 words for your article. If you have 10 "tips", then each tip will consist of about 100 -150 words. Once you factor in your short introduction and your conclusion, you are probably at about 75 -125 words per tip. Divide up the number of words by the number of "tips" or "steps" that you have so that your report is somewhat proportional.

That's the great thing about writing "tips" and "steps" reports - you don't need to write paragraph after paragraph about each point - just a few sentences on each point will do fine.

There are a couple of things that you'll want to remember to do when building your content...

Write With Someone In Mind

When you write, use pronouns as much as possible, specifically the word "you." What I have found to be the best way to write in this style is to pretend like you are writing the article to a specific person. It doesn't matter if it's your Aunt Judy or your Dog Spot. Do this and you'll find that you'll use the word "you" a lot and when people read the report, it will appear that you wrote the article just for them, instead of a general group of people. This is a much easier report for them to read and a much more effective way for YOU to create a connection with the reader.

Inject Your Own Personality

Make certain to be yourself and to write with your own style. Don't be afraid to share a personal story or mention personal tastes. Let the reader get to know you. Your reports and articles are a great place to build relationships with your readers. You aren't just a nameless, faceless individual behind the screen of their computer, but you are a real live person who goes through the same kinds of things that they do.

Remember again, you are not trying to write an Encyclopedia. This isn't a 20-Volume set. It's a report so it doesn't have to be 500 pages long. Just provide HELPFUL, QUALITY CONTENT because all your readers really want is information they can use.

Now let's discuss how you can "fill-in" your content without taking away from its quality by adding in a bunch of needless fluff?

Include References To Free Resources Available Online

Throughout your report, you'll want to mention free resources that are available on the Internet that your readers can access. For example, in the previous "ways to generate website traffic" example, I could include the following paragraph...

> ***FREE Traffic:*** *There is a great new tool from noted web marketing guru "Mark Joyner" that automatically generates 100% free traffic to your website. I tried it myself and immediately generated an extra 100 visitors a day. Visit http://www.mywebsite.com for more details on this service.*

So, did you notice how much space that took up? It was four sentences and forty-five words to be exact. See how easy it is to build content? All I did was mention a free resource and I easily wrote 1/30th of the entire report.

The important thing is to mention free and low-cost resources. It doesn't matter what topic you are writing about, there is almost certainly some freebie or low-cost resource available online that pertains to it. Find it and share it in your report. Don't know where to find it? Go to your favorite search engine and type in "Free _____" and fill in your keyword in the

blank spot. Looking for free eBooks to highlight as resources in your report? Then search for "free eBooks." You're bound to turn up something, regardless of what you are writing about. I usually try to highlight 2-3 free resources at the most, in my reports.

You want to include free resources because they are GREAT to mention as benefits in the advertisements of your report (we'll talk more about that later). However, you don't want too many free resources. After all, you want to SELL your customer something and earn money from the offers you put inside the report. So, use freebies sparingly. And see the upcoming paragraph -- it's important!

What really works best is to find free resources that will in some way benefit you as well as the reader. Do you know someone giving a free one-month trial to their service? Join the affiliate program and use that as your free resource. Is there an eBook that can be customized with your affiliate link that earns you a commission every time someone visits the website and makes a purchase? That's a great freebie to mention.

Find a free resource that also offers an upgrade and link to the free resource through their affiliate program. That way if your reader visits the free resource and decides to buy the upgrade, you'll earn a commission.

Soft Sell Your Own Products Or An Affiliate Program

While you want to focus more on providing quality content than cranking out a sales letter in your reports, you will want to mention at least one product that you'll earn more from if the reader buys,

When I say "soft sell" I mean any kind of selling that doesn't look like blatant selling. In other words, you mention a product without coming right out and saying, "buy this."

Instead you're going to use a little creativity to weave in your own product offers or an offer for affiliate program you are promoting in a subtle way that sill generates sales.

For example, earlier in this module I've already given you several different examples of the "types" of reports that you can write. But did you notice that in each of those sample excerpts there were "soft sell" advertisements for various products and affiliate programs. Go back and reread "Report Ideas…" #1-4 to see how the links to the offers were blended into the content.

That's what you'll want to do here… blend in your offers.

Think of it this way. When you begin to make a milkshake, what do you do? You take milk and you take ice cream. They are two separate items. You place them into a blender and they slowly lose their own identify and they become one to create a milkshake. They are no longer just "milk" or just "ice cream" individually, they have become something new.

That's what you want. You don't want to present the content just by itself, and you don't want to present the offer just by itself either. You want to carefully blend the two together so they appear as one body of work almost as if they never even had two separate parts.

Write It Up With A "Lingering" Closing

In your closing paragraph you want to write something that the reader will remember for a while. Something they'll think about for the rest of the day. Something that gives them an idea to pursue or some task they can complete. Something that gets them involved.

When you do this, they'll remember you. We read and re-read reports that are important enough to motivate us to take action. If you show someone how to do something that they can actually do, then they'll read your next report and you'll keep them on you list for as long as you provide information that the can actually use. And they'll probably spend some money with you.

Ask A Motivating Question

I love to close out a report with a question. For example..

- *"Are you going to sit there and be miserable, or are you going to take action?"*

- "Will you join the ranks of those who fail, or are you going to put into place the things I just showed you."

Encourage some kind of response. Motivate your readers. Light a fire under them. Prompt them for some kind of action. It's easy to issue a challenge by simply closing out with a motivating question.

Prompt The Reader To Get More Information

Another thing I like to do is direct someone on how to get "more information."

For example I might write…

> *"This report is just the beginning. If you want to dig deeper, explore all the options and see the big picture, then here's what you need to do to get more information..."*
>
> *Or…*
>
> *"What makes this system even easier to follow is the great software that is available at www.mysite.com."*
>
> *Or…*
>
> *"When you have your article written, come by www.mysite.com and I'll show you how to get it into the hands of ten thousand publishers to get you tons of free advertising."*

As you can see this is a great way to get them to your website, to point them towards a product, to get them to request another free report or to download an ebook.

Get the idea?!

A good report and an offer can be a powerful one-two marketing punch. So always close out your article by directing the reader to take action.

Blatantly Advertise Your Product Or Affiliate Program Through A Sponsor Ad

I mentioned something earlier that I wanted to cover and that's blatantly advertising your product without turning off your readers. Now, just like in an eCourse, at the very beginning of your report, you can include a sponsor ad in the report that basically promotes anything you want.

It isn't intrusive, it isn't uncommon and of course it isn't a required purchase on the part of the reader. But, it IS a great place to promote your favorite offer simply because the reader WILL see it. It can't be avoided.

If you, create a report as a .pdf document that has several pages then you can add a sponsor advertisement at the top of each of the pages, giving you multiple opportunities to sell the reader on your offers.

Another way to advertise is to setup a "Suggested Resources" list at the end of your free report. Have these resources somehow tie into the subject of the report and you'll have more chances to earn sales.

See how easy this is?

Tip: Preparing The Report For Distribution

You'll want to prepare your report for future readers to access. Have you thought about how you'd like to deliver your report? Will you give it away as a short .pdf "ebook" or would you rather set the report up on your auto-responder? If you give it away as a .pdf ebook just upload the .pdf file to secret directory on your website and put the link to it in the welcome message of the first email that your auto-responder will send out. For details on why and how to turn your documents into .PDF files, see the lesson titled "The Portable Document File, Or PDF File Extension, Made Possible By Adobe Acrobat" in Module #6.0

Module #12.1: Email Marketing

"Using Squeeze Pages To Get People To Join Your List For Your Free Ecourse Or Report."

"Finally Getting The Name And Email Address - Part I."

The Squeeze page is written using the same principals as the Sales letter but it has a different purpose. The squeeze page is not designed to get your visitors to buy from you. Instead the job of a Squeeze page is to "Squeeze" the email address (or other contact information) out of the person at your website, with such a compelling pitch that they absolutely cannot resist and are almost hypnotically drawn in to your request for giving you their name and email address **before** they even get to see your sales letter.

A well made Squeeze page leaves nothing to chance and has only one very focused purpose. To get the person visiting your website to give you their name, email address, and join your list.

Now keep in mind, it will take practice by testing a few simple different headlines and compelling reasons why your visitor needs to opt-in. Again it's really no different that writing a sales letter. But this time it's a sales letter that is selling your free ecourse, or free report, or any other free offer to get people onto your list.

A Squeeze page is also often referred to as a "Lead Generation" page, or a "Name Squeeze" page. A Squeeze page usually consists of a headline, a short list of benefits and compelling reasons why your visitors should give you their name and email address to you, so of course a squeeze page will contain your opt-in form with fields for the visitor to input his name and the email address which can be easily generated with your auto-responder.

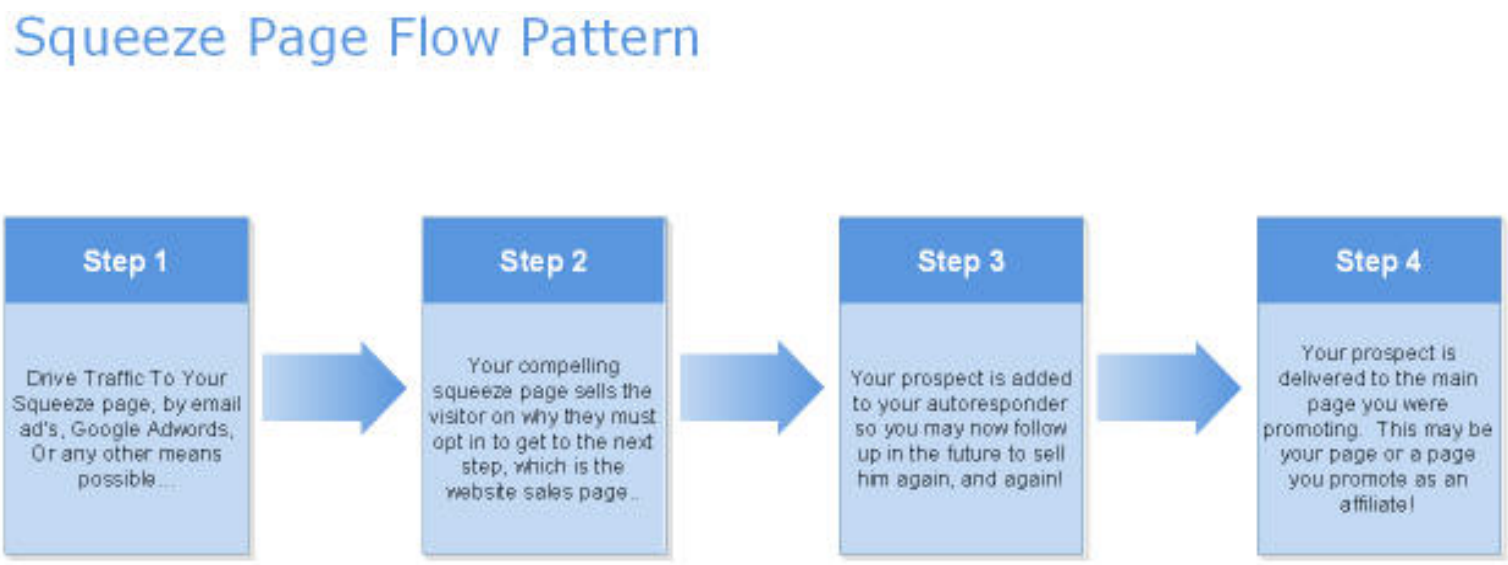
There are other elements that some people use such as audio, video, images, etc… to really improve opt-in conversion ratios. We highly recommend you try using audio, video and images on your name squeeze pages to see what works best for you.

Using a squeeze page is the ultimate way to collect the information of your potential subscribers so that you can later follow up with them over and over again until they buy your product or service.

You may have seen many of these squeeze pages all over the Internet and some may have been more appealing to you than others. One thing you need to remember though is that it doesn't matter what YOU like or what YOU think the layout of your Squeeze page should look like. The only thing that matters is what gets the highest conversion rate and more people subscribing to your email list.

The Essentials Of Your Squeeze Page

Before we go over the seven essential steps of Squeeze page success please take note of the squeeze page flow pattern seen in the image located here. This will allow you to get idea of exactly what it is we're trying to accomplish by squeezing the name out of any of the prospects that happen to come across your squeeze page before entering your main sales page or any page that you may be promoting as an affiliate.



The Seven-Step Squeeze Page Opt In Process

1. You Must Have A Compelling Headline.

Remember, just like the headline of your sales letter, the headline of your Squeeze page is what is going to pull the visitor deeper into your message and get them to take action and give you their name and email address. If you don't have a powerful headline, you probably won't convert a high amount of your visitors into subscribers.

Remember that the headline is what is going to actually get the visitor interested enough to read more and ultimately give you their contact information so don't mess this up because your message will never be read if you do.

2. The Bulleted Benefit List.

The benefit list is the group of benefits that are right under the headline that list in detail exactly what's in it for the visitor when they give you their email address.

Using this grouped list of benefits you're going to get them so excited that the only logical thing left to do will be for them to enter their name and email address in exchange for what you are going to give them.

Here I'll go over a few examples and we'll use fishing enthusiasts as the target market for this example.

Note: The first three words of each example can be used as a template to structure your own bulleted list for almost any subject.

- **The Secrets To** Casting More Accurately
- **Easy Way To** Know If The Fish Are Where You Are
- **Save Money With** The Purchase Of Simple Lures That Get The Fish Crazy
- **Spend Less Time** Replacing Hooks

Remember these are just examples you can of course think of more, less, or longer benefits to put on your own Squeeze page.

This is your chance after the headline to make such an irresistible offer that if your prospect leaves your site without signing up for your email list, they will feel like they've lost something big. If you don't make them feel the pain of missing out, chances are they won't subscribe.

3. The Call To Action.

The call to action is the statement after the headline and the bulleted benefit list that tells the prospect exactly what you want them to do. If you don't tell the potential subscriber what you want them to do, in many cases they will do nothing and leave your website.

Think about it. You've pulled them in with your headline, enticed them to want the information you have and now you need to tell them exactly what they need to do to get that information from you.

Here's a great example call to action:

"If you would like to grab a free copy of this must have information right away please enter your name and email address right now. Don't miss the opportunity to get this valuable information at zero cost to you, while it is still available."

4. The E-Mail Collection Form.

This is the form that you generate with your auto-responder software or from inside your auto-responder account if you use Aweber or GetResponse. These are the fields that are used to collect the name and email address of the person at your website.

There are a few rules that you need to be aware of that will increase the response of your signups.

Firstly, you want to only ask for the first name of the person because if you ask for the full name people seem to shy away from giving that information

much more than just a first name. A first name provides some form of anonymity for the subscriber but allows for some level of personalization that you can include in all your future email messages.

You also just want to ask for email address because if you ask for a phone number and or address you'll dramatically lower number of people that would have signed up by as much as 90%. It's a fact that people generally don't like being called at home by sales people and asking for the phone number is a big turn off in this age telemarketing. Besides, if you do ask for a phone number nearly half of the people will put in fake or invalid phone numbers anyway.

5. The "Enter A Valid Email Address" Notice.

This is the notice you need to give them that tells them if they don't enter a valid email address then they won't get the free information. In most cases you'll want to put this notice directly under the email and first name fields in red and bold font to make it stand out.

On the Internet, more and more websites are going to a "members only" type of model so they can get the email and contact information in order to follow-up with potential customers. This is a great thing because Internet users are pretty use to this.

Its standard practice for a person to hand over their email address in exchange for gaining members only access to a free service, tool or information.

But there is a big problem with this…

Many people will enter fake email addresses just to get past the signup page and get to the download page or information page.

For many businesses and websites, this is a real killer because they wind up with half of the emails that they've collected being bad addresses that either come back as undeliverable or arrive at someone's email box who didn't request information from you, doesn't know who you are and doesn't want to hear from you.

This can result in hundreds of Spam complaints and an email list full of bad email addresses. Not a good thing to even think about is it?

Well, there is a simple statement that you can use that will prevent people from doing that.

You are free to use this statement exactly as is…

"Please Enter Your Primary E-Mail Address As Details On How To Get INSERT YOUR FREE OFFER HERE Will Be Sent To Your Email Address Instantly."

That statement is very welcoming and even excites the customer to further take action while also making them conscious of the fact that they will be receiving this information via email so they know that a fake email will not work.

6. The Privacy Statement.

One thing you need to realize is that people are weary of giving out their email address because there are literally millions of spam messages sent every day. People don't like getting obscene, embarrassing, or un-requested message in their email and when they do, they can get pretty mad about it. So every time that a person gives out their email, they have a fear of getting on an email list and getting bombarded with a lot of email they don't want.

That's why your Privacy Statement needs to be written so that it takes this spam risk that your prospect is worried about and turn it around.

Here is a basic template of what works great to let them now that you respect their privacy.

> *"We HATE Spam. If you ever decide that our emails aren't serving you, you can unsubscribe instantly at anytime by clicking the "remove me" at the bottom of any email you receive from us. Also, we Respect Your Privacy, we promise to never share, rent, or sell your contact information to anyone ever for any reason!"*

While that may seem a bit lengthy for a Privacy Statement, it is very effective in building trust with the potential subscriber.

7. Rules Of Formatting.

You want to make sure that your site is centered in a table. This gives your site a good look, feel and lots of space on the left and right side. This will also make your site much more appealing to the eye and draw people into actually reading the text more.

When people come to a site that has no margins and see lots of text, they get intimidated and usually leave because they don't want to read a whole bunch of text. That's the nature of the Internet; People want their information fast and in an easily digestible format.

If it intimidates them in the least, they are out of there. Usually a one-cell table that's 600-800 pixels wide, centered in the middle of the page works exceptionally well and is quite pleasing to the eye.

Squeeze Page Case Studies

What we are going to do here is look at a few examples of great Squeeze pages so if you have anything that you're not clear about, this section will help you to fill in those gaps.

This will also emphasize the seven-step process to creating an effective Squeeze page, further engraining this amazing way of building a list into your brain.

Please pay close attention to the dissection of each page and always be in the mindset of "How can I apply this to my own Squeeze page?" That kind of thinking will put you into a creative mindset and bring about new ideas that you can use.

Case Study #1 – www.SuperSqueezePageGenerator.com

What Makes This A Good Squeeze Page?

#1 - You'll notice that there is a compelling headline at the top of the page in red which fulfills the requirement of step one. There is also a sub headline below that in black. While I didn't mention sub headlines, you can include one if you'd like but this is an optional step.

#2 - To the left of the page you'll notice the benefit list that gives a bunch of enticing benefits that the person will get in exchange for their first name and email address. As you'll notice they have used underlining and bolding to emphasize powerful words and phrases through the benefits which is a great way to keep your readers eyes glued to the page.

#3 - Next you'll see the call to action in the box to the right with the red dotted lines around it which emphasizes that's it's easy to learn all of these methods just by entering you're first name and email address. It tells the visitor exactly what they want him (or her) to do and emphasizes that it's easy while guiding the visitor to fill out the form.

#4 – Next is the name and email fields. Nothing flashy here which is good. Notice that they only ask for the first name allowing the visitor to keep some form of anonymity, which increases response.

#5 – You'll notice that they do not include a notice that says that the information will be emailed to them. I'm willing to bet that if they did this, they would get less Spam complaints and more responsive, deliverable email addresses.

#6 – Under the signup button you can see that they have a great notice relating to the fact that they do not share or sell your email address and will make sure that they never Spam you which makes it a much easier decision to give them your email addresses.

#7 – Now, this page has pretty good formatting. I never mentioned that you could include the signup box to the right of the benefits but it's clearly shown here in a very effective manner.

We read from right to left and from top to bottom and this page still follows both of those rules making it flow well to the reader. You'll also notice that

they have use a one cell, centered table with a white background adding contrast to the page.

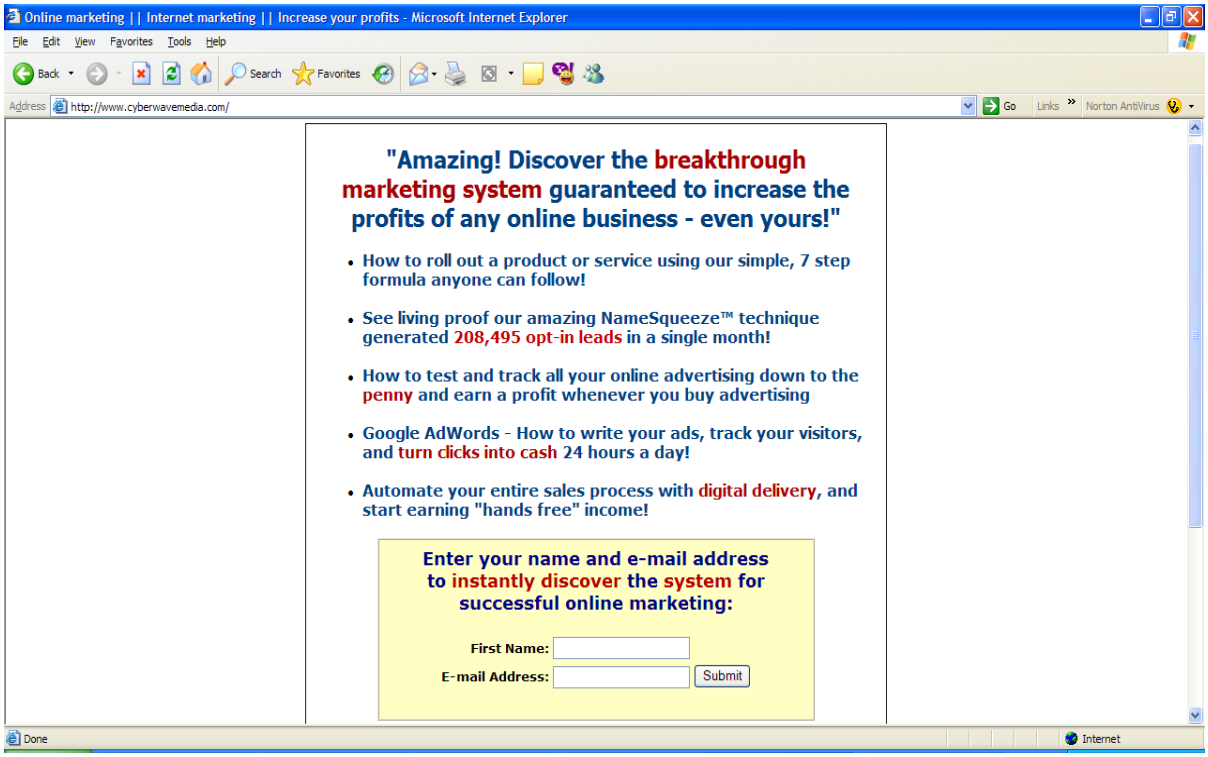
Another great thing about this page is the dotted box around the signup form that makes it stick out to the reader and is consistent with taking action. It looks like a coupon and if you've ever read a mail order ad or an ad in the back of a magazine you'll usually find these at the end of a sales message to be clipped out and used to take action.

All in all, this is a great Squeeze page that I'm sure gets an amazing response. Take close note of all of the parts of this page and think about how you can use them in your own Squeeze page. Remember, don't copy their page. You can model and adapt the ideas they used in their page to your own page but copying is definitely a big "no no".

Also the **Super Squeeze Page** technology allows you to ask a question and then deliver the customer to a page perfectly targeted towards them. This includes integrating the visitors name into the sales letter-

While this does take the usage of a special software like the one in the example at www.SuperSqueezePageGenerator.com we highly recommend this kind of squeeze page as it is one of the best converting setups out there.

Case Study #2 – www.CyberWaveMedia.com



What Makes This A Good Squeeze Page?

#1 – As you can see there is a very compelling headline that draws you directly into the page. Jonathan Mizel has been around for a while and is known as one of the first online marketers to use squeeze pages to build huge email lists with; definitely worth a look.

 # 2 – After the headline it goes right into a bulleted list that drives home a bunch of powerful benefits that practically force you down the page. He's used effective yet subtle color variations in the headline and benefits that emphasizes powerful words and remains smooth on the eyes.

#3 – You'll see that in the peach toned box that there is a call to action that tells them exactly what to do to get their hands on this information. Again, color variations to emphasize powerful words are used.

#4 – Take notice of the standard "First name" and "Email address" form only asking for the first name to promote a quicker, more care free decision for the visitor to part with their email address.

#5 – You'll notice that they do not include a notice that says that the information will be emailed to them. I'm willing to get that if they did this, they would get less Spam complaints and more responsive, deliverable email addresses.

#6 – You'll notice that they do not include Spam notice that tells the potential subscriber that they would never Spam them or that their email address is secure while under their management. I can almost guarantee that this would noticeably increase the opt-in rate if they put it into use.

#7 – This is a great Squeeze page layout. It doesn't have any graphics or images of any kind so it loads quickly and looks smooth. There's nothing flashy here, just text and an opt-in form with some effective color spread throughout.

While I said it's good to use a different background color on the page against the white background of the centered one-celled table, it is not a rule. This Squeeze page clearly looks great without a different background color.

This Squeeze page has been around for a long time and many people have copied this format so that shows you that it has worked in the past and is working now.

Don't let the simplicity of the page fool you; this thing is a monster opt in email collector so study it closely.

Okay, now you've learned the seven steps in Section One and reinforced what you've learned in Section Two through the case studies. You now have an excellent working foundation on which you can start building your own profitable Squeeze pages with! You should be extremely excited because this one technique alone will allow you to gain many more subscribers you can follow up with to increase your sales.

But are there ways to make even more money from your efforts and the few people who are using these techniques are making an absolute killing form their squeeze pages. I've experienced getting upwards of 70% sign up rates

on my squeeze pages using some of the following techniques many of which you have already learned about in this course:

1. Using Audio.

Audio is an amazing way of adding more interactivity to your Squeeze pages. Audio builds a more personal bond on the page which makes it much easier for the potential subscriber to trust you.

It also gives your visitors a much better connection with you, the person behind the website, and makes them feel like they are starting a relationship with "someone" and not just visiting "some web page".

I urge you to test audio on your pages. It doesn't need to be a long message though. In fact, I encourage you to use an extremely short message, maybe around 15 seconds just to briefly introduce yourself and tell them the main benefit of giving you their email address.

Even a short message can double or even triple your response, if you want an easy way to add audio to your site that doesn't take much technical know-how then visit http://www.audiogenerator.com

2. Using Video.

It's plain to see that the Internet is migrating to multimedia. Everywhere you look there is audio, video, interactivity, etc.

The Internet is being integrated with television sets, mobile phones, coffee shop kiosks, etc. The Internet is a quickly evolving medium with new audio, radio, music, movie and video services popping up every.

Video is powerful because it's the next best thing to actually talking to your prospect in person and telling them about what you have to offer. Not only are you hitting their ears with the sound of your voice but also their eyes with the sight of yourself, your movements and your personality.

There is nothing more personal on the Internet than video and I'm fairly certain that no matter what you are offering you could benefit greatly from adding video to your website and that you'll see increased signups to your email list.

Also as I said with audio, it doesn't take a long video and it doesn't need to be television quality either. Just you in front of your web cam introducing yourself and emphasizing a powerful benefit that the subscriber gets for signing up will do the trick.

If you have never added video to a website before a great tool to try is Video Generator which can be found at http://InstantVideoGenerator.com

You can also see a great Squeeze Page there that includes video!

3. Squeeze Page Site Images.

I'm sure that you've seen squeeze pages that have a flashy set of images or a complete set of them that makes the page look extremely professional.

But in all honesty, images are probably the most sensitive thing that you could possibly test when it comes to Squeeze pages simply because they can induce a mood that conflicts with your visitors desire to sign up for your offer.

I'm not saying they don't work, they absolutely do if done right and tested. The thing you need to make sure that you do is test.

I don't recommend that you have any kind of animated graphics though because they draw attention away from the main offer and usually will never increase response. Just stick with professional, still images and a basic page layouts.

Here is a graphical layout that I think is done very well…

As you'll notice, there is only a long headline but no other benefits. That can work but this is something that obviously needs to be tested. I'm willing to bet a bullet list with 4 or 5 powerful benefit statements would make this Squeeze page convert even better.

But this site is done very well. Take notice of the signup form, which is within a graphic. It's very eye catching and when the visitor sees that it seems to draw their eyes to it so when they finish reading the headline they are eager to get down there and fill it out.

You're now armed to the teeth with the best tactics and tips for improving the response of your squeeze pages.

I firmly believe that if you can follow steps one through seven religiously and follow the testing strategies that I've gone over with you, you can produce Squeeze pages that consistently convert a high number of your visitors to join your email list.

As a quick start for using all of this information I would recommend using steps one through seven with nothing but a pure text and simple centered one-cell table site layout and testing all of the parts of your page; headline, benefits, action statement, etc.

Once you have the best pulling text only page I would test audio video and the graphical layout next, which will probably increase your response even more. The key here is to test one thing at a time and let the conversion numbers tell you exactly what to do.

Module #12.2: Email Marketing

"Hover Ads, An Alternative To The Squeeze Page Method."

"Finally Getting The Name And Email Address - Part II."

Another way to get people to opt in to your email list is to call attention to your free offer by using a pop-up style window called a "hover ad" that displays a powerful headline, a short list of bulleted benefits, and your opt-in form. Hover ads are the twin cousin of the now dead pop-up window.

As you may know pop-up windows are not as effective as they once were because of the proliferation of pop-up blockers.

So some smart Web developers designed something to take the place of pop-up windows and came up with the hover ad technology which gives the same effect as a pop-up window yet they cannot be blocked.

Now I know that you may be thinking, "What, a pop-up style window?!! Those things are so annoying!"

And yes it's true most advertisements displayed in pop-up windows and hover ad windows are annoying but that's because they are typically used to get attention for advertisements that are totally irrelevant to the content of the website and the visitor has absolutely no interest in whatever it is that the advertisement is trying to "push" on them.

The truth is a hover ad or pop-up window will grab a reader's attention, but it will grab the wrong type of attention if the advertisement has nothing to do with what the visitor is interested in.

But...

Offering your visitors a free report, a free e-book, a free e-course, or any other valuable freebie that you can think of that is directly related to the

content of your website inside of an attention grabbing hover ad window is how you can use pop-up style technology the right way to convert more people from casual visitors to people that actually join your email list.

People don't mind seeing these advertisements if they are related to the main reason why they visited your website in the first place, especially when you're offering them a free gift.

The advantage here is that even if the visitor doesn't want your free gift you will still have the chance at making the sale because the hover ad will simply "float" or "slide" into view on the same webpage as your sale letter.

If the visitor decides to close the hover ad window your sales letter will still be displayed, it will just remain in the background until the visitor closes the hover ad window.

Now, let's take a look at some examples of websites that use hover ad windows to build their list.

Example 1. – www.InstantPopOver.com

Example 2. - http://www.marketingtips.com/tipsltr.html

As you can see Hover ad windows are like smaller versions of a squeeze page. If you want to try hover ads on your web pages you can get the software that will allow you to configure them and insert them into your web pages here… www.InstantPopOver.com

Module #12.3: Email Marketing

"Sample Follow Up Auto-responder Messages!"

"A Framework To Creating Your Own Auto-Responder Messages."

The following eight-message auto-responder series represents a fictional company and a fictional product. Any resemblance to real companies or real products is purely coincidental. I included these extra example messages here so that you can use them as a framework or guide to creating your own auto-responder messages, ecourses or reports. However, these messages are copyright protected and although you may use them to get ideas you man not copy them exactly as they are.

(Go to next page...)

Follow Up Message #1

(Sending Time: Sent instantly when an opt-in email address is first received)

SUBJECT: Thank you! Here is your first free report on internet marketing strategies.

Congratulations! You've just taken the first step toward turning your web site into a cash register. You are about to discover secrets successful internet marketers use to reap enormous profits online.

Do you want to know how they do it?

There are stories all over about people making a great living from the comfort of their own homes, all through online sales. But if you've tried to break into internet marketing and found out the cash just isn't pouring in—and as a matter of fact, it isn't even trickling—you may be asking yourself: "What do they know that I don't?"

The difference between success and failure online

To become a successful internet entrepreneur, you need planning. Most people think you can just slap up a web site, hang out a sign and name your price, but the truth is this: there are hundreds of millions of web sites out there, and drawing attention to just one is a challenge. The good news is: you can definitely meet that challenge and win the marketing game!

This free series of reports will show you how.

Secret #1: Sell something people want to buy. *Sounds simple enough, right?*

Actually, this is one of the biggest hurdles facing internet businesses. The market is so glutted with products, it takes something special to get people interested enough to hand their money over to you. You need as many competitive edges as you can get, and the first is your product.

There's an old quote that goes: "If you're going to do something, do it right or don't do it at all." You want to do right by your customers, and that means giving them something worth every penny you charge for it, and then some.

Find out more.

My comprehensive 7-part e-course "Super Web Site Profits for Explosive Sales" reveals in-depth trade secrets for putting value into your product, with advice from big names in internet marketing that will help you make your product shine. This valuable money-making gem retails for $395, but I'm making it available to you for just $49.95 through this special subscriber offer.

Check out the details of my course here: www.mysalespage.com

Coming soon: Who will buy from you?

Tomorrow you'll receive Report #2 in this series. You'll learn how to find buyers that match your selling goals and increase your click-through sales rate by ***up to 33 percent.*** *Stay tuned!*

Follow Up Message #2

(Sending Time: Day 2)

SUBJECT: Ready to start getting more customers? Here is your second Special Internet Marketing Report

Hi there,

Last time we talked about making your product worth buying. Today you're going to learn who's looking for what you're selling, and how to find them online.

Finding your perfect buyers…

He's out there somewhere: your dream buyer. He wants what you have and he's willing to pay for it. What does he look like? Where does he hang out? How can you connect with your market?

The good news is: Once you find one, you find hundreds.

"Great minds think alike." The best thing about finding your target customer is people with similar interests tend to gather in the same places. This is true in both the physical world and the online-world. If you can identify the best way to reach large numbers of people in your target market, you can strike an internet goldmine.

Secret #2: Do Your Homework.

You there in the back: stop groaning! Thanks in large part to the ready availability of information online, performing market research is easier than ever. Here's a list of quick tips to help you pin down what you can do to find Buyers Online:

- *Look to your friends to find out what kinds of people share your interests. Ask them where they go online then visit those places and check out what products and services are being advertised there.*
- *Seek out groups and forums dedicated to topics related to your product. Join some of them and ask around: have they ever bought anything online? If so, what made them decide to spend money?*

- *Put up a survey on your web site to find out more about your customers: how old they are, where they live, how they found your site, what their online buying habits are.*
- *Just ask! Find successful web sites advertising products similar to yours and ask them what their visitors "demographics" are like, what a the longest running/ most successful ads on their site. They should be more than willing to tell you if you approach them by telling them that you are thinking of spending money with them to advertise on their websites.*

In-Depth Research: It's Easier Than You Think.

In my 7-part e-course "Super Web Site Profits for Explosive Sales" you'll get tips, tricks, tools and free online resources for pinpointing your market research. The more you learn about reaching your target market, the more sales you will make! Part II of my course contains market research secrets that can increase the number of visitors that buy your product by ***as much as 50 percent!*** *You can get it now for only $49.95.*

I'll even throw in a bonus: if you order "Super Web Site Profits for Explosive Sales" within the next week, I will include 20 free marketing surveys you can customize for your web site. Click here to start your profit making internet business: www.mysalespage.com

Next up: Transforming Your Web Site into a Beacon for Buyers

In a few days, you will receive Special Report #3, revealing the secrets to easily giving your web site a professional look. You'll learn how to keep potential customers glued to the screen once they arrive at your site.

Follow Up Message #3

(Sending time: Day 4)

SUBJECT: If your web site doesn't make sales check out Special Report #3 to give your site an overhaul.

How many visitors come to your web site without buying a thing? If you answered, "Too many!" then read on to discover the secrets that will keep them glued to your website and begging for more.

Is it too easy to leave your site?

What does your site look like? If it isn't pleasing to the eye, then most vision-weary web surfers will go for the mouse and click away fast. There are a lot of visual turn-offs you have to consider in designing your site.

You're not saying what they want to hear.

If the front page of your web site is just an advertisement for your product, you will lose the 95 percent of visitors who come to your site because they're interested in your topic (and not necessarily your product). In order to attract and keep visitors, you need more than just a sales pitch. You also need substance.

Secret #3: Looks Aren't Everything (But They Sure Don't Hurt)

A successful web site combines appealing looks with great content that keeps potential buyers exploring your site. The longer they stay on your website, the more likely they are to buy! Follow these tips for blasting your web site into the stratosphere of success.

- *Choose a font style that's easy to read. If you're selling a book on relationships, putting all your web copy in a hard to read cursive style font will not get the romance juices flowing. It will, however, cost you sales.*
- *Teach them something. Provide more than just thrilling monologues about how great your product is. Write articles on your topic or reprint articles from internet databases. After spending half an hour*

reading through exciting and informative pieces, they will want to learn more.

- *Show your marketing savvy by providing an auto-responder sign-up form or link to your newsletter, ecourse, or reports right on your front page. What's that you don't have any of those or even know what they are? Then visit the resource section on my web site right now at www.myresourcepage.com and find out why you need to use them and how they can help your business!*

Get the keys to unlock your web site's full potential.

My 7-part e-course "Super Web Site Profits for Explosive Sales" gives you a huge amount of web site resources and free tools for every aspect of site design and content creation, all in one place. You'll get information that would take years to gather on your own (that's how long it took me!) and cost you hundreds or thousands of dollars—for only $49.95!

Order "Super Web Site Profits for Explosive Sales" within five days and I'll not only include 20 free marketing surveys you can customize for your web site, I'll also throw in a free e-book on writing killer web advertisements that generate big sales.

Give your web site a kick in the profits right now: www.mysalespage.com

Coming soon… Repeat After Me: Repetition is Key

In your next Special Report, you'll learn one of the most important secrets to internet marketing: why it's good to repeat yourself. Stay tuned!

Follow Up Message #4

(Sending Time: Day 10)

SUBJECT: Can you hear me now? Your Report #4 on internet marketing secrets has arrived.

Internet marketing is a whole new game: new rules, new crowd, new methods and a new generation. Would you like to find out why repeating yourself is not only recommended, but required?

We're talking money, money, money…aren't we?

Not exactly; you see using repetition in your internet marketing does not mean putting the same word or phrase together multiple. You've seen sites that say things like: Sign up here for cash, cash, cash! This Money Magnet works. Order a Money Magnet today. Click here for Money Magnet.

It's annoying. And it doesn't get you to buy anything.

So what am I supposed to repeat?

For the purpose of this lesson, "repetition" does not refer to the number of times you use a certain word or phrase, but the number of times a customer sees your advertising message. On average, a person must see or hear of a product at least 4 times before they will consider buying it. You will also repeat certain ideas within your marketing message. If your product has a number of amazing benefits for the customer, it doesn't hurt to remind them what they're missing out on by not buying now.

Secret #4: Be the squeaky wheel.

You need to get your marketing message out there in front of the customers multiple times. Other than getting them to come back to your site every day, how can you do this? Check out these great repeat-exposure tips:

- *Auto-responders. These are perhaps one of the most powerful internet marketing tools available. With auto-responders you can send a series of messages (just like this one!) to people who are*

interested in your topic, by simply adding their email address to your list. The process is completely automated; the messages go out by themselves at preset intervals you determine.

- *Newsletters and e-zines remind your customers of new developments, updates and special deals on your web site. A weekly, bi-weekly or monthly e-zine is a great way to keep your product at the front of potential customers' minds.*
- *Placing sequential classified ads in other people's newsletters and e-zines also gives your message multiple exposure. Classified ads usually begin to produce more results after the third appearance in a newsletter or e-zine.*
- *Be sure to frequently highlight the benefits of your product...just like I'm about to do…*

Get the keys to unlock your web site's full potential.

"Super Web Site Profits for Explosive Sales", my extensive 7-part e-course, takes you step by step through the process of setting up an auto-responder, newsletter or e-zine for your web site. You'll discover how to get thousands of subscribers, where to place your sign-up forms for maximum effectiveness, how to word your sequential messages to pump up your profits, and so much more.

In the next three days, if you order "Super Web Site Profits for Explosive Sales" you'll get the 20 free marketing surveys, the free e-book on writing killer web advertisements, and a free subscription to my award-winning newsletter "Blast Off! Marketing," featuring fresh bonus tips every week.

Why wait? Start collecting your slice of the online market by visiting www.mysalespage.com right now!

Next up: How to get more money by giving stuff away

Now if that isn't an oxymoron. How can giving things away make you money? Find out when you receive Special Report #5. Stay tuned!

Follow Up Message #5

(Sending time: Day 14)

SUBJECT: Your Report #5: Give stuff away to get more money

By giving away free e-books, mini-courses, or even a limited number of copies of your product, you can generate more sales than ever! Why? Because everyone loves to get something for free.

Isn't it counterproductive to give away what I'm selling?

Not at all! Holding contests, free drawings and giveaways is great publicity for you, and as a result you'll get more traffic to your web site. More traffic means more exposure, and more exposure...well, you get the idea!

I don't want to give away my product!

You don't have to! Instead of holding a contest, consider giving away e-books on similar topics (there are thousands of free e-books floating around the internet that anyone can give away) or coming up with a short version of your product to hand out as a mini "teaser" course.

If you can offer everyone who comes to your web site a valuable free gift, your visitors will spread the word about your site through their respective online communities. Word-of-mouth is every marketer's best friend!

Secret #5: Give your customers a good reason to buy: free stuff.

Hosting giveaways not only gets you more web site traffic, it also serves as powerful incentive to purchase. Gather as many bonuses as you can and be prepared to give, give, give! Some tips on making bonuses and incentives work for you:

- *Make sure whatever you're giving away is valuable—and not just because you say so. It's great to get something for free, but not so great when you find out it's something you already knew, or were never interested in anyway. Consider your topic and look for giveaways that have concrete benefits for your customers.*

- *Give before, during and after your sales campaign. Offer a free sample of your product or a gift for signing up for your newsletter or auto-responder series; give bonuses with every purchase; and have a follow-up thank-you gift ready.*
- *Set a schedule and promote your contest or giveaway "for a limited time." Knowing that the offer will expire gives customers added incentive to act now.*

Are your web site sales still languishing?

If free stuff sounds like a great idea, my e-course "Super Web Site Profits for Explosive Sales" is just what you need! Part V of the course lays out 6 giveaway strategies that will flood your web site with visitors. You'll also discover the hottest giveaways on the 'net and how to get your hands on them free. The $395-value "Super Web Site Profits" e-course is yours at the special subscriber rate of $49.95!

Good news: your deadline is extended! Order "Super Web Site Profits for Explosive Sales" in the next 5 days to get the 20 free marketing surveys, the free e-book on writing killer web copy, and a free subscription to my award-winning newsletter "Blast Off! Marketing," featuring fresh bonus tips every week.

Cash in on the internet's best-kept secrets now:
www.mysalespage.com

Coming Soon: How to be a complete yo-yo on the internet

If you can't beat 'em... have a sale! In Special Report #6, you'll learn the importance of setting a price you're willing to come down from—and then squeezing every potential drop of profit from your huge blowout clearance. Stay tuned!

Follow Up Message #6

(Sending time: Day 15)

SUBJECT: You are a yo-yo: Here's your Special Report #6 on internet marketing secrets

Hi again,

Last time we talked about giving stuff away to get more money. Now you're going to hear another contradictory bit of advice: lower your price—and get more money.

Now that really doesn't make sense...

Not true, my friend. Think about it: how many times have you walked by a particular item and thought, "Gee, it would be nice to have it," then a few days later you find it on sale...what happens? You snatch it right up!

Two of most powerful words in marketing are: "Save money"

Discounts are even better than free stuff. You know you're getting more value for your dollar when you buy on sale, especially if you're familiar with the product—and if you've done your marketing homework, your customers will have already received your message several times before you offer a sale.

Secret #6: Less is more.

When your per-unit profit goes down, the number of units you sell goes up exponentially. This is where those "wild profits" internet marketers talk about come in. Give your customers a bargain and they'll line up to buy.

- *Just as you did with your free incentives, put a time limit on your sale—and stick to it. Bump your price back up at the end of the time period. Then, when customers miss the sale, you can let them know you'll offer it again soon. This will keep more people watching your web site for deals!*
- *Don't undercut yourself by charging dirt-cheap price though. Even if you've built your entire marketing campaign on a shoestring, you*

are in business and deserve to be compensated for your time, if nothing else. If you've set your rates wisely from the beginning, you should be able to offer big discounts and not end up "just scraping by."

- *Consider investing a little more money in marketing your sale. Remember, sale items sell faster and in greater quantity than regular priced items, so the added exposure you'll get for a few extra marketing dollars will be priceless.*

I'm putting my money where my mouth is…

Yep, you guessed it: I'm offering you a discount. A huge discount. Buy "Super Web Site Profits for Explosive Sales" in the next week at ***50 percent off*** *the special subscriber rate! You'll find out the incredible strategies successful internet marketers use to promote sales events and make thousands of dollars in just a few weeks!*

My e-course will also show you exactly where and how to advertise your sale on the internet for an explosive response, and ***much*** *more—all for just $25! But you must order within the next week to take advantage of this offer.*

And yes… If you order "Super Web Site Profits for Explosive Sales" at the special sale price you'll still get the 20 free marketing surveys, the free e-book on writing killer web copy, and a free subscription to my award-winning newsletter "Blast Off! Marketing," featuring fresh bonus tips every week. To get your copy just click here now: www.mysalespage.com

Don't go away…we're almost there! *Your final Special Report will arrive soon, where you'll learn the most crucial internet marketing secret of all. Here's a hint: it has something to do with lunchmeat... Stay tuned!*

Follow Up Message #7

(Sending time: Day 22)

SUBJECT: The most important thing (not) to do for your customers: Special Report #7

You're about to discover the Number One secret to successful internet marketing, and it's not about what you do—it's about what you don't do.

Put your customers on a no-spam diet.

That's right! Making sure you don't spam is the most important step in your internet marketing campaign. Not only will unsolicited email and web site hype drive customers away in droves, it can also get your site banned from search engines and choke off your traffic before you get started.

But isn't all internet marketing spam?

Wrong again! The key to avoiding spam is to build a permission based opt-in email list. This is where people actually ask to hear more about your product (like you did when you signed up for this free report series) by signing up to your list via your auto-responder form. You may think this severely limits your market reach, but again...wrong idea. Since the people on your list have already expressed interest, your odds of converting these subscribers into buyers is far greater than the "cold selling" or spam marketing: Would you rather have 1 in 10 by your product instead of 1 in 500! I think you get the picture.

Secret #7: No more throwing spaghetti at the wall.

That's what spam marketing is like: throwing spaghetti at the wall to see how many pieces stick. By avoiding being a spammer and spam-like techniques, you guarantee yourself greater profits and happier customers—who in turn will bring you even more business. Apply these tips to your marketing to avoid looking like a spammer…

- *When you send out email messages to your list, don't stuff your messages full of cheesy graphics and hype. Stick to the facts, by describing your product, telling them exactly how they'll benefit*

from it, and putting helpful information in your emails. People want to know that you know what you're talking about!

- *Never, ever send unsolicited email. Ever. If email service providers and other internet service providers start receiving complaints about messages coming from your domain, they will blacklist your site so that you can't send any messages people who use that service ever again, and then your business will be as good as dead.*
- *Spam-proof your web site along with your emails. Don't practice keyword stuffing, using mirror sites, placing invisible text, or other "cheat" methods of boosting your search engine ranks. DO offer concrete, valuable information in an eye-pleasing format, and be honest. Believe it or not, people appreciate honesty!*

Are you ready to pump up your profits?

"Super Web Site Profits for Explosive Sales" explains every detail you need to keep spam from your marketing and still get buyers excited about your product. You'll learn the "buzz words" that sell products and the "dud words" that will kill your sales. You'll find out how to strike the perfect balance between your sales pitch and information. You'll even get a look at powerful examples of web sites and sales messages that have actually generated thousands in sales for their owners!

Did you miss my blowout sale? You can still get the $395 value "Super Web Site Profits" e-course for only $49.95. You'll even get a ***fourth*** *valuable bonus if you order within the next week! In addition to the 20 free marketing surveys, the free e-book on writing killer web copy, and a free subscription to my award-winning newsletter "Blast Off! Marketing," featuring fresh bonus tips every week, you will receive a free in-depth web site evaluation from an internet marketing professional. You'll find out exactly what's working and what's not on your site—and how to fix it—absolutely free!*

Don't wait another minute. Start making money now: www.mysalespage.com

P.S. Though this is the end of your free Special Report series, I'll contact you again in a few days to find out how you're coming along

on your road to internet marketing success. I may even have a special offer, just for you... Stay tuned!

Follow Up Message #8

(Sending time: Day 29)

SUBJECT: Even more internet marketing secrets!... Last chance

Are you applying the internet marketing secrets you've learned to your web site? If so by now you may have noticed an increase in interest, and you may even be enjoying more sales!

Do you want to know more?

I'm going to let you in on even more internet marketing secrets—at absolutely no cost to you. There is a secret section on my web site with loads of marketing resources, helpful articles, free tools and expert advice, and it's available only to subscribers. Here is your secret link to this marketing treasure:

www.myhiddenpage.com

Happy marketing!

Welcome to Last Chance Gulch

*If you missed my super special sale, I have good news for you: it's back by popular demand! But you have to act fast—purchase "Super Web Site Profits for Explosive Sales" within the next 48 hours to receive an incredible **50 percent off** the special subscriber rate! The in-depth insider secrets you'll learn will pay for themselves over and over. You can start to see a profit boom in as little as two weeks!*

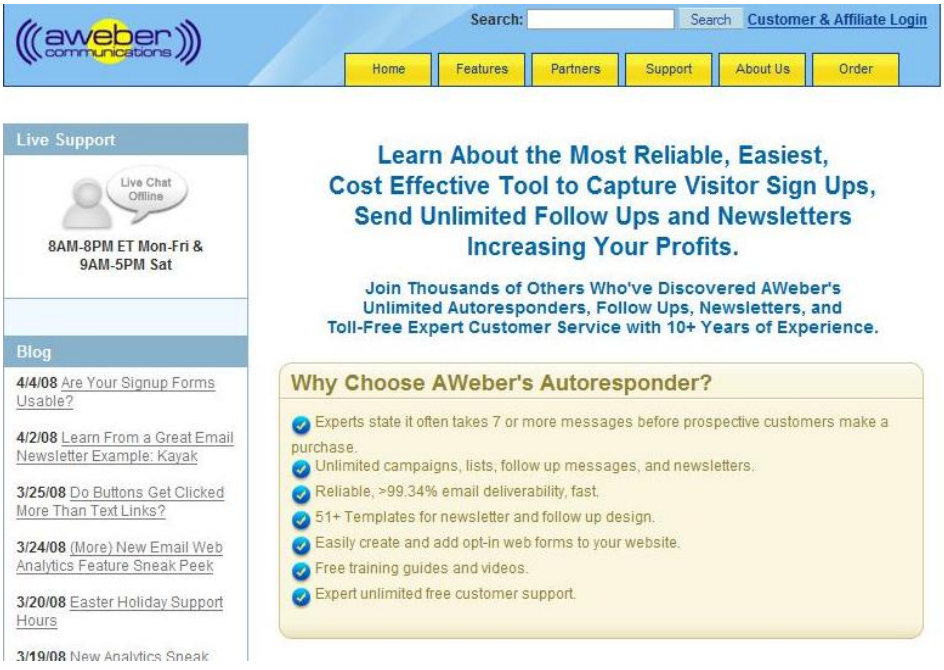
*Order within the next 48 hours to get this special discount as well as **all 4 bonuses**: a $150 value for absolutely nothing. You'll get the 20 free marketing surveys, the free e-book on writing killer web advertisements, a free subscription to my award-winning newsletter "Blast Off! Marketing" featuring fresh bonus tips every week, and a free in-depth web site evaluation from an internet marketing professional. Act fast—this offer expires in **just 48 hours!** Get your spectacular, one-time-only deal here: www.mysalespage.com*

Module #12.4: Email Marketing

"Aweber Auto-Responder Help Guide – How To Sign Up And Manage Your Account."

