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A Marketing Kick In The Butt!

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10-09-2001

Dear Friend,

For most of us, coming up with a creative idea is a painstaking process.

I know I get my best ideas while doing something completely unrelated to my business such as walking, gardening or playing golf. But it's not always reliable.

The ability to think in practical but creative and original ways is available to everyone.

A local businessman once told me, "Originality is simply having a pair of fresh eyes."

We can nurture the habit of looking at the same old things in new ways- as though we have never seen them before.

Here is one way to "get a pair of fresh eyes" and look at your world as if it was brand new:

= Ask Customers for Their Ideas =

In emails to my customers I ask them for their opinion on projects I'm contemplating.

What an eye opener it is! You and I tend to look at things the way we always have...but ask a stranger what they think and you'll see what you've been missing.

Friend, if you're trying to choose between 2 or 3 projects and aren't sure which one you should pursue send your ideas to your email list and ask them for their input. For responding, you could offer them a discount on the product that is finally chosen for development.

This 'system' works for products your developing yourself or for products you might be interested in distributing or representing.

You have the power to make a difference in someone else's life. Your words, actions and attitude affect people around you.

If you have ever spent any amount of time with a child between the ages of 5 to 10 the affect you can have on them is dramatic.

Smile, and they smile. Frown and they will frown. Act happy and excited and so will they. They will follow your lead in whatever you do.

It doesn't get that much different when we become adults.

You can have the same affect on your customers. If you're happy about what you're selling, they will be happy to buy from you. You can affect your customers in positive ways and they will respond by doing more business with you.

Friend, have a beautiful and safe day!

Your personal success coach and partner,

- Dave

<http://www.infoproductlab.com/>

10-10-2001

Dear Friend,

In the last Lesson we talked briefly about influence, our attitude and how it could be used to sell more.

Friend, it's very important to understand this point:

When you have your own business you must lead your customers to make a buying decision.

You must assume the role of a leader and use the influence you have to convince your customers that your product or service is the correct solution to their problem.

Here's a short story that illustrates this lesson:

When I was director of economic development for the City of Utica, NY there was a company that

was in financial trouble that wanted the city's help.

It was my job to complete the due diligence on the company to see if they were eligible for financial support and to make sure that any financial assistance we provided them wouldn't be a waste of taxpayer's money.

Although the company was eligible for assistance, investing any money in this business would have been a complete waste. The owner was very able to lead the employees to do a wonderful job...but he was not leading his customers so that they viewed his company as the solution to their problems.

In fact, he had a customer list of 32,000 that hadn't been contacted in over 5 years! He had a few (large) regular customers that had kept the business afloat.

When he ran into financial trouble he didn't even call his bank who had his largest outstanding loan on the books to let them know he was closing the plant for two weeks. The bank president found out about the closure in the news!

When most people think about leadership, they rarely think that marketing is a form of it. But it is.

If you want to be a millionaire Friend, you have to lead your customers....right to your door.

Take them by the hand, gently, but with confidence and poise show them that you are the solution to their problems.

DO NOT expect your customers to choose to do business with you just because you're nice or are well dressed, or you give away donuts. You must be a leader of your customers and with firmness, empathy and gentle prodding

get them to open their wallets. This YOU MUST DO every day if you're to succeed.

More about leadership marketing tomorrow.

Friend, have a beautiful and safe day!

Your personal success coach and partner,

- Dave

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10-11-2001

Dear Friend,

In the last lesson we talked about the importance of leadership in marketing.

Let's take a closer look at what that means when you're communicating to your prospects and customers through ads, letters and other marketing collateral.

Magazine ads lose effectiveness after 90 days and the average person forgets 80 per cent of what they've read or seen within 30 minutes.

So there are good reasons for prodding and urging every person who reads your ads to take immediate action Friend: They probably won't remember you after a few minutes!

You must grab them by the throat (figuratively!) and shake them up a bit! Instill in them a sense of urgency and a sense pain if they don't respond.

How do we do that? Words.

The power of words.

Don't believe in the power of mere words?

Read the following and monitor your emotions as you read them:

1. I hate you, you filthy scum!
2. The country side is beautiful this time of year.

Words carry with them ideas. Words convey ideas. Pictures do too, but words replayed in your mind create a picture of your own making- not someone else's. That why words are more powerful than pictures.

The picture you create in your customer's mind will be a thousand times more compelling than the one they will see in your ad.

Pictures can be a support of your copy. But imagine what would happen if you simply put a nice picture in your ad, without any words!