"Step-By-Step Setup Guide For The Best Auto-Responder Service On The Planet."

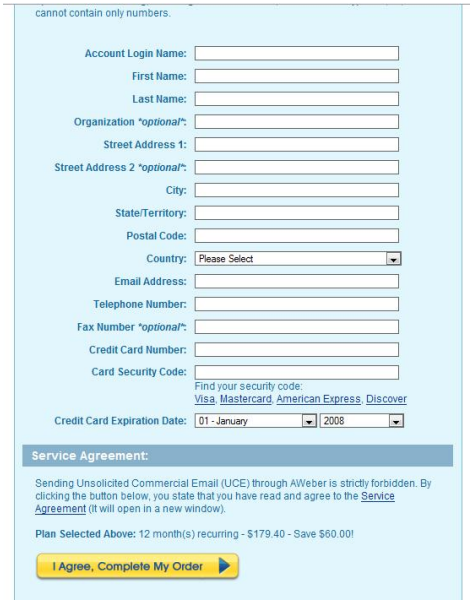
I've highly recommend that you use http://www.Awebwer.com's auto-responder service several times throughout this course so here is a step-by-step walkthrough guide to help you get set up with their service the right way, and right away.



Signing Up For An Aweber Auto-responder Account

Firstly, if you don't have an account at Aweber you will need to sign up for one. This is fairly straightforward. Go to Aweber.com and click on the 'Order' button at the top of the page.

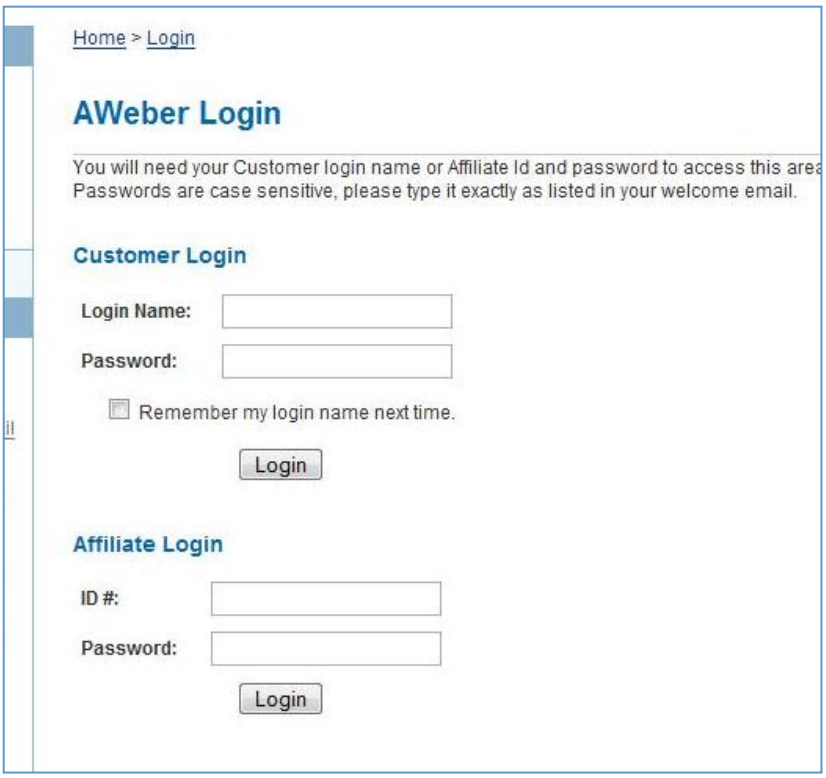
Fill out the form with your information on the next page. Choose which payment method you want and then fill out your personal details...



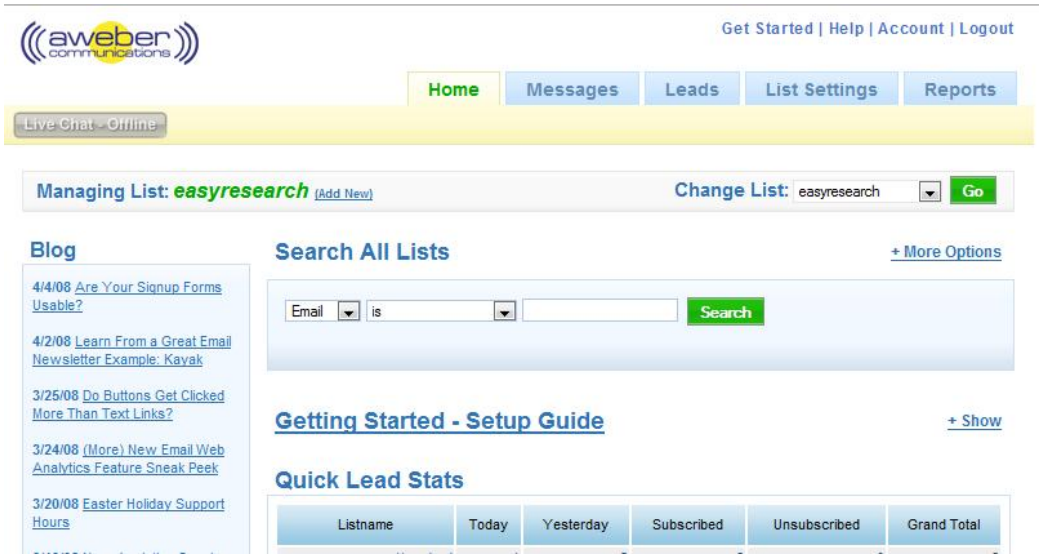
Once you have filled out the form correctly you can complete the order. You will be sent information to your email address from Aweber after you have signed up.

Once you have your account information, login to your account by clicking the 'Customer & Affiliate Login' link at the top of the page...

On the next page fill in your login name and password and click 'login' to be taken to your account home page...



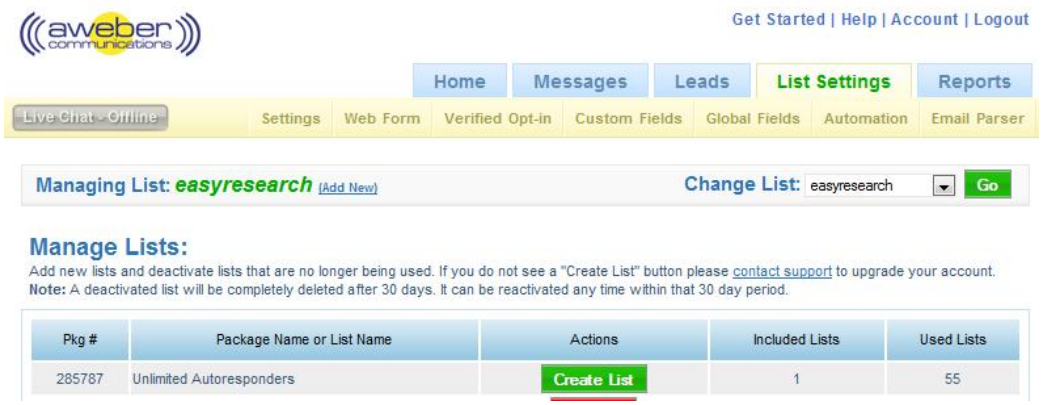
The screenshot located here in this module shows what your account home page should look like. This is where you start. You can access all areas of your account from this page...



Setting Up Your First List

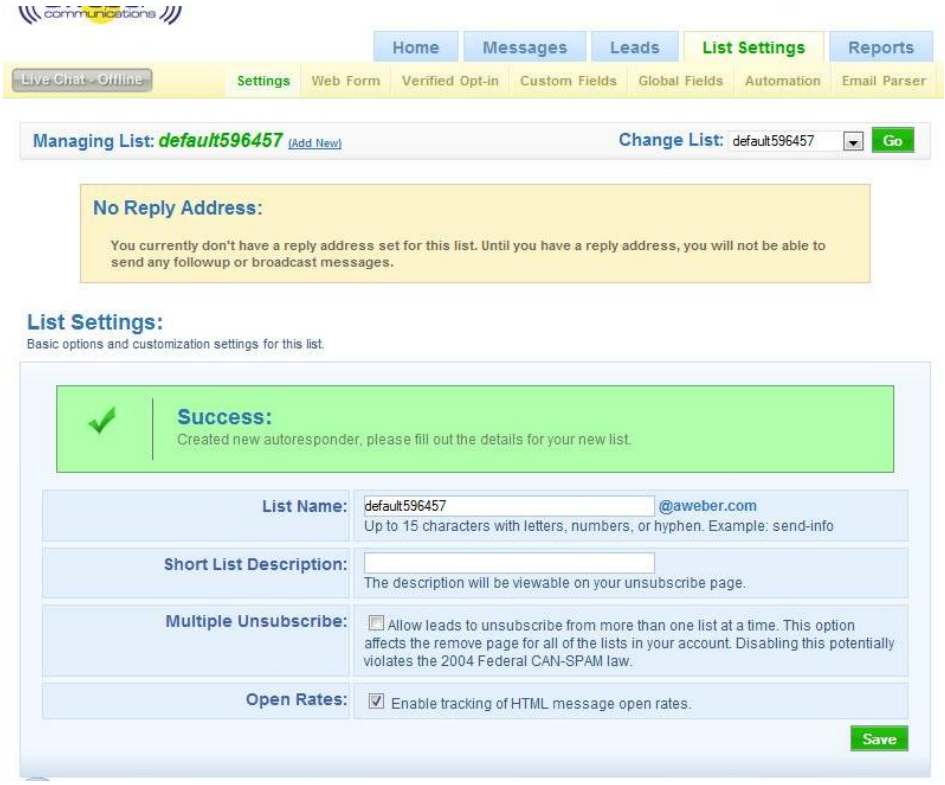
You are now ready to set up your first list. Close to the top of the page you will see 'Managing List' and in my case the list name I was last working on. If this is your first list it will probably say default or something like that. Click on the 'Add New' link.

You will be taken to the 'Settings' 'Manage Lists' page as shown on the next page. This is where you will see all of the lists that you have created previously. It will also give you the option of deactivating any of the lists you may not want to use anymore. If you deactivate a list and then within 30 days find that you need it, after all, there is the option to reactivate the list.

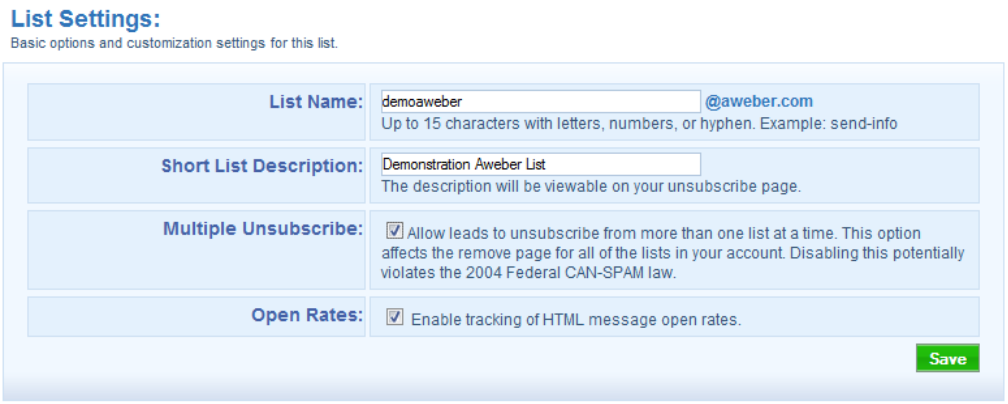


To begin creating your first list, click the 'Create List' button.

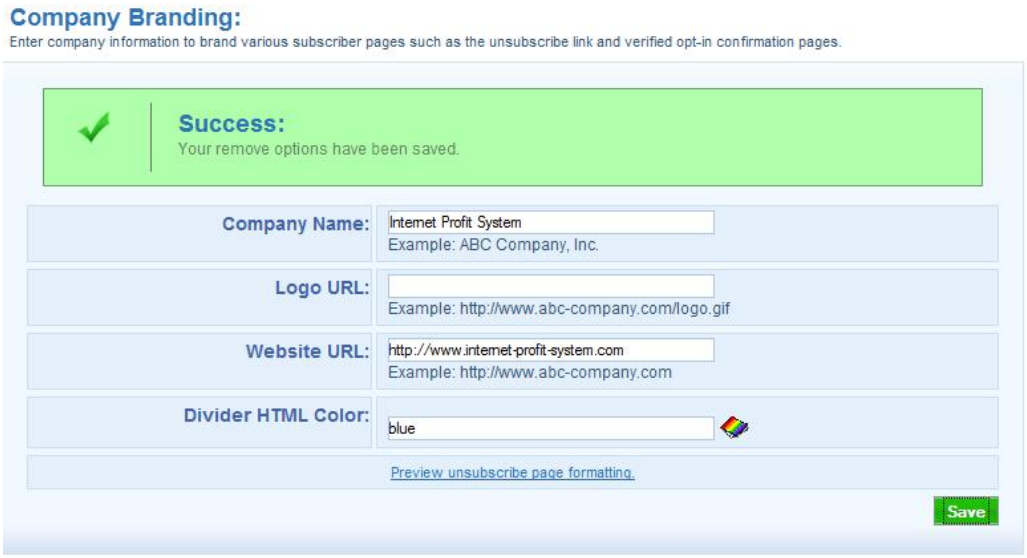
It will then show that your list has been created...



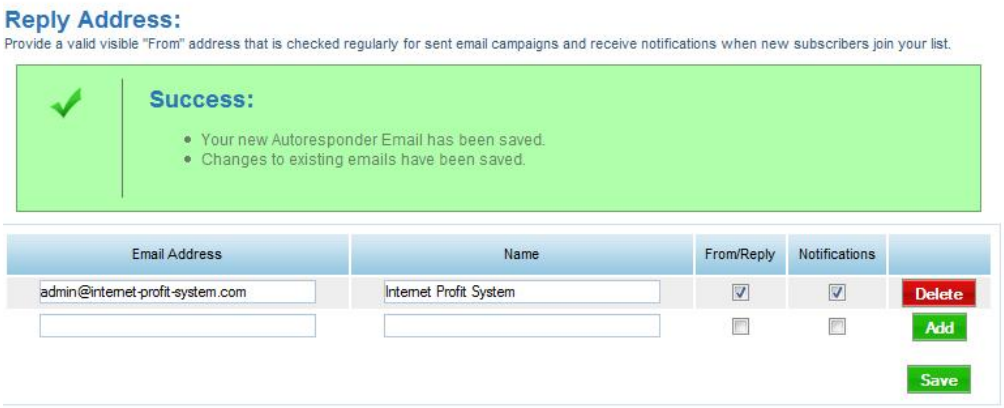
Now it is time to customize the list for your use. Start by giving the list a name. Then fill in a short list description. Decide whether you want your subscribers to be able to unsubscribe from multiple lists when they unsubscribe from this one. It is advisable to leave this checked as un-checking it could potentially violate the Federal CAN-SPAM law. Decide whether you want to check the box for 'Open Rates' statistics for your html messages and then click 'Save'...



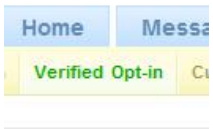
Scroll down to the next section and fill out your Company information. Fill in your company name, logo URL, website URL and decide on a html color divider. When you are done click 'Save'...



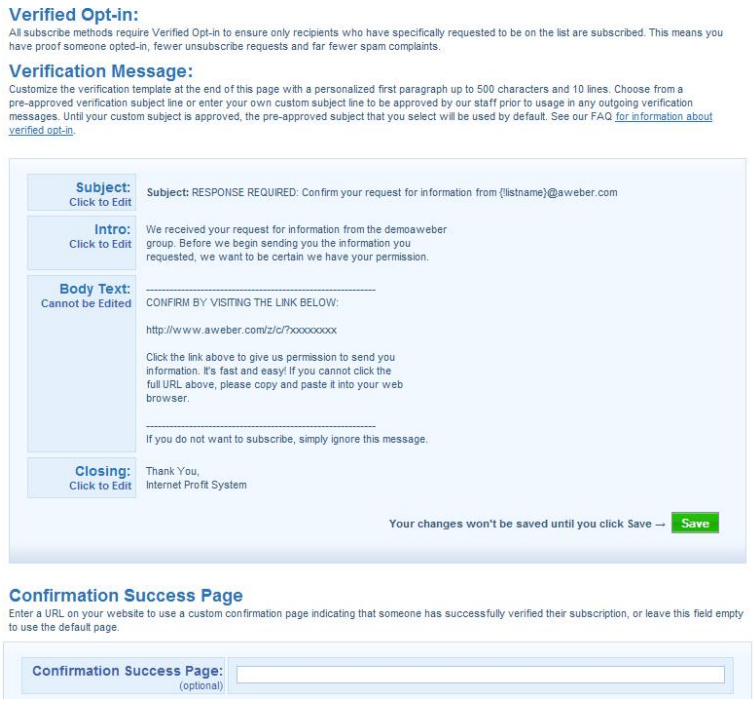
Scroll down further to fill in the reply address and when done click 'Save'...



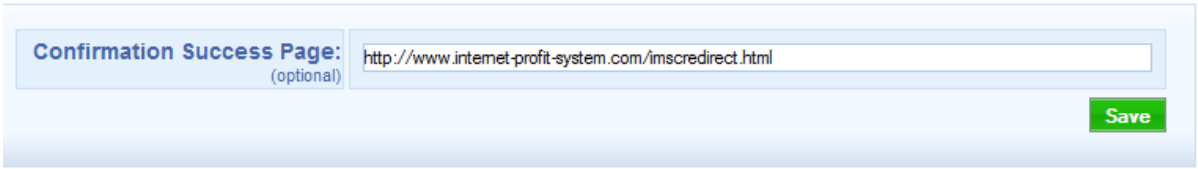
The next step is to configure your verified opt-in settings and message that your subscribers will receive once the y subscribe. You should still be in 'List Settings'. Click on the 'Verified Opt-in' link to be taken to the verified opt-in set up page...



When you are on the verified opt-in page you can customize your verified opt-in subject, intro and closing. Note that the body text cannot be edited.

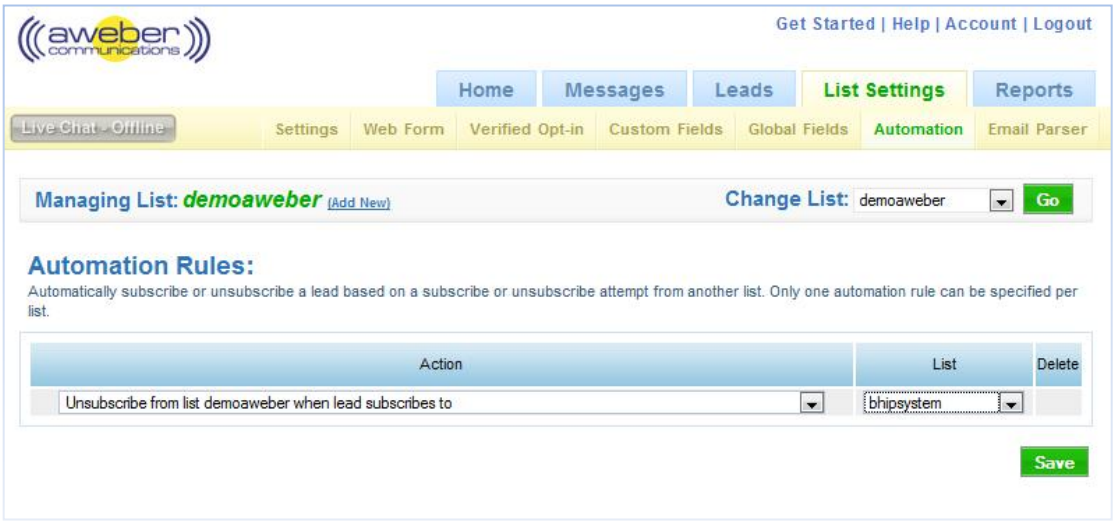


After customizing your verified opt-in message make sure to fill out the 'Confirmation Success Page'. This is the URL of the page you want to send your subscribers to when they have confirmed their subscription to your list...



On your confirmation success page you should have a thank you for subscribing message and the download links to the bonuses or thank you gift you promised for subscribing. You can also use this as an opportunity to sell to them by setting your confirmation success page as the address of your products sales letter and you may get a few immediate sales that you wouldn't have gotten otherwise. **This is prime virtual real estate!** And you should be using it.

Once you have your verified opt-in customized to your satisfaction click on 'Save' and you can then move on to setting up any automation rules that you want to apply to the list...



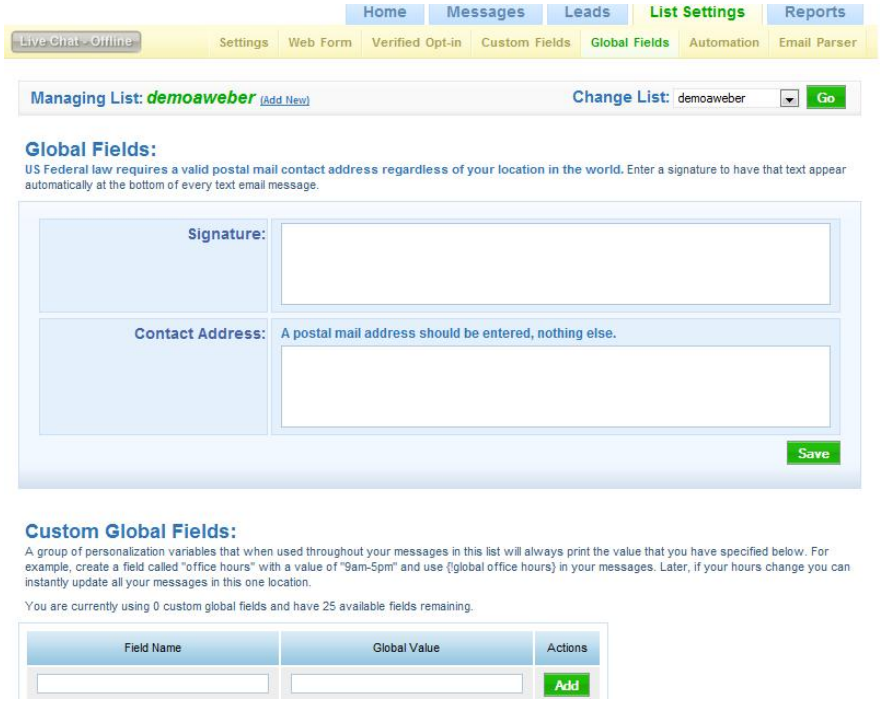
There are three automation rules you can use. The first one will unsubscribe a person from one list when they are subscribing to another list. The second one will unsubscribe a person from one list when they are unsubscribing from another list. And the third one will subscribe someone to one list when they are subscribing to another list. So I set the automation rule for people who are subscribing to the *bhipsystem* list to be unsubscribed from the *demoaweber* list.

Why would you want to use the automation rules? Well, for example, you may start your subscribers off on a freebie list and be sending them product offers. They may then purchase one of the offers so you may have it set up that they will be unsubscribed from your freebie list when they are added to your customer list.

Now you will no longer be sending them emails about a product they already purchased and instead you can now send the emails about purchasing another offer that will compliment the purchase they already made.

See how that works to bring in more profits?

Now, after setting up your automation rules you can then move on to filling in your global fields by clicking on the 'Global Fields' link. You must fill in a valid postal address as this is required by US Federal SPAM laws. You may enter a signature to have that text appear automatically at the bottom of every text email message, this is entirely optional...



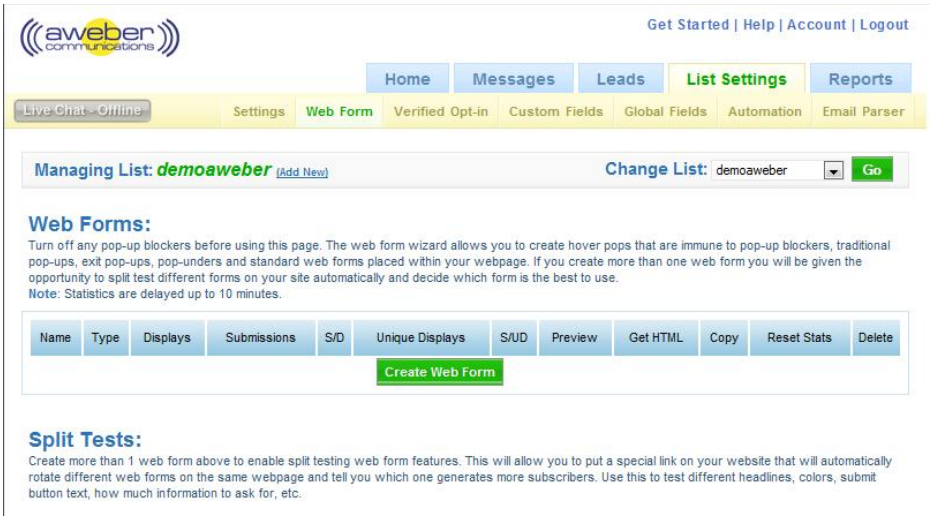
You can fill in custom global fields which are a group of personalization variables that when used throughout your messages in this list will always print the value that you have specified. EG create a field called "website URL" with a value of "www.yourwebsitename.com" and use {!global website URL} in your messages. This way if your website domain name changes you can instantly update all your messages in this one location instead of having to update all your messages individually.

You can create custom lead fields by clicking on the 'Custom Fields' link and entering the custom field name such as 'address' or 'phone number'. This enables you to collect extra information from your sign ups. Click on 'Save' to keep your new custom fields.

Now that you have customized your list you can go on to create your first web form.

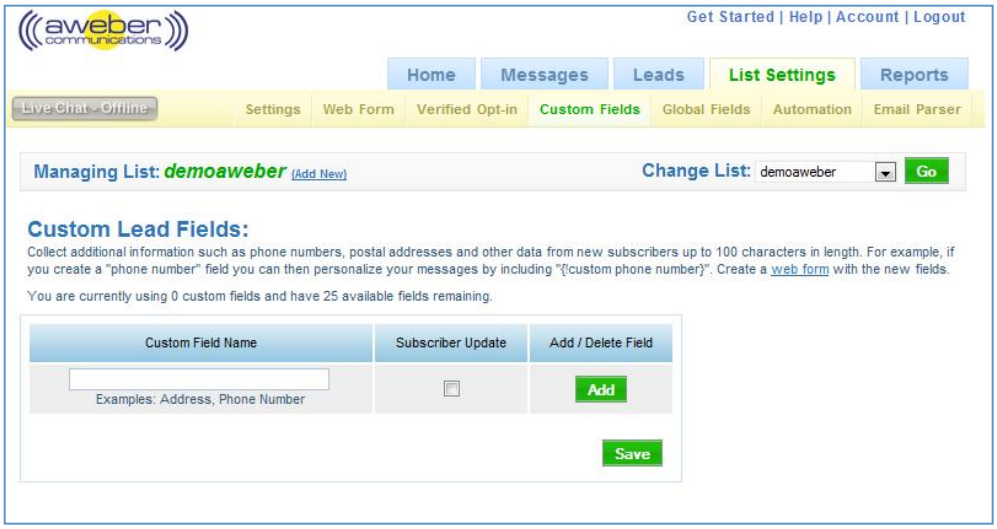
Creating Your First Web Form

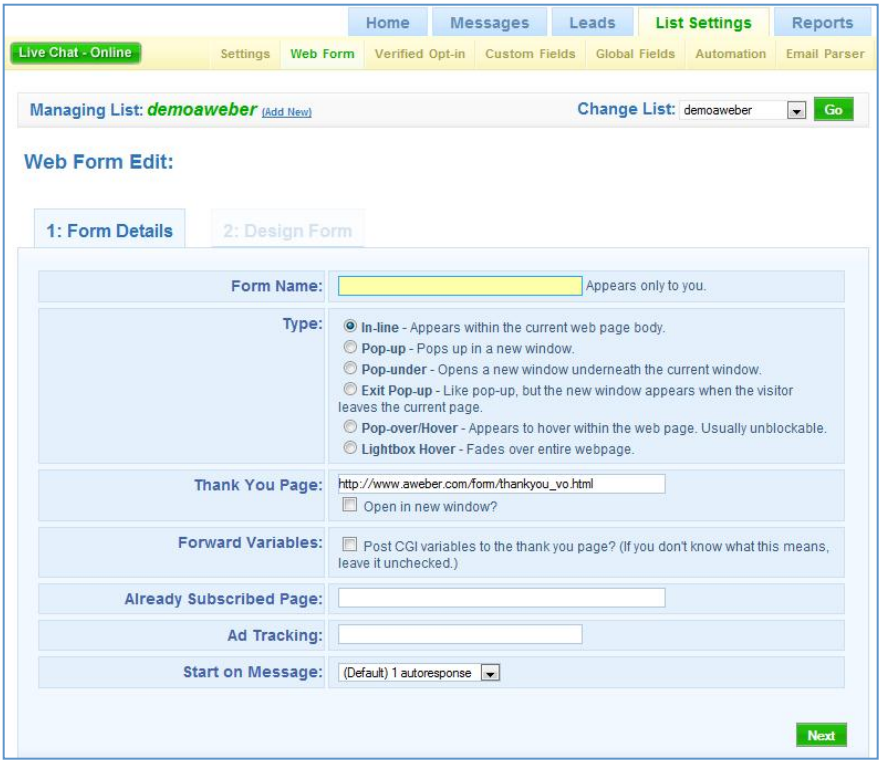
While still in the 'List Settings' click on 'Web Form'...



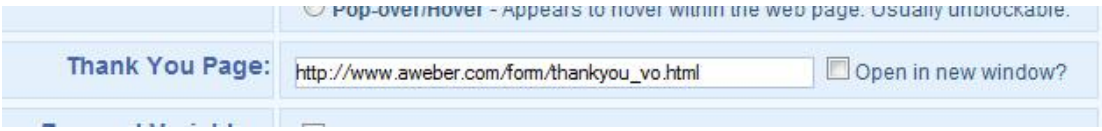
On the next page click on the 'Create Web Form' button...

You can now fill in the form details. Firstly, fill in a form name. This can be anything as it will appear only to you. Make sure it is something relevant to the list so you know what the list is about as you may forget when you get several lists going...





Choose what type of form you want. There is a description of each next to the name of the form. Fill in a web address to your 'Thank You Page' and click if you want the page to open in a new window. You can fill in an already subscribed page. This is where you will send people who are already subscribed and try to sign up again. Fill in any ad tracking code you may be using...

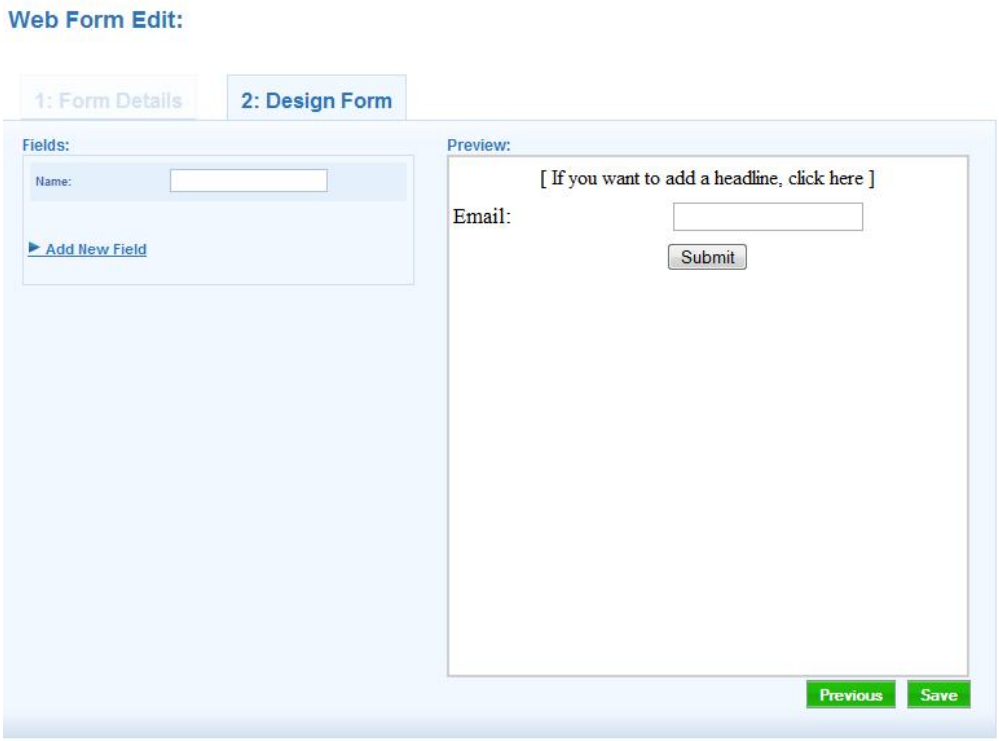


Right here I want to talk a bit more about the thank you page. As you can see it is already filled in with the default Aweber thank you page. A lot of people fail to customize this page and therefore are missing out on extra opportunities.

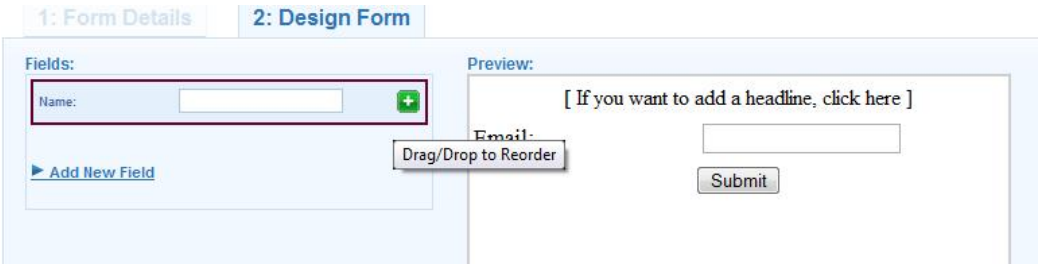
Again this is your virtual real estate here and you should use it to your advantage. Send people to a 'Thank you for subscribing. Please confirm your email address' etc. page and also on that page have some sort of offer or pitch for one of your other lists. Don't waste this opportunity to grow your other lists and your business.

I also want to expand upon whether to set your thank you page to open in a new browser window or not. If the sole purpose of the page your sign up form is located on is to get sign ups then don't have it open in a new window. If the page that your sign up form is on is a sales page or your blog or some other web page that you want people to spend a bit more time at then click the 'Open in new window?' check box. This will then open your thank you page in a new window and your original page will remain open also.

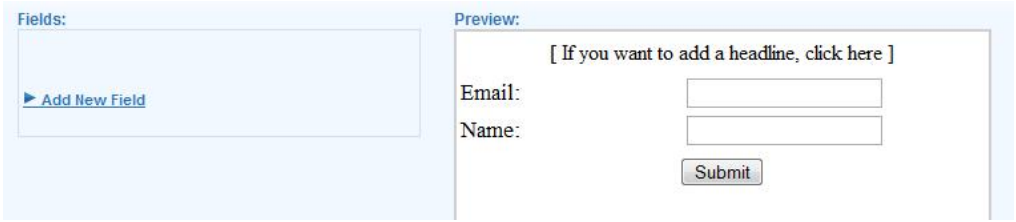
When you are done click 'Next'. On this next page you will design your web form. The default form is fairly basic. If you leave it as is all you will have on your form will be an email input field and a 'submit' button...



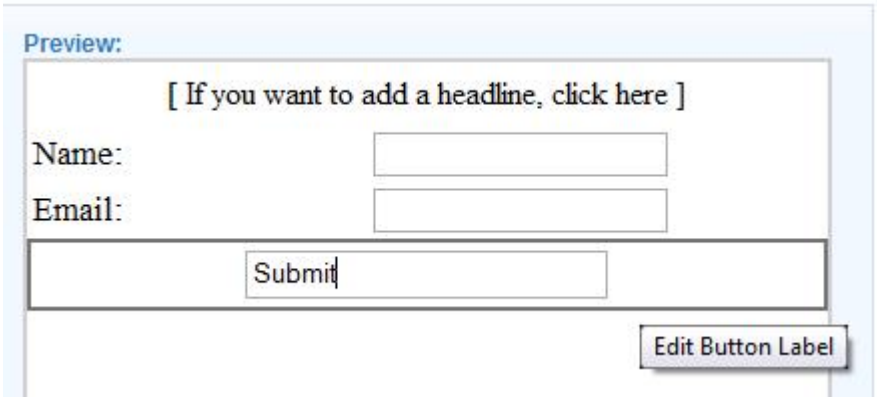
But you can customise your form to look just the way you want it to. At the very least you want to add in a 'Name' field to your forms and to do this all you need to do is click the little green plus sign and it will add it in to your form for you...



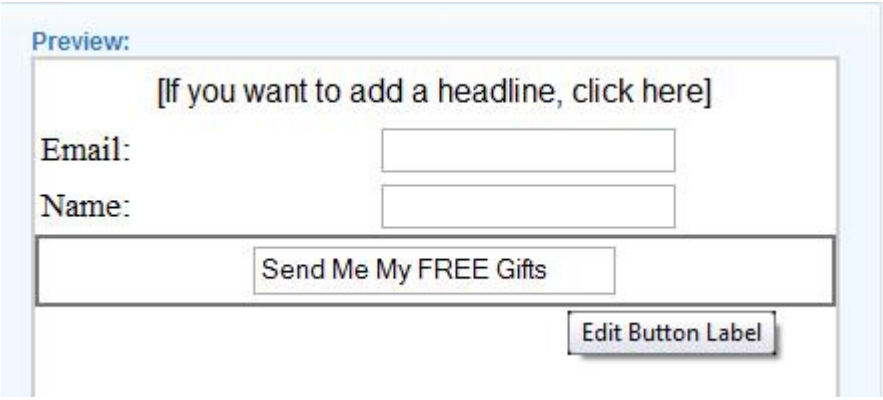
(The screenshot below shows what the form looks like with the name field added.)



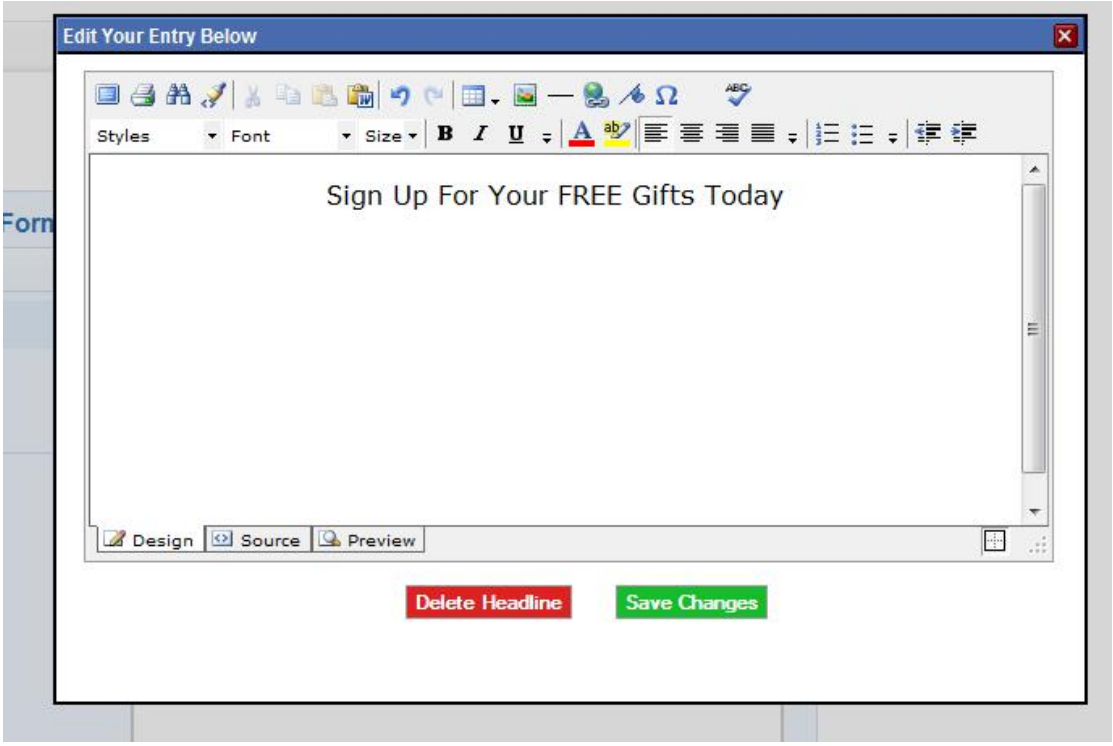
You can also customise what your submit button says. I find a lot of people don't bother with this but I always do as it makes it a little more personal and it shows that you have put extra thought into what you are trying to achieve...



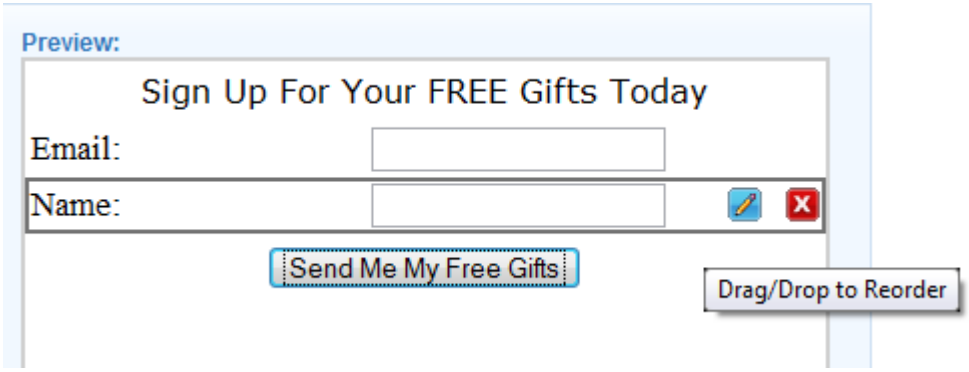
To do this just click on the submit button area and type in the text you want the button to say...



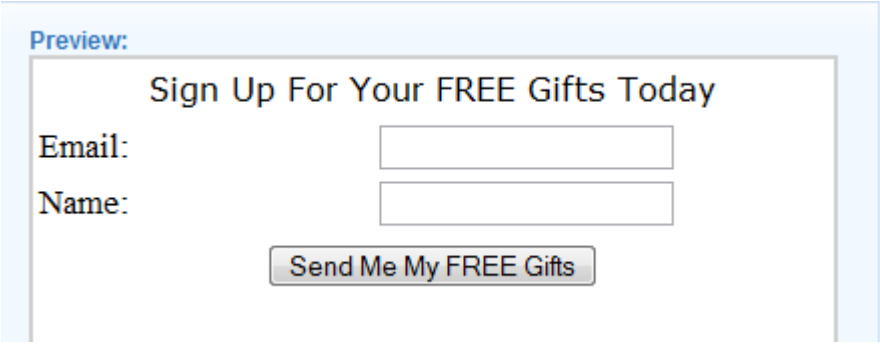
Optionally, you can add in a heading if you want to. Click in the [If you want to add a headline, click here] area and a full "What-You-See-Is-What-You-Get" HTML editor will open up and you to be able to create your html web page right there...



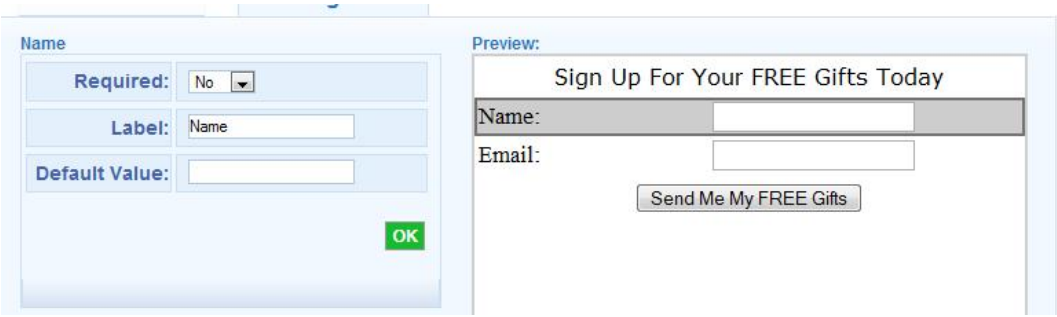
Also you can re-order the fields however you want, just hold down the left click on your mouse and drag and drop them to where you want them...



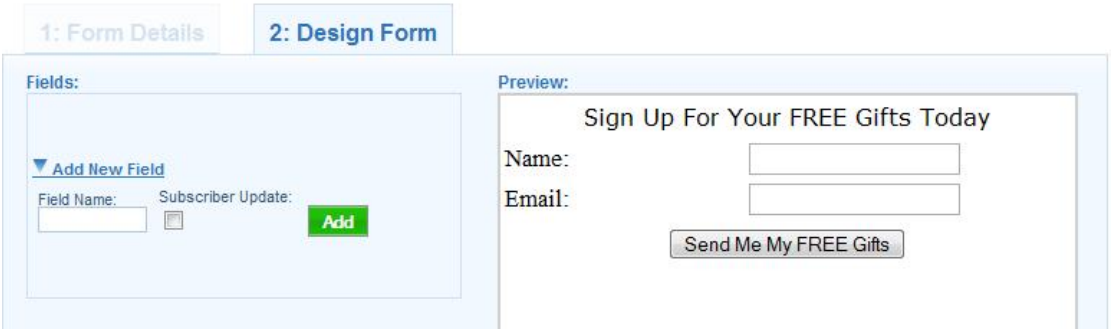
(The screenshot below shows what the form should look like at this stage.)



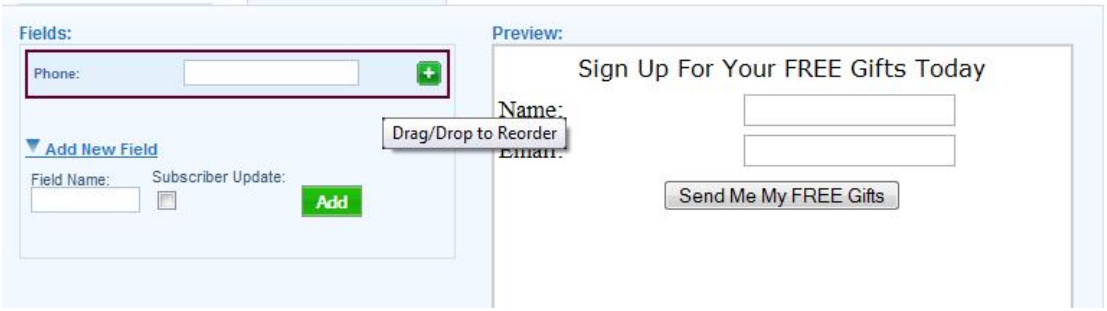
You can also change the label of the field (i.e. you can change 'Name' to 'First Name'). To do this just click on the little pencil icon. You can also make this information mandatory for the visitor to fill out or not. Usually you want to make the 'Name' of 'First Name' field mandatory so your auto-responder can personalize the messages the subscriber receives in the future...



You can also add in other new fields by clicking the 'Add New Field' link. You can add in extra fields if you want more information about your subscribers, such as an address or phone number. Click the subscriber update button only if this is information that needs to be updated by your subscriber which they can do by clicking the link placed automatically at the bottom of every message you send out...



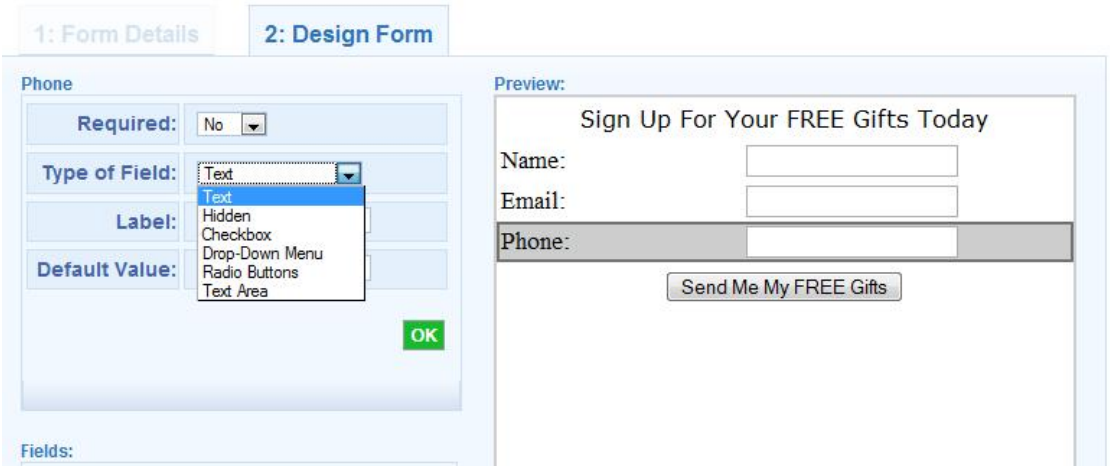
Click on the green plus sign to add the new field to your form..



The image located here in this module is shows an example of a form with the phone field added in...

But you aren't just limited to text fields that you can add. By clicking on the little pencil symbol you can change the type of field you want.

You can then also add a, checkbox, drop-down menu, radio button or a text area to your form...



Once you are satisfied with the look of your form click the 'Save' button to save your form...

To see what your new web form looks like just click on the preview link...

(Below is a screenshot of the form I created)

Connecting Your eMail List Sign Up Form To Your Website

Once you have your domain (website address) connected to your host (the physical location of the web server where your files are stored) you can add the web form to your sales letter or squeeze page.

Again to create your web pages I recommend use a free program called NVU (pronounced "in view").

If you haven't downloaded it already just go here…

http://nvudev.com/download.php to download and install the version of NVU for the type of operating system your computer uses. This will typically be Windows or Macintosh.

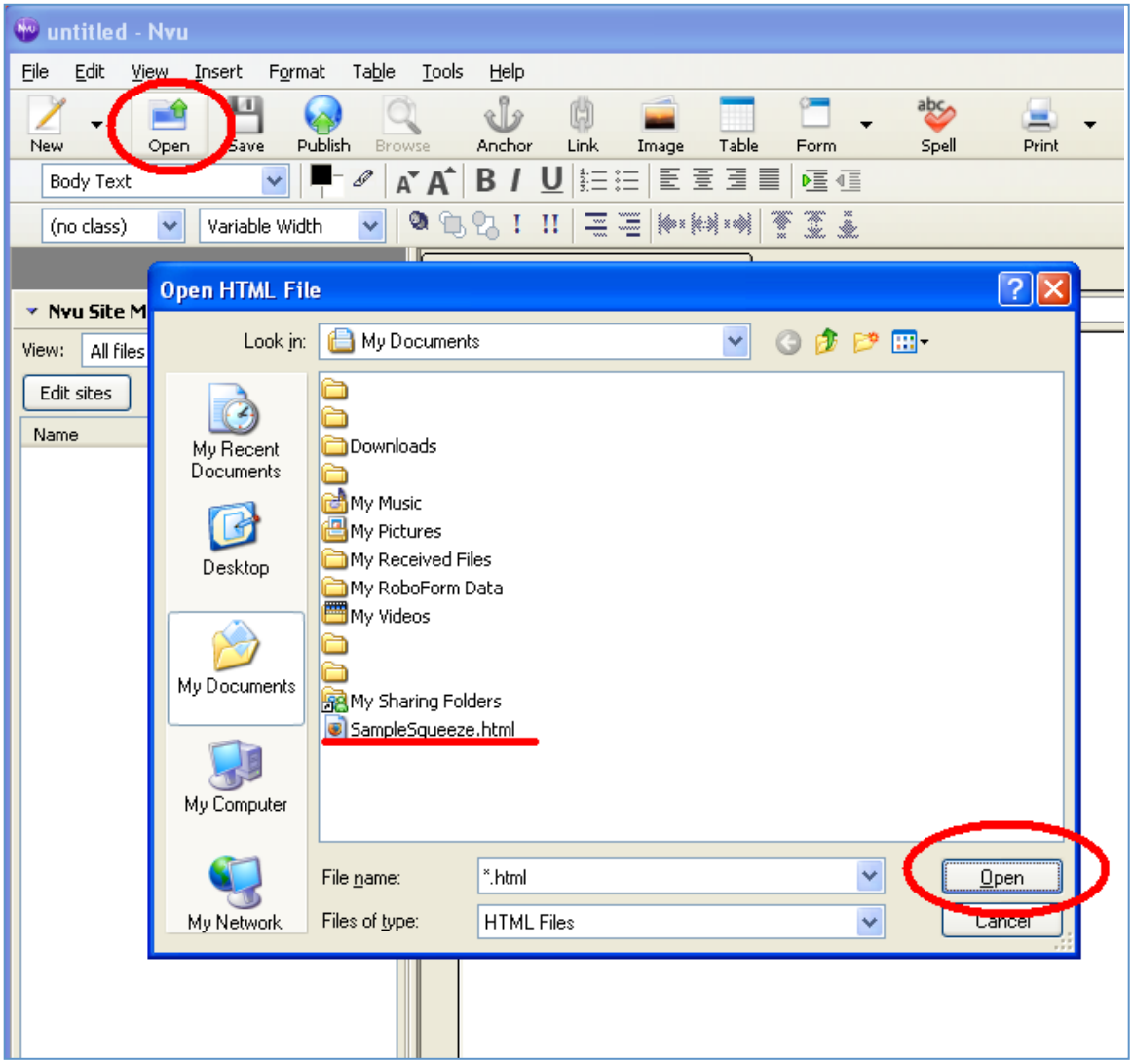
Then select "Save File" and store the file to your desktop.

Once the file has downloaded to your computer open File Explorer and run the file to install the program.

(See Image On Next Page…)

This will take you through a simple setup program, once the installation has completed, start NVU and click the "Open" button on the toolbar…

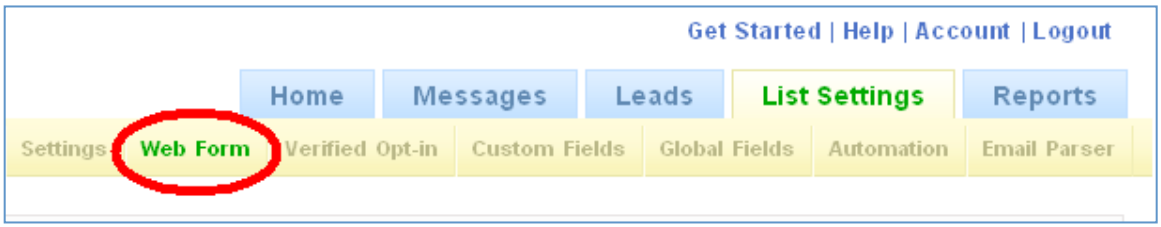
Now to find either your sales letter or squeeze page that you want to put your opt-in form on click "Open"…



This will allow you to locate the HTML file on your computer and open the file into the NVU editor. Again, the great thing about the NVU program is that it will allow you to create simple web pages without the need for knowing how to write HTML.

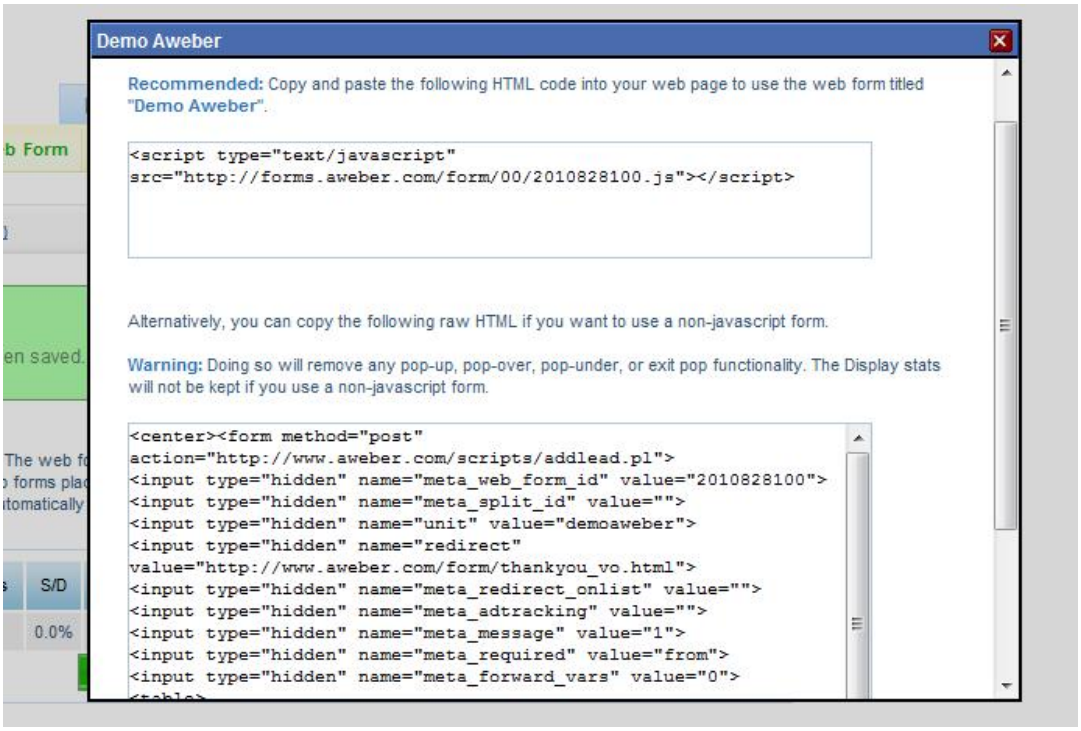
Copying The Auto-Responder Form Code To Your Webpage

First click on "List Settings" and then click on "Web Form"…



Then to get the code the web form code just Click "Get HTML".

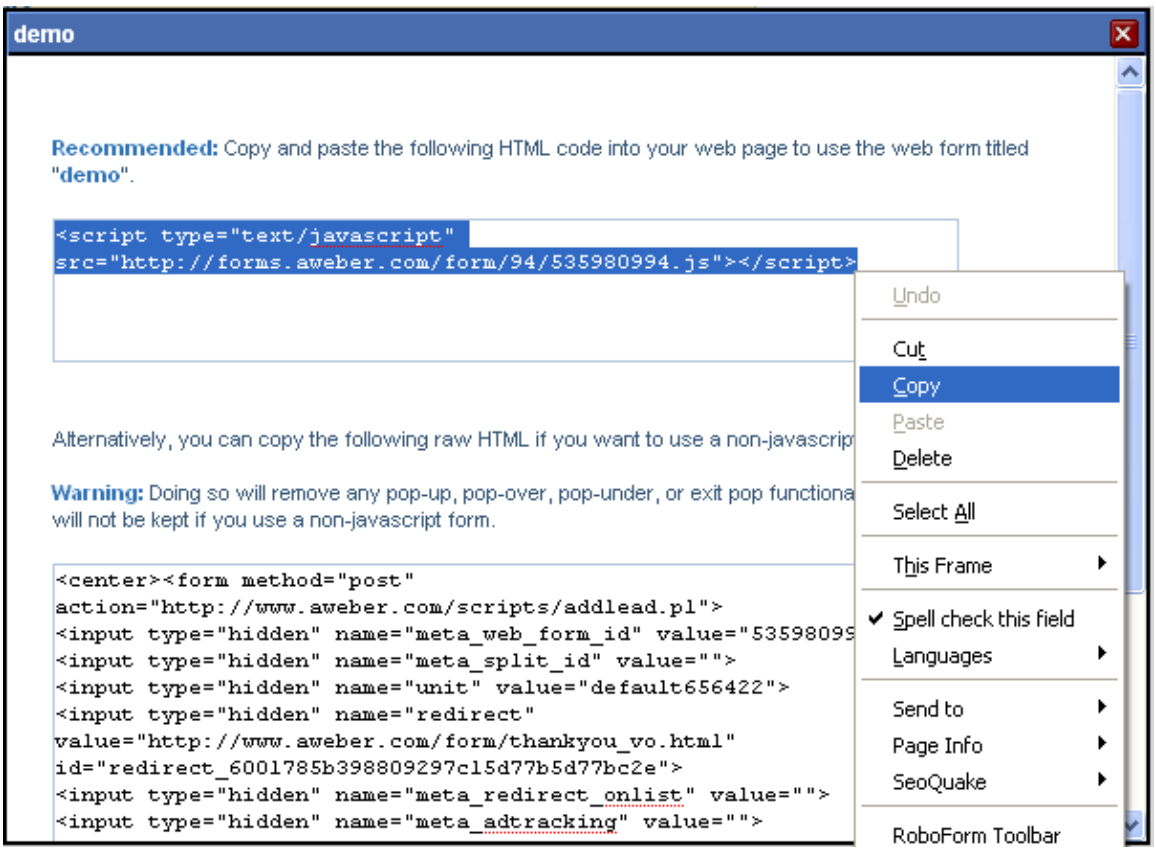
You'll have two choices for getting your web form code. You can use the JavaScript code or the ordinary HTML code. Note that if your form is intended to a pop-up, pop-over, pop-under or an exit pop-up you will need to use JavaScript version of the code...



Alsp if you use the "JavaScript" version you will also be able to track how many times you web form has been displayed, the number of subscribers who have signed up through this web form, the number of times this web form has been displayed to unique visitors and your conversion rate...

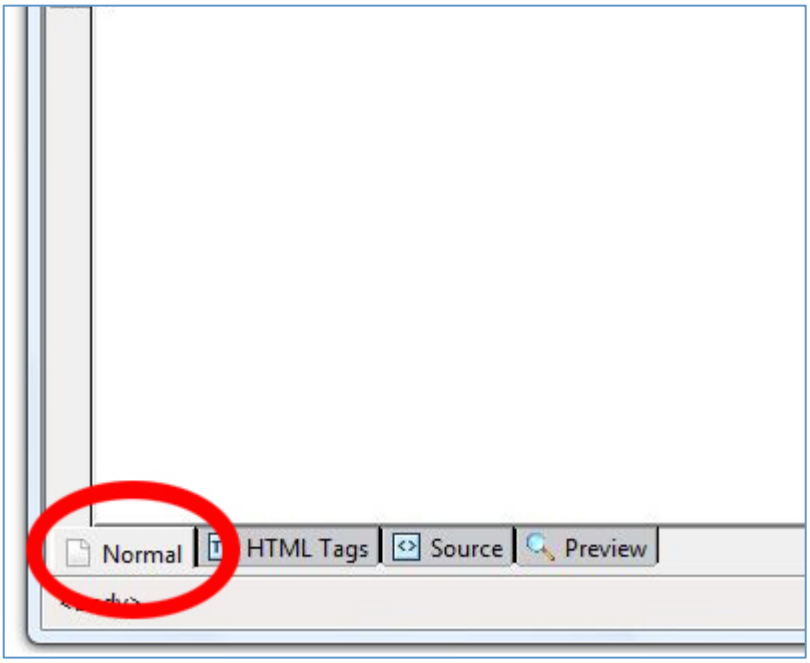
Displays	Submissions	S/D	Unique Displays	S/UD
0	0	0.0%	0	0.0%

Next highlight the code, right click your mouse and select "copy" from the menu that appears. Now you'll have the code that you need to paste into your webpage stored on your computer's clipboard…



Next, go back to NVU and if you've been following the steps you'll already have opened the HTML file you want the subscription form to be displayed on.

NOTE: Be sure to click the "Normal" viewing tab at the bottom right of the NVU window…



Then find the exact area in the white space on the page where you want your form to be displayed and left click once on that area to place the cursor there. Next, click on the "Source" viewing tab at the bottom right of the NVU window (same area as the "Normal" viewing tab). This will take you to the corresponding place in the code where you placed your cursor.

If you are using the supplied squeeze page example highlight the HTML tag that reads "<!-- ENTER YOUR AWEBER CODE HERE -->", be sure to highlight everything between the "left angle bracket" or "less than sign" and the "right angle bracket" or "greater than sign."

Now just right click your mouse and click paste from the menu that appears.

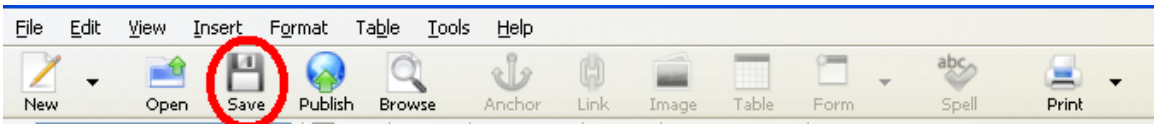
(See Image On Next Page…)

```
68.       </ul>
69.       </div>
70.       <font color="#000000"
71.  face="Verdana, Arial, Helvetica, sans-serif" size="2">Just
72. use your <strong>First Name, Primary Email</strong> then
73. click the <em>&ldquo;Send Me The Info! &rdquo;</em>
74. button to get your FREE report!</font></div>
75.       <div align="center">
76.       <div align="left"> </div>
77.       </div>
78.       </div>
79.       <div align="center">
80. <!-- ENTER YOUR AWEBER CODE HERE -->
81.       <div style="text-align: center;"
82.  face="Verdana, Arial, Helvetica" size                    NOT
83. rent, trade, or release your name to <                   third
84. party for <em>any</em> reason - ever.
85. respect YOUR email privacy and <span c                   "><em>hate
86. spam with a passion.</em></span></stro                   r>
87.       <font face="Verdana, Arial, Helv                   "2"><strong><span
88.  class="yellow"><em></em></span></stro                   div>
89.       <font face="Verdana, Arial, Helvetica" size="2"><strong><span
90.  class="yellow"><em> <br>
```

Undo
Redo
Cut
Copy
Paste
Delete
Select All

Congratulations! You have just linked your website and email marketing system together!

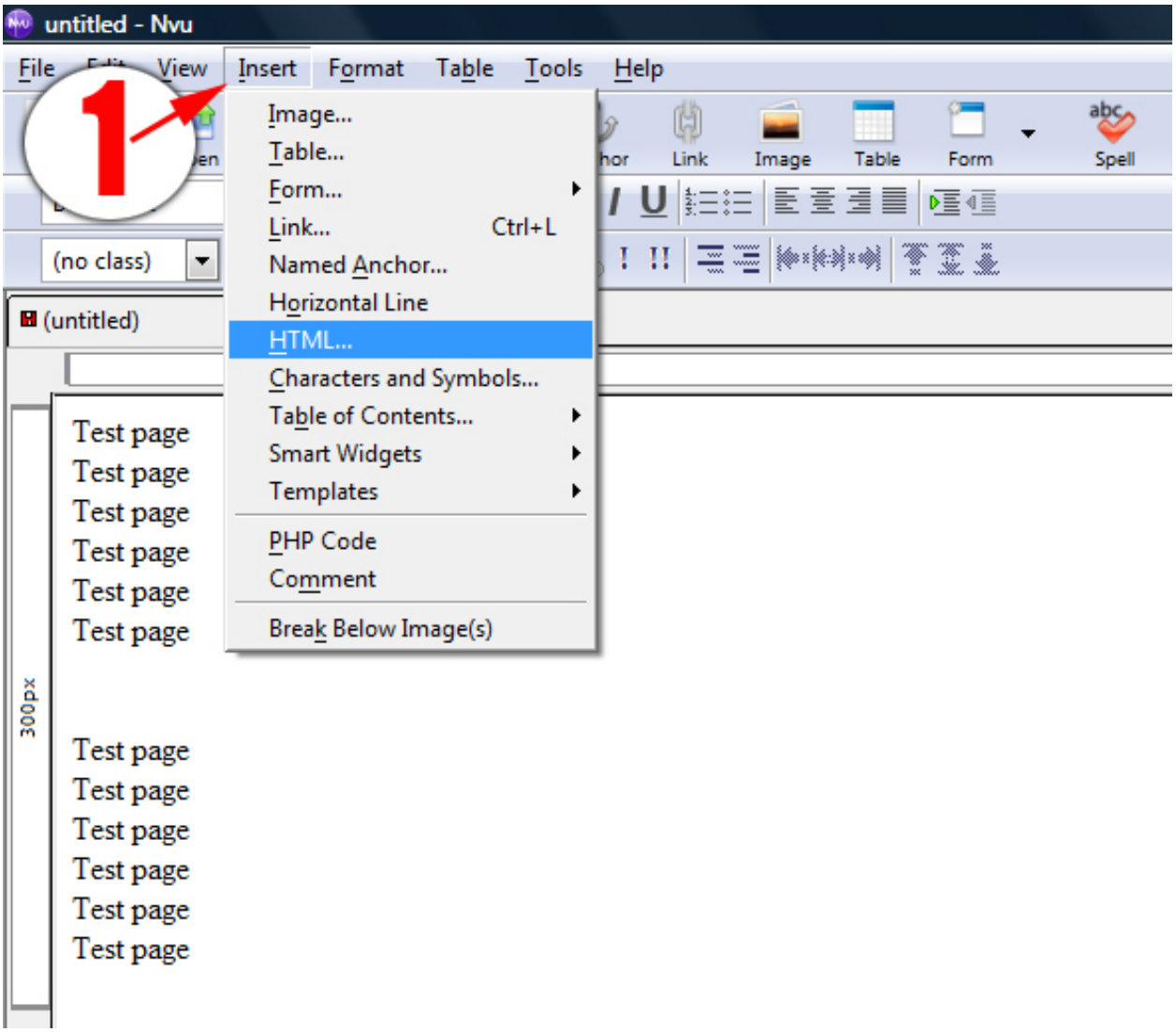
Make sure you save your HTML by click on the "Save" button in the toolbar at the top of the NVU window…



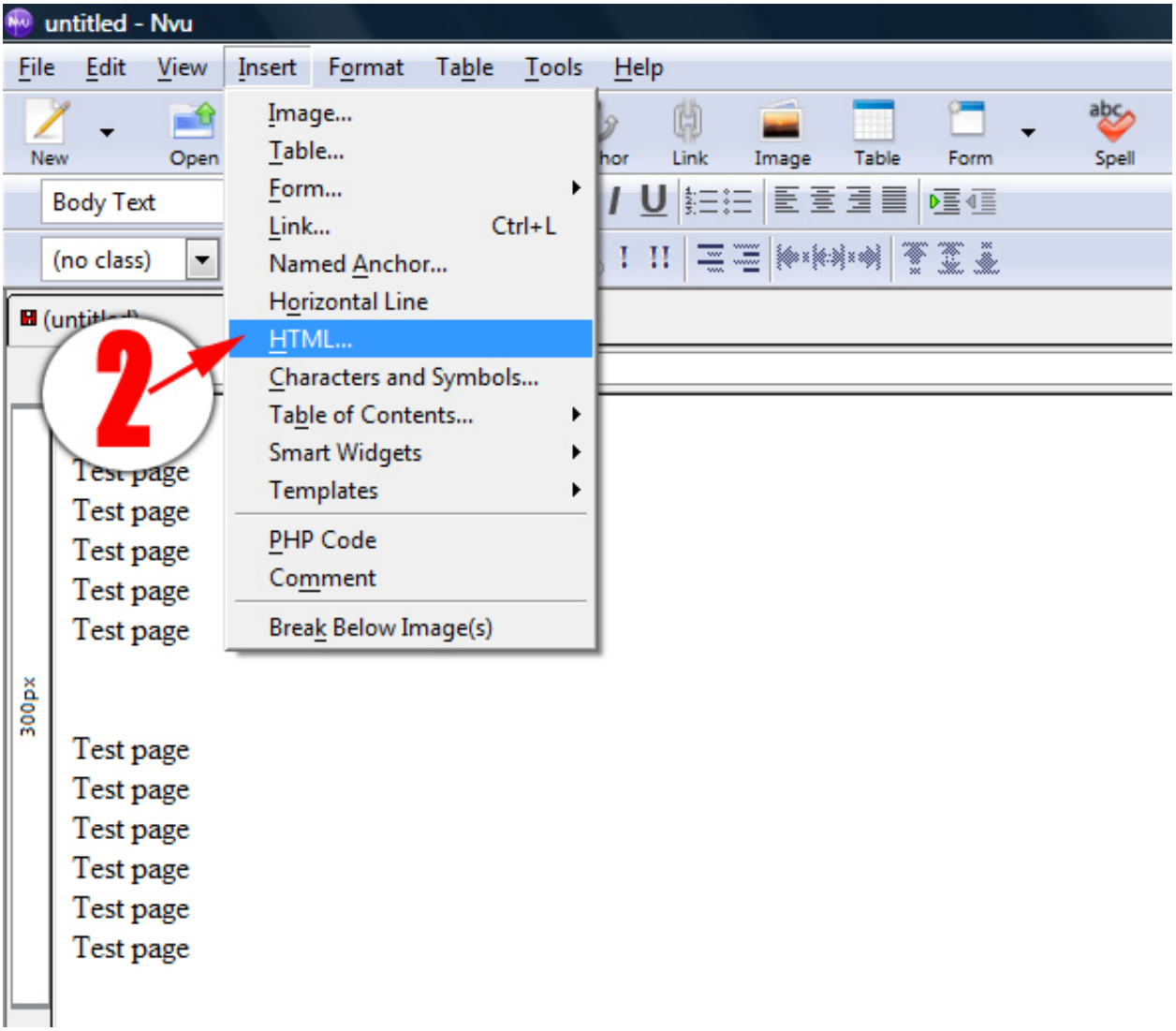
Quickly Insert Form Code With NVU's 'Insert Html' Function

Alternatively you can click the Insert HTML Button to insert the form code into the desired position on any HTML page by following these simple instructions…

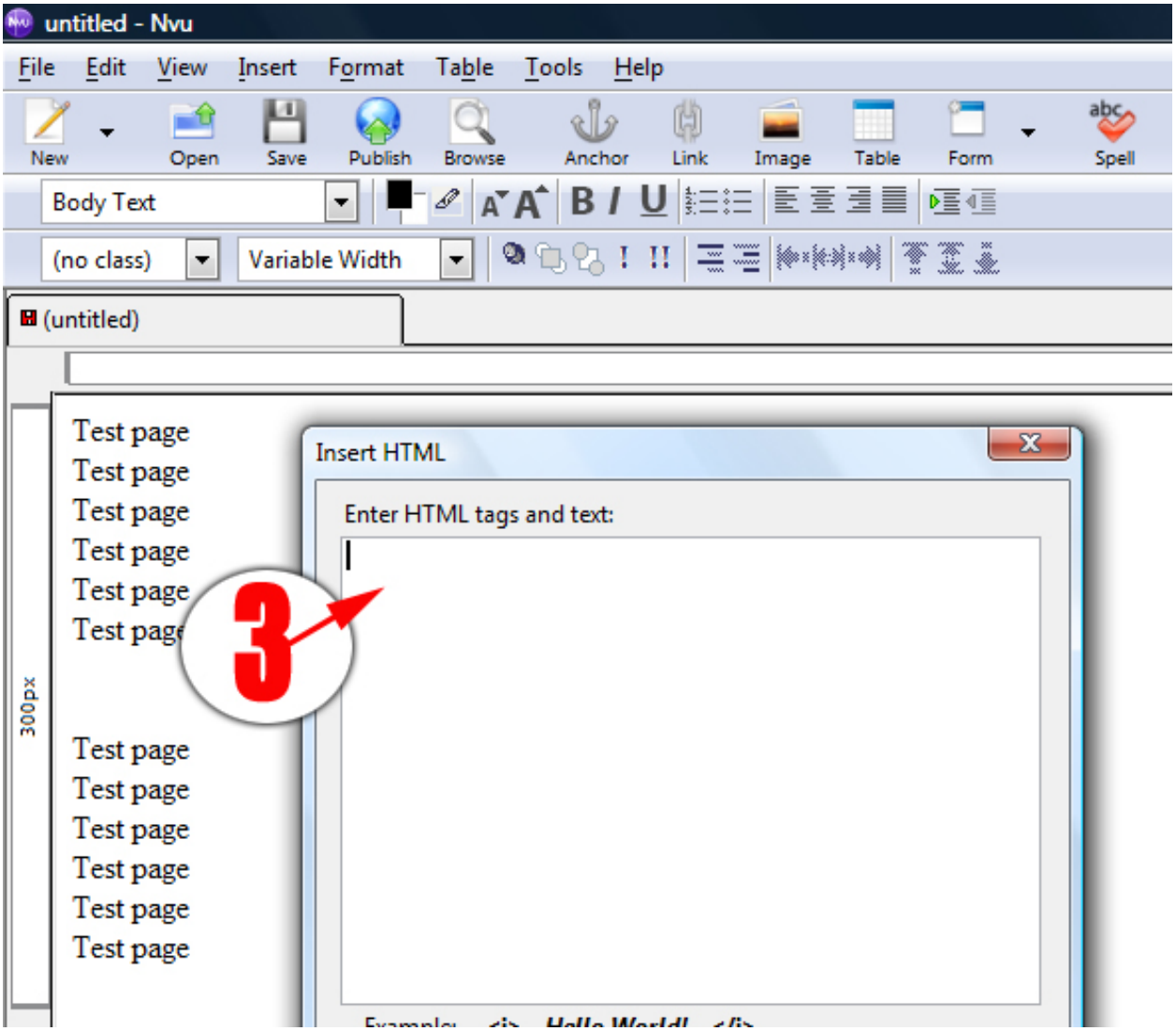
1. Place the cursor where you want to insert the opt-in form code and click insert…



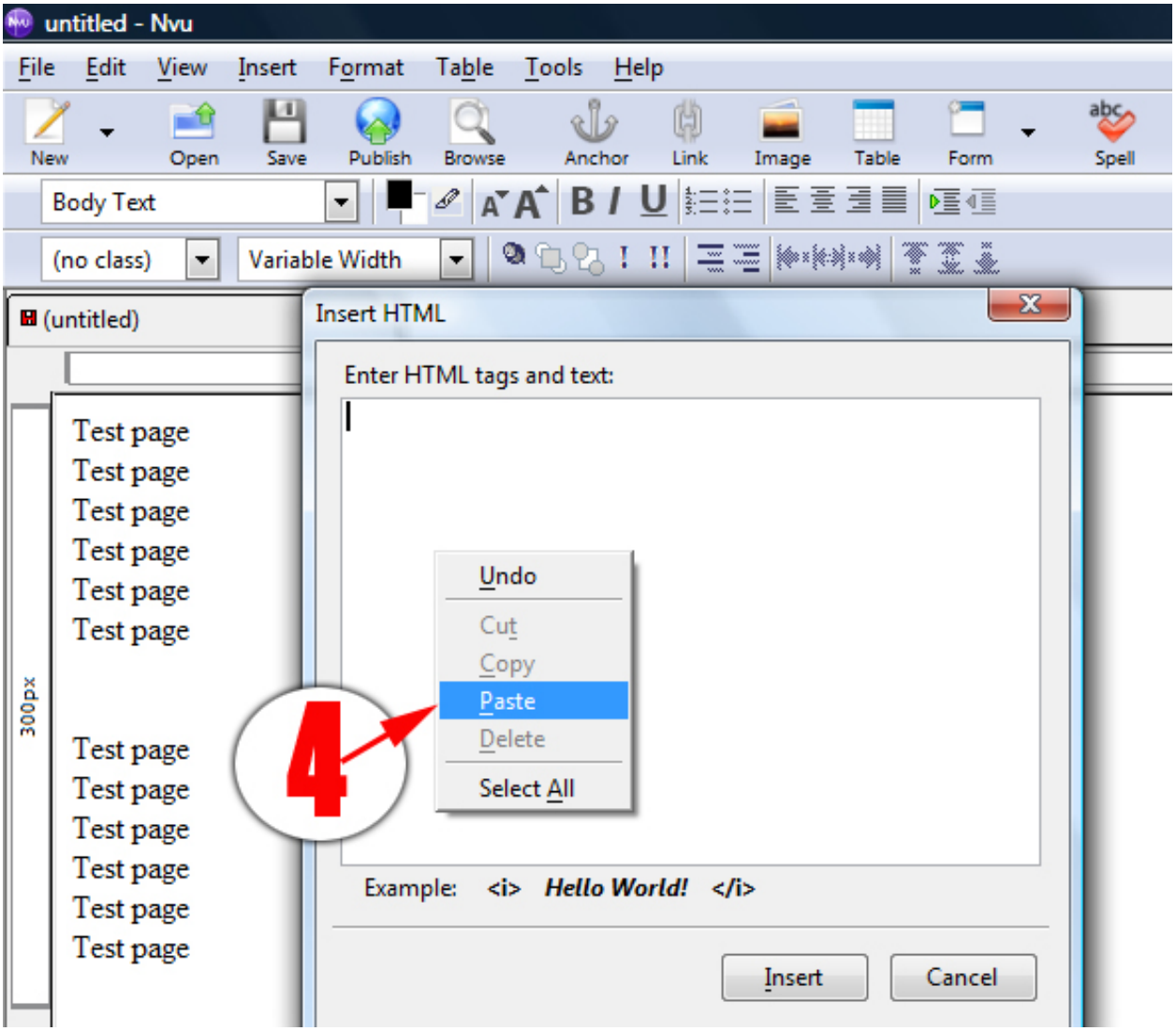
2. Click on the text in the menu that reads "HTML"…



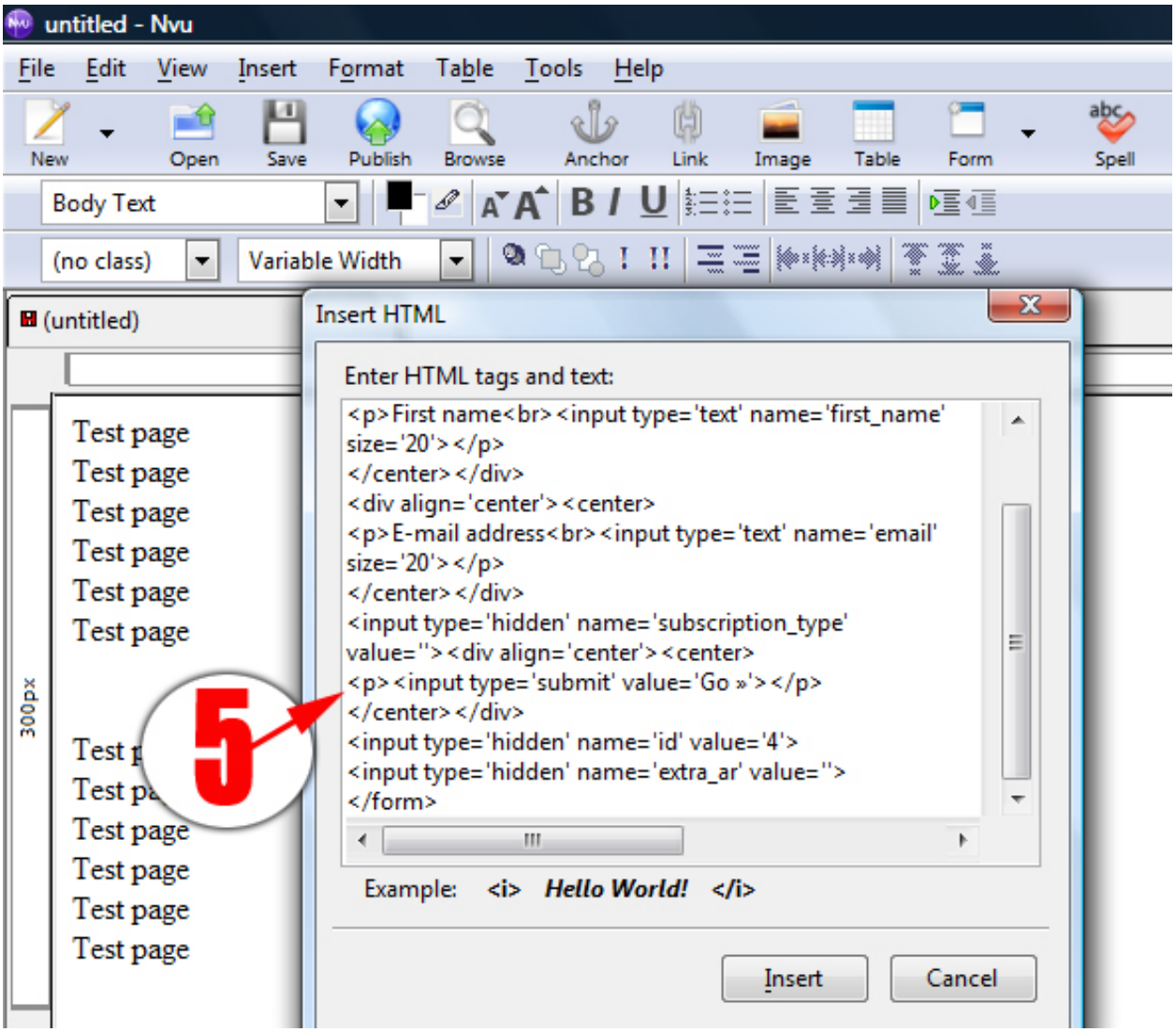
3. The "Insert HTML" box will appear on your screen…



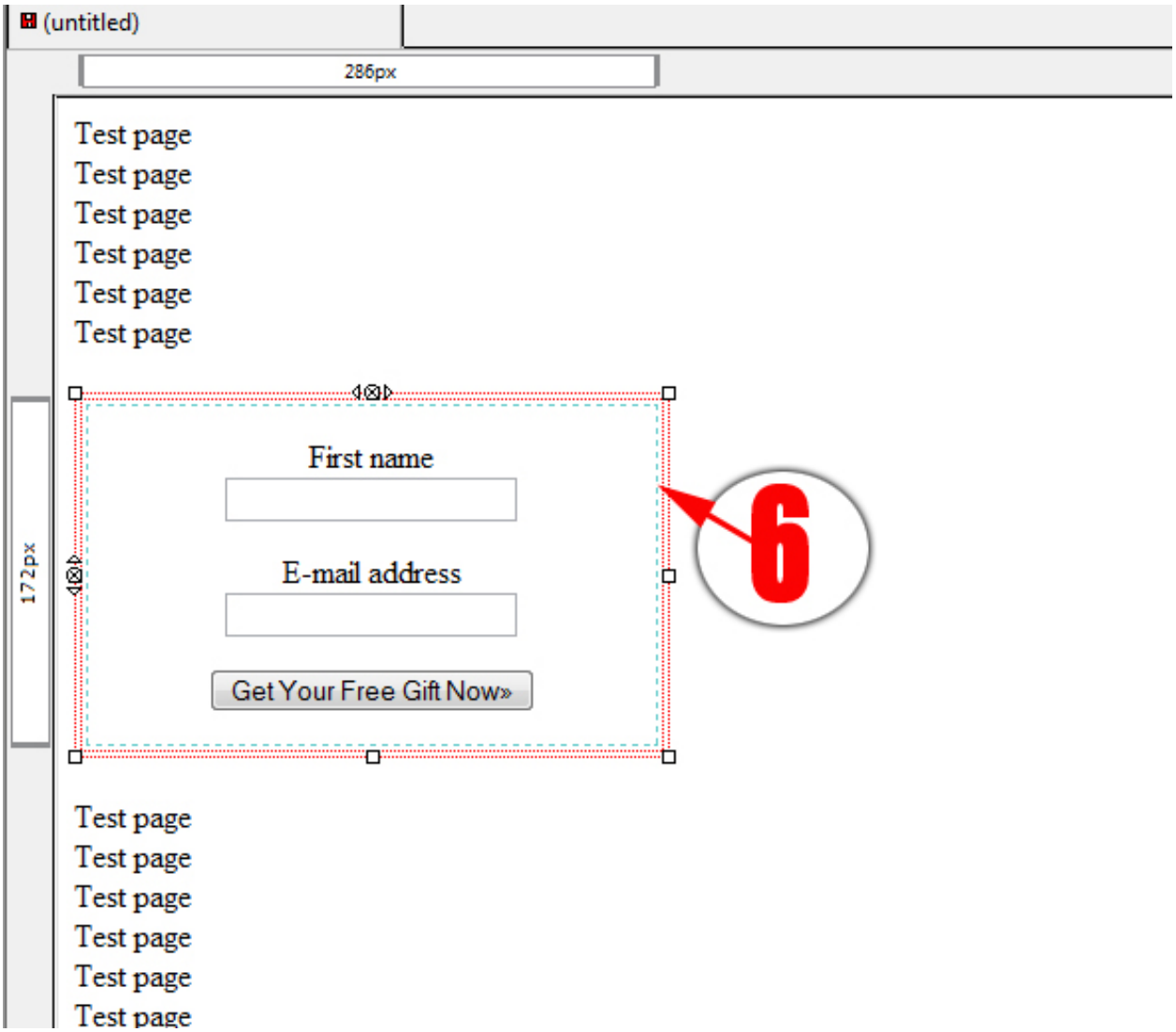
4. Place the cursor in the Insert HTML box and "Right Click" your mouse then click on "Paste" in the menu that appears…



5. The opt-in form code will be pasted in the Insert HTML box. Now the click "Insert" button at the bottom of the Insert HTML window…

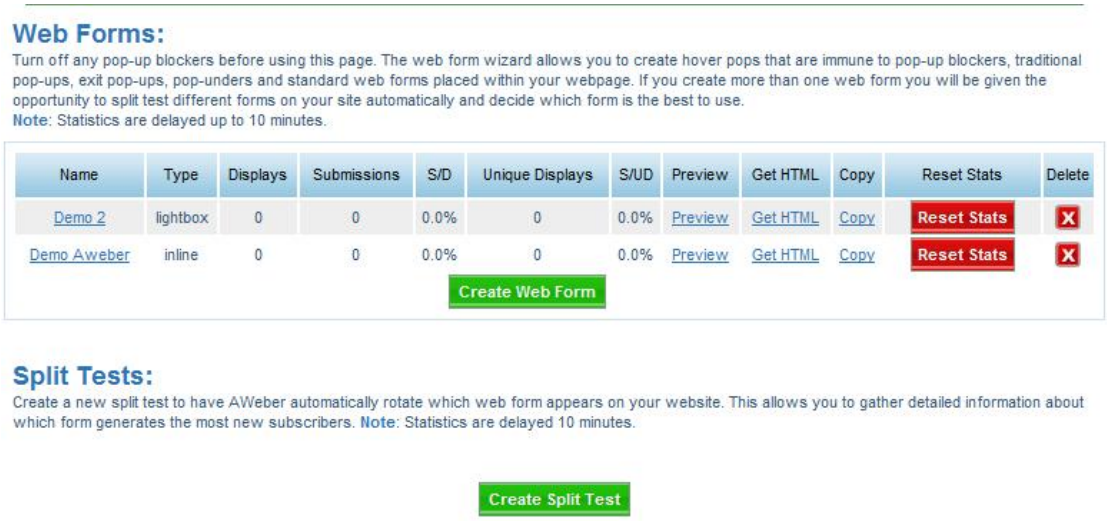


6. You are finished and the opt-in form code will now be connected to your HTML sales letter or squeeze page…

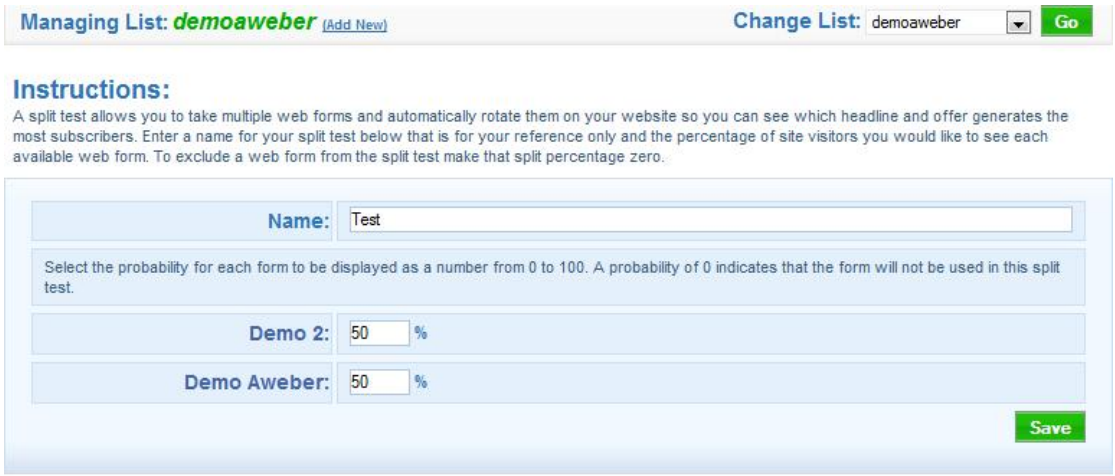


Creating A Web Form Split Test

Because tracking is a critical aspect of marketing online Aweber gives you the option of split testing your web forms. To do this you need to have created two or more web forms so that you can test one against the other.



Click on 'Create Split Test' to set up a split test for your web forms...



Next, name your split test and determine which forms you will be using in this test...

Name	Type	Displays	Submissions	S/D	Unique Displays	S/UD	Preview	Get HTML	Copy	Reset Stats	Delete
Demo 2	lightbox	0	0	0.0%	0	0.0%	Preview	Get HTML	Copy	Reset Stats	X
Demo Aweber	inline	0	0	0.0%	0	0.0%	Preview	Get HTML	Copy	Reset Stats	X

Create Web Form

Split Tests:

Create a new split test to have AWeber automatically rotate which web form appears on your website. This allows you to gather detailed information about which form generates the most new subscribers. **Note**: Statistics are delayed 10 minutes.

Split Info.	Web Form	Probability	Displays	Subscribers	S/D	Unique Displays	S/UD
• Edit: Test • Get HTML • Reset Stats • Delete	Demo 2	50%	0	0	0.0%	0	0.0%
	Demo Aweber	50%	0	0	0.0%	0	0.0%

Create Split Test

In the case of the screenshot that can be seen here in this part of the module, there are only two forms that can be used so it is an even 50-50 split. Meaning each form will be evenly displayed to 50% of the total number visitors who land on the web page. That way you will be able to see statistics on which web form is generating the greatest response.

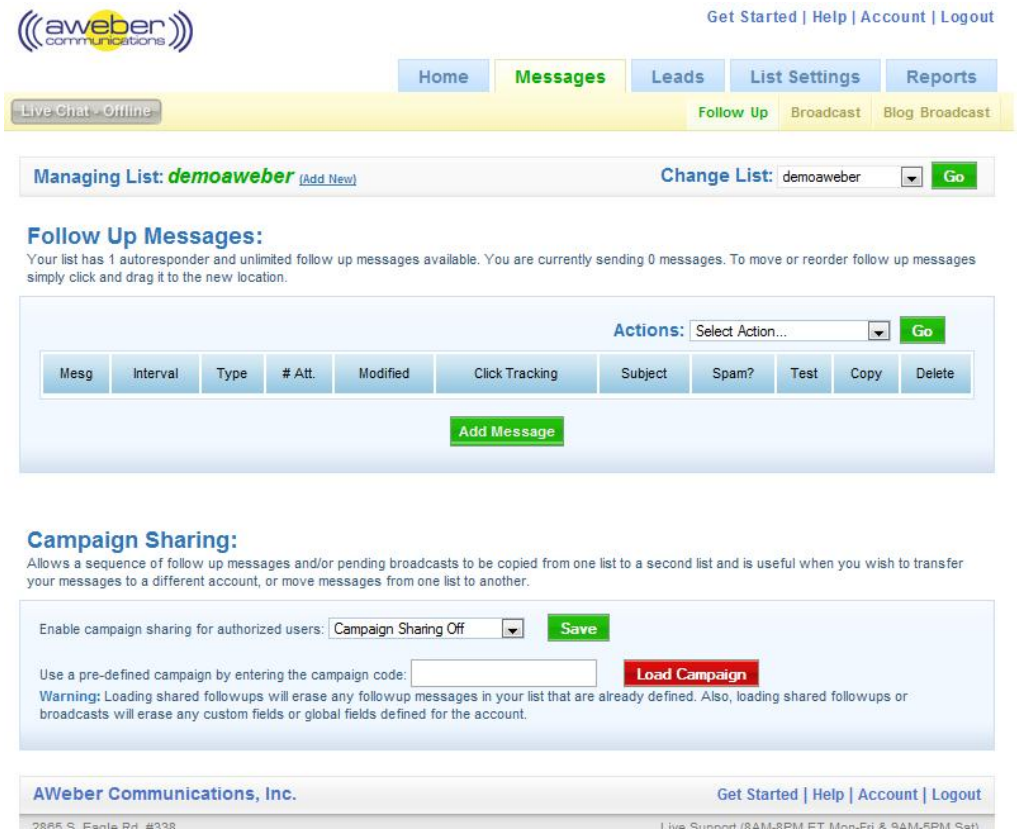
If you have four forms for then each form would be evenly displayed to 25% of the total number of visitors to the page.

Now, once you have created the split test click on 'Get HTML' to get the code to paste into your opt-in page. Once you start using the split test Aweber will automatically rotate which form appears on your website. You will then be able to determine which form generates the most new subscribers by checking out the stats for each form.

All right, now that you know everything about setting up your first web form it's time to move onto setting up your first auto-responder message.

Setting Up Your First Auto-responder Message

Your first auto-responder message will be emailed to your new subscriber as soon as they confirm their email address. This should be written in the form of a welcome message. You can write anything you want but these first messages usually include the 'Hello and welcome to the 'Name of your list/newsletter'. Thank you for subscribing etc. as you already learned in the previous email marketing modules on creating effective email messages, ecourses, and reports. Don't forget to include the link to the webpage where they can download any free thank you gifts or bonuses you promised them for subscribing...



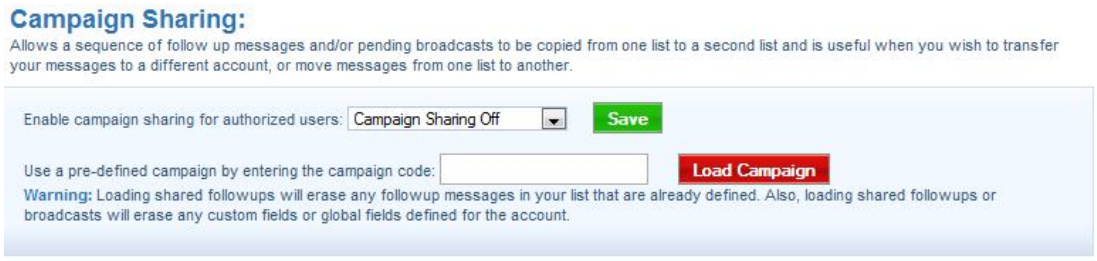
To get started click on the 'Messages' tab ---> then click on 'Follow Up'. On this page you will be able to create your first message. Before I get to that however, there is another way to load your auto-responder sequence without having to write all of the messages. There is the option of campaign sharing.

What this means, for example, is if you know someone who has a list already set up in Aweber in your niche and you can buy their auto-responder

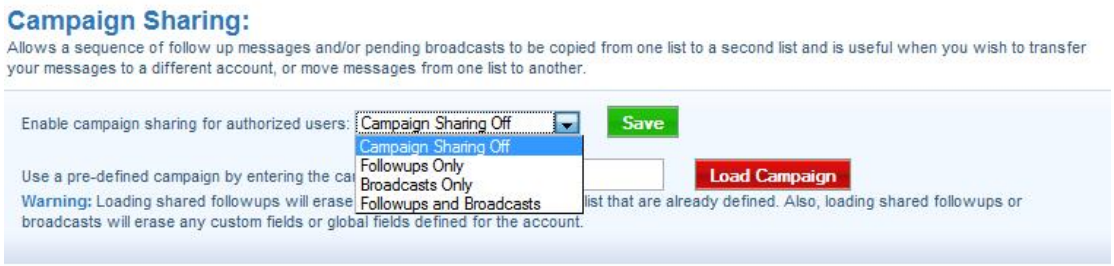
sequence from them, then you will be given a campaign code similar to this when you purchase it from them...

campaign code: demoaweber-17eb6-$F

So then all you would have to do is paste this code into the campaign code box and click 'Load Campaign' and your auto-responder will be filled with the messages you purchased.

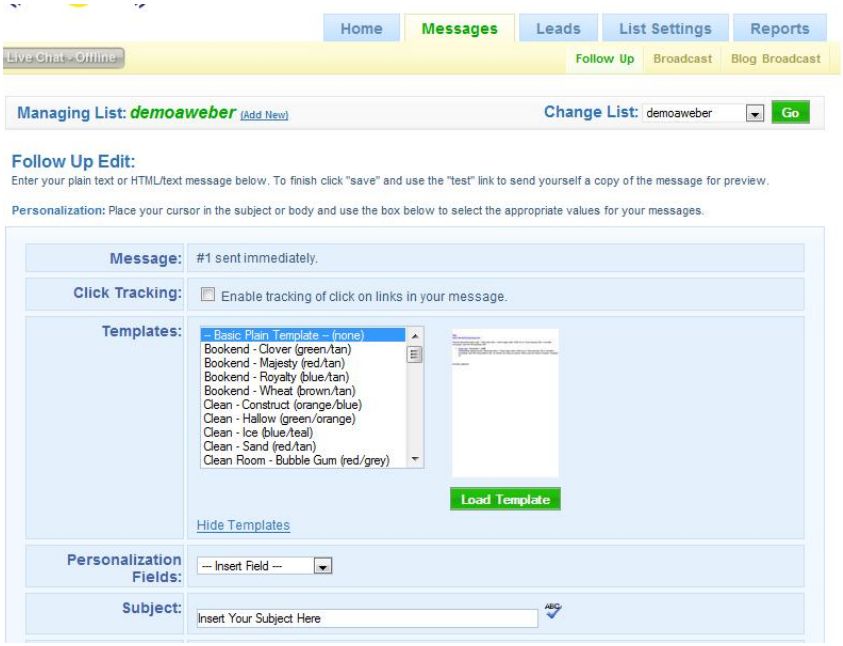


You can also use this feature to quickly copy messages from one of your own lists to another...

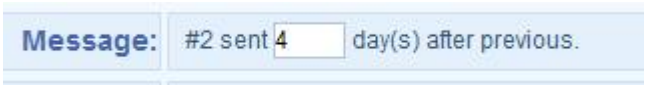


Just be sure to enable campaign sharing in the list you want to copy the messages from. You can choose to share follow-up emails only, broadcast messages only or both follow-ups and broadcasts. Then click the 'Save' button to generate the campaign code. Once you have the code, go to the list you want to fill with the messages, insert the campaign code and click 'Load Campaign'.