You might say, "Well who would be stupid enough to do that?" Take a look at the majority of ads by large, national corporations. You can measure the space devoted to a picture VS the amount of space to copy. Typically it's 60% to 90% picture and just a small space devoted to copy. And then the copy is usually ineffective.

When selling anything, paint a picture of the benefits and use of your product WITH WORDS.

Lead your customers to your door with the right words that convey ideas that appeal to them!

Tomorrow: How to make a million dollars in one year.

Also: Q & A from Kick Your Butt enrollees!

Friend, have a beautiful and safe day!

Your personal success coach and partner,

- Dave

<http://www.infoproductlab.com/>

10-13-2001

Dear Friend

Today we're going to discuss how to make a million dollars in one year.

Does that sound like hype? It is.

You see hundreds of ads online promising to help you make thousands every month...

Can they really deliver on that promise?

Who knows. The point is there is something in the promise that is enticing, yes?

The expectation that you can go from zero to a million dollar a year income is what the promises in those headlines are based on.

You and I know that, unless you win the lottery, the chances of that happening are slim to none.

Do you really want to make a million dollars a year? You can you know. For anyone who is making \$800,000 each year in gross sales should be able to devise a plan to increase revenues 20% over the coming year.

That's' all you have to do to make a million dollars a year. The question is, how do you get to \$800,000 a year in revenue?

Make \$700,000 in the previous year...and so on and so on.

You must have realistic expectations for sales.

If your earning \$50,000 a year now, aim towards \$65,000 or even \$75,000 the next year.

If you're earning \$150,000 a year income, shoot for \$200,000 to \$225,000. Do you see what I'm driving at?

Wealth is not accumulated by hope or promises.

Wealth is accumulated by increasing your revenues and decreasing or stabilizing your expenses.

We'll talk about realistic strategies for increasing revenues for your business in the next several Kick Butt lessons.

Q & A from Kick Your Butt enrollees!

QUES:

Dave,

I love your daily Kick Butt, but I was

wondering what resources you use to do your marketing online. Maybe you could include a "Resources" section or something.

Keep up the great work!

John P, New York, NY

ANS: Great suggestion John and thanks for the compliment. Starting with this lesson I'll include resources to help you market more efficiently and conduct business online.

TODAY'S RESOURCE:

How do I respond to the hundreds of emails I receive every day?

How do I send out, at regular intervals, the FREE course listed on my site?

How do I respond to inquiries and orders for my products and services?

By auto-responder, of course.

I've used www.aweber.com.

I've used www.getresponse.com

I've used www.informationbyemail.com

I've used www.fastfacts.net

There are several other that I've used.

The problem I have with all these services is:

1. Response time (when their system is heavily used you suffer)
2. Lack of administrative control (they are all web based, and sometimes finicky)

3. Reliability (what happens if the company you're using goes out of business- you'll lose business, maybe a lot of business!)

I've been using a software program that resides on my computer and provides *unlimited* autoresponders, includes both single and multiple *unlimited* follow-up autoresponders with extensive personalization features. It can be used on any kind of PC with an Internet connection.

And instead of paying \$9.95 a month to \$29.95 it's a one time charge. No monthly fees. And it's as easy to use as a word processor.

It's called Xtreme FollowUpXpert and you can find more information about it here:

<http://www.xtreeme.com/followupxpert.php?a=3>

It's worth a look.

Dave, have a beautiful and safe day!

Your personal success coach and partner,

- Dave

<http://www.infoproductlab.com/>

10-14-2001

Dear Friend,

As I mentioned in the last "Kick Butt" I'm going to share with you a way to MAKE YOUR THOUGHTS become real, faster.

This may sound strange. It might even make you think I've been 'tipping' the bottle a bit. But...

...stay with me. What I'm about to say actually has some scientific proof (if not logical arguments) behind it.

Everything that now exists, exists because someone first thought to create it.

In other words a persons THOUGHTS became REAL.

The simplest example of transfer THOUGHTS into MATTER can be extracted from any artist.

A bird carved from a solid block of wood.

A painting comes to life from a blank canvas.

Music fills the air with pleasant notes from...nothing but a THOUGHT.

Take a look around the room you are now sitting in. Every piece of paper, every book, everything was FIRST a THOUGHT.

Everything that now exists, exists because someone first thought to create it.

Why can't you do the same thing when it comes to running your business?

Do you want more money? Think about HOW to get it. How much EXACTLY would you like? \$1,000? \$10,000? 100,000? or more?