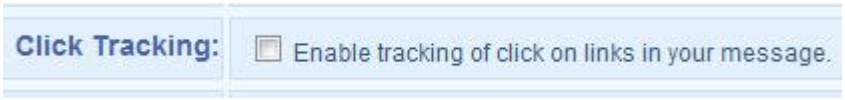
To manually add a message one at a time to the auto-responder sequence click on the 'Add Message' button. Now you will then see the 'Follow Up Edit' page. This will show that you are adding message 1 which will be sent immediately...



Subsequent messages can be sent out at any interval that you choose, such as 2 days, 4 days or even 7 days. You can choose the interval by typing the appropriate number into the box...

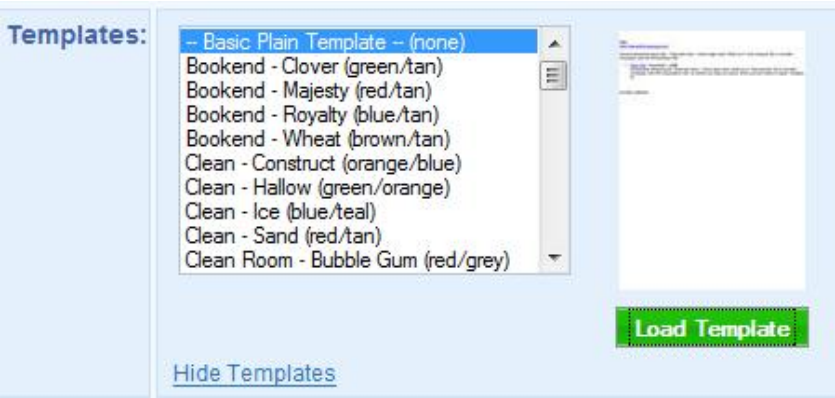


Click the 'Click Tracking' button if you want to track clicks in your message. If you use click tracking Aweber will replace your links with special links that will keep track of how many of your subscribers actually click on them...

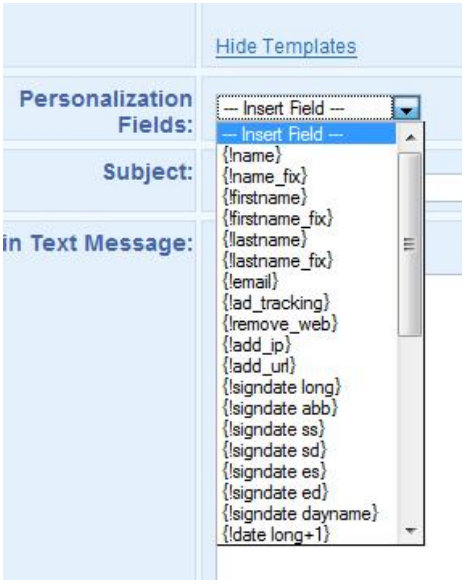


This is important information to know. If your subscribers aren't clicking on your links you can rewrite your messages or change things around until you find what works.

Next there is a selection of templates that you can use for your newsletter. I don't use these at all, I always use the basic plain template. I don't know if there are many who do use these templates. I am on a lot of lists and I have never received an email using one and I can tell you I am on a lot of lists. There are quite a few to choose from so you may want to experiment, it is up to you.

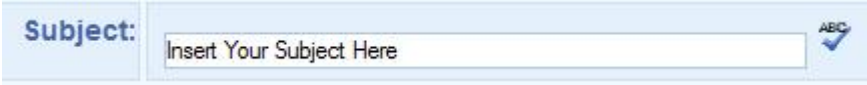


Next are the personalization fields. Use these to add in the subscribers name, email address etc into your email messages if you haven't already typed these personalization codes into your message when you where writing it...



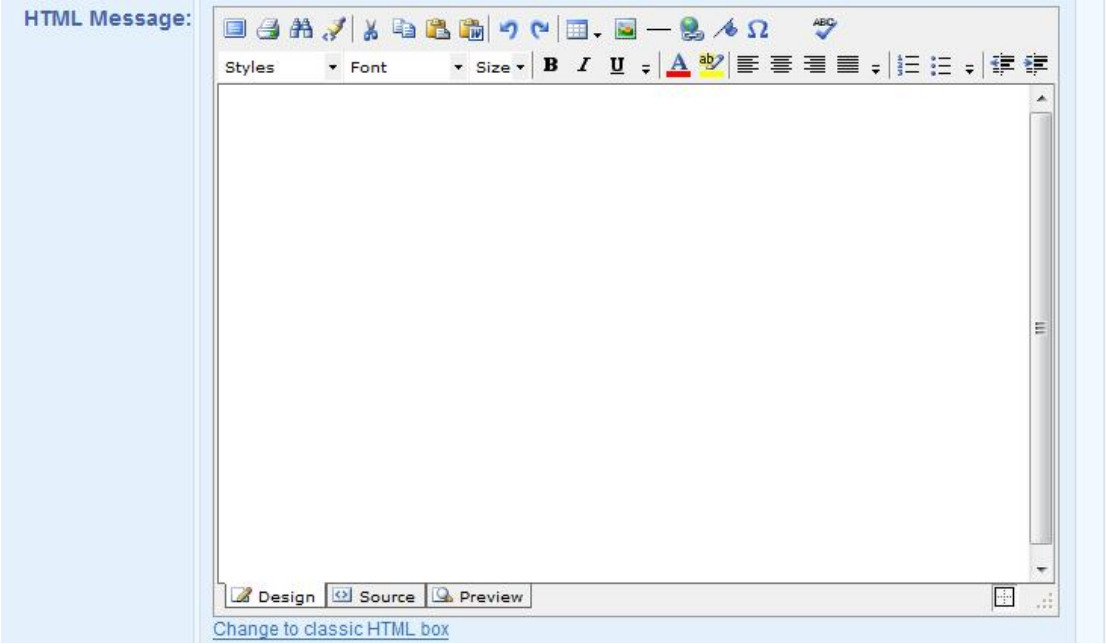
Then next you need to write a Subject for your message. The Subject is what your subscriber will see when your email hits their inbox. You can type

the personalization code into your subject line as well. As a rule of thumb always use the first name personalization code somewhere in the subject line as it increase response rates because more people will open an email when because you'll be seen a someone they obviously know...

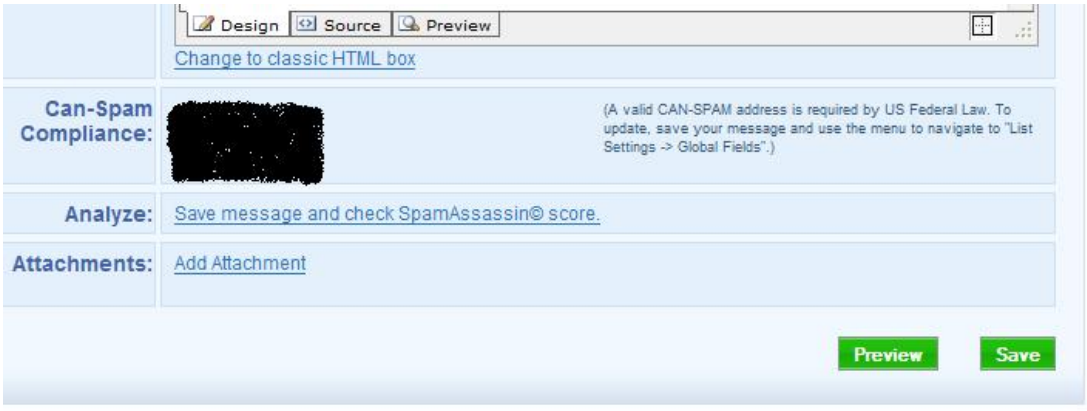


Next it is time to enter your message. You can simply copy and paste a plain text message here. Aweber recommends that you always include a text message even if you are sending an HTML message in the event that your subscribers email program can't display the html message. Also sending plain text messages will typically allow you to get better deliverability rates versus html or messages that use a combination of html and text...

You may want to send your message as HTML if you want to include such things as pictures and logos as well as having the option of different fonts, different colors, etc. If that is the case you can use the Aweber "What-You-See-Is-What-You-Get" HTML editor...



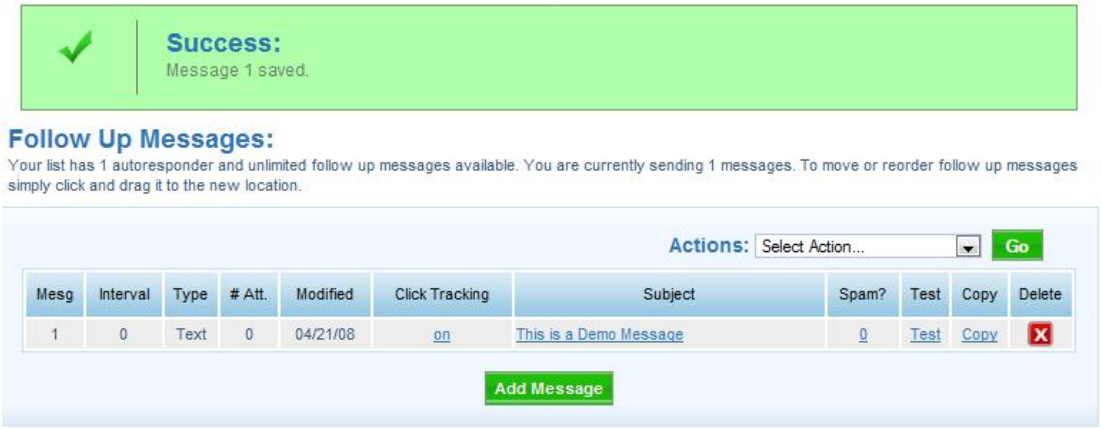
When you are done writing your message you can preview it by clicking the 'Preview' button. If it all looks ok then you can save it by clicking the 'Save' button....



It is important to have at least one message in your sequence. The reason for this is, if you send out a broadcast message, which will go to all of your subscribers on this list at the same time, without having any follow up

messages, then it will automatically put all of your subscribers to message 1001.

The reason this happens is that if you send out a broadcast without having a message in follow up Aweber assumes that this list will only be used for broadcast messages.



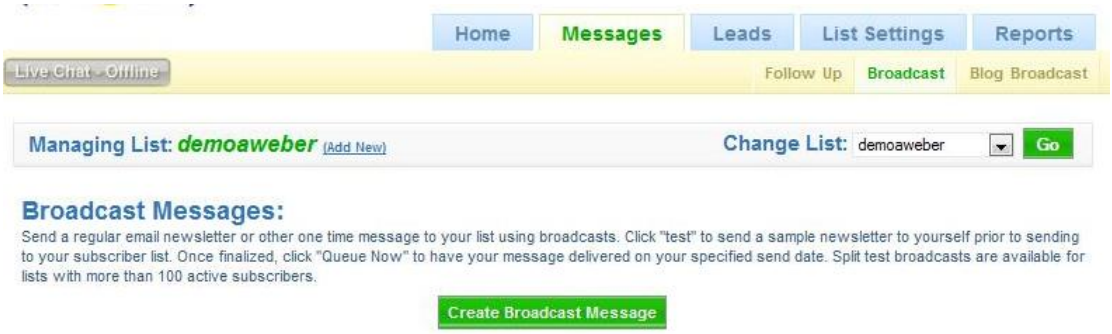
Sending Out A Broadcast Message

Firstly, let me just explain the difference between a follow up message and a broadcast message. A follow up message is the one that will be sent on a time schedule that you set up so your subscribers will all be at different points in your auto-responder sequence depending on when they signed up. You may, for example, have some people that will receive message #2 and some that receive message #12 all on the same calendar date.

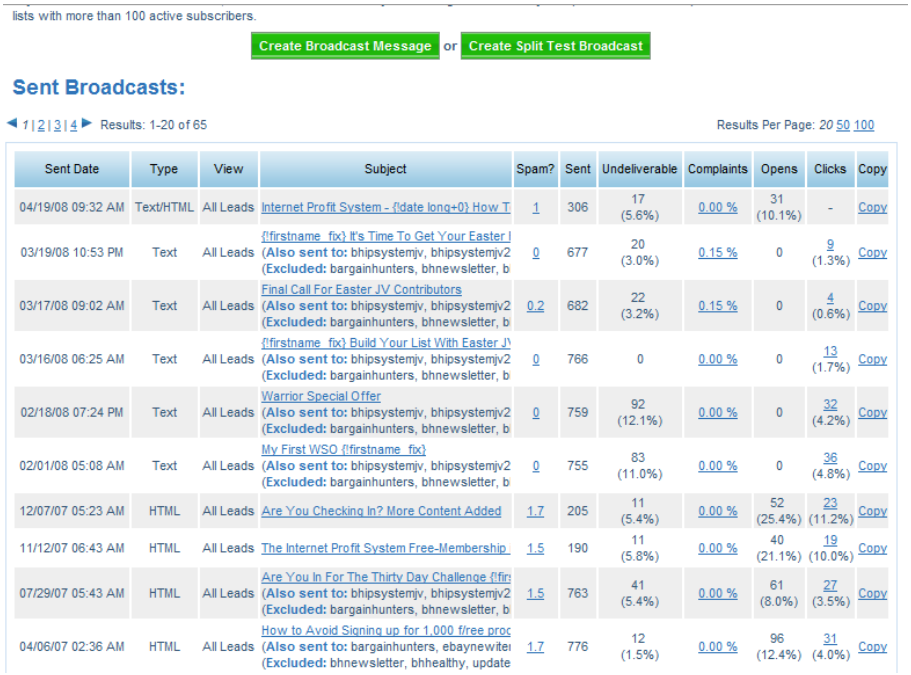
A broadcast message is different in that it goes out to everybody all at the same time regardless of where they are in your auto-responder sequence. This is a feature that you will be using several times a month to send out notifications about new product releases, discounts, affiliate promotions, special sales and other time sensitive messages.

Okay now...

To create a broadcast message, click on the 'Messages' tab and then click on the 'Broadcast' sub tab. There really isn't a lot of difference in how you set up a broadcast message to setting up a follow up message but there are a couple of differences.



If you send out a lot of broadcast messages Aweber keeps a list of your previously sent broadcasts...


lists with more than 100 active subscribers.

Create Broadcast Message or Create Split Test Broadcast

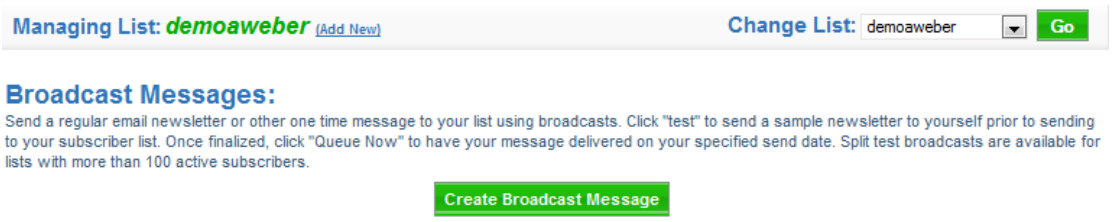
Sent Broadcasts:

◄ 1 | 2 | 3 | 4 ► Results: 1-20 of 65 Results Per Page: 20 50 100

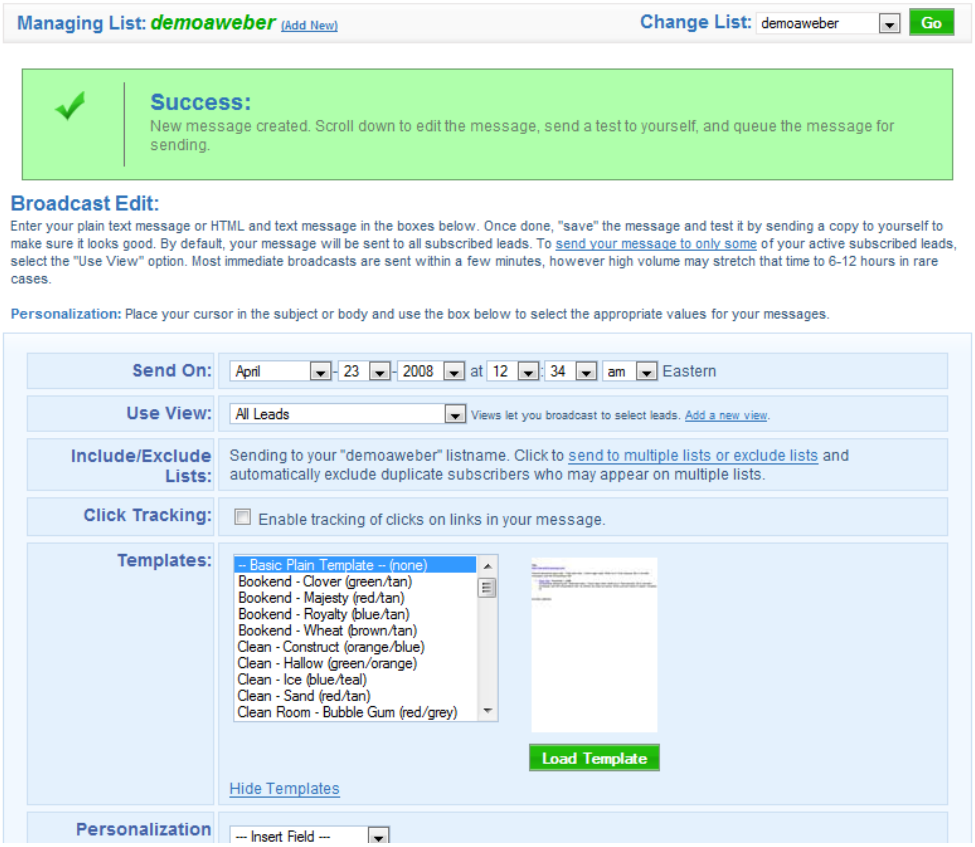
Sent Date	Type	View	Subject	Spam?	Sent	Undeliverable	Complaints	Opens	Clicks	Copy
04/19/08 09:32 AM	Text/HTML	All Leads	Internet Profit System - {!date long+0} How T	1	306	17 (5.6%)	0.00 %	31 (10.1%)	-	Copy
03/19/08 10:53 PM	Text	All Leads	{!firstname_fix} It's Time To Get Your Easter I (Also sent to: bhipsystemjv, bhipsystemjv2 (Excluded: bargainhunters, bhnewsletter, b	0	677	20 (3.0%)	0.15 %	0	9 (1.3%)	Copy
03/17/08 09:02 AM	Text	All Leads	Final Call For Easter JV Contributors (Also sent to: bhipsystemjv, bhipsystemjv2 (Excluded: bargainhunters, bhnewsletter, b	0.2	682	22 (3.2%)	0.15 %	0	4 (0.6%)	Copy
03/16/08 06:25 AM	Text	All Leads	{!firstname_fix} Build Your List With Easter JV (Also sent to: bhipsystemjv, bhipsystemjv2 (Excluded: bargainhunters, bhnewsletter, b	0	766	0	0.00 %	0	13 (1.7%)	Copy
02/18/08 07:24 PM	Text	All Leads	Warrior Special Offer (Also sent to: bhipsystemjv, bhipsystemjv2 (Excluded: bargainhunters, bhnewsletter, b	0	759	92 (12.1%)	0.00 %	0	32 (4.2%)	Copy
02/01/08 05:08 AM	Text	All Leads	My First WSO {!firstname_fix} (Also sent to: bhipsystemjv, bhipsystemjv2 (Excluded: bargainhunters, bhnewsletter, b	0	755	83 (11.0%)	0.00 %	0	36 (4.8%)	Copy
12/07/07 05:23 AM	HTML	All Leads	Are You Checking In? More Content Added	1.7	205	11 (5.4%)	0.00 %	52 (25.4%)	23 (11.2%)	Copy
11/12/07 06:43 AM	HTML	All Leads	The Internet Profit System Free-Membership	1.5	190	11 (5.8%)	0.00 %	40 (21.1%)	19 (10.0%)	Copy
07/29/07 05:43 AM	HTML	All Leads	Are You In For The Thirty Day Challenge {!firs (Also sent to: bhipsystemjv, bhipsystemjv2 (Excluded: bargainhunters, bhnewsletter, b	1.5	763	41 (5.4%)	0.00 %	61 (8.0%)	27 (3.5%)	Copy
04/06/07 02:36 AM	HTML	All Leads	How to Avoid Signing up for 1,000 f/free proc (Also sent to: bargainhunters, ebaynewsite (Excluded: bhnewsletter, bhhealthy, update	1.7	776	12 (1.5%)	0.00 %	96 (12.4%)	31 (4.0%)	Copy

If you use the same format every time you create your email message then there is a handy copy link next to each message. You can use the copy function to create a new message with all of the settings you have put in place previously.

To create a new broadcast message just click on the 'Create Broadcast Message' button...



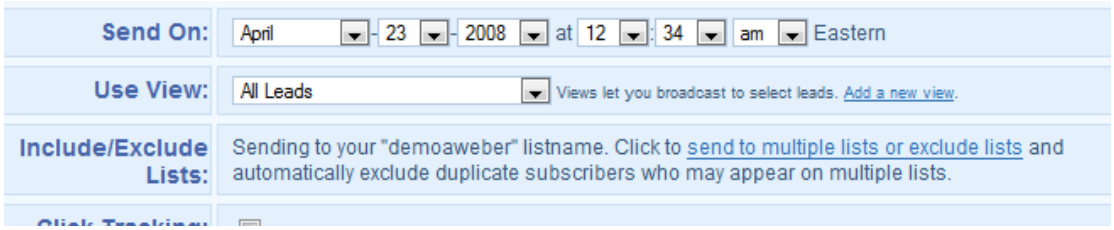
Your new broadcast message will be created.



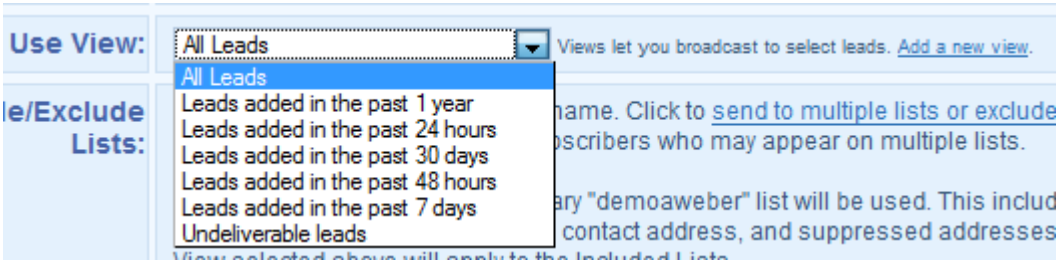
You will see that the broadcast message set up is very similar to the follow up message set up. However, there are a few extra things that you will need to be aware of.

Firstly, you can choose the date and time for when you would like your message to go out. This is a great feature because it lets you schedule your broadcast to go out on a specific day and time whenever you have an important message or product promotion you want to send.

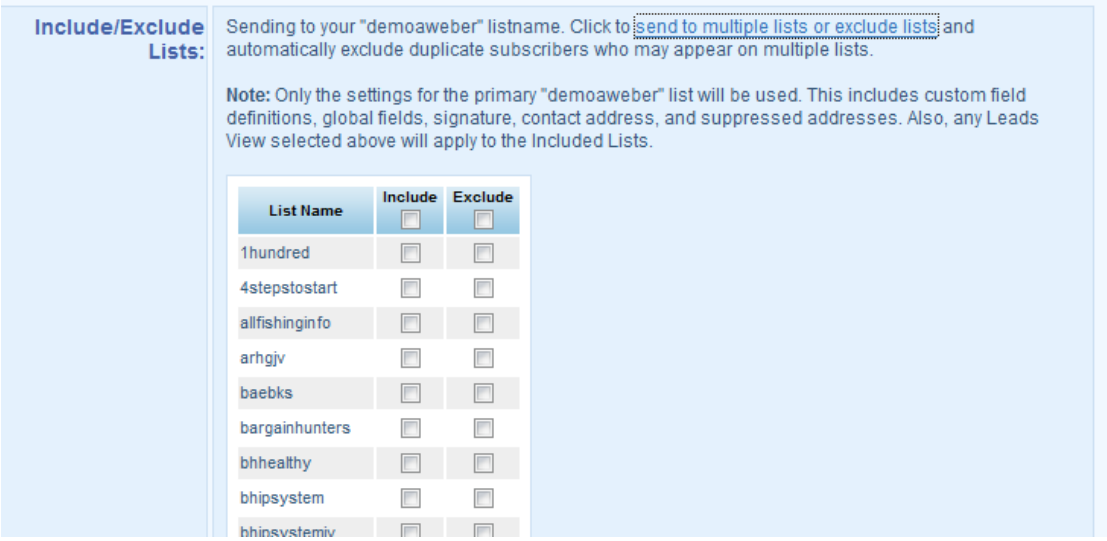
If you're launching a product a 1:30 pm you could set the message to go out around an hour before to remind them of what is happening...



Next, there is the 'Use View' function. The default is set at all leads which means that the message would go to all of your subscribers. But there may be times when you don't want to send the message to your whole list so you can specify which list you want to send it to. You can send to subscribers and leads that have been added to your list at variety of different intervals. You can also create a new view by clicking the 'Add a new view' link.

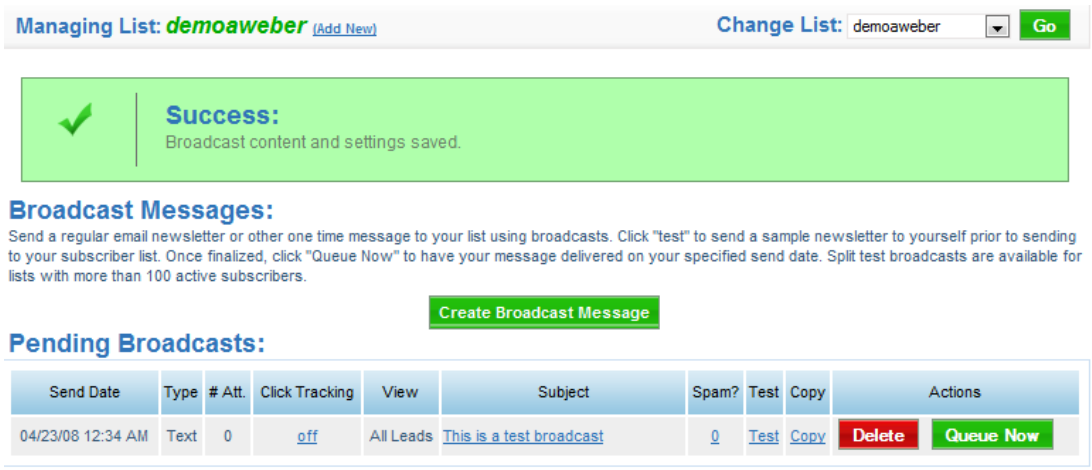


You can also include or exclude lists. This means that you can send your broadcast to more than one of your lists. It also means that you can exclude certain lists from receiving the message. Just click the check boxes to include or exclude a list...



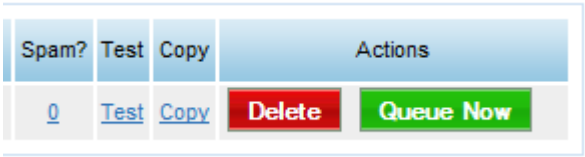
This is a helpful feature if you have more than one list but have an overall message you want all subscribers to see. Also by using this feature you avoid sending duplicate messages to subscribers who may be on more than one of your lists as Aweber checks for the same email address on multiple lists before sending...

And, lastly, you can click the 'RSS/HTML Feed' box to enable your message to be published to an RSS feed and web archive. You can see what your message will look like by clicking the 'Preview' button. When you have everything how you want click 'Save'.



Your broadcast message is now waiting for you to queue it, but before you do you should check the spam score of the message by clicking the 'Spam?' link. This will check your message to see if it could possibly be considered as spam by the internet service providers of the subscribers on your list. If you get a score above 5 you should change your message or subject line to lower your spam score. You can easily do this by clicking on the spam score number in that column to view the words or phrases in your messages that are causing the high spam score.

Also, you should send a test message to yourself as well by clicking the 'Test' link...



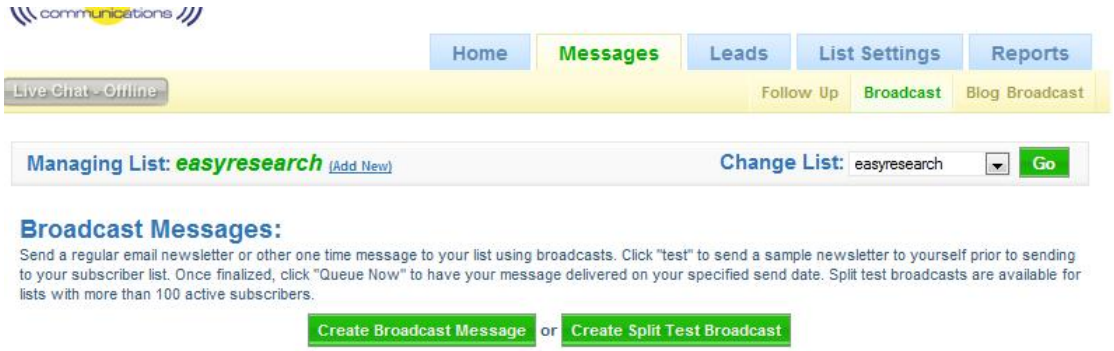
Once you are satisfied that everything is in order click the 'Queue Now' button to tell the system to send the message on the specified date and time. If you don't click this button your message will not be sent regardless of the send date and time you have set. If you don't want to send the message, click the 'Delete' button to remove it completely.

Creating A Broadcast Split Test

You have the option of creating a split test broadcast. To do this your list needs to have at least 100 active subscribers. If you have less than 100 subscribers on your list you will not see this option.

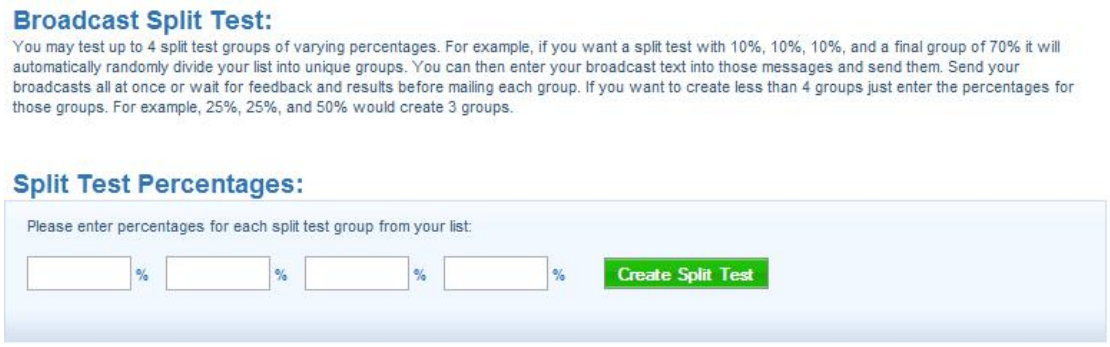
Why would you want to split test? Well you may want to test two or more different subject lines or maybe you want to test two or more different offers inside your email. You may want to write two or more different emails to see which one converts the best.

To split test a broadcast message click on the 'Create Split Test Broadcast' button...

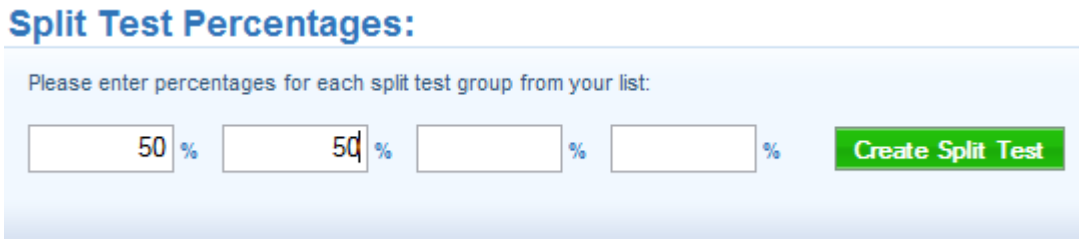


You may test up to 4 split test groups of varying percentages. You may want to do a 25% split test in which case Aweber will automatically randomly divide your list into unique groups. You don't have to use all four boxes, you can use three or just two, depending on what results you want back.

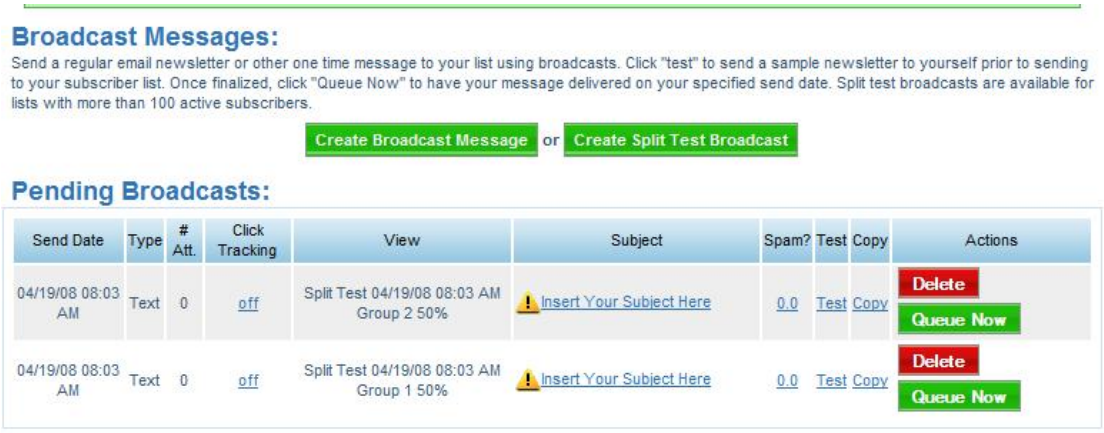
The numbers in each box don't all have to be the same as long as they add up to a total of 100%.



For this screenshot example I have created a 50-50 split.



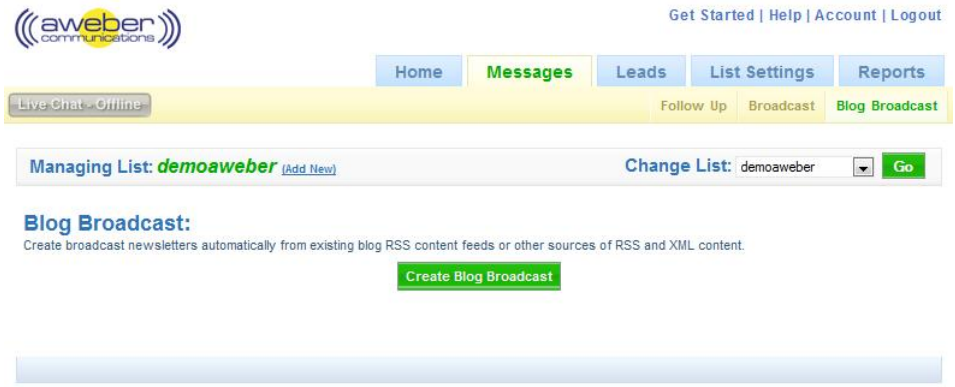
Aweber has now set up two different messages to be sent. You then need to go into them and edit them with your subject lines, email body copy and offers etc.



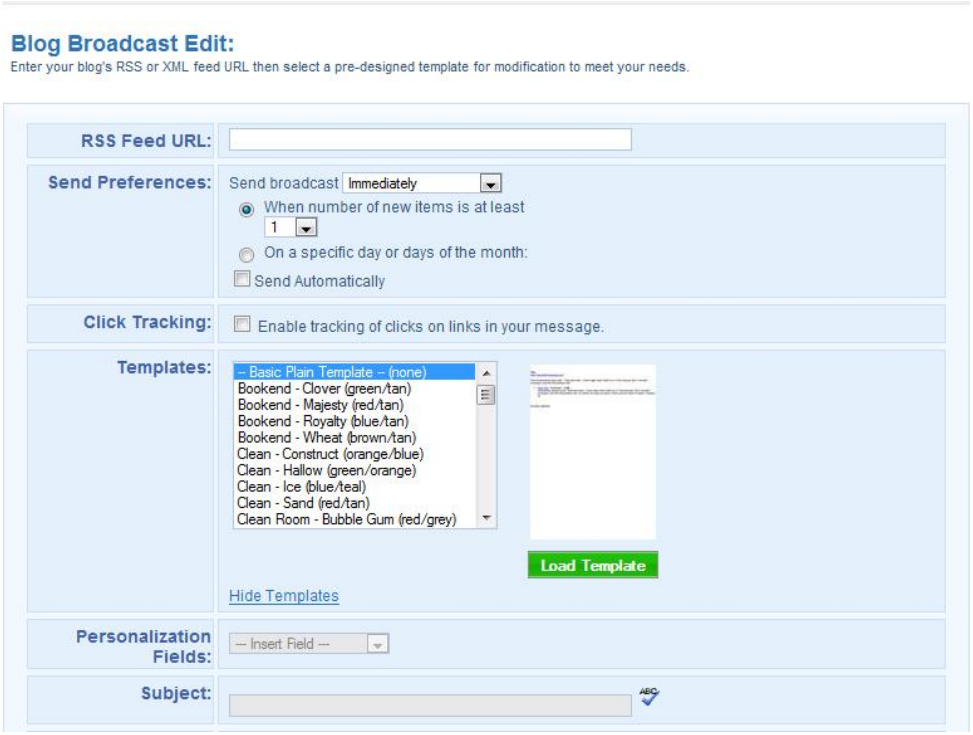
When you are done setting up the broadcast emails, just click each of the 'Queue Now' buttons when you are ready to send them. You don't even have to send them out at the same time.

Sending A Blog Broadcast

Included in your Aweber account is a very nice feature called the "blog broadcast". When you set up this feature Aweber will send a broadcast email to your list automatically for you when you have updated your blog. The email will include a snippet from your blog post and a link back so that your subscribers can go and read the rest of the post. This is a great way to keep your subscribers regularly updated with what is going on with your business via your blog.

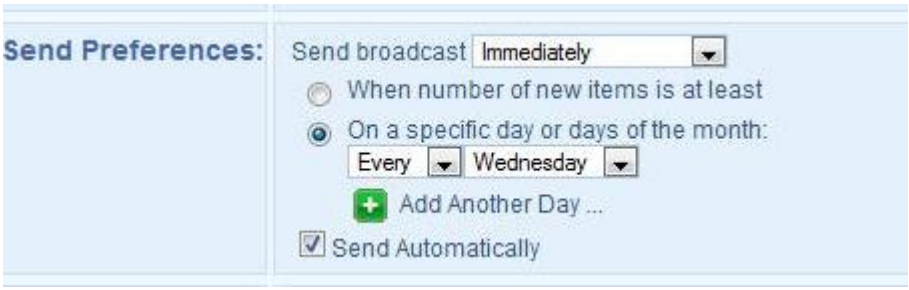


To get started click on the 'Blog Broadcast' link on the sub menu and the click the 'Create Blog Broadcast' button and you will be taken to the blog broadcast edit page...

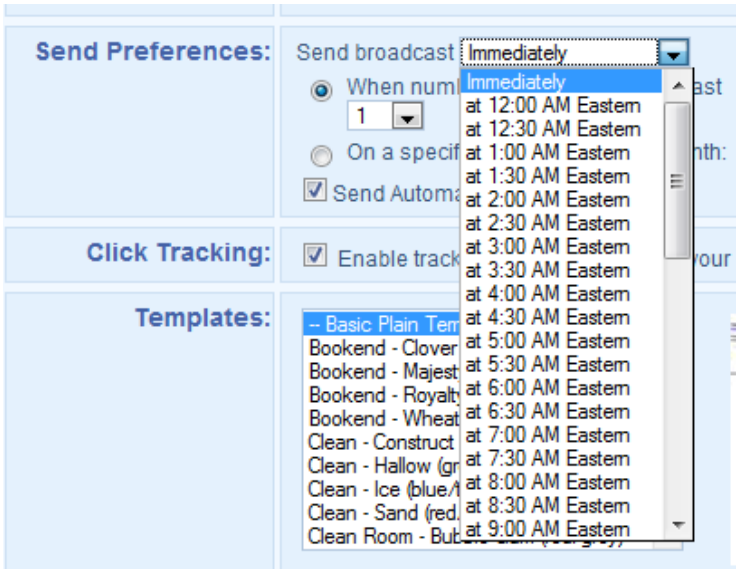


What it needs to know is the RSS Feed that you want to start sending out to your mailing list...

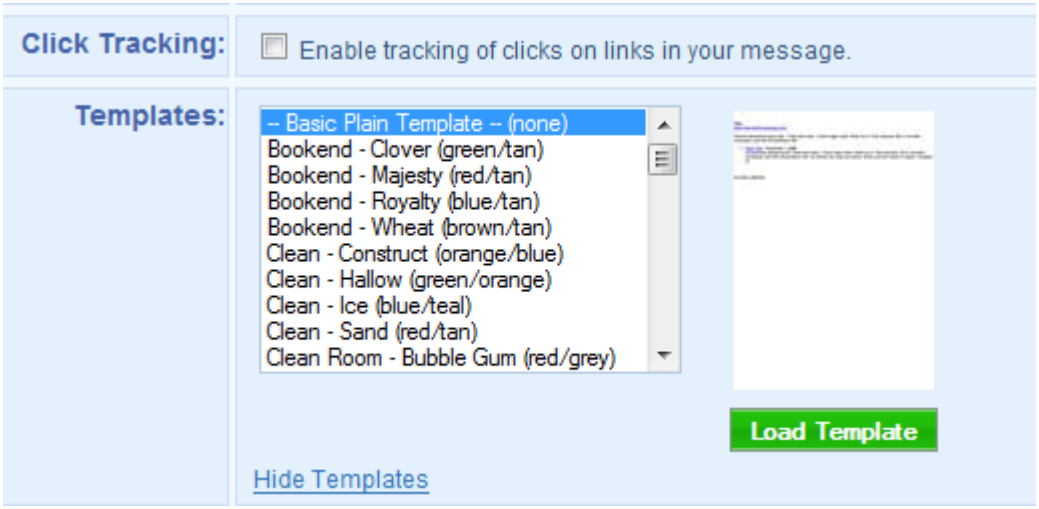
Next is the Send Preferences section. This is where you set the options for sending out your blog broadcasts. You have several options here. In the screenshot example that you can see located at this point in the module I have the send preferences set to send out a blog broadcast automatically every Wednesday immediately after Aweber has checked to see whether there has been any new posts to my blog...



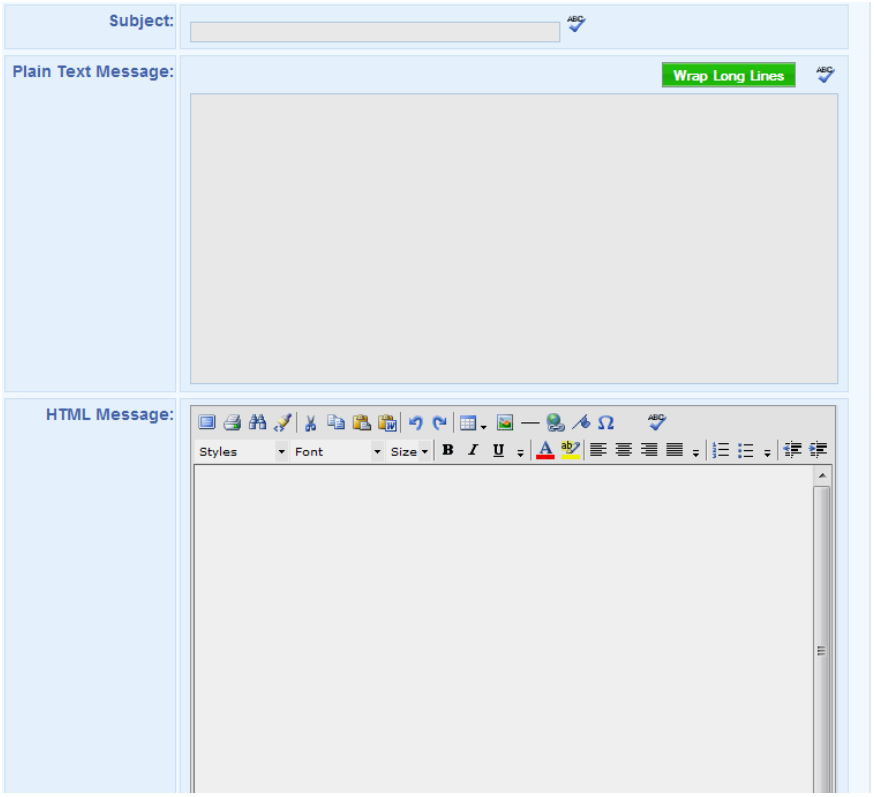
You can set this up to send out a broadcast immediately after every post you make to your blog. You can set it up to go out at a specific time or on a specific day. Or you can set it up to send it out after a certain number of new items have been posted...



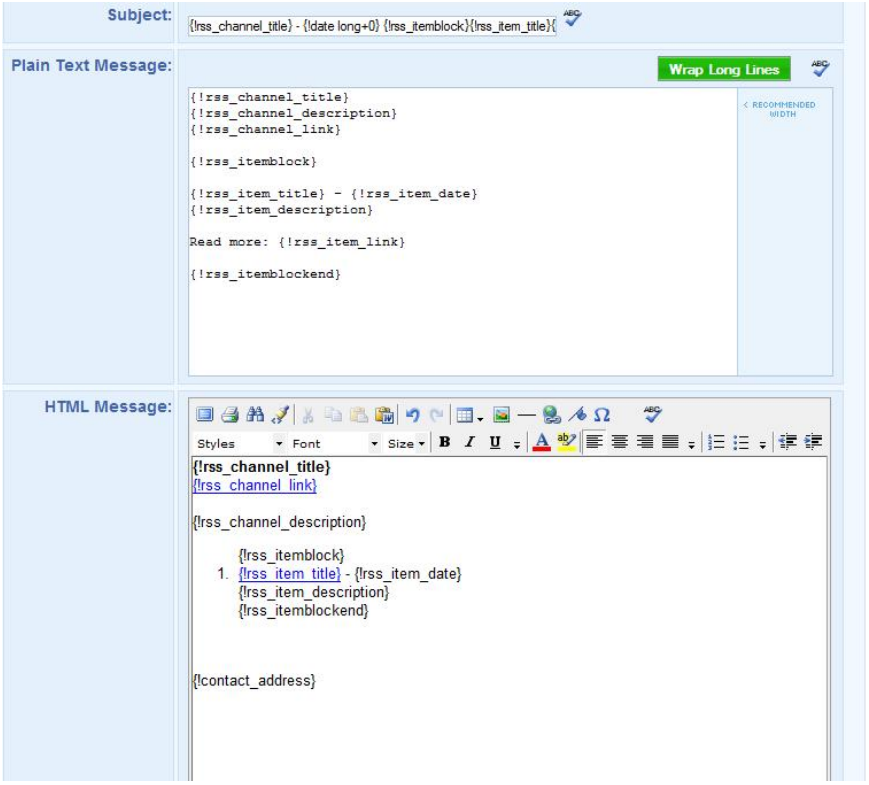
Next you can choose to enable click tracking just the same as inside an ordinary follow up message or broadcast message...



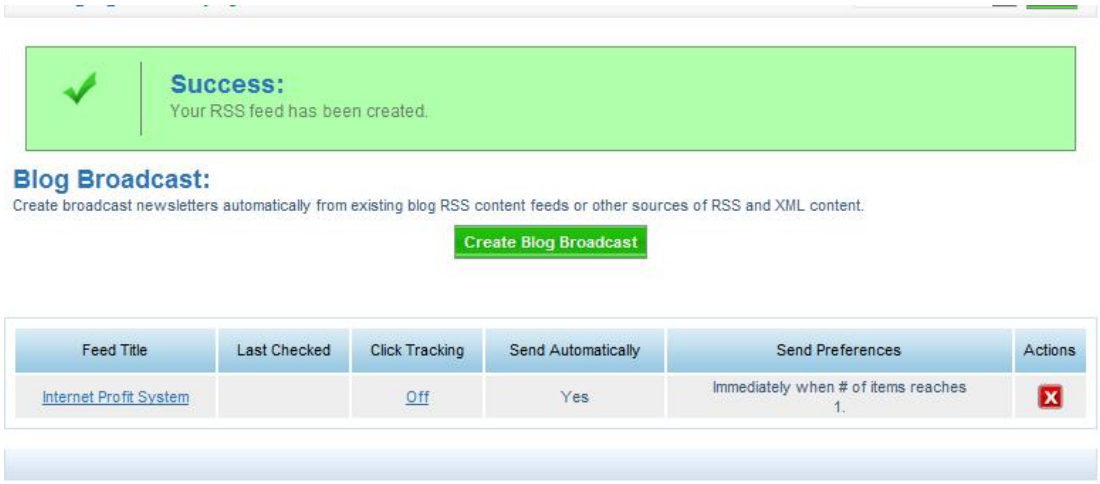
Next you need to choose a template. With a follow up message or broadcast message you automatically have the basic plain template selected. But when you do a blog broadcast it doesn't work that way. The message area is greyed out until you select a template and then click on the 'Load Template' button...



Once you have chosen a template it will be automatically entered into the message area. The lines with brackets around them are called tags and they tell the system what to put into the email. You can swap this around or add to it. Read up Aweber's help system to find out what all of these tags mean before you change them too much...

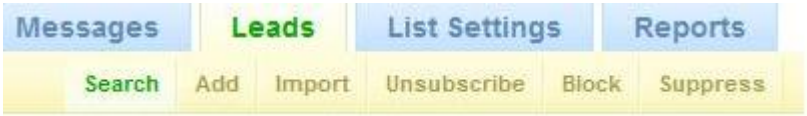


Once you have done that then click the 'Save' button and on the next page it will tell you that your RSS feed has been created...

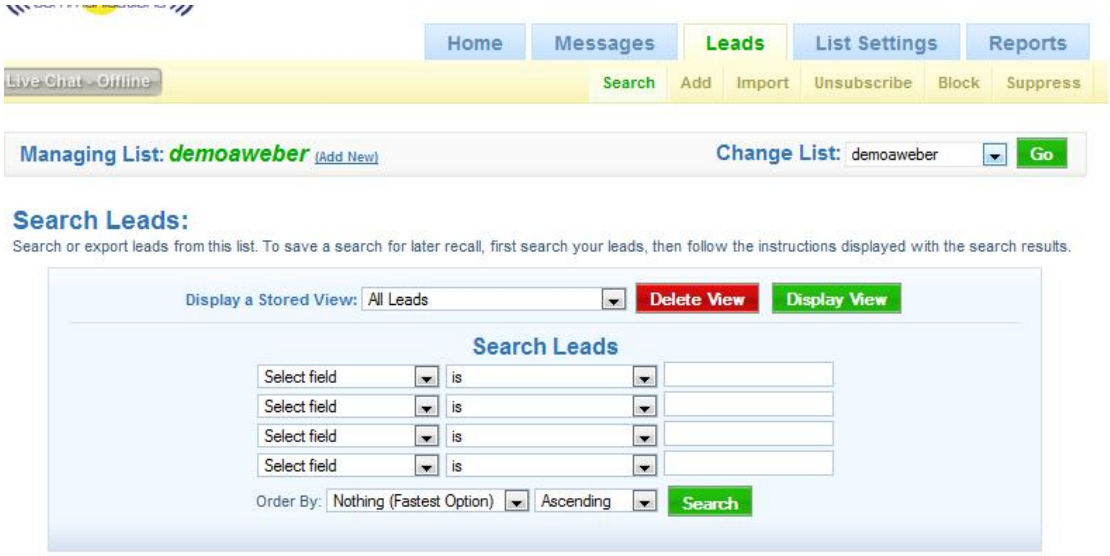


Managing Your Opt-In Subscribers And Leads

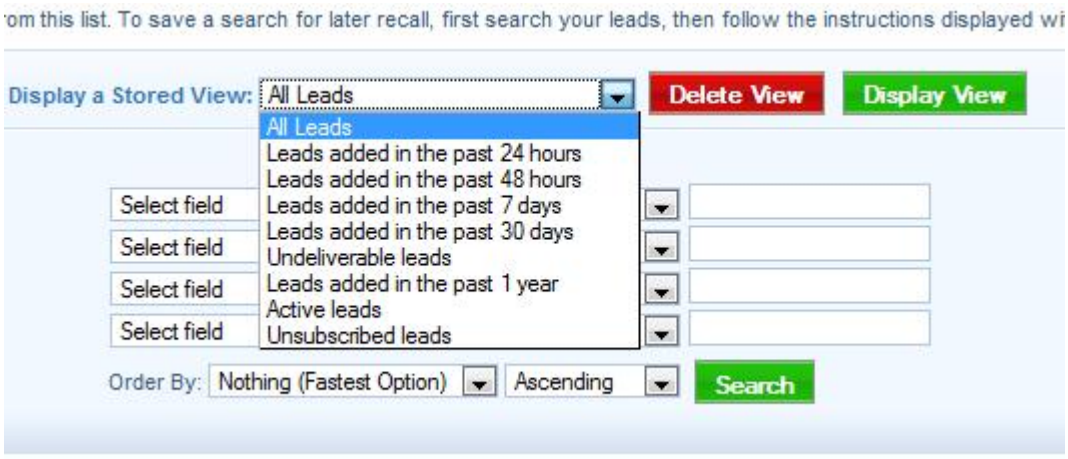
To search your leads click on the 'Leads' link on the menu bar. You will be taken to the search leads page...



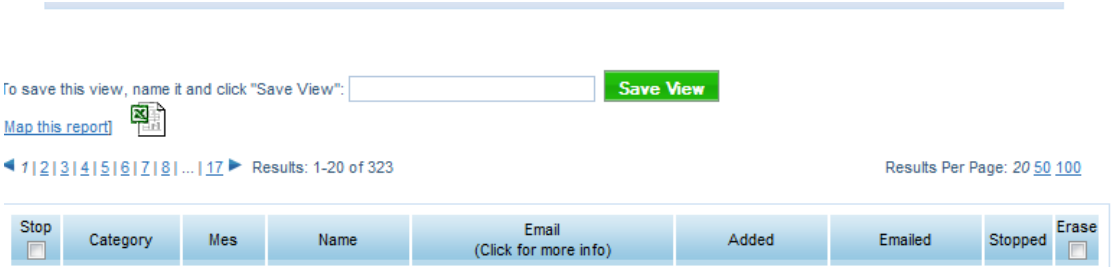
To search all of your leads click on the 'Display View' button. All leads is the default view when you load up this page...



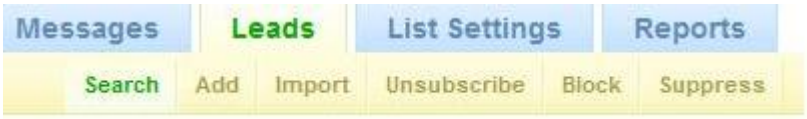
You can also search leads that have been added in the past 24 hours, 48 hours, 7 days etc...



You can then see who is subscribed to your list by name and email address. You can see what message they are on in your auto-responder sequence. What date they were added to your list. What date they were last emailed and if they have unsubscribed what date they stopped receiving your emails...



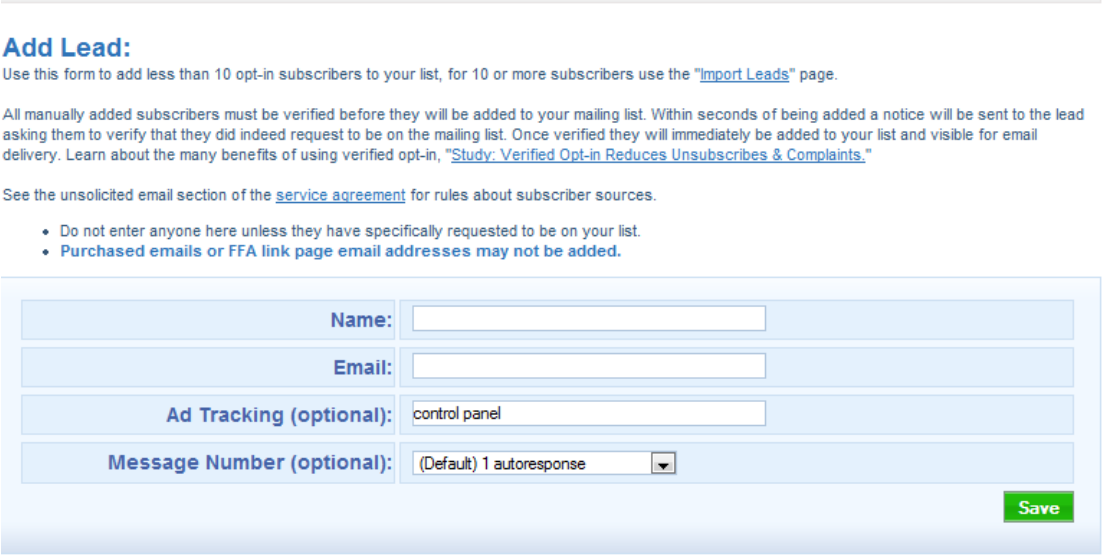
You can also add, import, unsubscribe, block and suppress email addresses from the 'Leads' area...



To add a lead to your list, click on the 'Add' link on the sub menu. Use this option if you have less than ten subscribers you want to add. If you have more than ten use the 'Import' function.

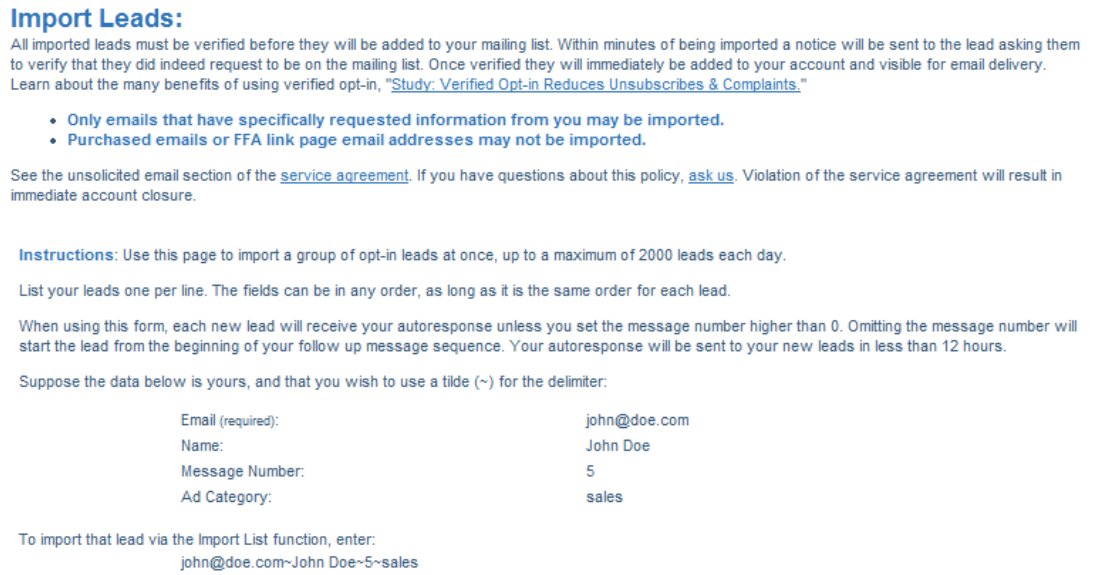
Note that all manually added subscribers will be sent a confirmation email and they must click the verification link before they will be added to your list. To add a lead, just fill in the name and email address. Also fill in any optional ad tracking and choose whether you want the lead to start on message number one or at the end of follow ups so that they receive your future broadcast message only.

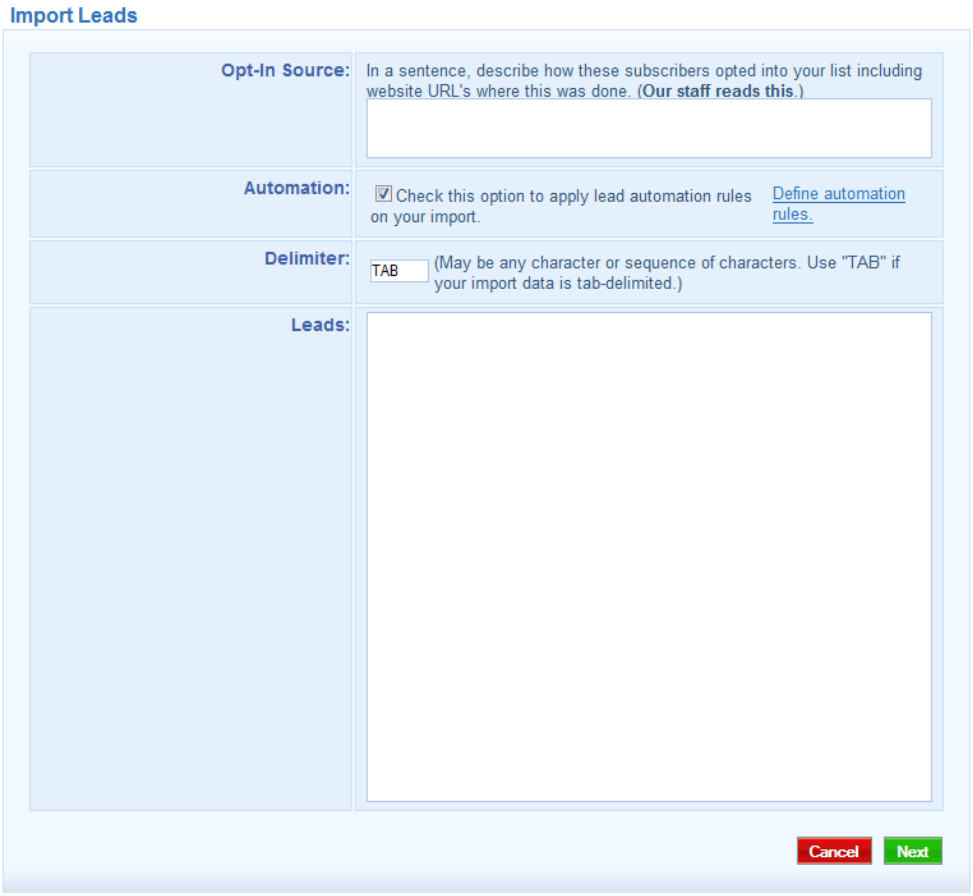
NOTE: Don't add anyone here unless they specifically asked to be added to your list. You could be accused of spamming and Aweber may shut down your account.



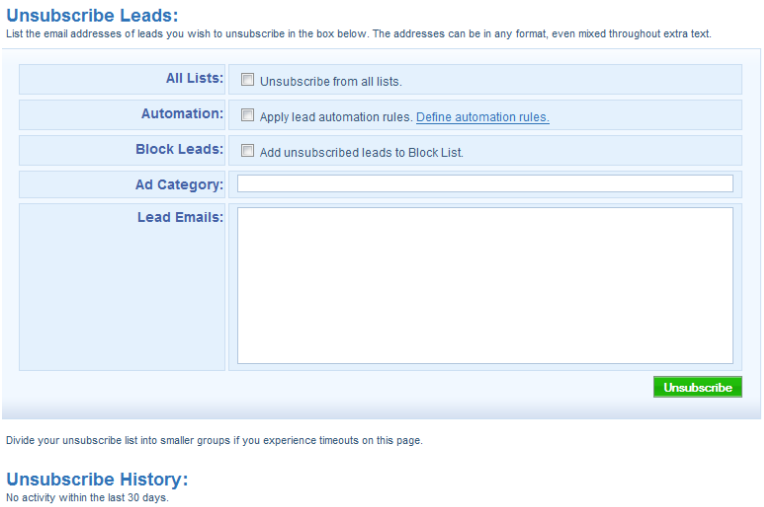
When you are done click on the 'Save' button.

Use the 'Import' function if you have more than ten subscribers you want to add to your list. The same applies here as the add function. All manually added subscribers must be verified before they will be added to your list and don't add anyone here unless they specifically ask to be added to your list. Make sure you read the information that Aweber supplies on each page before proceeding with these actions...

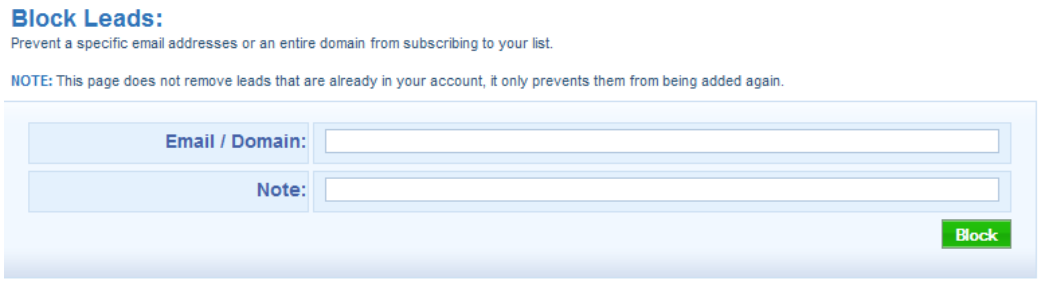




To unsubscribe leads click on the 'Unsubscribe' link. You can unsubscribe leads from all of your lists at the same time. You can unsubscribe leads using an automation rule and you can add unsubscribed leads to the block list.



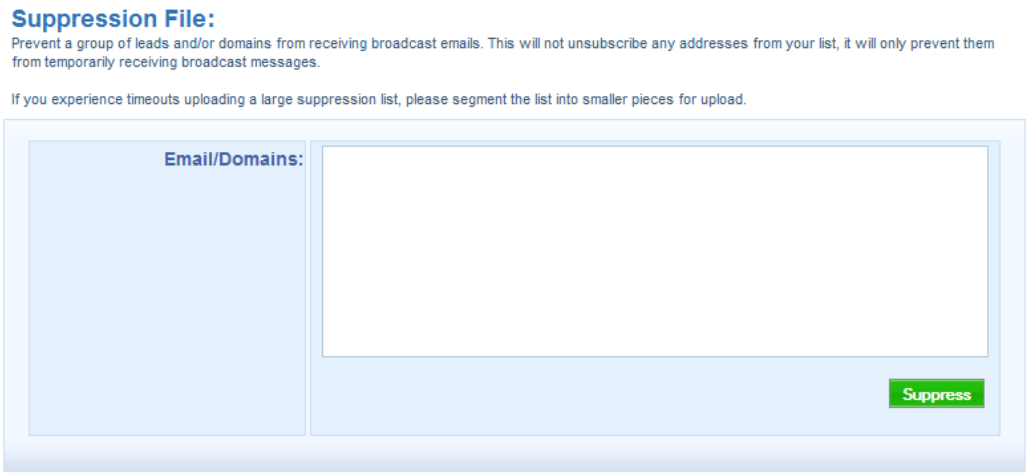
On this page you can also see your previous unsubscribe history if you have used the unsubscribe feature before...



By blocking leads you can prevent specific email addresses or even an entire domain from being able to subscribe to your list. Just fill in the email address or domain, make a note of why you are blocking them and then click the 'Block' button.

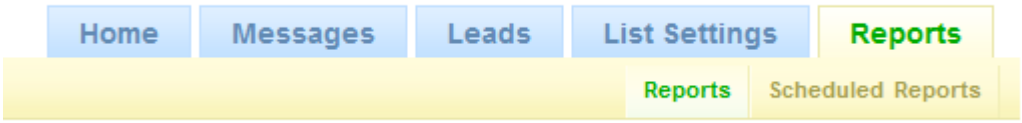
Use the suppression file feature to prevent a group of leads and/or domains from receiving your broadcast emails. This feature will not unsubscribe any email addresses from your list. It will only temporarily prevent them from getting your broadcast messages.

Just fill in the box with the email addresses or domains that you want suppressed and then click the 'Suppress' button...



Your List Reports

Aweber supplies you with reports on each of your lists. There are many things you can see that are happening with your list on a daily basis. To view your reports click on the 'Reports' link on the menu bar and then click on the 'Reports' link that displays in the sub menu...



At a glance you can see your daily new leads that have been added over the last thirty days. In the graph you can see how many subscribers were added on each day. The green color represents subscribers who have verified their email addresses. The yellow color represents subscribers who have not verified their email address and the blue color is for leads that have unsubscribed from this list...

Not only does Aweber show a graph of this information it also shows the information inside of a form.

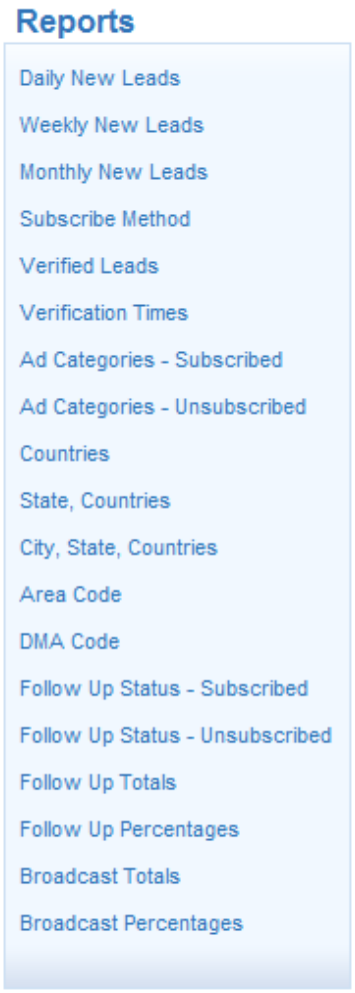
At this point in the module I have included a screenshot of my "easy research" list that I used for giving away a free report recently. The unsubscribed leads were added to another list that I had set up with an automation rule, which was if they subscribed to my other list they were instantly unsubscribed from the "easy research" list...

Date	Unverified	Unsubscribed	Subscribed	Total Leads
Yesterday			2	2
Apr 22nd			2	2
Apr 21st			1	1
Apr 20th		1		1
Apr 19th			1	1
Apr 18th			1	1
Apr 17th	1		2	3
Apr 16th			1	1
Apr 15th		2	1	3
Apr 14th	1	1	1	3
Apr 13th		1	3	4
Apr 12th	2	5	7	14
Apr 11th		4	25	29
Apr 8th	1		2	3
Apr 7th	1	1	5	7
Apr 6th	2	2	7	11
Apr 5th	5	2	19	26
Apr 4th	15	22	97	134
Totals	**28**	**41**	**177**	**246**

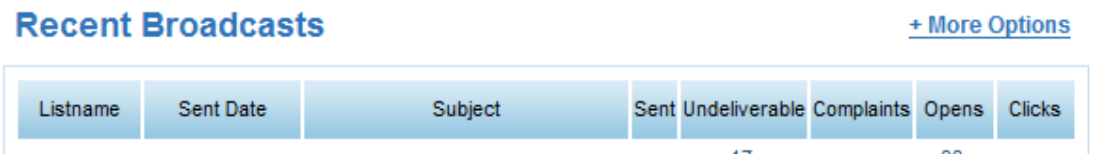
There is much more information you can get from the reports section. As well as seeing your daily new leads you can see weekly new leads or monthly new leads.

You can see your verified leads, verification times and what the subscribe method was. You can see categories such as subscribed and unsubscribed. You can also see the city, state and country of your subscribers as well as follow up totals and broadcast totals.

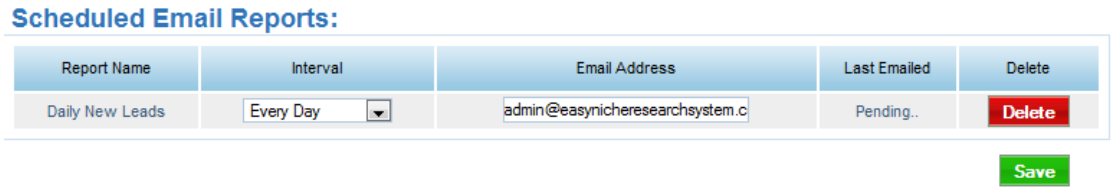
(See Image On Next Page...)



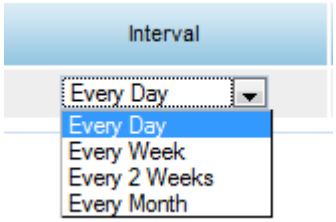
Also if you enabled click tracking in either your follow up or broadcast messages you can view the results here in the reports section. To find out your click tracking stats for your follow up messages click on the 'Follow Up Totals' link. If you want to find out your click tracking stats for your broadcast messages click on the 'Broadcast Totals' link...



You can also access the broadcast stats from the home page under the 'Recent Broadcasts' area which is located below your 'Quick Lead Stats' area.



You can choose to have the reports emailed to you. You can choose the time interval that you want for having it sent to you. For instance you can have an email report sent to you every day, every week, every two weeks or every month.



Module #13.0: Testing & Tracking

"Dramatically Improve Your Sales By Testing And Tracking."

"The Most Overlooked Way Of Increasing Profits."

What is the purpose of advertising?

Is it meant to be something that is regarded as a work of beauty or art? Is its purpose to be clever or amusing? Is it to receive awards or recognition?

It's none of the above.

The purpose of advertising is to sell…

…PERIOD!

As Claude Hopkins wrote in his timeless classic, *Scientific Advertising*:

> "*To properly understand advertising or to learn even its rudiments one must start with the right conception.* ***Advertising is salesmanship****. Its principles are the principles of salesmanship. Successes and failures in both lines are due to like causes. Thus every advertising question should be answered by the salesman's standards.*
>
> *"Let us emphasize that point. The only purpose of advertising is to make sales. And* ***its results are directly profitable or unprofitable according to its actual sales.***
>
> *"It is not for general effect. It is not to keep your name before the people. It is not primarily to aid your other salesmen. Treat advertising itself as a lone salesman.* ***Force it to justify itself. Compare and test it against other***

> ***advertisements. Figure out its cost and measure its results****. Accept no excuses for unprofitable performance. Then you will not go far wrong."*
>
> *"The difference is only in degree.* ***Advertising is multiplied salesmanship****. It may appeal to thousands while like the salesman it talks to one. It involves a corresponding cost. Some people spend $10 per word on an average advertisement.* ***Therefore every ad should be a super-salesman****.*
>
> *"A salesman's mistake may cost little. An advertisements mistake may cost a thousand times that much. Therefore, be more cautious, more exacting. A mediocre salesman may affect a small part of your trade. But,* ***mediocre advertising affects all of your business."***

These points are as true today as they were when they were written nearly one hundred years ago!

So then the following question naturally arises…

How can you make your advertising as effective as possible?

The answer is to test…

Test again…

And then test some more!!!

Testing is a MUST to become a successful direct response marketer and it can be a huge factor in determining if your business grows or dies.

Any direct marketing expert will practically scream at you to test because testing allows you to generate more sales from every dollar that you spend on advertising. This is accomplished by testing just one component of your marketing process at a time until you find out what works best.

One of the biggest miss conceptions in marketing any business is thinking that the best way to bring in more business is to simply get more people to see your offer.

Now while that may be partially true it is not necessarily the most efficient way to do business because you will have to put more effort into getting more people to come to your website.

Wouldn't it be easier to make sure that you're doing everything you can to get the maximum number of sales by getting a higher percentage of the people who visit your website to make a purchase?

This is why if you do not test and track your progress you're basically throwing away money. The great thing about marketing on the internet is that it makes testing easier as it can be automated using special "tracking software" to do all the hard work for you.

Testing And Tracking Increases Your Sales Conversion Rate And Sales

As I am pretty sure that you have already noticed, when I speak of making sales I usually do so in terms of percentages. In marketing the term we use to describe the percentage of people who purchase your product compared to the number of total people who have viewed your sales letter is called your **Sales Conversion Rate** (also known as Visitors-to-Sales-Ratio).

You can improve your sales conversion rate dramatically by using an experimental process where you make just ONE change to your sales letter then track the results to see if that change increases your conversion rates.

This is experimental process is called **Testing And Tracking.**

For example, let's say you are getting 1 out of 100 people who visit your website to make a purchase and you have a product that costs $50. That means that for every 100 people who visit your website you will make $50. That's a one percent conversion rate.

But what would happen if by making one small change you could get 2 out of 100 people to purchase? Then you would be making $100 for every 100 visitors to your website. That's a two percent conversion rate.

Testing and tracking is essential and is probably one of the most overlooked ways of increasing profits by most businesses, mainly because they have never heard of the concept or don't understand its importance. And at the

same time some marketing experts are wildly successful and report 5% and even 10% percent conversion rates all achieved by continually testing and tracking.

How to Test Effectively

It's a good idea to set up your website to test right from the start. As you build your website and write your sales letter, you should also be implementing a simple testing system.

There are four main elements of a marketing campaign that should be consistently tested on a regular basis. These are your squeeze page, your auto-responder messages, your sales letter, and your product offer.

Once you have all of these tested to perfection, you should then send as much targeted traffic as you can to your website, which will result in getting you the most sales possible from your well oiled marketing machine.

"A vs. B - Split Testing" Explained

This is a pretty simple idea yet it is the most effective way to test any part of your marketing process. It is called A-B split testing.

For example, you can use a special "testing and tracking" software program that will rotate two different versions of your sales letter every time a visitor lands on your sales letter webpage.

So…

- The first visitor will see sales letter **A**.
- The second visitor will see sales letter **B**.
- The third visitor will see sales letter **A**.
- And the fourth visitor will see sales letter **B**.

And so on and so on.

Here's why this is extremely effective.

The two sales letters virtually identical except that they have one, and **ONLY** one element of the sales letter that is different from the other. The tracking software then tracks which sales letter each customer came from when ordered.

After a substantial test of let's say 500 – 1000 visitors you will know which sales letter is performing the best.

Example:

If you test your sales letter with…

Headline A vs. **Headline B**

…and discover that the sales letter with Headline B generates twice as many orders as Headline A then you would keep Headline B and stop using Headline A.

You can then create a new headline test of…

Headline B vs. **Headline C**

Now if Headline C generates more orders than Headline B, you would keep headline C and stop using headline B.

You want to keep testing this element of your sales letter until no more improvements, increases in sales, can be made. In this case you would keep testing a new headline against your current winning headline until you feel that no more improvements can be made to the headline.

Then you want to move on to test a different element of your sales letter in the same fashion, such as your guarantee. Once no more improvements can be made to that element you move on to the next. Eventually you will test you way to the highest possible conversion rate.

The winning version of your sales letter (or any other *winning* component of your marketing process, i.e. auto-responder messages and other ads you place to get people to your site) is called the ***control***. This makes sense since what you are doing is like a scientific experiment because in a science experiment…

The Control is defined as: ***The standard to test your experimental changes and results against.***

This means that you will continually test new versions of your advertisements against the control to find out if a different version will produce more sales.

Avoiding Mistakes That Will Cause Your Split Test To Fail

The only two reasons why a split-test would not be successful is…

1. **Because you are testing too many elements of the ad at once.**

   For instance if you test two different headlines and two different prices on your sales letter at one time, then you won't know whether it was a difference in the headline or the price that increased or decreased your conversion rate. That is why you should only test only 1 element at a time.

2. **You did not let the split test run long enough.**

   The thing about split tests in the beginning is that they can take some time to get results if you are only getting a 10-20 visitors a day. 10 – 20 visitors isn't quite enough visitors to say that your test is conclusive. On the other hand if you are getting 300 visitors per day you can just let the test run for a few days to a week as 1000+ visitors to your sales letter would be enough to see some good test results.

Remember, you can test any part of your marketing process including any advertisement, squeeze page, sales letter, email message etc. But again, the key is to only test one element at a time.

Even if the new test flops or does worse than the previous test, it is still successful as you will find out what does NOT work, so you can avoid it in your next test.

What To Test?

The Headline Test Is The Most Important

Nearly all direct marketing experts agree that the best place to start testing is with the copy of your sales letter (or squeeze page). I've never read or heard anything different and I've read and heard a lot of marketing advice.

The headline is the sole element that will determine if the visitor even reads your letter and ultimately buys your product or opts in to your list. If you've got to make a single change to boost your response rate the most, focus on your sales letter's headline.

Why? Because five times as many people will read your headline than your entire sale letter. People won't stop their busy lives to read your copy unless you give them a good reason to do so with a powerful headline. You can often double even triple your sales by testing just the headline alone. Therefore you can see why it's important to learn how to write powerful attention grabbing headlines.

Next Test Your Price

Testing your price is pretty simple. Just continually raise your price until your "profit per visitor" begins to decrease. Your profit per visitor is the ratio of the amount of money you are making compared to the number of visitors that come to your site. Note that while raising your price may decrease the amount of sales you make somewhat, the real object is to create more "profit per visitor" to your website.

For instance if you are getting 1000 visitors per day and your are converting 10 of those visitors into customers for a $50 product then you are making $500 for every 1000 visitors which equals $0.50 for every 1 visitor. Now that you know your profit per visitor is $0.50 your goal should be to increase it until you reach a level where no more increases in profits can be made and you can do this by continually testing your price.

So let's say you raise your price from $50 to $90. And instead of making 10 sales a day per 1000 visitors you make 8. Then your total daily profits are $720 per day. As you can see your profit-per-visitor is now…

$720/1000 = $0.72 per visitor and even though you would be converting less people into paying customers you would end up making more money.

Test The Source Of Any Advertisement That Lead Back To Your Sales Letter Or Squeeze Page

In order for your business to grow you will need to test your advertisements in different places online and even offline in magazines renting mailing lists etc. So it makes sense that you should track each advertising source individually so that you will know if a particular advertising source is working for you or not.

For instance you may purchase some advertising on two different websites that we will call **Website A** and **Website B**. Now both of these sites are running the exact same ad but if **Website A** is very profitable and **Website B** is not then you don't want to waste money or time on the non profitable advertising source, in this case **Website B**. Instead you'd want to dump the loosing ad source and use the money you save to purchase more advertising with the winning ad source, **Website A,** or even use it to test a new ad source all together.

You Can Also Test Any Other Element On Your Website Or Overall Marketing Process

Although we've covered the big three things that you need to test there are several other aspects in your marketing process that you can/should be testing over time.

Here are just a few...

- Ad copy
- The squeeze page
- Auto-responder Messages
- Headlines
- Sub headlines
- Ordering form
- Bonus offers
- Testimonials
- Guarantees

- Call to action
- Headlines
- Sub-headlines
- Bullets
- Graphics
- Background color
- Backend offers

And pretty much everything that is on your website or any ad that leads someone into your website. Testing these elements will show you what works best for your product/market. Nobody can tell you exactly what is going to work perfectly every time. You have to test it to find out. Once you find out what works, you can ramp up your marketing efforts and send tons of traffic to your site.

Tracking Software Makes A/B Split Testing Easy

Since testing and tracking involves comparing numbers and doing math it makes sense to use a Tracking software program that will automatically crunch all the numbers for you and let you know what your winning headlines, prices, advertising sources etc. are.

So here are some software and services you can check out to get testing and tracking implemented on your website…

Free Conversion Tracking Service From Google
http://adwords.google.com/support/bin/answer.py?answer=86269&topic=61

Adtrackz
http://www.adtrackz.com

Split Testing Pro
http://www.absplittesting.com

Stuffed Tracker
http://www.stuffedtracker.com

Hyper Tracker
http://www.hypertracker.com

Module #14.0: The Backend

"Backend Marketing Is Where The Real Profits Are And How Millions Can Be Made!"

"How To Successfully Sell To Your Customers Over And Over And At Increasingly Higher Prices."

Most business owners don't realize that the real profits ARE NOT MADE on the first sale. They mistakenly think that since they have a product to sell that the only way to make more money is to continually find more and more customers to buy that product. While you should always be finding more new customers you should also be offering your existing customer base more products that are related to what they've already purchased from you in the past. Not only that but you should also be selling products them that have higher price points as well.

This process of gradually moving customers to make more purchases and purchasing at higher prices after making the initial sale is called back end marketing. Back end marketing works because it is much easier to sell something to a customer who already knows you and trusts in you, your recommendations and your products. That is why you MUST sell a high quality product in the first place. It proves to the customer that you are really there to help them and that you do in fact deliver what you promise.

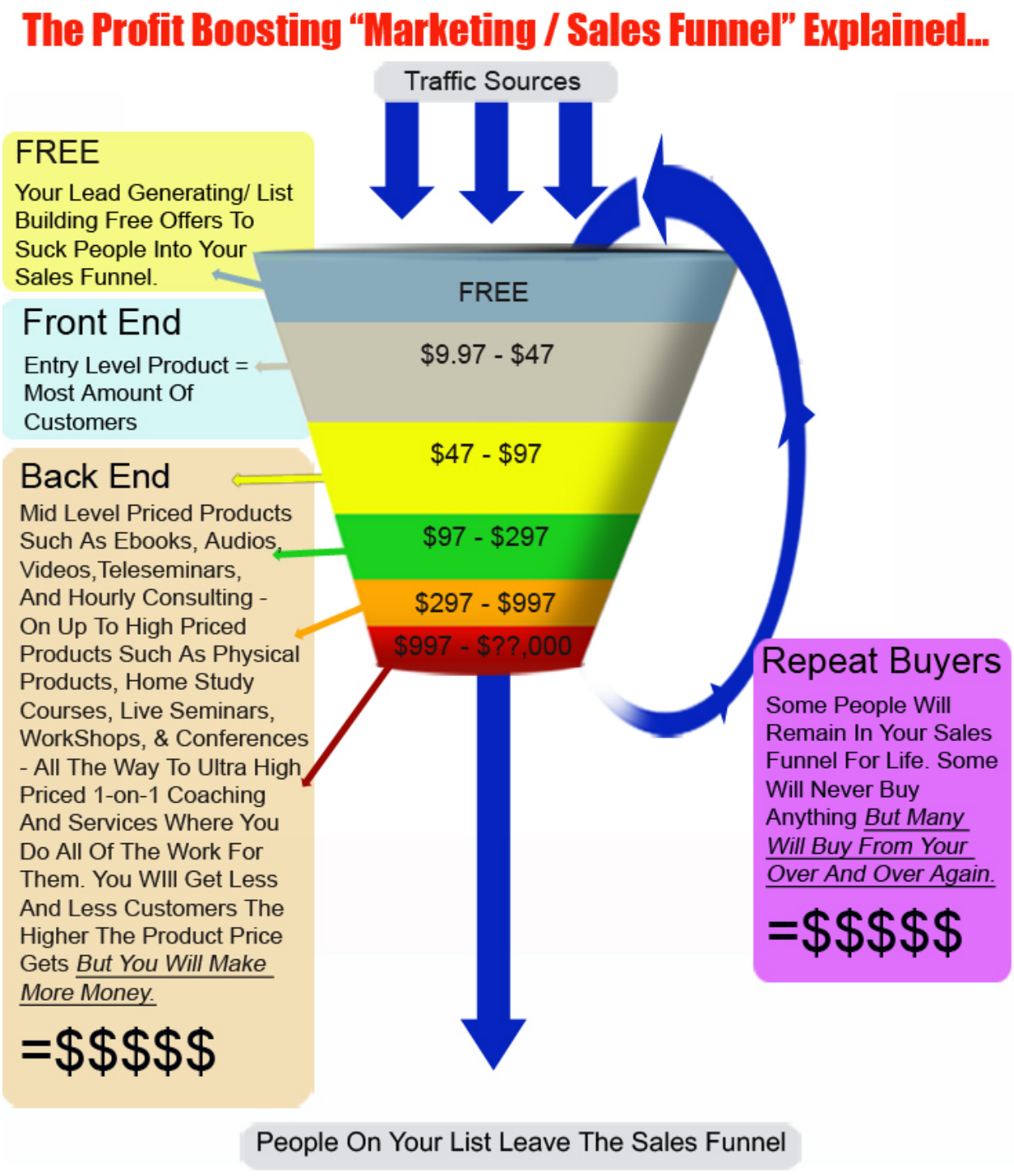
The Sales Funnel Business Model

Up until this point you have discovered how to create, build, and put together most of the pieces of what is known as the "marketing funnel". This simply means that you have learned how to created a business system designed to capture and follow up with potential customers (also called prospects) and then turn them into actual paying customers by selling them

an information product that you have created, developed or have the rights to sell.

But of course, as you have just learned this isn't where the marketing and selling process should stop. The next step is to move a percentage of your first time customers to becoming higher paying customers and or repeat buyers. Take a look image of the "marketing/sales funnel model" I've included here which will be the focus for the rest of this module…

(See Image On Next Page…)


The Profit Boosting "Marketing / Sales Funnel" Explained...
Traffic Sources
FREE
Your Lead Generating/ List Building Free Offers To Suck People Into Your Sales Funnel.
Front End
Entry Level Product = Most Amount Of Customers
Back End
Mid Level Priced Products Such As Ebooks, Audios, Videos,Teleseminars, And Hourly Consulting - On Up To High Priced Products Such As Physical Products, Home Study Courses, Live Seminars, WorkShops, & Conferences - All The Way To Ultra High Priced 1-on-1 Coaching And Services Where You Do All Of The Work For Them. You WIll Get Less And Less Customers The Higher The Product Price Gets But You Will Make More Money.
=$$$$$
FREE
$9.97 - $47
$47 - $97
$97 - $297
$297 - $997
$997 - $??,000
Repeat Buyers
Some People Will Remain In Your Sales Funnel For Life. Some Will Never Buy Anything But Many Will Buy From Your Over And Over Again.
=$$$$$
People On Your List Leave The Sales Funnel

Overview Of The Marketing Funnel Business Model

1. Traffic Sources - Getting People To Your Website

There are many different methods of getting targeted traffic which will be covered in the Traffic and Customer Generation course. But before you worry about getting traffic you need to be sure that you have a good understanding of how the marketing funnel works and what it should look like or you won't be able to maximize your profits once you do get traffic.

2. Free Lead Generating And List Building Offers

These are your lead generating free offers such as your free ecourses, free reports, free trials etc., which work to capture the person's name and email address which gets people into your marketing/sales funnel so that you can follow up over and over again with them though permission based email marketing.

3. The Front End Products = *$*

These are your entry level low priced products that you have created yourself or that you are selling as an affiliate of someone else's product or service. While you will get the most amount of paying customers at this stage of the funnel this is not where the real big profits are.

4. Back End Products = *$$$*

This is where big profits begin to happen as you offer higher priced products or services that you either create yourself or sell as an affiliate of someone else's product or service. Generally it is easier to sell YOUR own product to YOUR customers versus selling a product that you are just affiliating with because of the relationship and credibility you have built up with the customer via the information, solutions, and help you have given them through your free offers and your front end product(s). But until you have developed your own mid-high priced backend products selling someone else's product via an affiliate program is a great option.

It is important to realize that not every one of the people on your email list,

and not even all of your previous customers will purchase your higher priced products. But even with only a small percentage of customers purchasing your higher priced offers you can still achieve very high profits.

5. Repeat Buyers = *$$$*

Not only can you sell high priced products and services to your list and customers but you can also sell any related product at any price point to continually build profits. Again all of your list won't buy everything that you offer but one product may be of particular interest to one type of customer why a different product may interest another.

6. People Leave Your Sales Funnel

In a perfect world no one would ever leave your marketing funnel or chose to unsubscribe from your email list but unfortunately for us internet marketers it does happen more than we'd like but it is just a reality of doing business. This is why it is so important to have your marketing system set up to maximize your profits right from the beginning and to continually introduce new customers into your marketing funnel.

Backend Marketing And The Life Time Value Of A Customer

I hope you can understand what I am about to say because some people just never get it. It is perfectly okay to break even and NOT make any profit on your front end sales. As long as you don't lose money and keep gaining customers your business will grow because of the offers you will make on the backend.

Why Breaking Even And Making No Profit On The Front End Is More Than Okay

Most people never really grasp the fact that most big businesses that make millions of dollars every year are more than happy to break even on the front end because of the backend products they have in place to offer to their new customers in the future. They know a percentage of these first time customers will continue to buy from them again and again and many will continue to buy from them at different times throughout the rest of their lives. This is why it is so important to calculate your "dollar value" per each customer over the life of your business. Once you know this number you can pretty much calculate how much you can spend in order to get a new customer and still turn a profit.

For example:

Let's make up a fictitious company called Business Corp. and let's assume that for each $100 they spend on advertising and marketing they break even and make back $100 in profits. On the surface it would seem that Business Corp. isn't making any money.

But Business Corp knows the profit is in not in the first sale and they have set up their business based on the marketing funnel concept and they also make another $300 per customer within 30 days of the customer's initial purchase. That's means they will actually see a 400% return on their initial advertising investment by the end of every month.

So you can see why not making money or even losing money on the front end is never even an issue for Business Corp. and if you sell high quality backend products and services to your customers you won't have to worry about it either.

Adding On Immediate Profits

Many people ask, "What is the best time to begin selling backend products?" Well the truth is the very best time to sell a backend product is during the ordering process or immediately after your customer initial purchase has been completed. There are two different methods you can use to sell backend products during the order process and they are explained here…

1. Up Selling On The Order Page

Up selling is offering your customers the chance to buy an enhanced or deluxe version of your product. Think about when fast food restaurants such as McDonald's came out with the "Super Size" option for their extra value meals. No matter which extra value meal you ordered the person behind the cash register would always ask you "Would you like to supersize that?"

Notice that they always did this right at the time that you decided on what to order. This supersize option gave McDonald's an immediate boost in profits from the very same customers.

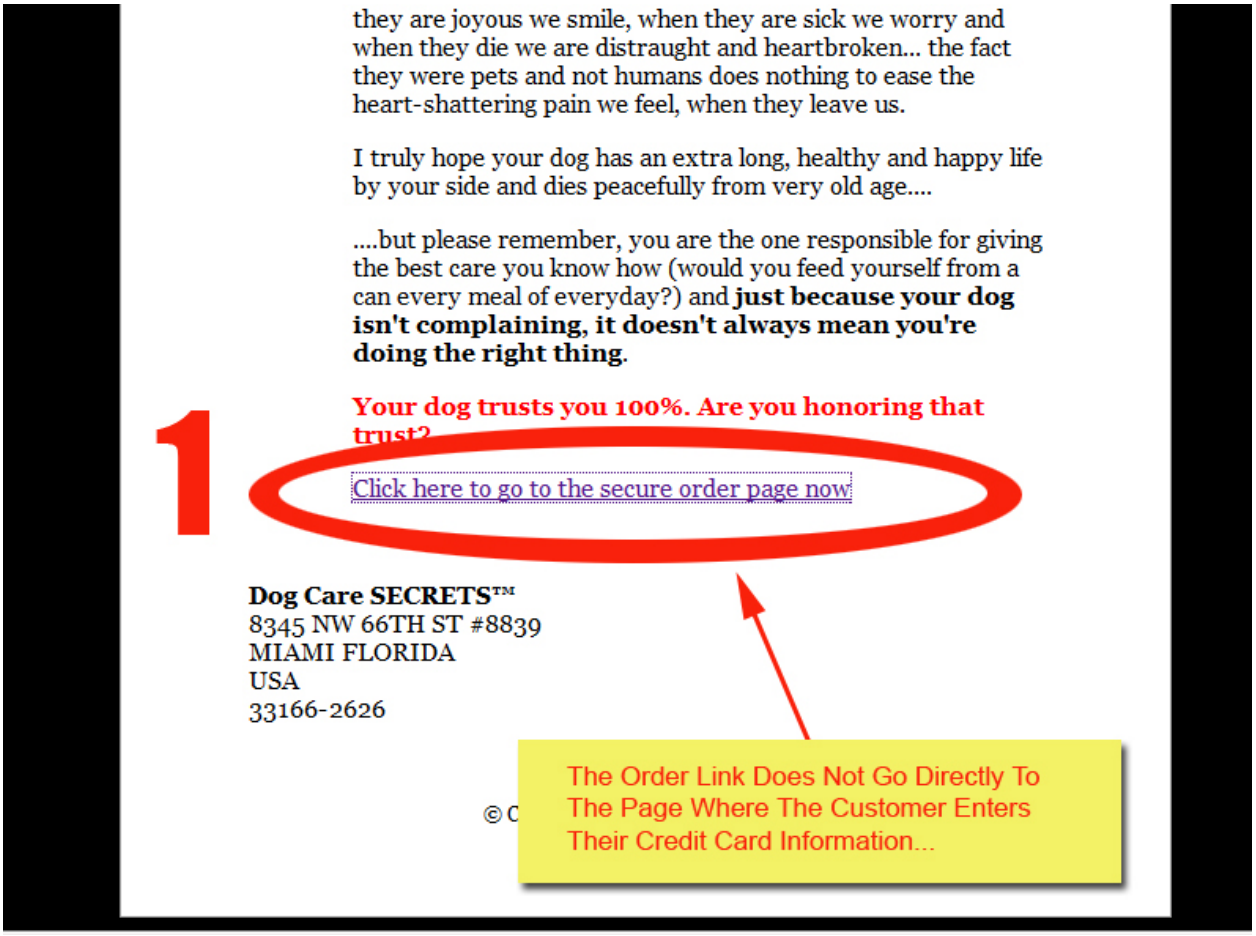
There is a lesson to be learned here and that is if the customer is already in your store, or your website, and has already decided to order then why not present them with an option to spend more money.

(See Example On Next Page)

Example:

Dog Food Secrets - http://www.DogFoodSecrets.com

1. The order link on this website does not go directly to the page where the customer enters their credit card information…



2. Instead the customer is sent to a pre-order page which is basically a second sales letter designed to up sell them on the gold deluxe version…

Cross Selling On The Order Page

While cross selling is similar to up selling the difference is that with a cross sell you're trying to sell a completely different product and not just an upgraded or deluxe version of the original product.

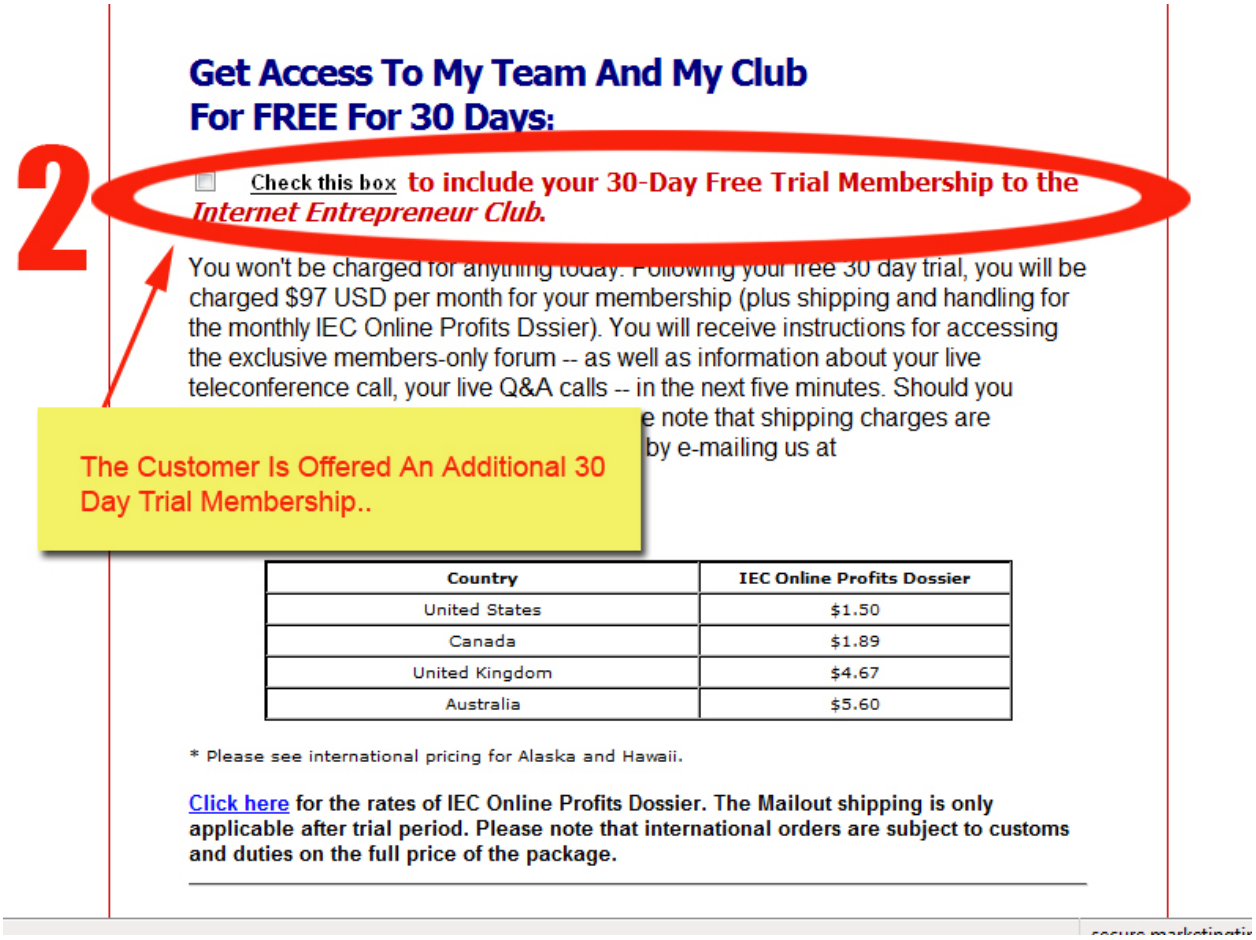
Example:

Insider Secrets To Success

www.MarketingTips.com/Insider-Secrets/Starting-An-Internet-Business.html

1. On the sales page customers are offered the product for a one dollar trial…

2. On the order form customers are offered an additional 30 day trial membership to the "Entrepreneur Club"…



But it doesn't stop there!...

(See Image On Next Page...)

3. On down the page the customer is offered yet another additional trial membership…

But it STILL doesn't stop there!...

(See Image On Next Page...)

4. The customers offered yet another fourth and final $2.95 trial membership into the "Search Engine Marekting" monthly membership …

As you can see the guys over at MarketingTips.com really know the profit potential of backend offers as they've got a whopping four cross sell offers right on their order page. Once you start developing backend products you may want to do something similar.

Also Put Offers On Your Download Pages

Another great place to put an up sell or cross sell offer is on the download or thank you page where the customer will be able to get access to the product. Note that it may be a little bit more difficult to get the customer to order again at this point as he has already gone through the order process once and may no longer be in a buying mood although that is not always true depending on how good an offer you present here. As always you should test your offers over time to see what works best for you as far as placement, and how you present the offer to the customer.

Developing A Backend Product Selling System

Backend Marketing Strategy #1 - Niche Diversification And Horizontal Expansion

Let's be honest, you're probably not going to break the bank with one information product. In fact, if you can make $400-$700 per month with your product to begin with, that's a good start. So, what do you need in order to really cash in on this strategy?

You need to expand "horizontally" offering a wider range of products within your niche market.

Look at it this way…

Your product + A related product + A related product =

In other words, you add more and more RELATED products to your lineup.

The keyword here is RELATED.