All you have to do is have a THOUGHT with a clear picture of what you want...including the final exact results of your actions.

For example. Say you need \$10,000 within 30 days to cover some unexpected financial problem.

Most people would take the easy way out and borrow the money. But what if you could simply ask yourself how you can acquire this money? You can.

Ask yourself the question, "How can I make \$10,000 in less than 30 days from now?", and EXPECT an answer!

Don't THINK constantly or worriedly. Try to quiet your thoughts after asking yourself a question like this and WAIT for an answer.

The time to ask is just before nodding off to sleep for the night. It seems that our conscious mind is constantly fighting to control us, so it's best to ask for things when it's not at full power.

When you receive an answer (I said "when" not "if") get up immediately and write it down. If the answer comes when you're waking in the morning, write it down before you lose it. It will invariably be the 'right' answer for you.

Try it tonight on some perplexing business or personal problem that you haven't found an answer for. Just as an artist will listen to himself or herself from within and create the perfect work of art from the answers they get, you can too!

Some people say they have a 'gut feeling' about something. What does that mean, 'gut feeling'?

It means that something inside of them is giving them an answer to a particular situation.

Have you ever had a 'gut feeling' about something?

Something that you should have avoided? Something you should have taken advantage of, like a new business opportunity?

What happened when you didn't follow your 'gut'?

Whether you call it 'gut' or 'subconscious' or psycho-cybernetics, or whatever ...it PAYS to listen to yourself and to TRUST yourself.

- Dave

<http://www.infoproductlab.com/>

10-15-2001

Dear Friend,

"Whether you call it 'gut' or 'subconscious' or psycho-cybernetics, or whatever ...it PAYS to listen to yourself and to TRUST yourself."

Now, dear Friend, in order to trust yourself you need to start the *habit* of trusting your judgment in small ways, gradually allowing your trust in yourself to grow.

Just like meeting someone for the first time, you're on guard, somewhat. You don't build trustful relationships with someone you only met for a few minutes. Only after several times of meeting with someone do you begin to trust them. And then only if they actually prove themselves 'trustworthy'.

Sometimes it takes years to develop trust in other people, it should take much less time to begin really trusting *yourself*.

I have a theory why many, many people do not trust themselves to start their own business.

Simply stated, we (as a society) have become so accustomed to relying on 'experts' in every walk of life that we can barely think for ourselves anymore. We rely on 'experts' to think for us, we listen to the 'news' we read journals and magazines. There is a lot of advice we are given on a daily basis about how we should be running our personal lives and our businesses.

I'm NOT saying we shouldn't listen to anyone anymore, but BEFORE taking action...on what may affect our business, our fortune...we should ask ourselves what is the most profitable and opportune course for us to take, and then TRUST the answer we receive.

I guarantee you that TRUSTING YOURSELF and LISTENING TO YOUR GUT, is the fastest and easiest way to a successful business and a fortune ... and the best part is, you already have this ability! You don't have to spend years to acquire it!

Start listening to yourself and trust yourself...
...you will know the answer.

- Dave

<http://www.infoproductlab.com/>

10-16-2001

Dear Friend,

The most powerful form of marketing on the Internet is

email, bar none.

It allows you to personalize, respond automatically and provides a mechanism for instant feedback.

This course is highly personalized. You'll notice at the top of every "Daily Kick In The Butt" is this section:

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=====
FOR Friend [Last]'s EYES ONLY
ENROLLED SINCE [Month] [Day], [Year] -Thank You!
=====
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I'm sending out hundreds of these every day. It takes me about 10 minutes to personalize each email.

How?

When I receive a new subscriber I create a text file with the following information:

Email
Name
First
Last
Month
Day
Year

When I type them into my text file it looks exactly like this (with a comma between entries):

Email,Name,First,Last,Month,Day,Year
dj@infoproductlab.com,Dave,Vallieres,October,15,2001

The "Month", "Day", and "Year" is the date you subscribed To "Kick Butt". Doesn't the "EYES ONLY" and "ENROLLED SINCE" give you the impression of a very personal communication?

Each new entry into this file has exactly this same

information with a hard return after "Year". In other words, each entry is on its own line.

It's extremely easy to set up. If you're getting thousands of subscribers a month you'll want to use the "list add" function on your email program, which will 'subscribe and un-subscribe' your opt-in's automatically.

If the number of opt-ins is more modest then this system works to help you personalize your responses without much work. You can also set up an Excel spreadsheet with the same information - but then you would have to export it to CSV file format to merge it with your email program (in most cases).