Ok, so let's talk about why expanding your product line "horizontally" is so important. Suppose you have a site that sells a product called "*7 Romantic Weekend Getaways.*" Thinking horizontally, you would add other related products because naturally your customers would be interested in more of the same!

You might add these products to your lineup…

- 7 MORE Romantic Weekend Getaways
- How to Plan a Romantic Weekend Getaway
- 101 Ways to Keep Romance Alive
- How to Be The Man of Your Wife's Dreams
- How to Be the Woman of Your Husband's Dreams

Do you see the importance of this "horizontal" expansion or "niche diversification factor"?

You want a diverse lineup of products that are highly related to the same market. What this allows you to do is to **PREDICTIBLY SELL MORE** to your **EXISTING CUSTOMER BASE**.

Let's say that your "*7 Romantic Weekend Getaways*" product gets 50 customers the first week of its release.

Now do you toss these customers aside and forget about them?

Absolutely not!

If you do that, then **you're leaving money on the table**.

These are satisfied customers. You don't discard them. You offer them more. Again it is **MUCH EASIER to sell more things to your existing customers** than it is to go out and find more customers. So, instead of finding more customers for one niche information product, you are able to continue "expanding" your product lineup, offering the same set of customers more and more products they are highly likely to be interested in.

If they loved "*7 Romantic Weekend Getaways*", do you think they would be interested in buying "*7 MORE Romantic Weekend Getaways*"?

Of course they would!

And if your customers loved those romantic getaway products, do you think they'd be interested in learning how to PLAN those getaways or 101 ways to keep their romance alive?

"Niche diversification" and "horizontal expansion" aren't just clever phrases but rather they are powerful ways to earn you more profits from your existing customer base. So, you begin with ONE niche product, and you EXPAND "horizontally" by adding more and more highly related products. Then you get to market these new products as "back end" offers that simultaneously CROSS SELL and PROMOTE one other...and ultimately you *Sell More Products!*

Cross Selling – A Review

In other words, when someone buys "7 Ways To…" product, you offer them the "7 More Ways…" product on your order page or in your follow-up emails. When someone buys "How to Plan a Romantic Getaway", you offer them "7 Ways To…" and "7 More Ways..." products. The point is that each of your products in this lineup have the ability to horizontally cross promote each other. It doesn't matter which product a customer buys from you initially, as you can easily and instantly offer them the other products.

NOTE: You can earn big profits by putting together a special "package offer". For example: Let's suppose you have these six "romance" products and they sell for $19.97 each.

When someone buys any "7 Ways," product then you could offer them the remaining five products for a discounted price of let's say $67 if the regular price would have been around $100.00. Now, instead of one product making you $500 a month, you have 6 products pulling in $500, giving you $3,000 a month.

Creating an information product business may BEGIN with one product, but that doesn't mean that once you've created that product that is all that you should sell. The single biggest mistake you can make is to develop a singular product in one market and then move on to another market.

Contrast that with the fact that **the easiest way to double, triple and even quadruple your profits** is to offer your satisfied customers opportunities to buy more products from you. For example I recently ordered online from Omaha Steaks and let me tell you once you order from them they don't just say thank you and wish you on your way.

Instead, they send you more catalogs, more coupons, more special offers and they even call you to sell you more products, MONTH AFTER MONTH, YEAR AFTER YEAR. Once they get you as a customer and make you happy with their product, they keep you coming back again and again. You should follow this same business model.

The idea is to sell as many different related products to your existing customers and at the same time you also be generating new first time customers on the front end of your sales funnel. That's how you get the maximum amount of profit possible with the minimum amount of effort.

Make More Profit Streams With Tools, Accessories And Services

While we're on the subject of maximizing your profits, you'll also want to consider offering additional "tools" or "accessories" to your lineup. If it is possible (it will depend upon your niche), you should create other products to offer such as…

- Software programs
- Membership sites
- Informational videos
- Physical goods
- Specialty services

Again, let's talk about some examples.

Sticking with our theme of "romance", what about these options…

- Husbands might like a software product that sends them email reminders of their anniversary, their wife's birthday, special getaway dates and so forth.
- Any romantic at heart would love to have a membership site that has additional articles, ebooks, courses, ideas, tips, strategies, etc. on the subject of staying romantic.
- A marriage enrichment video along with a workbook would be another great supplement for this niche.
- Physical goods such as a flower delivery service, gift baskets, gifts for "him", tickets for cruises, and so forth are more ideas to offer.
- Specialty services such as making reservations and putting together vacation packages would be great to offer. Or, how about a set of 52 romantic ideas that are sent out one per week to the customer's email address?

Just because you start out selling information products doesn't mean that you have to only sell "information products." You can offer other related tools, accessories and resources that your customer base would be interested in.

And, if you don't have time (or the desire) to create them yourself, don't worry. There are affiliate programs that offer just about every imaginable product or service you can think of. Just join their affiliate program and recommend their product or service to your customers.

You'll earn a nice commission on any sales generated through your special referral link. I recommend that you visit ClickBank.com and AssociatePrograms.com for a list of available referral programs. And also you can try doing a Google search for your desired type of product and add the words **affiliate** or **"affiliate program"** surrounded by quotes to your search.

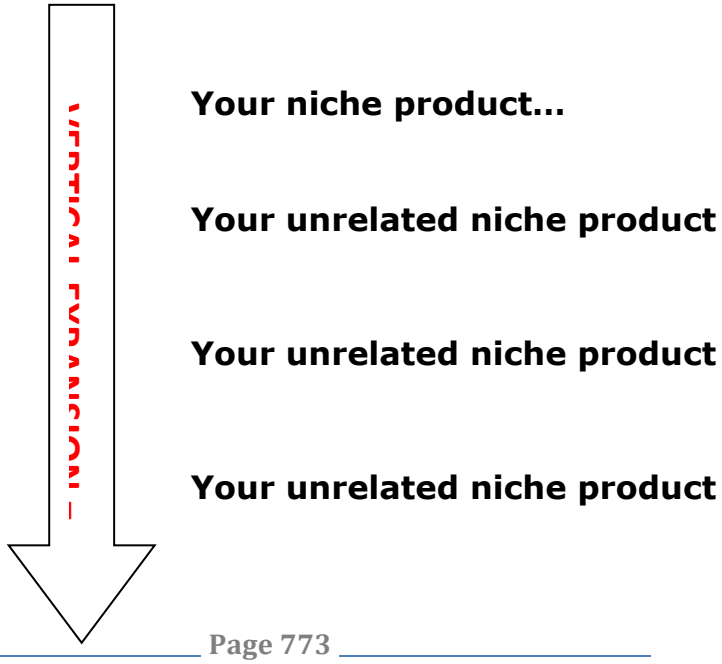
For example…

- Romantic getaways **affiliate**
- Romantic getaways **"affiliate program"**

Niche Multiplication And Vertical Expansion

While "niche diversification" points you towards horizontal expansion, the "niche multiplication" strategy focuses on what we refer to as "vertical expansion."

Again, let's think of it in simple terms…



With "vertical" expansion, you create additional products that are UNRELATED to your other existing products. That's where the "multiplication" factor comes in. You MULTIPLY your profits by selling product to other niche markets.

While you have created a niche product on romance ("*7 Ways*") and expanded it horizontally by adding other related products ("*7 MORE Ways*", "*How to Plan…*", etc.), it's now time to move on to OTHER MARKETS to expand "vertically."

You might create other products catering to in other niche markets such as…

- How to Play Golf Like a Pro
- Scrap-booking for Fun and Profit
- How to Manage Your Time More Wisely
- Planning for Your Baby's First Year
- How to Keep Healthy While You're On the Go

These are entirely DIFFERENT topics than your set of "romance" products.

You've already got that niche covered…but why quit there?

Instead, expand "vertically" into different target markets and topics (that are already proven to be filled with buyers!) and you create information products that cater on them.

You are now MULTIPLYING the equation. You are branching out into different areas and pulling in profits from a new large pool of customers. Why do you think companies like Disney are involved in so many different things? Not only do you find a whole array of *Snow White* and *Cinderella* animated movies, but you find them in totally unrelated areas to their original "niche."

I mean, they own ESPN.

How much further away from *Cinderella* can *Sports Center* be?

So, you not only expand "horizontally" by adding more RELATED products to your lineup, but you also expand "vertically" by adding more UNRELATED products to your lineup.

Okay, you got that. Makes sense, right? And "that" sounds very, very good, doesn't it? Well, I've got some more good news for you.

The Biggest Money-Making Strategy of Them All... Expanding Upon Your Expansions!

Now, hold on for just a minute because this is where the ride gets a bit wild. After you expand horizontally in a niche market, you expand vertically with ONE new unrelated niche product, and then you expand THAT niche "horizontally."

Whew, that kind of makes your head spin a bit, doesn't it?

In a nutshell, the idea is pretty simple.

1. Find a niche and create ONE product that focuses on it. **(Niche A)**

2. Expand "horizontally" to create other related products. **(Niche A product line).**

3. After you've exhausted your options for related products, expand "vertically" to create ONE NON-RELATED product. **(Niche B)**

Next, you again expand "horizontally", this time creating other products that are related to your second niche. **(Niche B product line)**

Still a bit blurry?

Don't worry, we'll draw it out for you.

Let's take a look at how it works…

A Profitable Partnership: Diversification + Multiplication

Your business begins with your first niche product, "*7 Romantic Weekend Getaways.*" Then you expand "horizontally" to add other related products

such as "7 *MORE Romantic Weekend Getaways*," "*How to Plan a Weekend Getaway*" and the three other examples we looked at.

Next, you expand "vertically" to add ONE other NON-related product to your lineup.

Let's say it is "*How to Putt Like a Pro*" for the golfing niche. But before you move on to other vertical niches (unrelated topics) you'll want to expand your GOLF niche "horizontally".

So, you add more GOLF related products to your lineup such as…

- How to Drive Like a Pro
- How to Chip Like a Pro
- How to Pitch Like a Pro
- How to Get Out of the Sand Like a Pro

That's "expanding upon your expansions." And that is the most profitable strategy of them all. Again, it begins with ONE product and then works towards RELATED products for that first target market. Then, it moves on to ONE UNRELATED product and builds a set of additional products for that target market, and so on.

The sequence…

Niche A (One product about "romance")
Niche A Product Line (Several related products about "romance")

Niche B (One product about "golf")
Niche B Product Line (Several related products about "golf")

Niche C (One product about "weight loss")
Niche C Product Line (Several related products about "weight loss")

You simply repeat the process. One product + Additional related products then Move on. Next product + Additional related products. Move on. You do this over and over again for as long as you want. In time there's no reason why you can't have dozens of products bringing in profits for you each and every month.

So, what started out as…

> **One info product bringing in $500.00 profit per month**

Grew into…

> **One info product plus 5 related products bringing in $500.00 each for a total of $3,000.00 profit per month.**

When then grew into…

> **One info product plus 5 related products bringing in $500.00 each for a total of $3,000.00 profit per month.**
>
> **Plus a second info product in a different niche plus 5 related products bringing in $500.00 each for a grand total of $6,000.000 profit per month.**

Which ultimately could grow into…

> **10 different niche products plus 5 related products for each (50 in total!) bringing in $500.00 each making you $30,000.00 per month!**

That's the power of expanding both "horizontally" and "vertically." That's how you take simple information products and grow them into a huge empire of money-making sites.

Obviously, this isn't going to happen overnight, but that's not the point.

The point is to PLAN.

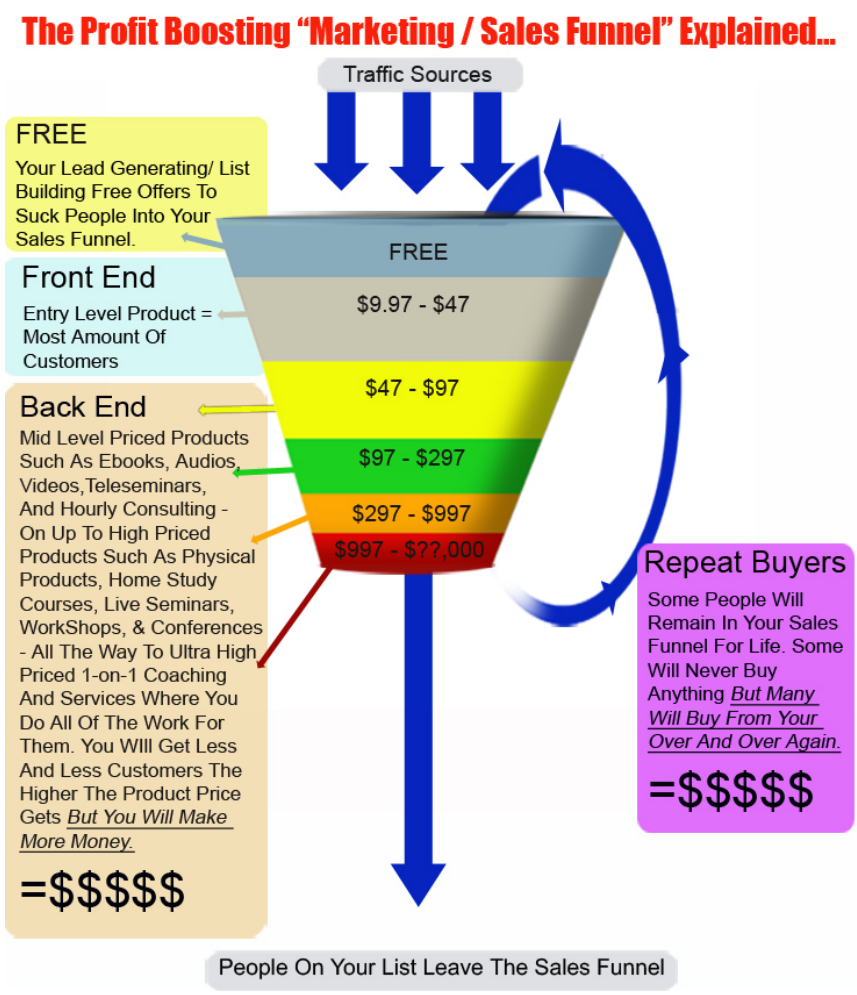
So, those are two things that you absolutely, positively must do in order to become wildly successful with these tiny niche products: ***expand "horizontally" by adding more RELATED products to your lineup, and expand "vertically" by adding more UNRELATED products to your lineup.***

Information products can be incredibly profitable, but only if you see the big picture of how this business model can work.

Developing High Priced Backend Products

At this point in the course I've included the image of '*The Profit Boosting "Marketing Funnel" Explained'* here again. Take a look at the back end section of the sales funnel where your prices began to rise to $297 all the way up to $997 or more. You'll notice that back end products can include…

Mid-level price products such as Ebooks, Audios, Videos, Tele-seminars, and Hourly Consulting all the way up to high priced products such as, Physical Home Study Courses, Live Events, Seminars, Workshops, and Conferences all the way up to ULTRA HIGH TICKET products and services such as Personal 1-on-1 Coaching and/or Services where you do all of the work for them.



Now.

What I want to talk about here is the easiest way to create a high ticket product that you can sell for $297-$997 and that is by developing …

Physical Home Study Courses

Physical home study courses are one of the easiest high ticket products to develop and sell as your own thanks to "print on demand" technology. You can take one of your e-books or lower-cost front and products and expand on the information, really go into detail with the information, give the

customer even more value in by creating audio, videos, workbooks, case studies etc. and then package it all up and deliver it all bundled together as a physical home study course of manuals, DVDs and CDs.

Creating a home study course in this manner builds much more real world perceived value in the customer's mind. Many times you can even create a high ticket course by taking the content you already have and just producing it in a physical format without adding anything to it at all because of "perceived" value.

What Perceived Value Really Is And How To Make It Work For Your High Ticket Physical Products

A while back, I read a post in a popular online internet marketing forum in which someone asked "How long should an e-book be?" One person suggested that 240 pages was the minimum, and anything less would leave him feeling ripped off.

But, the way I see it making an ebook fit a mandatory size expectation is a VERY BAD IDEA. If you take 240 pages to teach me something that requires 240 pages to teach, well, I'm going to be happy.

But…

If you take 240 pages to teach me something that could have been done in 50 pages, I will probably never buy from you again. Savings time can be one of the most powerful ways to add perceived value to your product. Sometimes less really is more.

So that brings up the following question…

"When Did People Start Perceiving The Value Of A Product By It's Size Or The Amount Of Information It Contains?!"

Duh. What am I thinking? We always have.

It's called the **"Thud Factor."**

In the info-product world, the "thud factor" refers to the noise the box makes when you drop it. If people spend a lot of money on a physical hard

copy of an information product, they want mass and bulk to justify the cost in their mind. This works differently for various types of products, but it all boils down to one critical part of the buying process…

Perceived Value

When you buy an information product, you generally buy on the basis of the results promised. Unfortunately, many people have a comparison-mode built into their minds that kicks in when they get the package. This comparison-mode requires them to judge all information by the same standard…

…by volume, bulk, and size.

For instance, a person might judge a 100-page book that will solve a serious health or business problem for them by the same criteria they'd use when looking at a 100 page book on Cajun cooking. That's not a valid comparison of the value of each product, but it's the way people think because it's what they're used to.

You see people get hung up on perception. And this can cause some serious problems, when you're selling information products ranging from high returns to customer service issues and more importantly, failure to use the information. Which means the customer misses out on the true value of your work.

But…

There are a number of solutions to this. The easiest and most common is to add more "perceived" value to the package, mixing the media so that you don't get snared by the problem of familiarity.

In other words, break the pattern.

But, Don't Mistake Volume for Value!

The most common example of this online is the site that offers "$1600 worth of ebooks as a free bonus for signing up for a newsletter!"

But, if you're not making the package more valuable for them IN A WAY THAT'S RELEVANT TO YOUR MAIN OFFER, you're just wasting your time and theirs.

In order to add to the "Thud Factor" in a way that your customers will respond to and appreciate, **you must actually make the product more valuable** as well as increasing the perceived value of your package.

For example you could…

Add Different Types Of Media

People learn better if more of their senses are engaged in the process. If your product is in audio format, add in printed transcriptions, with worksheets to make the information easier to grasp and apply.

A 3-minute narrated video demonstration of some things can easily replace 20 pages of text instructions and images. Although the text can, and should, help the customer focus on the principles behind the process such as why it works the way it does, how to make the process as effective as possible, etc.

Or if you have a written info product consider adding audio tutorials. Many people grasp information more readily when they listen to it. Deliver the audio in standard CD format. Standard audio CDs are convenient, thus more likely to be used, and they add to the perceived value at the same time.

Add Supplemental Information

Additional "advanced" or "extra" information that goes beyond the specific product description make very useful bonuses. As a word of caution, I'd avoid including them in the same bound cover or manual as the other material. Your supplemental material has to LOOK like it’s an extra part of the package as well as being an extra part of the package.

Add Worksheets

This is simple enough. Worksheets make it more likely that the customer will actually retain and use the information. It also reframes the content as educational, and intended for progressive usage.

Add Personal Service

You can add consulting time, critiques, etc. Anything that involves you directly interacting with the customer is clearly a substantial value. Think about your product or service, and see what you can come up with. There's a very strong chance that you can add significantly to both the perceived value and the actual value of your offer without adding substantially to your costs. That means you make more money AND the customer gets more real value so everyone wins.

Make Sure It's Relevant

Note that relevance is a key factor in all of this. One of the fastest ways to kill the psychological "Thud" your product carries is to add a lot of material that doesn't relate to what the customer is ordering.

One common mistake I see a lot is people constantly interjecting their political, religious, philosophical or social beliefs throughout the content – which you should never do if it's not directly relevant to the customer successfully using the product.

I like to know about the creators of the various products I buy. Most of us do. But that sort of thing is best kept to the introduction, the "About the Author" section, or put it on your website or in your newsletter in a section that's separate from the main content unless, of course, your opinions and beliefs are the main content. Just put it anywhere other than in the middle of "how-to" instructions.

The "THUD" Checklist

An offer with a solid "Thud" factor will contain useful and original information combined with one or more of the following ideas:

1. Relevant and (at least somewhat) exclusive software.
2. Proprietary data or Trade Secrets.
3. Bundled services that relate to the product.
4. Expanded info on related techniques.

5. Audio files to add depth to the process of learning.

6. Video, for clarity in learning.

7. Worksheets and checklists

8. Phone or email consultation.

9. Exclusive follow-up info or free subscriptions.

10. Case studies. (Separate, for illustration purposes.)

11. Sample text, scripts, mind-maps, and anything else that will help the customer to better use the product.

12. Free or discounted updates.

13. Spreadsheets.

14. Easy to import website "Bookmarks" or "Favorites" collections.

15. Access to members only areas.

16. Contact lists of vendors, potential business partners, or other relevant companies or individuals.

17. Separate package of reviews of related products.

18. A "Quick start" guide.

19. Interactive tutorials or self-assessments.

20. Hard copy material mailed separately.

Note that every one of these is intended to add REAL VALUE, not just bulk.

REMEMBER: The real goal is to get the customer from purchase to results as quickly as possible.

Think about that. It's important.

When looking to increase the value of a physical product (both real and perceived), all of the above are useful. Some additional things to keep in mind are:

- ✓ Separately mentioned print material should be under separately bound covers. Make sure your customers have no problem finding each piece individually.

- ✓ Bonus CD's or DVD's should be in separate packaging.

- ✓ Stick to the main theme of the product.

- ✓ For business-to-business or other "How-To" material, make the packaging similar to work sheet documents. You may want people to write in the margins.

- ✓ Save the slick, "professional" look for lower cost consumer goods. Yes, this last one sounds counter-intuitive. But it works because more first time customers will associate high value with your products and then be more likely to purchase your high priced courses etc.

Now you're probably wondering if these methods really actually work for creating high ticket home study courses and other physically delivered information products…

How about an example or two?

1. A friend of mine recently went to Tampa for a brainstorming session that included some extremely sharp people. One of them asked "How would you take this $39 product and turn it into a package that's actually worth $1500 in real value?"

   In a half hour, using the strategies you just learned, they did it.

   It was suggested that he sell the resulting product for around $400. And the amazing thing is the increased cost of delivery is only about $10 more. He'll get 10 times the price, and the customer will get 40 times the value, a great deal for anyone involved.

2. This same friend attended Jay Abraham's "Advanced PEQ" conference a while back. When he got the home study package (which Jay sells separately for $5000), he was surprised at the sheer size of the box.

   Included were the entire contents of the seminar in CD and DVD video formats (along with the promised bonus materials.) This may seem like just a way to "pump up the volume," but it's actually what most of Jay's clients wanted.

   The program is designed to be used by anyone from small companies and professional practices to large organizations. Many of the attendees wanted ways to incorporate the material into their in-house training programs, and the different formats accommodated that need perfectly.

   Rather than explain the information themselves, with the inevitable omissions and lack of clarity from second-hand instruction, they can use the multiple formats of the physical product to make sure it's all clear and accurate. Now that's adding BIG TIME value - perceived AND real.

Look over the checklist above. How many of those ways can you use in your business to add more value to your product or service and create a high ticket product? By the way, don't make the mistake of thinking these methods are only good to use with information products. Any business can use these ideas to create high priced offers, increase value, and increase customer loyalty.

Fulfillment Companies For Print, CD And DVD Duplication

If you're going to create a big box home study course with some "thud" to it or even if you just want to publish very professional looking books, CDs, and DVDs here are the companies that I recommend…

- **Speaker Fulfillment Services - www.speakerfulfillmentservices.com** This company can handle everything from books and manuals, to CDs, and DVDs. They can also package and bundle your course together so that it is entirely hands free for you to deliver it to your customer.
- **Marketing Members - http://www.marketingmembers.com** This company can also handle everything from books and manuals, to CDs, and DVDs. They can package and bundle your course together so that it is entirely hands free for you to deliver it to your customer. This company also does fulfillment for people who have purchased resale licenses to Dan Kennedy's products. Dan is one of the most trusted experts on direct marketing and information publishing in the world.
- **Fulfillment Central - http://www.fulfillmentcentral.com** Yet another company that can also handle everything from books and manuals, to CDs, and DVDs. They can package and bundle your course together so that it is entirely hands free for you to deliver it to your customer. They work with some of the top direct marketers across several different industries.
- **LuLu - http://www.lulu.com** - This company can handle everything from books and manuals, to CDs, and DVDs. But they DO NOT package and bundle products together and deliver them all in one box to your customer.
- **Kunaki - http://www.kunaki.com** CD's And DVD's only but they are one of the best. Their service is fully auto-mated, you are in control of the look and feel of your product and they will ship and deliver the product to your customers.
- **Swift CD - http://www.swiftcd.com** - CD's And DVD's only they will ship and deliver the product to your customers.
- **Disc Makers - http://www.discmakers.com** - CD's And DVD's only they will ship and deliver the product to your customers.

Good Customer Service Should Be A Top Backend Priority

Throughout this course you have learned how to set up an information product business that makes sales but you also need to provide good customer service once you begin to get customers and make sure you meet (or preferably exceed) all their expectations.

In order to develop a good relationship with your customers, you must provide them with quality customer service. Let them know that, should they have any questions or problems, they are free to contact you. Provide them with all of your contact information to make the process simple. Reply to their support requests as quickly as possible and assist them until the problem is resolved. .

Customer service is one of the most important factors in determining buyer satisfaction. You may have great products, but if your customer support isn't good, your back end sales will suffer. Good customer service is perhaps one of the most important ways to build your credibility with first time customers and when you are running your entire business online, building trust and credibility is of the utmost importance. Therefore prompt customer service can make all the difference

For every unsatisfied customer, you can expect to lose several new customers.

Why?

Because…

When one customer has a bad experience with your company, you can be certain that they'll tell everyone they know about their bad experience. It will travel through the “digital grapevine” of the internet and ultimately cost you sales. Try following-up with your customers and ask them how they like your products or if they have any questions or concerns. This is a great way to not only provide good customer service, but to also obtain feedback about your products so you can make them better. By listening to your customers, you will know exactly what they want, what they're having problems with and how you can develop better products and a better overall business which will help you get more sales.

Understanding Customers

It's a simple fact that no matter how hard you try, you can't please of all the people all of the time. But if you are smart, you can implement policies and use techniques that will help you and any employees or outsourced help you have, to please *most* of the people *most* of time. This skill will translate into good word of mouth advertising from your happy customers.

Why You Should Go Overboard To Please You Customers

Some people will ask why they should try so hard to please every customer. Why isn't just resolving the customers issues or solving their problems enough? Well to answer that, here are a few pros and cons for pleasing customers at any cost that you should always keep in mind…

Cons:

- 68% of the customers who quit doing business with a company do so because they don't feel cared about. Compare this to the 14% who just don't like the product or service.

- Of the customers who use your product, 4 out of 100 will be active complainers and will tell at least ten others of their difficulties or problems.

- Of these four complainers, over 90% will stop doing business with the company and tell at least nine others about it.

Pros:

- Of those who are handled correctly, from 80% to 95% will come back and, statistically, may refer as many as five new customers.

- Trying your best to please every customer enhances how the customer views you and your business in a positive way and makes them more pleasant to deal with.

A Simple Top-Notch Customer Service Plan You Can Put Into Action

First and foremost, you have to know "where your customers are coming from". It is important to note that the attitude of the customer in no way reflects upon the personality of the customer or the way we should think about them. Customers are the only reason your business exists, and pleasing them means that you have to come across as friendly and helpful whenever you interact with them. So remember, as you judge the customer's emotional state, do not judge the customer at the same time!

The types of customer attitudes you are likely to see can be broken down into four distinct groups, listed here.

Recognizing The Customer Types:

Determined Customers

- Are concerned with "getting things done right" and can be very picky.
- May grumble about process and wait times.
- Often disagrees with solutions or asks for proof of facts.
- Sometimes seems critical even of solutions they agree to after the fact.
- Control and speed in resolving the issue is important to these customers.
- They won't tolerate you interfering with their goal.
- They will be a "Quiet Avenger" if displeased (one of those 4 out of a 100 who tell everyone how upset they are with your service.)
- Can come across as a "know-it-all" or "smart-mouthed" especially if confronted or questioned.

- Determined types can be very aggressive, and may demand to speak with "someone who can help them" if they begin to perceive you as an obstacle to getting a quick resolution.

Demanding Customers

- Much like the Determined Customer personality type, but many times unreasonable in their attitudes and desires.
- Characteristically sarcastic and tends to blow up and ramble on about non-related issues that are contributing to their anger whether or not they are related to the situation at hand.
- Unwilling to work with you or to supply information; just wants the problem "fixed" right away.
- May be insulting and/or yell at you for no apparent reason.

Casual Customers

- Approval and recognition of their problem and issues are very important to these individuals.
- They can be difficult if their problem and issues are not recognized, in that they won't tell you about a problem, but will be sure and let their friends know about your terrible customer service!
- Are typically more soft-spoken yet like to feel a rapport with you and prefers a more friendly casual approach.
- Are sometimes thought of as "chatty" because they like to hang on to you when on phone calls or email and talk back and forth a lot.

Handling The Different Customer Types

Every type of customer demands quick courteous service and personal attention. But to help you understand specific actions you can take when you recognize an issue is occurring and that a specific personality type is involved, let's spend a few moments on suggestions for interacting with each of the four customer types.

Dealing With Determined Customers

Take charge and make something happen fast!

1. Don't take any ranting personally. Breathe and let them vent.

2. If necessary, interrupt politely and then quietly paraphrase their problem back to them, ignoring any outbursts they may make.

3. Establish that you are here to help them and tell them what you are doing. Example: "I'm going to get this fixed up for you, Tom. Let me go ahead and do some research and see if we can find a cause for your problem."

4. Lead with questions to give them the control they desire so much. Things like "Do you think it might be possible that (xyz) could be contributing to this?"

5. Make no ego challenges, if you have to present an opposing view try and do so in a non-threatening manner by opening with language such as: "As you are probably aware…" Use the pronoun "we" a lot, as in "We could try and... "

6. Move as quickly as possible to the solution phase.

Dealing With Demanders

Be sensitive to the fact that there are other issues at work here.

1. Get their attention

2. Say what they need to hear you say for example

   - "There's no need to worry, I am going to get this issue resolved."

   - "I don't want you to be upset and it's totally our fault."

   - "I can understand why you are upset, but I'm sure we can fix this."

3. Reduce the intensity of their anger and fear if possible.

4. Don't take it personally if you are getting angry or caught up in their emotional distress.

5. If what they demand is possible, give it to them.

6. Try and find out what is really going on; did they get hung up on something that happened even before this particular problem occurred?

7. Be honest and even blunt if necessary about what you can and cannot do for them.

8. If they are being sarcastic call attention to the sarcasm by reflecting what they said for example…

   - "I noticed you said 'oh yeah, you care' in a rather sarcastic manner. I want to show you that we really do care so here is what we can do…"

9. Press (gently) to find out what is going on and to understand where they are coming from.

10. The demander (characterized by unreasonable and unrelated demands and ranting) may be the only customer that cannot be always brought back around to being satisfied. When they're demanding something you cannot give, you have to politely but firmly disengage yourself and give them their options.

Dealing With Casual Customers

Connect with them on a personal level.

Always remember they will rarely tell you if they aren't happy. If you have a nice, easy going customer you should not bet the farm on them rating you too highly on a survey. To ensure this type of customer goes away very satisfied, do the following:

1. **Apologize and thank them even if they have a rude attitude and unpleasant demeanor.**

   This is easy enough to do and will resonate with the customer that you are there to help with whatever problem they might be having. Besides it's usually not their fault they're having a problem.

2. **Responding with statements like the following may help the customer feel like you are on his side…**

   - "Boy I'd really be ticked off if I'd waited that long!"
   - "You sure are handling this well, I had a similar case once and I just blew up all over the poor guy."
   - "Are you sure you're all right with this? I wouldn't be too happy in your case."

3. **Offer them extras if available.**

   Since you're selling digital products it won't cost you anything to give the customer an extra bonus when their experiencing problems with your product or service.

4. **The best thing you can do is to acknowledge that YOU are at fault and fix the problem as soon as possible.**

   Remember the saying that the customer is always right. In many cases I have accepted responsibility for problems that were actually the customer's fault and I even gave them extra bonuses on top of fixing the problem. So even though this customer had a slightly bad experience with my company, the effort that was put forward through the customer support that I provided may have helped me to retain good will with this customer who may very well buy again in the future.

Three Keys To Great Customer Service

Respond Quickly To All Queries

Ensure that you respond quickly to any queries your customers may have. Timely response instills a feeling of trustworthiness amongst customers and will surely improve your sales. It may be worth it to eventually leave good customer service managers in charge of the customer service aspect of your business.

Ask For Feedback

One of the most important aspects of analyzing and improving sales for any product is to obtaining feedback from existing customers. You could ask your customers to fill out surveys and questionnaires pertaining to the products they buy from you. Questions in the survey should be aimed at obtaining useful pointers from customers on how to improve your products and services.

Ask your customers what do they think of your products and what needs improvement. Feedback from customers is precious and can help you immensely in improving future sales. Besides, you may also be able to attain testimonials from existing customers, at the same time with written permission from them.

If you find that your customers are reluctant to fill up surveys and questionnaires, offer incentives such as a free product or discount coupons towards a future purchase.

Acknowledge That YOU Are At Fault And Fix The Problem As Soon As Possible

Remember the saying that the customer is always right. In many cases I have accepted responsibility for problems that were actually the customer's fault and I even gave them extra bonuses on top of fixing the problem. So even though this customer had a slightly bad experience with my company, the effort that was put forward through the customer support that I provided may have helped me to retain good will with this customer who may very well buy again in the future.

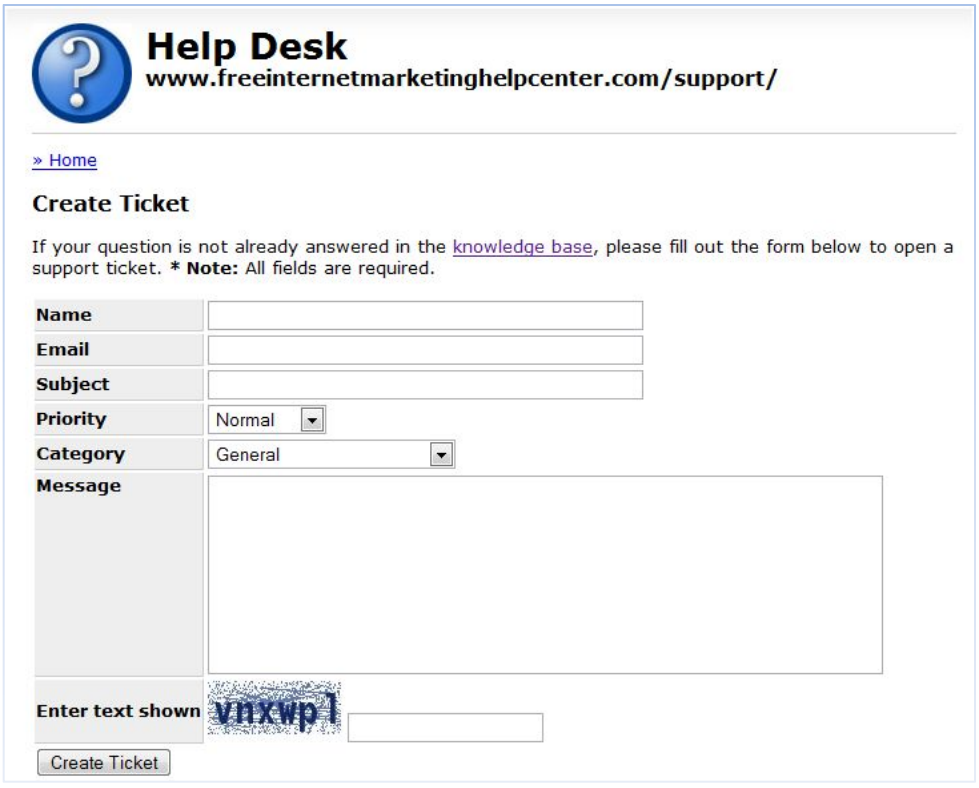
Manage Customer Service With An Online Help Desk Application

The easiest way to manage customer service issues when you're just starting out is to install a helpdesk software application on your website. By using a helpdesk instead of a normal email address for customer service you can organize your customers' needs into different categories of help such as download problems, opening the product, have not received the product etc. Also by using a helpdesk you don't have to work about important customer service requests getting lost in your regular email account.

Helpdesk messages are usually managed via a ticket system that allows all the messages for particular issue to be documented under a unique ticket ID number which your customer can use to check the status of his response from you at your helpdesk. Customers can also assign a "Priority" level to the helpdesk ticket which will alert you or anyone working your helpdesk of any urgent problems that are customers are facing whether they need help with right away.

The helpdesk system I use is called…

Three Pillars Help Desk at http://www.threepillarshelpdesk.com



You can also find more help desk software at the following sites…

PerlDesk - http://www.perldesk.com

Kayaho Support - http://www.kayako.com

Free Helpdesk Software - http://www.phpjunkyard.com/free-helpdesk-software.php

Provide A Frequently Asked Questions Page On Your Site

Before your customers purchase from you many of them will probably want to ask a few questions regarding any concerns they have about your product.

During the first few weeks and months of business you may find that similar questions constantly resurface over and over again. It would be a good idea to put a link to these Frequently Asked Questions or F.A.Q's (pronounced facts) on your website in order to reduce your customer service load. Your potential customers will be happy to get the answers to their questions answered immediately; and you won't need to lift a finger.

Having a detailed FAQ page offers clear explanation of your policies and rules, how the product works and what are the most common problems that customers may face and how they should tackle them. Such measures can greatly reduce the time you spend on customer support.

Note: Many helpdesk systems have a FAQ feature already built into them so it's easy to create an FAQ page over time, from recurring questions that keep coming into the helpdesk ticket system.

Module #15.0: Speed Success

"The Final Secret To Becoming Successful Is To Fail As Fast As Humanly Possible."

"Some Straight Talk About, Life, Business, Marketing and Why Failure Is The Ultimate Key To Your Success!"

WARNING: This module is about getting everything you want in life and in business including why you're not making any money right now, what you need to do and *think* in order to make money, how to discover what the most important things in your life are, how to start marketing like a maniac, where most people go wrong when starting an Internet business, why your back really is against the wall, how to live like you really mean it, how to fail faster than ever and why FAILING is the one of the best things you can do to grow your business.

No one but you can assume responsibility for your success or lack of success, since you are a unique individual with a unique life experience and a unique set of skills. You are the only person responsible for your level of success. Live with it. You have no one else to blame, criticize or use as a scapegoat.

Lesson 1, complete…

It's Not Always Easy But It Is Simple

Making money in a business of your own is not always easy, but it is *simple* - once you know how. In this course I've tried to give you everything you need in an attempt to help you make as much money as you want, whenever you want… *For the rest of your life.*

Why?

Because if I know can help you get what you want now you'll have lots of money to spend with me later. But, again, starting an online business is not as easy as everyone says it is. Especially when things don't always go as you planned them.

So what advice can I give you in this area?

Well, this is going to sound odd, but I've learned a lot by being **a failure**.

I can hear you saying, *"You've learned a lot by being a failure"??*

Yep. So how does that help *you*?

I know it may not make sense to you right now, but you see, I know that you need to learn how to 'fail' and what to avoid before you can understand what you need to do to be successful.

Does that make sense? In fact, I teach a core principle of success in my other business training information products that I believe it IS THE KEY to success in business…

"In Business, You Should FAIL As
Fast As You Can, So You Can FINALLY
Discover The Things That Really Work!"

You've probably never heard anything like that before... and that's why you're not successful as you'd like to be, YET!

But here's the key that opens the door to this powerful technique:

"Fail With As Little Money And Time Wasted As Possible. Then When You Do Find Something That Works You'll Have Both The Time And Money To Pursue It To Make You Rich."

You see there is a HUGE secret hiding behind failure in plain view. Let me explain. What happens when most people fail… at anything?...

They QUIT. They RETREAT and don't go forward anymore. They just stop taking action because the failure hurts so badly. That is why success is so rare! No one really thinks about failing their way to success. If you knew that every failure brings you just one step closer to succeeding, wouldn't you want to fail as fast as possible?

Succeeding at anything all depends on your point of view. Don't ever let a little failure stop you. Learn from it and keep going, success is just around the corner!

I'm not a 'guru' or anything, just a regular guy that failed a lot before I finally found success online. But in the beginning I failed a lot more often than I succeeded.

Hey! Even professional baseball players FAIL more than they succeed at hitting the ball. The really good sluggers fail 6 out of 10 times at bat. But the other 4 times out of 10 they hit the ball and a batting average of .400 is considered very good!

How much success have I had online? I don't like to tell... but just to encourage you I've made as much as $25,000 in ONE month online and as much as $17,000 in 7 days. That's no guarantee you will do as well or that you'll make any money at all. But I will teach you everything I know about making money online for the reason I stated above:

You could end up having so much money that you won't blink when I ask you to buy my latest product because you know what I teach really works. I started with nothing and still spend a lot less than most businesses on advertising and marketing. Actually most of my advertising and marketing doesn't cost me anything.

A world renowned marketing expert named Dan Kennedy once said that, "If you can't make money WITHOUT money, you can't make it WITH money!", and that is 100% true. So you don't need much money to get started online, you only need the right information.

If that sounds like the kind of business you'd like to start, this module of the course will really help you, BUT only if you are willing to learn.

So my question is…

What do you say? Are you willing to learn?

If you'd like to hear more about the REAL secrets to success online... stay tuned and throughout this module keep reminding yourself…

"Your Failure Is The Key To Your Success!...
So Fail Fast, Throw Away What Doesn't Work
Stick With What Does Work, Then Repeat
The Things That Work Over And Over Again!"

But again always remember that…

"The key that opens the door to this powerful technique is to fail with as little money and time wasted as possible. Then when you do find something that works you have both the time and money to pursue it to make you rich."

It’s Not Your Fault (…or is it?)

One day I woke up and decided that I was tired of being 'poor'... not having money, and not having any freedom..

I was working in a job I hated. I was coming home tired every night, stressed out and full of anger- mostly at myself for being so 'stupid'.

After all, it seemed like everyone ‘else’ was successful on the Internet EXCEPT me. I felt soooooooooo stupid.

Now I knew I wasn't stupid, but I sure FELT that way. I was searching for the answer, but it seemed to be hidden.

I prayed ... nothing.

I asked for people's advice... nothing.

Most people were just as stuck, or worse off than I was.

So what did I do?

am going to tell you.

But let me ask you this…

Have you gotten to that point yet? Have you made the money you thought you would or, are you still 'spinning your wheels' trying "this", and trying "that"?

How many books and courses have you read about 'Business and Success'?

How many times have you told yourself, "This time I'm REALLY going to take action!"?

Maybe you've even started your online business and you've had some success... but not as much as you thought you should have had.

If that's YOU, then you need to hear this:

It's probably NOT your fault.

But wait…

Do you really believe “it’s NOT your fault?”

You see, if you believe it's not your fault then you're always looking for someone to blame for your current circumstances and failures.

Think about this for a moment:

"How do 'successful' become successful in the first place?"

Think about it, but don't worry though, I'll reveal the answer in a minute.

Let me say, first, that you are not currently successful you are only missing ONE THING. You are missing something that no one is telling you about.

This ONE THING is keeping you from success and without it you're doomed.

What is it?

Here it is…

You're Not Succeeding Because You Are THINKING Too Much About What You Should Do Instead Of Taking Action And Doing It!

Frankly, if you don't take action you have no one else to blame except yourself. It is your fault. Just like it was MY fault for being poor and working a job I hated. I CHOSE it. I chose my life. Every day most of us choose what you do with our time… no one forces us to work a job we hate or to be poor. It's hard to take, but it's the truth.

I'm not saying you shouldn't take your time and PLAN out what you're going to do, but once you've decided that you really, really want to make more money, or you're really, really tired of not having enough money.... then make a plan and take action on it!

Basically the world is divided into 2 kinds of people:

1) Doers

and…

2) Talkers

The question is:

Which are you, A DOER or a TALKER?

If you are a doer great, if you are a talker then, BECOME A DOER!

Success comes to those who TAKE what they want by DOING something that gets them closer to their goals each day. Even if it's the wrong, doing something is better than doing nothing.

You may never hear anyone else say this in the same way I will, but it's 100% true:

NOTHING, and I mean NOTHING beats PERSISTENCE.

You can be stupid, poor and even unattractive, but if you're persistent enough about working toward what YOU WANT (which means that you are FOCUSED) you will SUCCEED! Period. You *WILL* succeed. If you do NOTHING else the rest of this year, just implement this ONE simple piece of personal advice I'm giving you today and you will see your success skyrocket.

A Real Secret About Making Money...

The bottom line is that if you're *persistent and take action on a daily basis* you can have success in your life.

Not convinced yet?

Ok, let's keep going on because you will be. All you have to do is be persistent about working toward what you want and you WILL get there!

Being super-smart has nothing to do with success. The average person has the same chance of success as anyone, as long as they work a little every day towards their goal.

Isn't that great news! You don't have to be special or rich or have an advanced degree - you just need to be persistent!

Okay!... Now it's time for some more no BS, straight talk!

There is one thing you need to do to keep yourself motivated toward success. At least it helps me and I know it works.

"Real Students Of Success Love To Study
Other Successful People In Their Chosen Field."

Why?...Because you can learn from them.

Study what other successful people are doing, how they overcome obstacles, setbacks and disappointments. You can overcome anything once you know how by following in the footsteps of someone who has already done whatever it is that you want to do.

For example, great students of marketing love to read sales pitches and offers they get in the mail and in their email.

A great sales pitch gets me excited because I KNOW that if it's working for someone else then I can use the same idea or concept in my business too (without copying them word-for-word of course) Remember "ideas" cannot be copyrighted, only the exact recording or expression of the idea, such as the written word, video, or audio recordings, can be copyrighted.

If the idea of getting a sales-pitch in the mail or on the internet turns you off, then just think of it as a learning experience. I love marketing and sales, whether it's online or offline. And the information product business is the most exciting business I can ever hope to be involved in.

I give myself a raise anytime I want, I love watching as the profits from my efforts come in. But If I ever stop learning, I'm dead... you have to be a student of marketing if you're going to succeed online or offline.

You see, I've discovered a real secret about making BIG money. Not a made up secret. Not a secret that everyone knows about already.

A REAL secret…

At least I have NEVER heard anyone talk about this before.

And, I'm going to fully reveal what this real secret is in the next section but before we get there, I want to make an important point.

This lesson is pretty simple but very, very important:

Look at and read the offers you get in your email and in your mail box at home.

Study them.

What is it about them that you don't like?

What is it about them that is attractive and interesting?

How would YOU do it differently?

Study them, ask yourself questions and learn. There is money being made online with direct response websites, email marketing and offline with direct mail... lots of money.

You can't see the money change hands, but it's there.

Believe me when I tell you a small fortune can be made doing one simple thing: Sending simply written emails and letters or postcards to people all over the world.

Millions of dollars change hands DAILY. It all starts with a simple website, letter or postcard. It's called Direct Marketing and it's the best and easiest business in the world to start because anyone can do it from home.

A Real Hidden Secret To Success

There are a few other things I really attribute to my personal success. Let me share with you a few of them before I give you the real 'secret' I've been promising to tell you about.

First, when I have some success it is always because I am totally 'focused' on a specific goal.

Whether it was finishing my book that I wrote or completing a video or whatever. I was focused on achieving one thing at a time. So focused in fact, I thought of nothing else until it was done.

I would drive my wife nuts because even at she would look at me and see that glaze over my eyes - I was focused on the task I committed to finishing and not on eating dinner.

She'd ask me something and I'd say, "Uh... what Honey?"

I had no idea what she said to me.

Second, I always write down what it was I want to accomplish before I start. Whether it's finishing up a project or developing a new product.

I just take a simple yellow pad and write down what my ideas are, what I think it will look like and what the real benefit will be to my buyers.

That's it...

"I get it out of my head and wrote my idea on a sheet of paper."

I've saved all of these sheets of paper over the years and to my utter amazement EVERYTHING I had written on them have come into reality! Every idea I wrote down and sketched out has become REALITY.

It blows my mind.

I learned that **ideas are REAL**... if you bring them out into the real world by writing them down... on a simple piece of paper. It BECOMES REAL when you SEE IT WRITING. You get motivated and things start to happen. Yes I know it sounds weird, but it's true.

Thirdly, I let nothing stop me. Not computer viruses, not the weather, not interruptions, not bad moods, not colds, not anything.

If I don't feel like working on my projects I just say to myself, "Do it anyway".

If I have a cold or a sore back from yard work or painting and dodn't want to work on it I say to myself, "Do it anyway".

And I do it.

Lastly, and this is the BIG secret I learned:

You and I have dual personalities…

"What?"

Let me explain.

One side of you loves to BUY stuff. This side of you wants to be fulfilled and buying things helps to fulfill your wants and needs.

There's nothing wrong with that.

But the other side of you, the side that wants to make money is DIFFERENT.

You see, I've found that there is a side to every person that can be 'switched' on... and can automatically make you money if you understand that it is there.

It's uncomfortable at first, but later you'll see that without this side of your personality you'll never make any money in any business.

I first discovered this side of myself when my back was to the wall... and I needed to make some money or I'd end without a place to live. That's what it took for me to find it. But I don't recommend that you wait until that point before you to find it.

I call it a "sales personality". I have a side that loves to buy and I have a side (now that I found it) that loves to sell. But I also discovered that selling is NOT about money. Let me repeat that, **"Selling is NOT about money".**

Well, it is sort of... but it's more about finding the products and services that people WANT and the triggers that make them BUY them. Once you meet your sales personality, and accept this 'side' of yourself you'll f finally understand, what has been missing in your business.

Most business owners love the business they are in-but HATE prospecting and hate selling. I don't blame them. I hated selling too, until I understood that selling is not about money – nope - **it's about helping other people fulfill their life's dreams and helping them to get what they want.**

"It's About Adding REAL VALUE To Peoples' Lives!"

Money is simply the benchmark you use to measure how well you're doing at helping other people get what they want out of life.

Let me repeat that, *"Money is simply the benchmark you use to measure how well you're doing at helping other people get what they want out of life."*

Your lack of money is only an indication you have not found out how to help other people get what they want.

The question is how do you make the switch to this side of your personality?

It's a tough switch.... I won't sugar coat it.

It means THINKING about what other people want for a change, instead of thinking about what YOU want all the time. (Thinking about what YOU want all the time is your BUYER personality, not your SELLING personality!)

It's thinking about how you can HELP other people and get paid in the process. It's about thinking, at times, about how to reach your income goals (which is just one measurement of your success) and what you have to do (legally and ethically) to reach those goals.

It's about thinking about "value"... how to create value, how to build a high value proposition and how to make your offers completely irresistible because you KNOW that your product will HELP someone with whatever problem they are having...

You've heard that all throughout this course but it is so important that it is worth saying over and over again, *"Your products should help people solve a problem they are having".* Helping others, or giving them what they want, as part of an exchange of "dollar value" for "product value" and this is what business is all about.

Are You The Cynical Type? (Yeah I Am Too)

In the last section I told you about my "real" secret to success.

It was finding my "sales personality," the side that loves to help other people get what they want. That's all selling REALLY is... the problem is most people do not see it this way.

If you're a buyer and you see a "sales pitch" your first reaction is, "He's just trying to sell me something to make money so the product must not be any good."

I'm cynical too. With all the advertising and marketing messages we are bombarded with everyday, skepticism is normal. And, for most of the offers you see, you're *probably right to be skeptical*...

But then there are some offers that seem really genuine... there's something about the offer that lowers your natural defenses and gets you excited... or at least 'interested' in the offer.

What makes the difference?

Sincerity, honesty, truth... well, yes. But there is also a 'realness' about the person who wrote the offer you're reading. They are *believable*, or *real*.

You get to know the person - they tell you about themselves and make you feel like you 'know' them and you feel like they are writing to you, personally. The writer says things in a certain way that makes you believe what he is telling you - he's credible and convincing.

THAT is selling. If you want to sell then here's the secret you need to keep in front of you: **Selling is all about creating a relationship with your customer**.

You reveal something personal... you reveal that you're not 'perfect', that you have faults too. You're 'real'. You empathize with your reader. You then reveal something about them to let them know you really KNOW how they feel.

How can you reveal something about *them* when you don't KNOW who they are? I mean you're advertising messages may be going out to 1,000 people - HOW can you reveal something about them each individually??

Well, if you can't, you don't know your market.

Your market shares common problems and pains and you need to REMIND them what those problems and pains are before you can sell them anything.

You need to KNOW your market before you try to sell them a product.

Why?

Because your product or service is going to SOLVE that problem or HEAL that pain and if you don't know what your market wants, what problems they are having and what their pains are, then you don't have a market or you're in the wrong market.

Your market is a specific group of people who share a problem, pain or deep desire. In most cases your best market may be one that you're already involved in. Let me explain.

- What was the last problem you've solved?
- What was the last urgent difficulty you conquered?
- Are you having a problem right now that you're seeking a solution for?

THESE problems, pains and difficulties are often shared by millions of people. Now doesn't it make sense that if you've been through the pain, and found a solution then thousands of other people might love to hear about your solution and even pay you for it|?

Or if you haven't found a solution yet, what 'resources' have you found that you can share with others who are also struggling with that problem?

The problems you've overcome or that you're going through right now could be the best market in the world for you, because you are already a part of that market!

Then all you need to do is find or create a product or service that solves a common problem, heals the universal pain or satisfies the deepest desires people in your market all share.

The sales come when you convince others with the same problem you've had, beyond a reasonable doubt, that the product you've discovered will solve, heal or satisfy them in some way.

If You Don't Succeed At First, Don't Worry!

In this section let me give you a bit of background here because you may not understand the full implications of what I am about to reveal to you if I don't.

When I was getting started in business I tried just about anything (legal) to make money.

Several years ago I tried selling some audio tapes from a famous publisher. The programs were great! I loved them. I was able to get them wholesale if I purchased them in lots of 3 or more.

I put together a catalog and sent them to 500 business professionals in my area.

What happened?

Nothing.

Not a single call. Not a single sale.

Ok... "no problem", I said, "I'll try something else".

I was traveling near New York City and stopped in a little crafts store.

The store had these really cute wooden rabbit toys that had wheels and were on the end of a stick that you could use to 'walk' your rabbit. When you walked your rabbit, the wheels moved the hind legs up and down just like a real rabbit!

I thought that was a really cute toy and it was really fun 'walking' the rabbit around the store so I bought one.

I took it home and thought about it for a while and decided to copy the 'idea' but instead of an rabbit I made ducks. They had little flaps on the wheels were the feet should be and when you 'walked' them they waddled just like a real duck.

I took them to a small crafts and gift store in my area and showed them to the owner.

He loved them!

He placed an order for 50 that same day and he said, if they did well, he would order more. I told him that I appreciated his order and that I would be back in one week with his ducks. I didn't even get a deposit! I was too excited and I guess and forgot because I was so thrilled!

"Wow!" I thought "An order for 50, my first day!"

I went straight home and I thought about it for a minute and realized how long it would take me to make 50 of these 'walking' ducks! How would I EVER fill this order for 50 ducks in only a week! It took me the better part of a day just to make ONE!

Now I was only 18 or 19 at the time and quickly went to the only person I knew who was the least bit mechanical or handy, my father. I said, "Dad, the good news is I sold 50 of these! The bad news is, how am I going to make 50 in a week? It took me all day just to make one!"

He thought about it for a while and said, "Well, the first thing you need to do is make 'templates' for all the components that make up one 'duck'. Then, instead of cutting one part at a time, cut 50 of each part at one time."

Hmm…

That made sense to me. So I made the templates, cut out 50 pieces of each part at one time instead of one at a time, and I got the entire order completed in under a week!

I delivered the ducks to the store and when the store owner saw them he was very happy. As I was unloading them out of my car he had already sold two of them to people in his shop before I finished setting them up.

He came over to talk to me and said, "Listen, I have a store in Cape Cod too. I'd like to place an order for 100. How soon can you get them to me?"

Now that **I had a "system" in place** for making them I said, "One week". He paid me for the 50 ducks I delivered that day and gave me a 50% 'deposit' on the 100 to be delivered in one week.

Man! I made some real money in business! This was great!

I went home excited again... but then it occurred to me, "If it took me a week to do 50, even with my system, how will I possibly make 100?"

Again, I went to my father for advice. He thought about it for a while and said, "I was at this workshop the other day where they employ handicapped people. This shop had wood-working tools. maybe they could cut the pieces you need in their shop, then all you would have to do is assemble and finish them."

Wow...what a great idea!

I went to the shop and asked if they did any outside 'contract' work. They did!

I showed the shop foreman my 'templates' and gave him the dimensions of the pieces and he said "No problem". He quoted me a price and it was very reasonable so I gave him the order.

Within 2 days he delivered all the pieces I needed to assemble 100 complete ducks! Within 7 days I delivered all 100 ducks to the store. Again, the owner was thrilled and paid me the balance of the order on the spot.

He said he already sent 30 or so ducks he had from last week's order down to his Cape Cod store and they sold out within 2 days! One of the buyers was the Chief Medical Officer at Walter Reed Army Medical Center in Washington DC. The store owner said the Doctor kept it in his office and walked his duck as a way of reducing stress in his job.

"Great idea!" I thought.

Over the course of the next year I sold thousands of ducks in my area to people who used them as gifts and 'stress reducers' in their offices.

What's my point?

Here I was a 19 year old kid and I had an entire business built in a few weeks time because…

- **I Took action (*there's that word again*) on an idea**
- **I Was bold enough to start actually selling the product**
- **And I Asked other people what to do when I got stuck**

And you know what? I didn't know a thing about 'marketing'. But I had a 'hot' product and a market that was ready to buy it.

So what's the... "ONE thing that 99% of all business owners NEVER do, or if they do it, they do NOT do it correctly."?

They don't sell what people want.

They sell stuff that no one wants just like I did when I tried selling those audio programs. Now you can twist and turn and change your marketing message so that your product is better positioned, but listen up:

If no one WANTS it, it isn't any good. Stop selling it and find something else to sell that's better!

That's what I did. I stopped selling the audio programs and found something better. The only way to tell if someone wants what you're selling is to **test market your product and offer** by getting it in front of as many people as you can WHO ARE LIKELY prospects, for as little money as possible, and see if they buy it...

If they DON'T then move on and sell something else!

Let me elaborate on that statement…

"If Enough Real Potential Prospects See Your Product And You Have Accurately Described How It Will Benefit Them And They Still Don't Buy Your Product...

Then Move On And Sell Something Else!"

There are some things that people just do not want, and you may end up with one of those types of products. But life is too short to try to sell things no one wants so just move on and sell something they DO want.

Where the Real Profits Are In Business

OK... listen carefully...

The real profits in your business will be made by:

1. **Continually getting more prospects to inquire about your products and services.**

2. **Selling multiple products to the same buyers over a long period of time.**

3. **Getting them to buy higher-priced products (such as , home study courses, coaching, seminars, boot-camps etc).**

But In order to do that you need to give prospects and customers an awesome experience when they do buy something from you.

When you do give your customers more than they expect you'll dramatically increase their lifetime value as a customer and that's where the real money is.

What do I mean by 'lifetime value of a customer'?

For example, someone on will buy one of your lower priced products for $29, then, if they like that and you truly delivered more value than they thought they would get, they may consider your $400 product, and then if they like that they will attend your seminar or join your coaching program for $2,500+ etc, etc...

They may also buy other low-priced products from you over their lifetime which also increases their value to you.

In this course I state over and over again that the real money is in 'repeat' business. Well here's a secret about getting 'repeat' business that will help you "make the maximum amount of money possible.”

Follow-up. Follow-up. Follow-up. Follow-up. Follow-up.

Most businesses work very hard to get a customer for the first time, but they have NO system in place to follow-up with them.

Why would you want to follow-up with them?

To sell them more stuff, of course.

That's why I love the Internet.

It's EASY to follow-up with your prospects and customers.

All you need is an 'auto-responder' account or email software. But most businesses, especially those 'brick and mortar' stores, shops and services have NO systems in place for following-up.

And, they are losing tons and tons of money. If you're doing any kind of business (on or off the Internet) you need a follow-up system.

Even if your business is not on the Internet or you're not using the efficiency of the Internet to follow-up automatically with your prospects and customers then you're missing out on a lot of profit and extra business.

It's not about 'websites'... websites make you no money at all. They are an expense, unless you use them to capture leads, automate your follow-up and close sales.

Even if you have a 'brick-and-mortar' business like a gift shop or retail clothing store, you need to keep in constant contact with your customers. If you're not using an email auto-responder or a "system" to follow-up with your customers and prospects offline by sending direct mail pieces such as postcards to them in the mail, I guarantee 100% you are losing money to a competitor.

The HUGE Mistake I Made

"I'm going to tell you something I've never told anyone before…"

My very first successful business was doing odd jobs for people around my community. I was 14 years old at the time. I advertised in the local paper. If I recall correctly the classified ad said…

> *"I'll do anything you need around the house. Clean, pick-up trash. Anything. Call Now!" ###-####*

I got calls right away and lots of jobs. Mostly jobs no one wanted like cleaning out garbage from rental apartments or backyards full of trash. I charged by the job and made some pretty good money that summer.

When I needed help on a bigger job, I'd enlist the help of some of my friends and we'd split the money. Then I got busy with something else and stopped doing it.

My next business was a publication my brother and I put together called "Cars". We took pictures of cars people wanted to sell and put them in the publication with 3 lines of text under each picture.

Most of the advertisers were local car dealers. My brother sold the ads and I designed the pages, took the pictures and 'pasted up' the publication for printing.

We got a small newspaper in a near-by community to print the 10,000 copies we distributed. Believe it or not it cost us just $175 for 10,000 copies of our publication, with color on the front page! The publication was a great success. The car dealers loved it - so it was an easy sell. It was another way for them to promote their cars.

But then my brother's daughter got really, really, sick. He had to stop the business so he could have time to take her to clinics and specialists. So we sold that business (for peanuts).

My next 'business' was in the graphics design field. I had some artistic talent and had painted a larger-than-life picture of Big Bird, from the Sesame Street character, on my nieces' bedroom wall.

It looked great! And she loved it!

My brother said, "Why don't you make some money doing this?"

So I placed another classified ad in our local paper that said something like…

> *"I paint cartoon characters on walls. Great for kid's bedrooms. Call Wall Graphics" ###-####"*

I got calls and lots of people wanted me to paint other things besides kids' bedrooms - I got jobs doing 'wall graphic' designs in kitchens, living rooms and recreation rooms. But then I had a problem with one customer and decided to stop the business and moved on to something else.

The next business I started was the one I told you about before - the 'walking duck' manufacturing business.

What I didn't tell you was that after a year of making 'ducks' I started focusing on other things and let the business die a slow death until there was no more business.

"Are you starting to notice a pattern here?"

One of the things I learned over the years is that you can have a great idea and actually start making money in some little hobby or small business then, for whatever reason, it just dies because you give up on it or you get rejected a few times and suddenly it's not "fun" anymore so you quit.

Of course, the businesses I described above were all started before I was 20 years old so maybe it was just inexperience on my part. But there were two very, very important reasons I never took these businesses as far as I could have and these are the two things I never shared with anyone until now. These two reasons may save you from a huge mistake in your own business.

Reason #1 - I Quit Before I Had A Chance To Succeed Because I Didn't Have A Mentor

I never had anyone I could turn to for business advice. Except for my father, who was not a businessman, I had no one to talk to if I ran into a problem. I had no encouragement at all. In fact, when I was successful in some business my parents thought it was nice, but treated it as a hobby and as something to do until I graduated from college.

No one really sat me down to encourage me to continue it, expand it or make it successful in anyway. My life would have been much, much different today if I had someone to turn to for real-life business advice. I didn't need anyone to hold my hand, but meeting with someone once a month who knew what business was all about would have really helped me.

Reason #2 - I Quit Before I Had A Chance To Succeed Because I Was Not Focused

I was totally un-focused and distracted. I found some success, took it for granted and went on to do something else before I fully realized the potential of the business I already had.

Each of the businesses I started made money. Some I liked, some I didn't (like the cleaning jobs). But I could have easily hired someone to do the jobs I didn't want and I could have grown them into substantial enterprises.

But, I was totally un-focused and it cost me a lot.

Then, life happened. I went to school, got a job, a career, got married, and had kids. Obligations and responsibilities put my entrepreneurial instincts on hold until the Internet came along.

For 2 1/2 years after starting my business I struggled almost to the point of bankruptcy.

What I've written about in the last few sections of this module I hope will keep you from ruin... and if you're on the brink of it right now then take what I am about to share with you to heart...

Yes, You Really Need To Fail Faster To Reach Success… *"What!?"*

Okay you've finally reached the final lesson of this course! But this lesson is a little different than everything else I have taught you so far. You see, instead of showing you how to succeed, I'm going to show you how to FAIL.

I think it's important to learn about failure and what to avoid, before you can be successful.

Why?

Because, you'll be a lot closer to success if you learn how to fail, and fail fast… and more importantly how not to be afraid to fail. Never, ever be afraid to fail. It took me the longest time to figure this out so please, I'm not B.S.'ing you here, I'm being straight up… this is a matter of life and death.

Let me explain...

You have one life, one chance to do something with it. But if you don't ever fail, or if you are afraid to fail, you'll be forever waiting until you have the perfect idea, the perfect plan, the perfect timing, etc...

Forget about everything being perfect.

JUST DO IT.

Everyone fails but...

The Only Difference Between You And Extremely Successful People Is That They Try More Often And Fail More Often Than You Do Because In Their Mind 'Failure' Is Only A Temporary Stepping Stone On The Way To Success And That's all.

As you learned earlier, a great pro baseball player is considered "successful" if he only hits the ball 4 times out of 10.

My point is “take you losses and move on”. And on top of that you've learned one more thing that will help you “hit” better when you step up to the plate the next time around. You don't have to be perfect, you just have take a “swing” at it to get things going.

Imagine this for a moment:

You’re at the end of a dark alley way and your back is against the wall... there are 3 guys coming at you with knives and there's no escape.

Are you going to worry about failing and not defend yourself?!

No, you're going to pick up the closest thing to a metal pipe within reach and start swinging! Failure, although a possibility, is NOT an option in your mind, because... your LIFE is at stake.

"Failure" will be defined in this situation as getting cut a few times by the thugs slashing at you... but your ONLY JOB is to SAVE your LIFE-you're NOT going to worry about a few cuts (i.e. failures)!!

Right?

What will you do to SAVE YOUR LIFE? Sure you will consider minor failures in this situation such as getting cut here and there. But TOTAL failure is not an option and you'd do anything within your power to save yourself.

Having your own profitable Business is like that 'pipe' you’d use to defend yourself. Having your own profitable business can save your life... you just don't realize that your life is on the line. Life is subtle... it's not as "stark" as the imaginary scene I've painted for you here.

But let's do another "what if"... instead of 3 thugs coming at you with knives, let's say they are "credit collection" guys and they are coming at you ready to suck every bit of cash out of you, take all your possessions, ruin your marriage and leave you heaving in pain in the middle of the street - homeless.

What are you prepared to do?

Is failure even an option?

Are you going to pick up the "business building" weapons you've been learning about throughout this course to defend yourself and finally make some money so you can get these idiots off your back for good?

Are you going to sit back, relax and let them beat the crap out of you? Or, are you going fight and save yourself by creating a business that will allow you to pay them what you owe and finally being free!?

Again life is subtle and there are all kinds of dangers out there but at the same time life is also great and there are lots of rewards out there too.

"So whose terms are you going to live by, yours or someone else's?"

Here's one truth that can change the way you live everyday of the rest of your life from this point forward…

"There's Really Nothing To Worry About Because No One, And I MEAN No One, Gets Out Of Life Alive!"

Yes... your back REALLY is against a wall no more analogies. The REAL danger you face is living a life afraid and never taking a chance to live life to its fullest. I know this sounds very morbid but…

"Death IS Coming..."

So…

What are you going to do?

Are you going to wait for it to come without making an effort to REALLY LIVE life to the fullest?

I am saying all this to make a point. Do everything you can to live a great life, not just a 'get by' life. Help others, be a hero, be kinder, love with all your heart... LIVE like you mean it.

This could be your last chance, maybe the last real no B.S. message you'll ever hear about life, death, business and marketing.

No matter what you believe, there's one reality, one truth: **no one gets out of life alive.** So start living life like you really, really, MEAN IT while you are alive.

And always remember…

Failure Doesn't Have To Be Permanent. It's Just A Stepping-Stone On Your Way To Real Success.

Module #16.0: Conclusion

"Final Words From Me To You!"

"You Can Do This – Stay Focused And Really Understand What Your Number One Job Is."

If there's a way to make money online without doing any work at all, I'd like to know what it is. So far I've made my living online doing a couple of simple things: Thinking, taking action and providing real value in exchange for money and sometimes I do fail but I learn a lot from it.

I also learn a lot from the mistakes and successes of others. And that was the entire purpose of this course, to reveal the things that make me successful day in and day out.

Therefore, I highly encourage you to STEAL and USE the concepts and ideas for your own success. But I would also like to remind you, I'm NOT a guru. I just learned a few things about marketing by spending many years of my life FAILING first...

But when I figured all this stuff out, I started making real money online.

What was it? What changed my life around?

One thing I learned was that managing my time was harder than I thought it would be... especially working from home.

I could take so much 'time off' --running to the store, taking a 'nap', or watching a little TV... instead of working on my business!!!

But then I started to treat my 'business' like a job. I worked 9 A.M. to 4 P.M., Monday- Friday and took 1/2 hour for lunch. I created an imaginary "boss".

I created a "boss" who would chide me and tell me I had to get back to work when I started goofing-off.

He is demanding, but I need him. I know it sounds crazy but you might like to try it. Make him (or her) the perfect boss, always encouraging you to do

better, think faster, be a better person and always demanding that you get things done. He's a real stickler.

You may think that's a bit weird... but, I kid you not, it WORKS.

Another thing that really helped me make money online was figuring out that the money is in "the email list".

It took me the longest time to figure out what was meant by "the money is in the list".

I've heard many business and marketing experts talking about it I but never really understood it until I began to build up my own list.

Now my #1 job online is to build my list.

Did you get that?

YOUR #1 Job Online Is To Build YOUR List.

Let me state this more clearly…

"Building A List Of Qualified Prospects And Keeping Your Products In Front Of Them Is More Important To The Financial Health Of Your Business Than Anything I Can Think Of!"

You need a constant stream of new prospects and customers coming into your business will die a slow death.

The important thing is to be there, in their mailbox or 'inbox' when they are ready to buy!

If you build your list, you will make a profit. In order to build your list you will need traffic. That is why I have also included the "Traffic And Customer Generation Course" as a part of this package.

Lastly, I'd like to leave you with this…

I once read a quote by someone that said, "Most business don't play hard enough." The person who said that went on to sell his company to eBay for $300+ million.

So…

"Do you play hard enough?"

"Do you market hard enough?"

"Do you live like you mean it?"

Enough said.

Wishing You Success,
Bob Gatchel

THE SCIENTIFIC ADVERTISING INSTITUTE™

Bonus Module #17.0:

"Profitable Internet Business Ideas Brainstorm Interview!"

"Two Info Markers Reveal Their Internet Product And Marketing Ideas."

Internet marketing and Home Business expert David Vallieres went all the way from New York to Boise, Idaho to visit his friend, Scott Foster. While he was there he made the mistake of showing him his "idea notebook" a little, black book he carried around with him to jot down money-making ideas when he got them.

Well! Scott almost fell over when he saw some of the ideas Dave had written down. So he asked if he could interview Dave and publish it. Dave gave him permission and that's how this interview (transcript) was born. And luckily I have been given permission to reprint it here for you.

Enjoy!...

----------[Start of Audio]----------

Scott Dave, my good friend. You finally made it out here. Here, you showed up at my door and here we are sitting in my closet – which is also my office.

Dave Yep.

Scott Where I've had some of the most awesome ideas that have helped me to become a success, with your help, but we actually are finally have met in person and I'm just thrilled and I'm almost speechless. So, this is kind of a-almost a sequel to the easy money interviews that we did back about a year and a half ago. But, you wanted to

discuss some ideas and stuff, so I'm completely up for that. So, Dave, you want to say hello?

Dave Yeah, I'm really happy to be in your closet, ***Scott***. This is terrific. So, this is where you run your world-wide internet marketing operations.

Scott That's right.

Dave Right here in your closet. It's fantastic. You've got everything you need here. You've got a printer, scanner, computer and the whole thing. It's pretty small but it works!

Scott Well, it just goes to show that you don't really need to have an elaborate office to run a really successful internet business. The idea to put it in my closet was just to simply get the tax break. Whenever you have an at home business you need to have someplace that you can designate that you work out of and also to relieve my wife's inability to sleep because of all the typing I would do on my keyboard.

Dave I know how that is. Yeah, this is fantastic. I'm so happy to be here. I think Boise's a terrific town. It's great.

Scott Yeah, it certainly is.

Dave I had a great plane trip in here and I'm glad we had a chance to get together finally. We've done a couple of products together.

We've done a lot of joint ventures and we've become really good friends and now we have a chance to get together. I think one of the things that we really try to bring to people is ideas that they can use to make more money. We've talked about ideas in the easy money interviews, about going to click bank and finding products that you can sell as an affiliate marketer. And today we're going to talk about some really original ideas or brainstorms that neither one of us has revealed and we're

going to talk about some ideas that we thought about implementing. We haven't gotten around to some of them yet, but we're going to give some fantastic ideas that some people on this-listening to this can take and run with it.

Scott Certainly.

Dave And make some money. We made some money today, didn't we?

Scott We actually did. Yeah.

Dave We did some used book hunting.

Scott Oh, that's one thing that I really wanted you to show me how to do because I have so many people that are on my list that want to learn how to do just something simple like that. Today, just for our listeners, we went out and we went into a book store, a book store where these guys really look like they knew what they were doing because they had the books priced right, but it just so happens that we picked up a book for $10 and the ideas that you talk about and the techniques and how to identify a book in your book still stand true today and, certainly, we came home, we jumped on the internet there and we checked. We spent $10 and we found a book that's worth over $100.

Dave Right.

Scott And the way you said it, it's like a $100 bill just laying there on the ground.

Dave That's right. You wouldn't leave a $100 bill just lying on the sidewalk. You've got to pick it up. If you have the skills to look for used books or any kind of collectible item, if you can identify something that nobody else can see at that particular moment in time, you buy for a few bucks, you sell it for $100 and you made some money.

This particular book was interesting because we were in a book shop and the dealer really looked like he knew what

he was doing. He had a retail shop. It looked like he did a lot of research that he put on his shelf. He just happened to miss this one and if you have the right knowledge, you go in, you just look at the shelves, and you pick it out. Right away I had a feeling that this was a pretty good book because it was the Odessa File by Robert Forsythe and Fredrick Forsythe and it was made into a movie. This was the Day of the Jackal. It was made into a movie, made a movie about it back in the '60's. So, I had a feeling it was going to be a good book. I wasn't 100% sure, but for $10 it was in great condition, it had a dust jacket that was beautiful. We took it home, looked it up on the internet. It was worth anywhere for $125 to $175. If you list that on E-bay you're going to make a $100 bill on it.

Scott I'm flattered.

Dave In a day. You just go into a bookstore and you pick up stuff.

Scott Certainly. Dave, would you like to maybe talk a little bit about some of the little tidbits of information on how we were able to-because within a matter of like five minutes-my wife went with us and she knew-she was already venturing off into the aisles and looking for books, and was bringing them to you.

We just had a blast. What? We were out for probably-we had some-we went out, we had some coffee together. We said "hey, let's stop by a used bookstore." I really didn't know what to expect. I was like "you know, I really hope this is as easy as Dave says it is." And sure enough. It was within an hour we found a book that was worth over $100.

Dave Yeah. You can-we did have fun. This is-that's the part of making money that I like. You make it an adventure. You make it fun. We went out and had some coffee. We got your wife involved. Now, she says she's going out in the mornings now looking for books.

Scott Yeah.

Dave That's great for her. But, we went into this bookstore and we picked out a book, actually picked out a couple books. One you doubled the price you paid for it and the other one turns out to be 10 times as much as you paid for it, but we made it an adventure, made it fun. You go in; you find what you're looking for.

Now, the important thing to-when you're first going out looking for books is to make sure that it's a first edition. Now, there's a lot of technical books out there, there's a lot of reference books out there that you can use in order to determine if a book is a first edition or not and those are readily available, but what you really want to look for is the word "first edition", which is on the title or on the copyright page, which is the page right after the title page. The title page is the one inside the book that shows the title of the book. You flip it over, it has the copyright and if the copyright is there, normally, it will say either "first edition" or it'll have a number line in which the publisher who prints the book lists the publication's time of printing that they did-they published the book in and if they number "1" on the number line is there, generally you're pretty much assured that it's a first edition.

Scott Also, too, what I noticed was on the flap, the blank page you turn to right when you open the book. They'll have the price there and in this particular case we saw the number first. They put the number "1" and "first edition" which meant first edition, obviously. And, also, too, you-this is a real quick determining-this is a real quick way you can find out. You can just flip open the book on the first, underneath the cover and if it says-what was it again? It was "new" or was it "book club" or something?

Dave Yeah. If it says "book club edition"-first of all, we only pick up books that have a dust jacket. The dust jacket is the paper covering that goes around the hard cover book.

Scott Which will also have plastic, too, usually.

Dave That's right. Sometimes it will have a plastic Mylar cover around it. Usually book sellers will protect their more valuable books with that Mylar cover. So, but, when you look inside, and if it has a price tag on the flap, generally it's not a book club edition. The book club editions are generally valueless.

They use a much inferior type of paper that they print them on. The hard covers are not as sturdy. They're mass produces and that's not what a collector's looking for. The collector's looking for the very first printing or the very first edition of the book that came out.

So, you'd want to see a couple things. You want to see the dust jacket. You want to make sure that there is a dust jacket on the book. You want to make sure there is a price tag on the dust jacket. If there's no price tag, it's probably a book club edition, which is valueless. You want to look on the title page to see if the words "first edition" or a number line. Now, a number line is just a series of numbers across the book, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 usually and if the number "1" is there it means it's a first edition for some publisher. If you take the number 1 out and the only-the number "2" is there that means it's a second edition.

Scott Okay.

Dave You take the "2" out when the publisher reprints the book they'll take a number out every time they print it.

Scott Wow.

Dave And that's how you can tell which edition it is.

Scott That's awesome. I really liked-like I said that-when it says "book club edition". I must have went through 15 books like within a matter of minutes. You can tell right quick. If

it says "book club edition" right there on the underside flap you know just to put that book back.

Dave Yeah. And normally the book club editions are much thinner because they use a thinner paper, see? They use a cheaper paper, so they make the books actually thinner. After awhile you'll be able to pick out the book club editions and not even bother to look.

Scott And you know what's neat is we went to three places. We went to -there was two bookstores that were actually downtown where I live and we went to the first one. It was the first place that we went and we were right there right when they opened and it was within a matter or less than an hour we found we book.

Dave Yep.

Scott I look at it this way. You could go out and you could go to yard sales and you could go to estates sales. This is in a bookstore where these guys actually list their stuff.

Dave They're professionals.

Scott Yeah.

Dave They had-this guy really knew what he was doing because he had priced other items, other books in his store perfectly. He just happened to miss this one.

Scott Like you said-

Dave Hey.

Scott "Hey, we may not find something in here, but, hey, there's always that chance where they'll miss something" and sure enough that was the case.

Dave Right.

Scott I was just blown away. You were right. You said "hey"- because I remember asking you on the phone. I was like "Dave, are you sure that we-that I can make money the

first time we go out, the first place we visit?" and sure enough you were right.

Dave Yeah.

Scott And my wife, she was-she got excited. I saw her eyes light up. It's very simple, it's very enjoyable. Once you just learn these few little ways to identify a book you can collect $300 or $400 or $500 in a day.

Dave Oh, yeah. Yeah. Easily. We went on a Tuesday so there weren't too many estate sales or yard sales. Now, those are the places where you get real bargains, because you can go in, you can identify a first edition and very easily you've got time to shop. There's other people.

Normally, with an estate sale or a yard sale people will completely ignore the books. They're looking for the baby stroller, they're looking for furniture. They're looking for all these other things. Very rarely will you find a lot of competition at a yard sale or-but, an estate sale you get the professional book sellers.

I told-I gave you the story, the one guy. There was an estate sale back home and he had gone in a cleaned out the entire first floor of all the books and by the time I got there - there weren't any left. I went down to the basement. There was this one book sitting there, beautiful condition. It was an old murder mystery from the 1920's with a dust jacket that was absolutely beautiful. I paid 50 cents for it, walked out, took it home, looked it up and it was a $400 book.

Scott $400. Wow.

Dave So, I mean, you can-if you want to and the way I used to do it, I used to spend Friday and Saturday just going to the yard sales picking up books and I'd pick up anywhere from $500 to $2,000 worth of inventory at retail prices for a couple hundred bucks and sell them on E-bay.

Scott Awesome.

Dave So, you can net $800-$1,000 just doing that.

Scott You know, what better timing than now, because right now it's spring and it's yard sale season.

Dave Yes, it is.

Scott Garage sale season. So, estate sales-I've been to a few state sales and let me tell you, these are people that have passed away and have collect-you never know what's sitting there. Just like the story you just told. I think it's an excellent way to make extra money. Even if you don't want to do an internet business or something, this is a great way to just go out and make extra money.

Dave Absolutely. It's very pleasant because you're just looking at books. You're not talking about big, heavy machinery. You're not talking about really back-straining work of any kind. A little bit of knowledge goes a long way and you can make some money doing it. You know?

Scott It's awesome. I think it's really great.

Dave So, let's talk about some other ideas, because one of the things that we really want to do on this call, in this session here, is to really get to people who just want to make some extra money. We're also going to talk about some business models that they can create internet empires out of.

It doesn't take much. Like you said, you work out of your closet here, which is a terrific idea. People do not have to have an office. They don't have to have a big space to get started. The most important thing is they just get started and do something. So, we're going to talk about some of those ideas and I told you when I first got here that I keep a little notebook with ideas and things in there. Ideas that I plan to get around to and I keep a to do list and so forth. We're going to open up my little book-

Scott Your little book.

Dave My little book where I jot down all my business ideas and we're going to talk about some of them today. I'm going to reveal stuff that I've never told anybody.

Scott I can't wait.

Dave Well, let's go through a few things, because I think one-one of the most important things that we talked about was keeping a "to do" list.

When you start to get a business idea, if you have any kind of business idea, the most important thing that you can do is write down the first most important thing that you can do, second most important thing that you can do and start working on your to do list every single day and then crossing them off when you complete them. What a great sense of accomplishment that is when you get those done.

Scott Yeah. You've really helped me to realize how important that is and I've kind of slacked off, forgive me, but I'm going to start doing it again.

Dave Okay, good. Well, let's start off with the first thing on my list here in my little notebook of business ideas is affiliate marketing workshops. This is something interesting because I know that online courses are extremely popular. I think, as the internet has evolved, first came E-books. Then you had email newsletter and things like that.

I think the wave of the future for internet products is multi-media products like what we're doing here. We're doing an audio. Video is going to be increasingly more important. Some of the tools that we're using and compliments of Josh Anderson is this program that we're using right here. We stopped this morning at Radio Shack, we picked up a little splitter so we could have two microphones running into a single computer and it looks like it's working out absolutely beautifully for us.

Scott Certainly.

Dave Josh's program was very easy to install. Within seconds, all we had to do was push the record button and here we go. We're talking. Now, what's Josh's web site for this?

Scott Well, his web site hasn't actually been released yet. He's still working on it, but what Josh Anderson has coming out, I've seen the whole-I've seen behind the scenes. I've been backstage and I've seen his whole operation and what he has coming out is better than anything I've seen.

Not to put anybody else's products down but what Josh has-I'm pretty excited about it and it's-I think it's web site-

Dave Web Site Juke Box?

Scott Yeah. Websitejukebox.com.

Dave Websitejukebox.com.

Scott And I know he has his other site, but when he releases this and his audio postcards and the capabilities that he's incorporated into this, it's just phenomenal.

Dave Well, this is a very easy program to use. We set it up just in seconds here on your home computer.

Scott It actually doesn't install. You just click run and it just automatically runs.

Dave Yeah. That's what I noticed about this. You didn't even have to click the install on it. All it did-all you had to do was download it to your computer, put it on your desktop and click.

Scott Yep.

Dave It just opens the program and it starts recording. It's great. Well, thank you very much, Josh. We appreciate that.

Scott We do, certainly.

Dave So, multi-media is absolutely, I think, is going to be the wave of the future. E-books are still great. It's a great way to deliver information, but you're going to find more and more audio products, video products and one of the ideas I had was to create an affiliate marketing workshop.

That's where like an audio product, you could do some video work with it using Camtasia. You and I both use Camtasia. It's a terrific program. It's a little bit on the expensive side, but you know what? I just found a Cam Studio program. I had it up on my private site. Cam Studio allows you to do video desktop recording just like Camtasia, only it's free.

Scott Really?

Dave Yeah. Yeah. It's really good.

Scott So, you can record your voice and do desktop capturing?

Dave You can do video desktop capturing of-in real time, what you're doing on your desktop, as well as audio recording and it saves it as a flash file.

Scott Really?

Dave Yeah. For awhile the company that made Cam Studio, not to be confused with Camtasia, which is a commercial product, Cam Studio, the company that made that went out of business.

Scott Okay.

Dave There was another company that bought it and now has offered a free version of the program and I'm going to put it up on my private site.

Scott Great.

Dave So, all the private site members can get that.

Scott I'd like to get a copy of that.

Dave Yeah, absolutely.

Scott So, you actually-you don't need to invest in Camtasia Studio?

Dave Yeah. If you're-now, Camtasia does a lot of things that Cam Studio will not, but if you're just getting started and if you're saying "gee, I can't afford the $299 for Camtasia", Cam Studio will fill your needs until you make some of your own products, start to sale them and then you can invest in the Camtasia later.

So, for example, this affiliate marketing workshop. My idea was to take some video, some audio and go through the steps of affiliate marketing to make it really, really easy for people to learn affiliate marketing online. I had initial idea of creating a multi-media product with a single interface.

On the left side would be a menu driven interface, little video in the center, some controls and audio on the side. So, people would simply open up the program and be able to click on the links, watch the video and audio, all within a single program. There's a couple of-there's a web site that sales an absolutely terrific program called Multi-Media builder and it's available at Mediachance.com. And within this, you can create-it's really easy to learn. It's not expensive. It's multi-media software. - You can create CDs with it. You can make auto runs for CDs and DVDs. But what it allows you to do is put together a graphical user interface for almost any type of audio or video program. It's a terrific program. In fact, several years ago, in one of the ways that we first met was when you purchased a product that I had called the Ultimate Business Opportunity and I did a number of videos about that and in those videos I showed you how to use this Multi-Media Builder from Mediachance to create a multi-media product and I did that with one product. I put it on a CD and then I sold the rights to it on E-bay for $3500.

Scott I remember that.

Dave And it was a program about E-bay.

Scott I certainly remember that.

Dave It was great. Today, with all that tools that you have for creating CDs and DVDs, this is a terrific program. It's extremely easy to use. You can even create your own MP3 players with this program. You can create your own software that runs different programs that you can create using scripts with this program. So, it's a simple or as complicated as you want it to be.

Scott So, what's the investment again for this little program?

Dave I think it's around $49. They have a trial version that you can run for 30 days and then after the 30 days are up you can buy it right within the software, but if I remember it's around $49.

Scott You were talking about using that to create an affiliate marketing center that people can launch on their computer.

Dave Yep. That was the idea. The idea was to teach people how to do affiliate marketing through a multi-media program that you can run right on your computer and Multi-Media Builder will allow you to create this-see, we're talking about multi-media.

You can record an audio file, you can record a video file in Camtasia or Cam Studio, the free version, you can put them all together in a single downloadable file using Multi-Media Builder. Oh- wait- Multi-Media Builder it's $60. So, it's gone up a little bit. You also have to get an MP3 license if you're going to play MP3s through the multi-media program for $15. But, it's a good investment if you're going to do multi-media projects online or on a CD.

So, the affiliate marketing workshop would take people through the steps of creating an affiliate income online. We've both done it. We're doing joint ventures all the time

and we do a lot of affiliate marketing and it's really not that complicated.

Scott No, it's not.

Dave So, this is one way to build that kind of a product. I think anything to do with courses or workshops or any kind of training that you can deliver online is going to be a hit, especially on affiliate marketing, selling e-books, anything to do with Internet marketing has a huge market, information product development.

Scott So, Dave, help me to understand. Exactly what would this type of product do people using multi-using this Multi-Media Builder create this affiliate marketing workshop? So, unlike an e-book or something else?

Dave Multi-Media Builder's cool because what you can do is you can take many elements. You can take text, you can take audio and you can take video and you can lead people step by step through affiliate marketing, right from the beginning, of how to evaluate affiliate programs, how to create their affiliate links, how to cloak their links, how to upload those links, either put them into an html page and they can upload them to their server and they can-all of that can be from a single interface through Multi-Media Builder.

So, let's say you have a list of items how to cloak your link. Click on that, you can either hear an audio about it or you can see a video of exactly how to do it.

Scott Audio and video together?

Dave Audio and video.

Scott Oh, great.

Dave And text. You've got everything all rolled into one.

Scott So, this program will do that? Multi-Media Builder?

Dave Yes.

Scott Wow.

Dave Yeah, yeah.

Scott And it's only $60?

Dave And it's only $60. Not only-so, it'll take your MP3 file that you have audio recorded, it'll take your Camtasia flash video-or Cam Studio flash video, whichever program you use, you can take your text of anything that you've written that you want to put into it and it will bundle it all into an executable file. It's all one file. So, instead of having a web page where you have links to a audio file, you have links to the flash file, you have links to the text file, you can put them all together in one training interface, which is pretty cool.

Scott That is cool.

Dave Like Video Professor. Video Professor, that guy is absolutely fantastic. What a marketer that guy is. What a concept he came up with. It's basic computer training. He'll train you how to do Word and he'll do it with on-screen videos.

Scott Yeah, but you've got to pop in a CD.

Dave You've got to pop in a CD. This, with Multi-Media Builder, you can download it from somebody's web site, click on it and all the training you need is right there.

Scott That's amazing.

Dave Yeah, it's really _____. You can also burn it onto a CD if you want and it'll create the auto-run for you.

Scott So, now thinking about this, now that I understand this, because I remember you talking about the Multi-Media Builder and I just wasn't fully grasping what the thing could do. So, here's just one-this is just one aspect of it.

Dave This is-it can-I think Multi-Media Builder can be used to create and deliver information in the three ways I

mentioned, audio, video and text, in a single executable file for just about any subject that you can think of. Affiliate marketing, the product idea I had, was for an affiliate marketing workshop that would be delivered in this way. It's a single executable file. Somebody, all they have to do is download it and play it. Boom. Right on their computer and they've got all the training that they need. Now, you could do this same thing for internet marketing, a workshop on how to generate traffic to your web site, you could a workshop on E-bay, which is a good idea. I think we should probably do something like that. It's a good product, but the goal of this audio is to give killer ideas and really, really killer ideas to people. Concrete. We talked about, before we decided to do this video, is a lot of audio products now will talk about marketing in a general way, but they won't give you the specific tools or the specific the ideas and we wanted to break the mold in this audio.

Scott Definitely. So, now, just in a nutshell, for those that are listening that are thinking "hey, this is something that I'd like", this digital media builder, how easy is it use?

Dave Very easy. Installation is a snap. It works on every version of windows that you can possibly imagine. All you do is click on it and there's a little window that pops up when you first try it and they have buttons down the left side. If you want to include an audio, like you have an audio file that you've created on your hard disk, all you have to do is drag and drop that right over to the-

Scott Oh, wow. So, it's just-

Dave To the screen.

Scott Drag and drop. Great.

Dave Drag and drop. The center screen that you see is where you create your interface.

Scott Okay.

Dave A graphically user interface. Just like building a software program. You want a button to play the audio; you can either create your own button or use the templates that they give you.

Scott Wow.

Dave You can put in pause buttons, you can place them anywhere on the screen that you want for the final product, you can include-if you want to include a little video, all you have to do is drag and drop the little video icon right onto your screen that they give you and then you can re-size it. So, you can size the video any size that you want. So, if you want to have a little-let's say your screen is 4" by 4" and you want a little 2x2" video of you sitting up in the corner, you can do that. And it will play video within video; video within the program.

Scott That's amazing.

Dave Yeah.

Scott You could use that as a giveaway bonus. You could create something really quick. I just-thinking about this now, this digital media builder and the idea that you had, I was thinking of idea-just from talking here this idea about maybe-because doing tutorials is big.

Dave Yeah.

Scott You could do a tutorial that shows people how to use a software program.

Dave Oh, yeah.

Scott You could do a really simple tutorial and then just download it and instead of having to click on a bunch of links or-this-they open up the program and it's all right there. There's just something about having a program that you can launch. It's like a little package. It has everything you need in it.

Dave That's right. It's got the audio, video and text all in one executable file.

Scott Wow.

Dave So, you could do, for example-that's a great example. You could demonstrate the video in a video. Right next to that is a scrolling text. You can do scrolling text in there that follows along. Plus, you can have the audio playing at the same time. They can read it, they can listen to it and they can watch it while it happens.

Scott That's amazing.

Dave Yeah.

Scott There's so many things you can do with a little application with it.

Dave And it's such a simple program to use. If you can use Outlook or you can use-oh, what could I compare it to. If you can use Camtasia or Cam Studio you can use this. If you can use a graphics program, to give you an example, we like Adobe Image Styler. We use that all the time. If you can use Adobe Image Styler you can use this because all you're doing is dragging and dropping little icons and little graphics all over the page and then you click "create program." It pulls the audio file from your hard disk, pulls the video files, pulls the text all together and creates a single downloadable file that has a great graphical user interface and you can create your own borders. You can go to Image Styler and create your own borders and put that in there and your own buttons. Oh, man, it's fantastic. I could talk forever. And you know, the sad thing is I've been so busy with other projects I haven't used Multi-Media Builder in quite awhile, but now that we're talking about it I'm going to start making more programs with Multi-Media Builder.

Scott Well, yeah. I'm just thinking you could create little things- you could create little applications that show people how to do different things and just sell those alone to people.

Dave Oh, yeah.

Scott There's so many ways you could go about it. Thanks for sharing this.

Dave Well, the idea is to create a workshop. You can create e-books, but because broadband is becoming more prevalent on the internet, more people are having-they're internet connections are getting faster and stuff like that and so, audio and video is fantastic to deliver online, but the nice thing about Multi-Media Builder is that it packs all of those elements into a single downloadable file so your customers can download it directly to their computer and they don't have to worry about their connection, how fast or slow it is to the internet, because it's all on their computer now all in the executable file.

Scott Okay, I see. Wow.

Dave So, they don't have to worry about connection times, flash not running or something like that.

Scott That's really neat. Thank you.

Dave Yeah. Yeah. That's great. So, anything to do with workshops or courses is really a good idea to deliver online. Look at my course You Can online, You Can Make Your Living Online course. It sold extremely well and I think the reason for that is because people want a step by step plan and a lot of information marketers tend to just dump all the information they have about a particular subject into their product and there's lots of information there, but it's not presented well enough for their readers to assimilate it, use it and then go out and be able to make it usable so they can go out and really, really use the information that they've got.

Scott Good point. Good point.

Dave So, these kinds of programs actually help do that.

Scott So, idea two, now.

Dave Let's see. Here's a list-okay, this is an offer that I was going to offer to my list, which I haven't done, but these are all ideas, remember. These are just ideas that I had written down and I may do this yet. A 30 page site with an affiliate link optimized for all search engines, especially Google. Well, we talked about-now, this is quite awhile ago. Look at the date on that.

Scott Oh, wow.

Dave Now, there's a terrific product out, right? We were just talking about it. You've had a little success.

Scott Yeah. It's the Article Equalizer by Jeff Alderson.

Dave Yeah. Article Equalizer. Look at that.

Scott 30 page site. Yep.

Dave It'll optimize articles. The whole bit. There's an idea I probably should've jumped onto years ago -but, with article equalizer, now, you can create content so quickly and build a site on any topic that you can possibly think of.

Scott Well, Dave, you just said something to me. The idea was this, is that we take-it's not for sure, it's not in stone yet, but the idea was take the product like that Jeff Alderson just came out with, Article Equalizer, and I mean within minutes you can have an index page with several other sub-directories that have all these different articles and optimize a template, a web page, that already has the content and then turn around and sale that as a standalone product.

Dave That's right. Sell it as a standalone product. Let's say you're not particularly interested in a niche, but you know that other people are. For example, a hobby niche like

crocheting or another hobby like-I know there's some people who like to paint roses on-or painted furniture and things like that. Let's say you created a niche web site full of great content using Article Equalizer. You upload it to your domain name. Now it's your domain name, why not use-why not sell that as the product? Your entire domain with all of this niche content that took you, I don't know, how long? Maybe 15, 20 minutes to build.

Scott Yeah, or if you want to spend a little bit more time and create some really nice-because, see, with Jeff's product it comes with just some default templates. You can take an existing index file.

Maybe-this is what I did with this one site that I had. I wanted to be able to add some instant content to it and articles of relevancy to the subject at hand and I did it within a matter of minutes and I sent it out, mentioning it to my list, and I had a few people that bought it, but this concept now, this is like the concept that you shared with me back a few years ago where you were using a program, a piece of software, that-I think what-what was it called? Deep Analysis.

Dave Oh, yeah. Deep Analysis. That's right. Yeah. That's right. Yeah.

Scott And you were collecting data or information about certain sellers on E-bay and you created a report out of it and you were actually selling the reports. I thought that was an excellent idea.

Dave Yeah. What I did was I actually found out who was successfully selling things on E-bay and then in the reports using Deep Analysis I would share the information about how much that seller made using their E-bay ID, what type of information, what were they selling, what were their average sale size was, because Deep Analysis allowed you to do all of these types of analysis and then give you this information quite easily and all I did was surf E-bay, find

out who the successful sales were, run their E-bay ID through Deep Analysis and then create my reports from that.

It was probably one of the easiest products I ever sold. It was great. I ended up selling that concept, that idea, to somebody else for quite a bit of money. But, that concept of using software-what did I call it?

Scott Software that makes you money.

Dave Yeah. There was another great piece of software, at the time, that allowed you to take full pages in text of information and you plug it into the software and it would tell you if it was plagiarized on the internet. It was a great piece of software. What I did was I sent out a notice to my list saying "hey, you guys, plagiarism is a real problem on the internet. If you're interested, tell me-give me a web page and I'll run it through my program absolutely free for you and I'll tell you if other people are plagiarizing your site." It was a service. So, I sent it out to everybody and they said "yeah, yeah." I had a lot of response there.

A lot of people sent me their URLs and pages that they wanted to check to make sure nobody was plagiarizing them and all I did was run it through this software program and it came back with a whole list of sites, if they were plagiarized, and sometimes we actually found a couple plagiarists.

Scott Really.

Dave I-the program spit out a report saying what the web sites were and a lot of different information and I just sent that off to them as a free service. I did that free. Now, there's a web site that does that absolutely free called Copyscape.com. C-O-P-Y-S-C-A-P-E.com.

Scott Okay.

Dave And what you can do is you can put in a single web page in there and it will spit out all of the pages that match that-like if it's an 85% match or a 90% match or a 95% match. So, you can check yourself whether or not your pages are being plagiarized. Now, here's an interesting twist to this.

I had one very large internet marketer who was on my list and he sent me a link, but he said "this is a page that I use and I've sold the resale rights to my product. I want to see how many other people are using the sales page that I gave them. How many people are out there selling it?

And you know what I'm going to do? I'm going to check it against my records to make sure that somebody isn't selling it illegally, so only valid resellers are out there." So, he gave me the link and it came back with about 49 different sites and he emailed me back and he goes "you know what? That is absolutely fantastic." He matched each one of those 49 sites with his reseller database and he found two people who were selling copies of his book illegally. Contacted the web host immediately and had them stop. So, it's a really powerful tool.

But, software-I was thinking for awhile of running that as a service. "Hey, send me your URL. I'll check to make sure that your site isn't being plagiarized" and I think that could still work today. I think there's a lot of sites out there that don't understand that it's so easy to copy a web site and if you're not checking-

Scott That happened to me.

Dave Yeah. Oh, did it?

Scott It did happen to me. It happened to me with my book and I'm not going to mention any names, but-

Dave Yeah, we don't want to mention names here.

Scott But, yeah. There's definitely a need for that. Because to combat the people that are wanting to, basically, steal your product, steal your web site, steal your sales page.

Dave That's right. Most people, 99% of people are absolutely honest and if you sale them resale rights or if they have the resale rights and they have the right to sale it, that's great. But, you know what? Some people are not honest, unfortunately, and that's a reality of the world. If they know you're selling resale rights to something, they might buy it from a reseller for cheap, steal their sales letter and start selling it on their own thinking that they have the rights to sale it when they really don't. One of the ways to copy it-to combat that is to use Copyscape.com and-

Scott We're looking at it right now.

Dave Yeah. Copyscape. If you go there is looks almost like a Google kind of interface.

Scott Yeah. It does.

Dave It's very, very simple to use. It says "find copies of your page on the web" and all you have to do it type in the URL of the page that you want to have checked all over the internet. And let me show you one. This is the one that I give to my resellers.

Scott Okay. It's scanning.

Dave Yeah. It's scanning. We see a little bar going across there and these-now, what it will do is it will give you the top ten results and you can see the people who have this web site. Now this is the web site that I give to my resellers, but I can go through and I can check if in fact the people who are using my web page that I give to resellers are using it legitimately or not legitimately.

Scott So you thought of creating a service out of this for people.

Dave Create a service. Yeah. Absolutely. See what they're doing-Copyscape is an interesting-they just came out with

this. There was a series of books that came out recently like Google Hacks. You seen those? There's a publishing company that comes out Google Hacks, E-bay Hacks. Have you seen those?

Scott I think so. It rings a bell but you're going to have to refresh my memory.

Dave Okay. Let's take a look on Amazon. If you go to Amazon.com you can take a look at the Hack books. They call them hack books. We'll take a look at the Google Hack.

Scott Okay.

Dave In the Google Hack book, what it does is it'll-it gives you a script that you can use to-if you wanted to do a service similar to Copyscape, what they did is they took the script that was given in Google Hacks, which is published by O'Reilly and they offered it as a web service. What Google does, which a lot of people don't realize, is that you can take an entire 500 page text file and using the script in Google Hacks you can search for that all over the internet, all over Google's database to see how many matches there are and the percentage of the match and that's what Copyscape is doing. So, the script that Copyscape is using is actually probably available-

Scott From this book.

Dave Freely from this book.

Scott Oh, okay.