So what good is it to personalize your emails?

Well like I mentioned in a previous email to the TIP subscription list you can gather thousands of names from the Internet, and using the proper approach begin prospecting for business with email without getting complaints or being accused of 'spam'.

Rob Frankel has a Monday morning chat with anyone who shows up (9am-10am EST). This morning they were talking about prospecting on the Internet and Rob admitted that he regularly sends out UCE (unsolicited commercial emails) to a group of thousands of prospects each month with getting a single complaint. The key he said was in the way he introduces himself.

The session was very good and well worth a trip to his transcript archives to read the chat discussion for yourself at:

<http://www.robfrankel.com/frankelbiz/freeclinic>

The key is that with the 'mail merge' function you can highly personalize your emails in a way that, at least appears, like you have personally visited

or know a great deal of information about your prospect- that you've done your 'homework' before contacting them.

More to come....POWER PROSPECTING!

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10-17-2001

Dear Friend,

POWER PROSPECTING....we talked about "personalization" - an incredibly powerful tool to help us market better with email in the last lesson.

Who doesn't like to see their name scattered throughout the message and letters they read?

"Dear Friend [Last], I have exciting news just for you!"

With the majority of email programs available today, customization and personalization is very easy. I showed you in the last lesson how easy it is to create a simple database in text format that can be imported into your email program.

Today let's take a closer look at prospecting for new business.

The question marketer's have been asking for decades is:
"Who is my customer?"

Then came,
"Where is my customer?"

Then,
"What characteristics and habits do my customers have?"

These are good questions. But if you want to find out who, where and what your future customer's are... you should be mining the data in your current customer list. Putting a profile together of your past customers can help target your future customers and prospects.

Even doing this work - finding common characteristics of your past customers - is not good enough. And certainly not worthy of a "Kick Butt" marketer!

Often we will completely miss the opportunity to market our products and services to a new market. Since the 'market' is not always obvious, we should not only look at *common* characteristics of our existing customers, we should be looking for those customer that are at the **fringes** ('fringe' customers are those that don't match ANY of the common characteristics of our current customers).

What made them buy our product?

What did they use it for?

The answers to these questions (by survey or phone calls) may be more profitable - in the long run. Because these 'fringe' buyers do not match the *common* characteristics of our current average customer, they may be representative of entirely NEW markets that are not so obvious, but could be highly profitable.

Remember, people buy our products and services for their reasons, not ours. There may be markets out there that want our products, but we haven't been able to identify them. Ask your 'fringe' customer why they bought, you'll be pleasantly surprised to find that there may be several thousand NEW prospects out there for you to contact and sell!

- Dave

<http://www.infoproductlab.com/>

10-18-2001

Dear Friend,

We left our last lesson with:

"... people buy our products and services for their reasons, not ours."

One of the most interesting books in all of business and marketing literature I've ever read is by Lorin Deland, "Imagination In Business". Published in 1909 (!) it is PURE GOLD. He may have been the first one to ask the question "Why should anyone do business with you over your competition?" (page 86).

Deland was a 'business consultant' who specialized in sales and marketing at the turn of the century. The book reads like it could have been written just a few years ago...it is well worth reading.

One case study he relates expresses this idea very well.

A retailer came to him for advice. The retailer was on a busy street, but so were his 4 main competitors.

He wanted to know from Deland how he could increase his business with so much competition.

All of the retail stores were fairly close to each other and all were selling the same merchandise.

Deland stated that the retailer is really only entitled to one-fifth of the business (after all there were 5 stores!) and that for every dollar above that amount that you want

to make, there must be a *reason*. And he had to *create* that reason, if he was going to get any more of the business!

Deland also said that if he discovers he's getting more than his share of the business, he should discover what that reason is, "some customers travel on the line of least resistance, you must make that line of least resistance lead directly to your store", Deland said.

Deland continued, "Again and again you must ask yourself, 'Why in the world should these people pass four other stores and come into this one?'"

There has got to be a reason for people to do business with you over your competition. Find out what that reason is and put it in every communication to your prospects.

- Dave

<http://www.infoproductlab.com/>

PS- If you're interested in getting a copy of Deland's book, which I HIGHLY recommend you can do a search on ABEBOOKS: <http://www.abebooks.com/> for "Lorin Deland". When I looked a few minutes ago, there were only a couple of copies there.

10-19-2001

Dear Friend,

We left yesterday's lesson with:

"There has got to be a reason for people to do business with you over your competition. Find out what that reason is and put it in every communication to your prospects."