Dave So, if you wanted to run your own service you wouldn't have to copy exactly what Copyscape is doing, because you don't want to do that.

Scott So, now let's think about this for a little bit.

Dave You could get the script from Google Hacks.

Scott So, let's think about this. So, Copyscape is the only one so far on the internet that's offering a little-

Dave That's right.

Scott It's free.

Dave Well, it's free-you know what? It was free for all results for awhile. Now, I just noticed when we did a search here, it's free only for the top ten results.

Scott Oh, okay.

Dave And then what they do, and you notice over here, it's got Google ad words or Google-yeah, Google ad words running down the sides.

Scott Adsense.

Dave Adsense running down the side of the page. Right. But, if you want to see more results it says down here at the bottom of the page and get automatic plagiarism alerts for your entire site. They have a service that you can subscribe to for $9.95 a month.

Scott Wow.

Dave Yeah.

Scott That's awesome. Somebody had a-it was an idea. They took it and they ran with it.

Dave That's right. Yeah.

Scott That's tremendous.

Dave Yep. I think anybody could do that. I think there's lots of-

Scott Well, yeah. You could come in and-definitely want to be ethical about it, but I know people to get business they'll under bid people. They'll create a service just like this and charge $6.95 a month. But, that's entirely up to you, but you certainly have the freedom to do that.

Dave That's right.

Scott To compete with other people.

Dave That's right and the script that you want to use is in that Google Hacks book.

Scott Google Hacks book that you can find at Amazon.com.

Dave Amazon.com. Yes. Absolutely. The cool thing is about the internet, and you mentioned an important point is that anybody else can really start a service similar to this, but you know what they key to making it successful is?

Scott What's that?

Dave It's going to be how easy it is to use for the-and how much demand you're going to have for the service.

Scott Exactly.

Dave And it's the marketing. It's showing the benefits of the service itself. Now, I've just explained to you many of the benefits of using a service like this. If you're selling a resale rights you want to check up on people to make sure they're not selling copies of your book illegally.

You can use it as an affiliate marketer or as a reseller who's interested in buying resale rights. Let's say you're interested in buying resale rights to a book. And I've done this. This is how I use the service. I will actually put the URL of the sample sales page of the person who's selling the rights. I want to see how many other resellers there are out there.

Scott Ah. I see what you're talking about. Yep.

Dave So, I put the URL of the sample sales page that they gave me and I'll say "well, gee, if there's only like 20 or 30 sites out there selling it then there's not much competition. I'll go ahead and buy the rights and sell it."

Scott That's very smart.

Dave Now, if there's hundreds of pages out there or thousands of pages out there-

Scott Forget it.

Dave Forget it. There's way too much competition. I'll probably never make any money. So, I won't buy the rights to it.

Scott Well, just-you've given people a really great service to use just to-right now.

Dave That's right. Just to get those kinds of results. Absolutely.

Scott I'm going to use it. I'll definitely save it to mine. So, it's Copyscape.com?

Dave Copyscape.com. You get the first ten results absolutely free and then-

Scott $9.95 a month if you want to go past ten results and get automatic alert through email.

Dave That's right. That's right. And there's-there's no affiliate program for that, so we don't-by the way, all the web sites that we're mentioning we don't make a penny on mentioning those. These are actual tools-

Scott Exactly.

Dave Real tools that internet marketers can use to make more money.

Scott But somebody else that's listening to this, one of our subscribers, can go to Amazon, buy the book Google Hacks, install the script, set this all up, compete with Copyscape.com-

Dave Yes, absolutely.

Scott And even set up an affiliate program.

Dave Set up an affiliate program. That's right.

Scott And these guys aren't doing it. Hey, there's an opportunity here.

Dave There is-you're right. You're absolutely right. There is an opportunity because-this is a monthly subscription. I can see a service that would do either a monthly subscription for web sites who really want to make sure that their sites aren't being plagiarized on a regular basis, especially if they have content. If you have original articles on your web site, how easy it is for people to go in there, copy them, slap their own name on it and stick up there on their web site.

This is a way to protect those people who have worked really hard to create original content and they don't want to get copied. Those kind of people would subscribe on a monthly basis. I would also offer a onetime fee. Let's say you just wanted us to do it once in awhile. You want us to check your web page against all the other web pages on the internet and see if anybody's copying you for a onetime fee. So, you could do both.

Scott Good point. Well, Dave, speaking of software that makes you money, I don't have my little book that I can pull out. A lot of times I just have the stuff in my head and this is why you say it's good to have a to do list and have-it's funny. I remember a long time ago you said "oh, you got to carry something with you that you can write down" and I see exactly what you mean. I'm going to go pick up a little note pad like that here tonight sometime.

Dave Yeah. It's only a little 3x5, maybe, notebook and I got this at Staples. It's called a memo book.

Scott Yeah, it's just a little note pad book like-

Dave Just a little note pad that fits in your pocket or fits in your jacket pocket or something and when you're out riding around and you see an interesting idea or you think of an interesting idea just write it down.

Scott Well, you use that. You used that today to write all your-write information down about some books that we were looking at the used book shop.

Dave Yes. I did.

Scott So, I can see how that comes definitely in hand-now, the idea that I had, speaking of making your own software, that I have up here in my noodle is using-now, this is actually David Guindon gave me this idea and I'm just going to share this with anybody who wants to take this and use this for anybody that owns or has downloaded, bought-

Dave You sure Dave would be okay with this?

Scott Yeah. Because he shared the idea with me. He was the one that shared the idea with me and he says-

Dave But, he's okay to share it with everybody?

Scott Oh, yeah.

Dave Okay. I just want to check.

Scott He just said "here's a way that somebody could use my software and actually create"-because we were talking about this a little bit and he says "you're certainly free to do that." This is for anybody that hasn't purchased Dave Guindon's Hot Item Finder Software, which actually queries E-bay and tells you what items are selling, it actually gives you a break down on key words, and certain key words people are typing in. It's been an awesome piece of software. You can get it at Hotitemfinder.com. But, over the last year we've really had some good results sharing Dave's product with people, but the idea was-is, if you'll notice about Dave's product is you can actually save results as html files. You can save key word results, you can save auction results as key word files and Dave says "you know, there's so many ways that you can use my software. You could actually take the reports and sale the

reports to people and then back end my software in these reports."

Dave Yeah. Yeah. Oh, that's a good idea.

Scott That's a very good idea. So, I've been thinking on doing that. Dave is certainly okay with me doing that. So, I wanted to be able to share that idea here with people, because it's a great idea plus people that want to buy Dave's product it'll certainly help out Dave and I know Dave will appreciate that.

Dave Yeah. Well, that's a terrific idea because it's, again, software that makes you money.

Scott Exactly.

Dave There's a lot of software, of course, it's only for your own personal use, sometimes, but there's many different ways and you have to check the licensing of the software very carefully, obviously, because you don't want to violate any terms of the license on a piece of software. But, many times what they allow you to do is the results of your use of the software, the reports that you generate and many of the other-the output of the software can be used any way that you want and if that's true then you can create products from that software that you can sale over and over and over. That's a dead simple way of creating an information product or anything like that. There's a program that I used a few years ago that allowed you to find link partners. For certain key words. I put in key words, I put in paragraphs and descriptions of sites that I was particularly interested in and it gave me back really highly refined search results of sites that I could link to. What a great product. It's like a directory of special key words and highly relevant sites with great page rank that you could sale to other internet marketers who were interested in getting links from these sites as well. So, there's lots of ways that you could use software that makes you money.

Scott Definitely. I just want to admit to people here, first of all, that I'm somebody that-you said it doesn't take a huge office. It doesn't take these special skills. It just takes motivation and the willingness to learn.

Dave That's right.

Scott To implement an idea. A lot of the times you may think that you might have an idea that won't do really well. A perfect example of that is the idea that I had for my book. This stuff sales like crazy on E-bay. What an excellent idea, although at the time I didn't think it was a great idea. I'm sure glad that I talked to you and I talked to James because you guys said "hey, you ought to document that" and it was a perfect idea. But it doesn't take any special knowledge, special skill. It just takes the willingness to learn.

Dave Well, let's talk about that for just a second, because what you mentioned was something really important and that was that you found something-I remember when you talked to me the first day it was "***Scott***, what have you been up to?" and you said "well, I'm out on the road looking at things."

Scott Yes, I remember that.

Dave "I was going out buying stuff." And I said "oh, what are you buying?" and I said "oh, what do you do with them after you buy them?" "Well, I'm putting them up on E-bay. I'm buying them for"-what? How much were-$10, $15, $20 selling them for $75, $85.

Scott Really cheap. Yep.

Dave For each one and I'm thinking "you buying a lot? You selling them?". "Yeah, I'm selling them." I said "gee, ***Scott***, you got to write down the steps that you've taken to create this little niche business and"-this stuff sales like crazy on E-bay and that's where the name of your product

came from and if you have any kind of little successful thing that you're doing like that all you got to do is-

Scott You got a product.

Dave Document the steps that you take to do it and do it successfully and you've got a product you can sale.

Scott That's exactly right. That's what I've had a few of my subscribers to call and we've talked and very nice people. I really appreciate them and that's-I'm nobody special. I'm nobody that has special knowledge. I didn't go to college. In fact, I've come to realize that I'm a person that's practical psychologically unemployable and so I needed to figure out a way to generate some income and the internet is an unfathomable opportunity. I hope I pronounced that word right, but-

Dave Yeah. I think that's okay.

Scott But, once you create a product, one thing you taught me, once you create a product it's so easy to create the second product because you just build off of that product that you created.

Dave Absolutely.

Scott And I'm finding that to be so true and another thing that I find to be really motivating in this opportunity I mentioned to you. I had the opportunity to meet Jim Cochran and Jim Cochran actually called me on the phone because he really liked the book, he thought it was great, he wanted to promote it, he wanted to promote the next book and here's what he told me. He said "***Scott***, there's enough room for 1,000 other people to do what I've done." That's Jim Cochran, the author of Silent Sales Machine, hiding on E-bay. 1,000 other people to come in do this. So, when I first got into the internet marketing scene and I saw how many other marketers were out there doing all these different things I thought "well, this is totally saturated." But, the niche mark-maybe, internet marketing in a sense

could be, but the niche marketing, where you find little niches, is definitely not saturated.

Dave No, absolutely not. You mentioned a couple of really important points and I think for people who are just starting out they're saying "well, somebody's already doing that." Boy, there is room for everybody who wants to get involved.

Scott Certainly.

Dave It's not like somebody's doing it so I can't do it. No. You put your own personality into something; you put your own twist on it. You don't copy other people but you put your own personality and you do a little bit different than they do it and you create products around what you find to be successful for you and if you can do that you can create-there is no limit to the amount of information products that you can create. Now, we're talking about all kinds of different businesses and all kind of different products that you can create here, but I think information products are absolutely the best. There was a principle that you mentioned earlier, too, is that you went out and bought something locally to sale on E-bay and that principle can be used for many different kinds of products. For example, we mentioned earlier that we went out looking for books this morning. We found a book for $10 _____ on E-bay for $100. You can do that with not just books, but you can do it with any kind of collectible item because there's opportunities all over the place. You used to run ads for this Sales Like Crazy E-bay book and you got people to call you-

Scott Yes.

Dave Which is great.

Scott That's right.

Dave If you have any kind of specialized knowledge, because you used to be involve in the industry for the stuff that you bought.

Scott Yes.

Dave If you have any specialized knowledge you could use that to your advantage and buy stuff locally and sale it on E-bay.

Scott Well, here's a great idea that I've kind of shared with people in a little book I-a little mini report I put together called emergency business ideas and using the same approach, running an ad in your local newspaper and getting people to call you. If you're wondering about what you could sale on E-bay, because E-bay's a great place to start to find out if there's actually a want for this type of an item. Here's a guy that I-only one guy that I know of that uses this approach and he makes a very nice living and he's not a marketer. He just lists the stuff on E-bay. He lives down in Las Vegas and what he does is he uses what I call the "I buy anything" approach. He runs an ad in his local newspaper and he says "I buy anything" and he gets people to call him and he's pretty selective. He's looking for certain things. You'd be surprised. It's like people-yes, we'll go to the pawn shop, but also, people are looking in the newspaper to maybe-for whatever reason and they catch something that says-the "I buy"-it says "I buy anything. Call me" or something like that. It's like "hey, I need a little bit of money."

Dave That's a great idea. Yeah.

Scott So, they call your number and say "I've got this drill" or "hey, I've got this really rare book". But you have to be-you can be selective about certain items. This fellow, in general, is actually buying construction equipment and reselling it on E-bay.

Dave Wow. Hot ticket item.

Scott Yeah. He has a little bit of money he invests but he knows what he's looking for and if you live in an area that has a lot of construction going on, you'll have contractors that will call you and say "hey, I've got this item. I don't have any use for it anymore. I paid so and so amount of dollars for it. I'll give you a really good deal." So, what you could do is you could write the notes down about this item. Take some details down and say "okay. Let me give you a call back in about 10 minutes or so." Jump on E-bay see if that stuff's selling.

Dave Good idea.

Scott Call the guy back says "yeah, I'll go ahead and give you so and so amount for it."

Dave Not only will you know if it's selling but you can also determine what price you should be offering for it.

Scott Certainly.

Dave And you know what? That's a great idea because just like in many different forms of business, but it's especially true when buying any kind of collectible item or even buying stock or buying houses or buying anything, you're going to make money if you can buy at the right price. You're-the amount of profit that you're going to make on an item like that that you're going to ultimately sale on E-bay is determined by the price you can buy it; you're profit is locked in at that time. So, being selective is extremely critical because you're going to get people who are calling you. Some will be desperate sellers because they need cash right away. Some won't be. Some will only be moderately interested in what you have to offer, but if you come across a truly exceptional item and the buyer is not motivated to sell, the guy's going to be looking for too much money so you're not going to be able to buy it right. Now, on the other hand, you get somebody who's going to offer you something that's pretty good, but he's willing to let it go extremely cheap and that's where buying it right

comes in because you're locking in your profit when you buy it. Not when you sale it. You don't make money when you sale, you make money when you buy it. For example, if somebody was offering a computer and it's like, maybe, six months old and they ran into a problem where they're moving or something and they don't want to cart it with them, they're highly motivated because they don't have much space in their car, they're moving with their car and they paid $1500 six months ago and the guy says "look, I just want to get rid of it. I want cash for it. I don't want to give it away, but I need the cash." You go "yeah, sure. $300. That's my price" because you know at least you can sell it for $600. You can double your money on it. But, if the guy says "no, I'm not willing to let it go for less than $900 because I paid $1500 for it" well, then forget it. The choice is yours to buy it or not. The time that you make your money is when you buy it. That's an important point, especially if you're going to be doing what this guy is doing saying "I'll buy anything." You can't go out and start buying 2/3 of retail prices for things and expect to make money. I bet-you got to low-ball those kind of offers that come into you, otherwise you're not going to make any money. You're just going to spend your cash needlessly. You're in business to make money, so you got to do that.

Scott And another thing, just a real quick piece of information. If you're going to take that approach, using the "I buy anything" approach, one thing that would come across anybody's mind that would think intelligently about this is "well, how do you know if you're buying something stolen?" Well, that's when you look the item over and you make sure it's got the-if it's got any serial numbers, if it's got a name and you say-so, if it's got-so, if it says Joe Smith on it and so you ask "who's Joe Smith?" and says "oh, I don't know." "Well, hey, if you can't tell me who Joe Smith is then, you know, hey, this item could potentially be stolen." But, that's to keep yourself from getting in a situation that-an unfortunate situation of buying a potentially-ending up with a stolen item. But-

Dave And another thing you want to do is get ID from the people that you're buying it from.

Scott Certainly.

Dave You want to see a driver's license, picture ID, anything that's going to protect yourself and you want to give them a receipt with their signature on it and your signature on it for each item that you buy.

Scott Yeah. Another thing, too, another concern that I wanted to address here was I had some people that bought my book and they asked me "well, I'm not really comfortable in going out to different strangers' house." That's definitely a chance, I guess, that you can take, but me, where I live, I wasn't really that concerned with it. You can-if I pulled up to the place and something didn't look right, you just have to use discretion.

Dave Sure. Absolutely.

Scott It's just common sense.

Dave Yeah. When I was buying books back in my town, there was a woman who had a book for sale and she said "well, I'd rather not come to your house. Can we meet someplace else?" So, we have a federal office building _____ with security and the whole thing. I said "I'll meet you right in the lobby" and I went _____ we went down there, she went through security, I went through security, we met in the lobby, we exchanged money and the book and she was happy on her way.

Scott Yep. It's just like a yard sale, but you're actually you're bringing the yard-they're bringing the yard sale to you or you're going to them. It's-

Dave Public places are good if you want to exchange things and you're worried about security then use a federal, state office building or something like that; some public place.

Scott Yeah. Most people are pretty genuine, but if I pulled up to a place and it looked like a crack neighborhood I'd be really concerned.

Dave Right. You want to use common sense.

Scott Exactly.

Dave Yeah, you want to use common sense.

Scott Exactly. But, it definitely is a great idea and this fellow down in Las Vegas he makes an entire-he makes his living doing that.

Dave Well-

Scott He works three days a week; he works when he wants.

Dave Sure.

Scott But, the opportunities are almost limitless it seems like.

Dave Yeah, they really are. Well, let's get on to some other ideas here, because we've talked-whoa, boy, we've talked about so many really good ideas that people can just take and run with it today and we're not-the reason for this audio is not to keep these ideas to ourselves, but we're trying to give as much as possible to our subscribers and that's why we're letting everything out here. All the killer ideas that we've come up with. Don't listen to this audio just once. Listen to it several time because you're going to miss some ideas that we've covered and one of them could be a killer for you.

So, here's one that I wrote down at some point. Start your own Japanese print business. Now, I sale antique Japanese prints.

Scott Really?

Dave To art galleries all over the country, but that's not my idea. The idea that I had here-and I'm going to share something that I haven't shared with anybody before and that is on

the Library of Congress web site, you will find pictures of just about everything that you can imagine including Japanese prints going back to 1890's. Now, these are high-resolution scanned images that the Library of Congress did to put on their web site. These are TIF images, so they're extremely large. Some of them are 3 or 4 or 5 megs each, but they come out so that they're extremely high resolution images that you could put onto posters. So, anybody could copy exactly what I'm doing. I have not sold these on E-bay yet. I only sell them to are galleries, but I could imagine that you'd have-you've got all of these images. You could put those on E-bay as posters. I don't see anybody doing this right now and I think it's a fantastic opportunity. There's a lot of images on the Library of Congress web site. It's LOC.gov. If you go there you can take a look at their image library. They have old baseball cards from like the 1800's, the late 1800's or early 1900's. Those are all public domain now.

Scott Really?

Dave Just like the Japanese prints. They have some Americana pictures. They have photographs. They have images of all kinds. The baseball pictures, I think, are particularly interesting. At one time I was thinking of taking the baseball cards that they had scanned in high-resolution image, take those images and use Cafepress.com-you're familiar with Cafepress?

Scott I've heard of that before. Yeah.

Dave Oh, you haven't seen the web site? It's fantastic. With Cafepress.com you can create all kinds of products of your own using your own images or public domain images-

Scott Okay, yeah. I've seen _____.

Dave And put them on T-shirts, you can put them on coffee mugs; you can put them on-

Scott Oh, man. This is-

Dave Let's see all the kinds of different products that they have here. It's absolutely incredible.

Scott Just looking-in this concept you're already beginning to share with me I can-the ideas are already starting to flow.

Dave Oh, yeah.

Scott Anyway, go on.

Dave You can create your own CDs; you can create your own books. In fact, one of the books that I created, the Masters of Copyrighting book, I print it through Cafepress.

Scott Really?

Dave Yeah. They print it for me. All I did was set up a free account. I uploaded my digital file. I uploaded my cover. I uploaded my bar code and then when somebody orders a book I don't have to print it off my computer. I don't have to run down to Kinko's.

Scott They print it off.

Dave All I do is log into my account, they've paid me already, I pay Cafepress to have them print it up, they send it to them. I don't even touch it.

Scott That's just ingenious.

Dave It's absolutely fantastic. I sale the book on Amazon.com for $97 and it costs me-it's 378 page book and it costs me $14 a copy to print.

Scott So, your profit is-

Dave And I don't see it. I can order one at a time. In book publishing-in most book publishing you have to copy-you have to make at least 100 copies if you send it to a book publisher, but with Cafepress you can order them one at a time.

Scott Just one book at a time.

Dave One book at a time. Yeah. And if you order 15 or more they give you really deep discounts. So, if you know they're selling you order 15 at a time, you stock them up at your house and then you send them out yourself-

Scott I've been wondering how you've been doing this.

Dave Yeah. Now, I let my secret out. Yeah.

Scott You said you had a book and you said you had it listed on Amazon-

Dave That's right.

Scott And you said you had printed copies being sent out to people and I'm like "oh, wow. Dave"-

Dave Sounds really time intensive doesn't it?

Scott Yeah. So, you're using Cafepress.com?

Dave Yeah. I use Cafepress.com to have them all printed up and all I do is log into my account-this is my book account, and then I have a couple of other accounts here that I use for different products. Let's just take a look at this one for a second. They give you your own shop link. Mine is Cafepress.com/infolab, which I can send people to who can buy the Masters of Copyrighting book for $97. So, you get your own link within Cafepress. It's very, very easy to add a product. There's a link up here just about that to add a product and I just want to show you the kind of range of products that you can actually add. They have CDs, books, cards and prints. So, if you're a creative person and you want to come out with your own line of greeting cards or prints-see, this is where you can do the prints here. Like I mentioned with the Japanese prints, you can create them right within Cafepress. All you have to do is upload the image and sale them on E-bay. You collect the money; you go into your own account. You can buy from your own account at the discount and put in-just have it

shipped directly to your customer. That's kind of like drop shipping.

Scott That's a turned key, man.

Dave Hats and caps, boxer shorts, mugs, T-shirts, stickers, kids clothing, they have some home and office products, they have teddy bears, buttons and magnets, bags-

Scott Buttons and magnets.

Dave All kinds of stuff that you can put in here. They've got aprons, barbecue aprons. Now, you can put anything you want on these as well as you don't violate somebody else's copyright. So, if it's your own image or it's a public domain image you can put it on here. Some people put like little sayings. I don't know if you noticed when we logged into Cafepress they had a little coffee mug that said "I hate taxes" and what a great time to sell it. Just before April 15th, right?

Scott On a coffee mug.

Dave Yeah, on a coffee mug.

Scott Do they do stickers too?

Dave Looks like they did. I don't know. Let's-

Scott Stickers are a great way to advertise your business too.

Dave Oh, yeah, they are. Yeah. I'm not sure if they do those or not. Oh, here they are. Stickers.

Scott Yeah. Make stickers.

Dave Yeah. They got square stickers, round stickers and bumper stickers.

Scott Bumper stickers.

Dave Yeah. A little bit pricey on some of these things. With information products, though, the value of the product is really based on the amount of really valuable information

that you can provide. So, you can charge anything that you want within reason for an information product. But, something like a sticker-I don't know. Hats and caps, obviously, you're only going to be able to charge so much for them. But, this is a way to create instant products. You can create books and CDs. You can create an audio CD, a data CD. Now, the nice thing about it is you upload the file to them once and if you get one order, all you have to do is pay for one order and have it shipped directly to your customer.

Scott Wow. That save you so much time. That's the perfect example of delegating.

Dave Absolutely. So, the idea that I had was let's say somebody who was listening to this wanted to start a really quick business. They didn't want to create any content or anything else. They could go to the LOC.gov, the Library of Congress web site, take a look at some of the images that go back before 1900, because you're absolutely assured that they're in the public domain, really anything before 1920 would be absolutely in the public domain. You could take those images, put them on Cafepress, sell your own coffee mug, sell your own prints. You could start an entire line of Japanese prints or old baseball card coffee mugs and sale those on E-bay.

Scott It sounds exciting.

Dave Yeah, it really is exciting.

Scott If you spend some time in there and you looked, maybe did a little research and found out what people were wanting out there on the internet. This stuff-think of during the holiday season. Stuff-

Dave Oh, yeah. That's right. Yeah. If you could gear up-if you could get some images, like those retro images from the 1900's from the LOC based on a theme like July 4th that's coming up. Man, you could really do well, I think, and you

start listing those on E-bay. Somebody's got to run with that one. Nobody takes that one and runs with it.

Scott Valentine's day?

Dave Valentine's Day. Just about-all the hearts and the cupids and all-

Scott See, it's like a very unique drop shipping opportunity, but it's your own exclusive product.

Dave That's right. You don't have any middleman. With a drop shipper, normally, they're buying the product and then you have to buy it from them, but the only service they're really providing is shipping it to your customer and you're lucky if you get a small markup. But, with Cafepress, you're actually trading your own products, so you have the majority of the markup.

Scott That's awesome.

Dave Yeah. It's really-

Scott Thanks for sharing that. I've got some ideas already rolling around on that one, Dave.

Dave Not all of these-not everything in my book is strictly a business idea that I came up with. Some of these, in fact the ones that I have written down here are internet marketing ideas. Let me just share a few of these that I wrote down.

Scott Sure.

Dave I must have thought they were important at the time because I did write them down. Specific strategies for marketing are much more compelling than generalized strategies. So, if you're going to sale resale rights, concentrate on selling resale rights. If you're going to concentrate on-what was the thing they were talking about the other day? The fire sale. Remember fire sale? Were we talking about that?

Scott I'm trying to remember.

Dave We had a conversation about fire sales the other day and-that's a specific marketing strategy.

Scott Of course.

Dave Resale rights is one, limited numbers is a specific strategy. So, anyway, the more specific you can get in your sales letter and your copy the easier it is to sale, because people are interested in specifics. Word repetition strategies-I've noticed that those pages that rank very high in Google have a specific strategy in which the key words are repeated within the page. Usually it's in the heading, it's in the first paragraph, it's in the second paragraph and there are supporting key words going to the third and the fourth paragraph of highly ranked Google pages. This is some research that I did and I wrote it down because I knew it was important to put in here.

Success starts with internal dialogue. This is something that is very important to me because I realize that whatever success I had at any particular time was going to be as a result of what I was thinking. If I didn't have my mind right, thinking of what I was going to promote or how I was actually going to make the money or how I was actually going to-how you talk to yourself. There's a couple of very famous books on this subject, but how you talk to yourself is extremely important because if you don't talk to yourself in the right way, if you belittle yourself or if you talk to yourself like "I can't do this"-and I'm not a real big believer in positive thinking, but the one thing that I really believe in is if you say you can't do something you can't do it.

Scott It's actually a pre-program in your mind with your own words.

Dave Yeah. You got to be really careful.

Scott You're programming yourself. Yeah.

Dave I think people, especially if you want to be really successful in business, is to monitor your thoughts on a regular basis to make sure that you're not thinking self-destructive, failure thoughts and I think a lot of people will get wrapped up their day to day lives and it will consume them. The problems, the troubles that they have and if you really want to be successful you have to put that aside and you have to start thinking like-and start monitoring your thoughts. Yes, you can do this. "Okay, this is too big for me right now, but what can I do today to make a difference. What little steps can I take today to make me successful a year from now? What do I want a year from now?" Reverse that process and say "if I want to sale $100,000 here on the internet next year, what do I have to do today to start that process, to make those kinds of sales? How many sales do I have to make a day to make $100,000 a year?" Break it down into small steps. We talked about doing a to do list. Very important, not because everybody says "oh, you got to do a to do list" or "you have to set goals" and things like that. That's not the reason you do to do lists. To do lists are to jog your memory and keep you on course, keep you focused.

Scott Exactly.

Dave And, not only that, but when you can write down an item on your to do list that's short and easy to do and when you've done it, you cross it off. You get a fantastic feeling of accomplishment, even if it's the smallest thing.

Scott Because you need that.

Dave Yeah.

Scott You need that-

Dave You need that encouragement and that sense of accomplishment to keep going.

Scott So, really, what it comes down to is having the right attitude is what it seems like. What is your attitude like?

Dave That's right.

Scott I remember a good one liner that still sticks with me to this day. Life is 98% attitude, 2% details.

Dave Exactly. Yeah. The details should be able to handle themselves as long as you can-as long as you have the right attitude and the right attitude is being persistent in following what you know to be the right thing to do to work toward your goals and if you're not persistent at it, if you give up too soon or if you don't follow through you really only have yourself to blame. You can't blame anybody else.

Scott I kind of program myself this way. I say "you know, if I'm going to quit I'm not quitting for good." I'll just quit for maybe five minutes. I'll quit and go take a break and maybe eat something or-well, what I really like to do is get on X-box and I like to play the game-it's called Halo and I really like to play that. So, I'll play that for 10 minutes come back "okay, I'm refreshed."

Dave Yeah. That's all you need. That's right.

Scott Or I'll read some scripture. I'll read a book. But just to help you refocus. But the principle behind focusing, too, that I wanted to cover here, Dave, I'm really into one liners and one of the things is "If the sunlight shines on paper it doesn't actually burn until you _____ magnifying glass on it." Until you focus. Focus is so powerful.

Dave Focus is extremely powerful. That's right. We're giving a lot of ideas here. These are going to be moneymakers if you really focus. But, yeah, the real power when you magnify something and really, really focus in on it.

Scott Bruce Lee's concept was in his art was there isn't anything that you cannot bend to your will if you just focus. So, even though-here's the way I kind of look at it too, and the to do list helps keep you focused. It's not a magical formula-

Dave No, it's not magic. Absolutely right, because you have to work it. You have to work that list. So, it keeps you focused.

Scott So, if you find an idea in here that you like or something that you want to run with you have to stop and you have to focus on it and focus until the job is complete. It's not going to happen in one or two days, but within a week you'd be surprised if you just have a to do list and focus how much you have actually accomplished.

Dave Yeah. Actually, I was thinking of creating a product, not too long ago, about reverse goal setting and reverse goal setting would be the act of taking the goal that you have, whether it's making $100,000 a year on the internet or becoming an Olympic world champion and looking at it from the end in mind. Having that $100,000 income at the end of the year, working yourself backwards to the point where you are right now and figure out what you have to do today to get it started and what you have to do tomorrow to continue it. I think that's really a powerful strategy.

Okay, the next thing on my list is a-I have a little list here. It's called implement doable strategies one at a time. Basically, what you want to do is break down your strategies of making money online into doable steps. Anything can be too big and too overwhelming and if you're just getting started what you want to do is you want to break it down into doable steps and if you're not just getting started and you've had some experience on the internet and you've even been successful on the internet I'm going to give you a strategy that I've used very successfully to get yourself to do things quickly and that's to set up forced deadlines. For example, one of the things that I love to do is say "if today is April 12th, I'll send-sometimes this can be dangerous, but it really works out very well. You send an email or you announce to somebody-now, it's either your list or somebody that

you know that you're going to have a new product developed, you're going to give the title of the product and you give the date that it's going to be available. So, yeah. There's nothing like motivation to get things done when you have a forced deadline. So, if today's the 12th and I said "hey, I'm going to come out with a new product and it's going to be called such and such a product and it's going to be available on April 21st" then that is your deadline and once you announce it, now you're tied into it, you commit to it and you get the product done. So, forced deadlines are a really powerful strategy for getting things done.

Scott I've done it before, Dave.

Dave Yeah.

Scott I did it.

Dave Which product did you do it on?

Scott Well, it was after I created This Stuff Sells Like Crazy. I went with the concept of just building off of what you've already created and then I created the second book where I really subtly-in a neat way documented how I was able to create the book and came out with the second book and I did exactly that. However, I-it took me a little longer than I expected, so I had to kind of move the date up a little bit, but I made sure my list knew about it. But, it's a really effective way to get yourself to get stuff done.

Dave That's right. When I wrote my course I gave myself a forced deadline to complete the course in six weeks and I wrote every single day and nothing stopped me from that task. Now, sometimes you're going to run into obstacles that are unavoidable and then you simply send an updated forced deadline. Like "well, I can't finish-it's not going to be the 21st. We've got this issue and I've got this thing I'm going to finish and I'm going to add some more stuff to make it absolutely fantastic" and then you're going to say "it's going to be available on the 23rd." Yeah, that's a

really powerful strategy and it's a strategy that I don't see a lot of people doing, but it's one that you can use almost all the time, especially with product development.

Then I have some notes in here about business building and, basically, to build your business there's really only one thing that you need to do and that is to focus on capturing leads for your business because without a constant flow of new leads and new contacts and new subscribers to your E-sign you're not going to have-you're not going to be able to build your business to the point where it's going to generate a revenue for you to make your living online. So, you need those leads on a regular basis. In order to get those leads you have to develop what we both call a capture page, a lead capture page, which offers _____ powerful benefit to somebody visiting the page and gives them an incentive to sign up for your list.

So, that's really, really important. Plus, and then on the back end of that, of course, is you need to follow up with the subscribers that come to your list and offer them really excellent content and provide really excellent products and services on the back end. Those are really only the three things that you really need to get a business started on the internet. I've even seen really successful marketers, guys doing over $1 million a year sticking with this very same concept. Just creating a page that has an extraordinary benefit to get people to opt into their lists on many different topics and many niches and this is a way to test an idea, too.

If you set up a capture page, for example, on coin collecting and if you don't get a lot of subscribers after sending traffic to the page then maybe that's not the best idea for you to follow. Maybe the offer if wrong. You can test it and you can tweak it a little bit, but once you get a page that's working really well and-let's say you get 100 visitors to your site and 10, 15 or 25 or 30 or more signing

up for your site. Now, if you're starting to sign up 30 to 40 people a site out of 100 you've got a very well converting capture page and that's something that you need to shoot for. If you're only getting 5 or 10 people to sign up out 100 for a free offer, then it's probably not the business to pursue or at least not the niche to be in.

Then I came up with another idea. Actually, this was an idea that I had put together for a newsletter that I sent out to my list and it's called Four Steps to a $10,000 a Month Online Income and, basically, there's only four things that you need and that is, like we mentioned, a list. You've got to have a list. We talked about this. More and more people who are online now are building their email lists, but are also offering on the back end a special bonus, a greater incentive to capture the physical mailing addresses of the visitors that they're getting so that they can do some off line marketing, send a series of postcards, send sales letters to these customers, because this is going to build your business for the long term.

We love the Internet. We love marketing on the internet. We love email marketing, but that's going to change. That's why I started using SendOutMagic.com - I don't have to worry about 'spam', getting 'filtered out' or any of the problems associated with email marketing. My message get delivered 100%, and they get read because it's REAL mail. And I get to setup up 'timed' sequential mailings on 100% auto-pilot just like email marketing with auto-responders.

It's not going to always-it's my belief, anyway, that email marketing, right now the way it is, is free, but it's not always going to be that way. Eventually, they're going to start-either the government or Microsoft or somebody in this internet marketing game is going to find a way to charge for emails being sent out by commercial mailers.

Scott Very well be.

Dave And that day-it may not be tomorrow, it may not be next year, it may not even be five years, but pretty soon it is going to happen.

Scott You just have to be prepared.

Dave That's right. You have to be prepared.

Scott _____.

Dave Yeah. Actually, when you think about it, the more ways you can contact your subscriber or customer the better. Email, postcards, greeting cards, phone calls, etc… Like I said, I'm using SendOutMagic.com and it has increased my business so much I can't even tell you. If you can contact them by email, you can contact them by mail. If you're in the really high priced package market you might also want their telephone so that you can call up and get in contact with your customer by telephone. But, with the 'do not call' list you have to be very, very careful who you call… that's why direct mail is getting hotter and hotter right now. So, there's many ways and the more ways you can contact your customer the better. The idea is to be right at the top of their mind when their ready to buy and the only way to do that is through constant contact.

Scott Through follow-up. Yep.

Dave Yep. Through follow up. The second item on my list for Four Steps to a $10,000 a Month Online Income is the copy that you write. Now, either-and one of the ways that you're going g to contact your customer is either through email or a letter and that copy has to be really, really good. It has to be-and what I-I use the term transparent copy. In other words, the person reading your email or reading a letter shouldn't think when they get that "oh, I'm being sold something." That's the last response that you want from somebody. You want the letter or the email to be so natural that the person reading it is automatically drawn into the copy because-out of self-interest, maybe, because you're talking about them and something that

interests them or it's a benefit to them and they want to find out how they can receive this benefit. So, it has-your copy has to be so good that it's transparent to them.

The copy's absolutely critical. One of the things that I see a lot, either through emails or sales letters that I get through the mail is that they're very interesting and I have some interest, but the person who wrote the letter or wrote the email doesn't really make a strong argument for me to order today or right now and that's a missing element. If you really want to take your business to the next level you have to put in those elements. You either have to include a timed response-in other words, if you order within the next three days you're going to get such and such a bonus or you're going to get a discounted price. You have to think creatively about the kind of offers that you're offering, but you have to give them an incentive to order now, because what happens-let's say an offer comes over the internet, through email or you get a letter in the mail and it just offers the product without any deadline. What happens?

Scott There's really no-first of all, I've tested this and it's pretty much common sense in marketing that you have to create a fear of loss with people and if there's-that's the way-I know it kind of seems derogatory in a way, saying creating a fear of loss, but it's kind of almost how you have to do things to get people to respond.

Dave Yeah. The natural response of most people who see an offer without a timed deadline is "oh, I can put this off till tomorrow" or "I'll set this aside" and then a week from now they'll take a look at your letter and "gee, why have I got this on my desk?" and they won't take the-they won't bother to read it again.

Scott Exactly.

Dave They're going to discard it, they're going to set it aside and they're not going to act. When, in most cases, we only

advocate selling really, really valuable products. Products that are really going to help someone achieve the goals that they want to achieve. If that's the case, then it's our duty to say to them "this is really something for your good, something that's going to help you. In order to help you decide we're going to give you a one year money back guarantee. We're going to give you a lifetime money back guarantee. Try it out because if you don't get it now you may not be able to get it in the future." So, it gives them an incentive to give the product a try and you have to have those kinds of deadlines. Otherwise, people are going to set it aside. It's too easy for them to do it, especially with the lives we have now. Everybody's busy.

Scott Yep. So, it's like "hey, there's a deadline with this. This is-it's very valuable and it's only going to go to the ones that are serious."

Dave Well, just over the last day or two that I've been with you, you've shared some amazing information-health. You've got a lot of knowledge about health and supplements and how to take care of your body and some really amazing insight in how the body works and how it reacts to-you're talking about pH levels and things like that that just amaze me. I said-I hadn't even thought of it before and this is the kind of information that could save somebody's life and improve the quality of their life. Now, are you just going to keep it to yourself and not share it with other people? I don't think that's right either. I think you have an obligation, if you do have this knowledge, to share it and that's the way I feel about the information that I write about making money is that I have an obligation to share it with other people and let them improve their life economically.

The third item on the list of Four Steps to a $10,000 a Month Online Income is the product itself. Really, the product has to be a really good product, something that you put your heart and soul into. It doesn't have to be

perfect. It doesn't have to be-you don't have to have all your I's dotted and your T's crossed.

Scott The font doesn't have to be a certain size. I have proved that.

Dave Yes, you did. Yes, you did. A little joke behind that because ***Scott*** came out with a book and the font size was like 3" high and I emailed ***Scott*** and I told him "***Scott***, the letters in this book are too big. Nobody's going to read it."

Scott What did I say?

Dave You said "oh, no, they won't mind. They won't mind at all." I said "okay, you try it and then let me know."

Scott I had one person that complained and it's just that's the way I did the first one and we offered it and people liked it. So, anyway, back to your-

Dave Maybe it was easier for them to read. I don't know. Being on a computer screen-maybe they had a small screen and the big letters were perfect for them. I don't know.

Scott So, the idea is if it works why change it.

Dave That's right. And also, you've got an excellent product so people were really buying the content of the book and not necessarily the way it looks. Obviously, if you have the time, if you have-you can do a lot of things to make your book look better, but I guarantee that people are not buying it for the looks; they're buying it for the content. If you've got really good content that's going to help people then it's going to sell.

Scott But, it's good to look professional, too.

Dave Yes, it is good to look professional, but you can hire people to do that. So, you can write your book and you can hire people on E-lance to create your covers for you, to create your PDF files for you, to design your e-book and so you can concentrate on more important things.

Then, the fourth item on Four Steps to a $10,000 a Month Online Income is timing. Of course, I talk about this a lot in my course and it's something that a lot of online marketers don't really consider, but when you're-when we send out an email to our lists and we're promoting a particular product, guess what you're subscriber's doing when they get your email.

He's talking to his spouse, he's probably talking on the telephone, he's got a million things going to through his mind, it's probably late at night, he's thinking about going to work the next day, he's got to get to bed and he sees your email and the timing may not be right for your offer. Now, because you offered that one time to him and it wasn't right at that time he's not rejecting you personally, he's not rejecting your offer either because he really didn't even look at it.

But, so, the timing of your offer is extremely crucial. Now, the next time you send out an offer just like that to that same individual he may have no distractions at all. He's sitting in front of his computer and he's thinking of ways that he can make some extra money and then he gets your email and it's the perfect offer for him at the right time and that's when people order. You wonder, because you got 3,000 people on your list or a couple thousand people on your list and only 10 of them order a particular product. Well, that means that maybe there were 100 or more that were interested or were too distracted or didn't even see your offer that may have ordered that day, but didn't get a chance to because there was too much going on in their lives, but only 10 were absolutely focused on your offer at that one time and that's why they ordered.

I found this particularly true with some of the products that I've sent out. If a product will sell well the first time I send it out it almost sells the same amount the next month. So, you're hitting people at different times even though you're hitting them with the same offer and just

because-and sometimes you can send out an offer and sometimes it doesn't work. Test it again because you may have hit your subscribers at the wrong time with the wrong message. So, timing is crucial to success.

Scott I'm glad you're sharing that, Dave. That's something-you just refreshed my memory on that.

Dave Let's give one more killer idea to people who are looking for ideas to start a business. Now, here's a business that you can start tomorrow with no capital; no money what so ever that will create a product for you that is created automatically. You don't have to write a word. Okay? Not only do you not have to write a word, the product that you finally put together, actually, just comes to you automatically every day. It's a product that you can sell for $1,000 or more. Wow. That sounds exciting doesn't it? You don't have to create, you have no investment, you just wait for it to come to you. All you have to do is put it together and you don't have to write a word and you've got a product that you can sell for $1,000 or more.

Scott What is it?

Dave I knew you'd ask. This is an idea I saw on E-bay that I thought was absolutely fantastic. Some of the-let me give you a little preface here because this is a very unusual idea. It's an idea I think that anybody can do. If you have absolutely no technical skills, you have no skills in writing, you have no skills in creating information products, you have no business sense at all, you can still do this.

This is absolutely amazing. What a lot of people don't know is that experienced marketers and people in business are constantly looking at their competition to find out what kind of marketing methods they're using to sell their products and services, because one idea from their competitors could help their business tremendously and it's very, very true for people who are selling information products. You're constantly looking at sales letters; you're

constantly looking at marketing pieces sent by what you would consider or what professional marketers would consider the premiere marketing organizations in the United States.

I'm sure there's many other companies in Europe and other companies that you would look up to as a premiere marketer of products and services. This idea, I saw it on E-bay and it just blew me away. What this guy had done was subscribe to and get on the sales-get on the list of a large publishing company in the United States, Agora Publishing, which is one of the premiere marketers of information products, newsletters in the United States.

Absolutely first class, professional marketing materials that they produce is outstanding. What he did was he contacted Agora Publishing and asked to get on their list to send market-as soon as he got on their list or he bought-I think he actually bought one of their products and then, of course, he got on their list automatically. So, then, every time that they had an offer of some sort they would send him a sales letter and the more lists and the more things that he-the more lists he got on with that company the more sales letter that they would send him.

Then he had the idea "well, gee, I'm getting one or two letters a month from this company. I wonder else what they have." So, he called the company. He said "what else-what other kinds of newsletters that you had or what other-can you send me information about this newsletter?" So, basically, he was just acting as a consumer calling the company and asking them to-asking the company to send him the sales letters. "Can you send me more information about this product? Can you send me more information about that product?"

Then he watched very carefully the marketing process that they used to capture him as a subscriber to one of their newsletters. Then he also started using different names. So, he used-like his name was-let's say his name was Alf

Newman and he-all of a sudden he started to subscribe to lists Alfred P. Newman or Alfred J. Newman or Alfred L. Newman. So, he got-

Scott Or L. Newman.

Dave L. Newman. And he tried to get on as many lists as possible and over a course of a year's time he had saved all of these letters. Now, these were the original letters and the marketing pieces. He carefully-they all came in envelopes.

He carefully opened each envelope, carefully took all of the marketing pieces that came with each envelope and put them together in an entire package. Now, because he had subscribed under so many different names he had like a dozen of these different packages all together. So, he took one of those packages that were sent to Alfred P. Newman and auctioned it on E-bay as a swipe file. Swipe files, like I mentioned, many marketers love to see the marketing materials that other publishers and other information marketers are putting out. This is very valuable information to them.

They want to see what kind of offers are being made, they want to see what headlines are being made, being used, they want to see if those headlines change from letter to letter, they want to see the sequence, they want to see the dates that those letters are sent out, what's the timing between the letters being sent, there's a lot of very valuable information that you can gather from the sales letters that came to him. So, he put all of these together, auctioned them on E-bay and sold it for over $1,000. It's a fantastic idea.

You had absolutely no investment except get companies lists. There are ideas out there like this that we could talk about all day, really, but we've been doing this now for almost two hours.

Scott That's tremendous.

Dave Yeah. Isn't that incredible? There are ideas that you can make money from nothing. Basically, that's what that is. You can make money from just a simple idea.

Scott Speaking of-from just a simple idea, it's even something as simple as going across the street and talking to your neighbor who's a police officer and have him ask you "what is it that you do again?" I said "well, I'm in the information product publishing industry." And he goes "what exactly is that?" So, you kind of give him an example because you're in the information product industry and understanding that the potential behind it, you're just excited.

Me, I'm kind of a talker. I can just talk about it. I said "well, listen to this. Listen how this piece of information sells and this one guy wrote a book on how to teach a parrot how to talk and he made a bunch of money off of it." So, I shared the concept with him and he thought that was really cool.

He goes "well, I'm a police officer."

He goes "how many people would like to know about how to become a police officer?" I said "good question." I said, "hey, you've got some marketing instincts." So, we're considering maybe putting together some type of informational report on how to become a police officer-

Dave Absolutely.

Scott The way that he did because he really feels that he kind of aced the tests and aced through everything and really it does seem like he did because I remember it seemed like one month he was working at Dillard's and a few months later he was a police officer.

Dave What's Dillard's?

Scott Dillard's is-it's like a department store in a mall.

Dave Wow. Just like that? All of a sudden he became a police officer, huh?

Scott It was like one year he was working at Dillard's and then the next year he was a police officer.

Dave So, he must have some system or at least he has a-he had a method that he thought ahead of time and made him very successful. It helped him attain his goal of becoming a police officer. Now, if he document that-see, we talk about this constantly. You do something successfully, you document it-what you did first, what you did second and it's an information product that you can sell forever.

Scott Other people want to see how.

Dave Right.

Scott He-it was funny. I think he'd probably make a great marketer rather than a police officer. But, I said "hey, how many people out there do you think that are coming of career age looking at possibly doing this as a career?" Thousands of people.

Dave Sure.

Scott Jeff Mulligan is a good example of somebody creating a product that really doesn't seem to be all that glamorous; How to Beat a Speeding Ticket.

He has his product and the last I heard from Jeff, he actually sells it, he sells quite a few of it and it's steadily bringing in sales. So, I says-that's what kind of-I kind of-I was kind of thinking about Jeff Mulligan and his *How to Beat a Speeding Ticket*.

I was like "well, okay. How to actually become a police officer and try to find the people that are trying to beat a speeding ticket." I don't know. But, anyway, my neighbor across the street says "well, I'd like to pursue this." So, I said "I'd like to help you, 50/50."

Dave That's another, too. That's a terrific idea. If you don't think you know anything but you strike up conversations with people and it's amazing the hobbies, the interests that other people have and if you can just sit down and talk to them and interview them and get it all on tape and then have it transcribed you have a terrific information product that you can sell forever. You don't have to come up with anything original on your own.

If you don't think you know anything, and I disagree. I think most people know something that they could turn into an information product but if you don't know anything, interview someone who is doing something cool that you think other people would like to know about.

Scott True.

Dave Whether it's a hobby or if it's a particular way you cook something or if it's a recipe or something that you have or a way you garden that grows beautiful vegetables and beautiful flowers and-there's something you probably already know that you don't think much about because you take it for granted but you're really good at it.

Sometimes all you have to do to find out what you're really good at is to go up to somebody, somebody who's like a friend of your and just say "by the way, I've been trying to think of things I'm really good at. Can you tell me something I'm good at?"

Then you get an objective opinion about it and your friend will sit there and say "well, you know, you're really good at that beef stroganoff I had the other day. That was delicious" or "the way you made those tacos. That was really unique.

I love those" or "the way-how do you do that thing with your car? You get it-it's beautiful the way you detail your car. How do you do that?" There's always something that you take for granted that you don't even know you're good at. So, ask somebody. Ask a friend. "What do you think

I'm good at?" and see what they say. I think the answer might surprise you and that's an information product.

Scott One other thing, too, I just want to stress and-keep a note pad by you because as you become an information product person you'll come up with ideas and if you don't write them down you'll be surprised how quickly you forget them.

Dave Yes, that's true.

Scott That's something that I remember that you taught me a long time ago, three years ago when I first got on your list, Dave. You said "I keep a note pad next to my night stand, because I'll even wake up out of my dreams and I'll have-or I'll wake up in the middle of the night and I'll have these ideas and I'll write them down." I don't know how many times that's happened to me.

Dave Yep. This is my 22nd notebook. Keeping ideas. You just got to keep writing them down, writing them down. Of course, half of them I lost before I wrote them down, but I would keep writing down ideas constantly and I've got-I've probably got a dozen of these scattered throughout my house.

If I don't have it with me handy there's always one right over there. If I don't have one handy there's one upstairs near my night stand. If I don't have one handy in my pocket there's one in the car. I keep one in the car all the time because I keep forgetting to bring the one in from the house, so I put one in the car. I got one next to my desk. I got one upstairs. They're all over the house.

But, the idea is when you have an idea or you have an idea to make money or you have an idea, a way in which you can solve a problem that you're trying to solve write the idea down. Get it out of your head because that gray matter between your ears isn't always reliable and once you think of that idea you may end up going on to something else and forgetting it all together. Have you

ever had that experience? You say "oh, man, I just had a great idea and I lost it."

Scott Of course.

Dave Yeah, everybody has. So, keep a notebook.

Scott Dave, being here at my home with me, it's really been an honor to have you here. I just-I want to tell everybody, I want to tell all your subscribers that you're an amazing person and I've been so blessed to know you and to become a friend with you and-so I really encourage anyone that would-to do that same. Get to know Dave and-because you've definitely-you rubbed off. You rub off on me.

Dave That's good. I hope in a good way, ***Scott***. Well, thank you very much for that. I appreciate that and it's a pleasure knowing you and it's really honor knowing you, too. You're an ambitious guy and you're a great guy and you're heart's in the right place, you're mind's in the right place and you're trying to do good things for people, too, and that's what information product business is really about. Really helping people and improving their lives in some way.

Scott Certainly. If you make that your goal you'll never go wrong.

Dave That's right. Absolutely. Well, thank you very much for having me and I think that's about it for today, huh? I wish we had time to cover more ideas in my notebook!

Scott So do I! Let's do this again!

Dave Sounds good.

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