I had a call today from someone who signed up for my FREE trial

version of the "Turn Your Ideas Into Cash NOW!" course who said he's afraid to market online because a lot of the information he wants to sell is already available for FREE.

Several lesson ago, we said that "People buy for their reasons, not ours". And that is true. So how should we look at this problem with a "Kick Butt" attitude?

First, nothing EVER sells itself. Just because you have it on your shelf, doesn't mean anyone will buy it. THERE HAS TO BE A REASON FOR THEM TO BUY IT.

Second, you better give your prospects EVERY REASON you can think of to buy your product so they can pick the one's that appeal most to them.

Third, NOTHING is really "FREE" (except maybe 'air').

Yes, there is a lot of FREE information on the Internet. But, is it really FREE? Of course not.

In some cases it's already been paid for through advertising dollars. In other cases it will still cost you TIME to search for the information. TIME is even more valuable than money, if you ask me- once it runs out you just can't make any more of it! But...you can always make more money!

I suggested to my young inquirer that people value information not just for the words alone, but also the way it is:

1. Delivered;
2. Formatted; and
3. Organized.

Some people like information delivered by ink on newsprint.

Some people like information delivered by sound waves from a radio. Still other like to read information in magazines or books or listen to information on audio tapes or on web pages.

People like information delivered, formatted and organized in many different ways, not just one or two.

The question he should be asking is: "Why should people buy my information on the Internet, over all the other available ways it's currently being delivered, formatted and organized?"

Competition (even from those who 'give it away') is NOT the problem. The problem is creativity in a way the translates it into a benefit for your buyers and profits for yourself.

- Dave

<http://www.infoproductlab.com/>

10-20-2001

Yesterday's lesson:

"Competition (even from those who 'give it away') is NOT the problem. The problem is creativity in a way the translates it into a benefit for your buyers and profits for yourself."

Dear Friend,

Where does creativity in business come from?

Should we look to the 'arts' for inspiration? How about literature? Or, should we seek to create something entirely new?

"Creativity" as it's common understood (but not defined) is to experience a breakthrough, a new formation never before seen.

The truth is that creativity is nothing more than a 'synthesis' of the mind - a bringing together of unrelated parts to form something new.

The next time you want to generate any creative ideas, expose yourself to several industries totally unrelated to yours and see what methods they are using to market themselves.

Observe, borrow and synthesize all the methods and strategies you see being used outside of your business and industry. Then apply those methods and strategies to your own business.

There no such thing as a totally 'creative' or 'new' idea.

But it's easy to be creative by synthesizing all the already proven methods and strategies around you.

- Dave

<http://www.infoproductlab.com/>

10-21-2001

Dear Friend,

I read a headline today that stated:

"Why stocks will bounce back despite today's gloom and doom".

It's a headline that could easily have been used to describe the current economic situation, but it isn't.

It was written in January 1995 in Money Magazine page 154.

It reminded me that there really isn't anything 'new under the sun'.

The problems we are experiencing in our own businesses, right now, were at one time faced by thousands of businesses that went before us.

Our problems may seem unique, but they aren't. At one time someone

else had the same problem. Maybe even a lot of people had the same problem.

When we are faced with a difficult situation, don't waste your time trying to reinvent the wheel. Do research, read, investigate, call SCORE, ask a colleague, do an Internet search-- chances are you will find someone who solved the problem you have.

10-22-2201

Dear Friend,

Most people are their own worst enemies when starting a business...most don't know what kind of business they want to start--some don't even want to start a 'business' they just want some extra money.

That's why you see so many 'bizop junkies' buying all the programs and never doing a thing with them. They don't know what they WANT...so how can they follow a plan, especially one written by someone else? They are confused about where to start, what they want, what to do next, etc...

My suggestion to people who want to start their own business is NOT to follow someone else's plan... but to use those plans as a pushing-off place, a jump-starter to creating YOUR OWN PLAN...

Most money-making plans have a lot of value in them...but only if you inject your own personality and creativity in them!

If you think..."Hey this is good, but...how can I make it better?"

NOW you're using your brain!!...thinking for yourself and that's where true success comes from.

The important thing is to start MAKING MONEY right away...no matter what kind of business you're starting....it's an incredible confidence builder.

Take small steps, DOABLE steps to make \$40-\$100 a week extra and do that for a few weeks...then ratchet it up to \$70 to \$200 a week, etc, etc...

I can tell you after helping hundreds of people start their own business as director of economic development for the municipality I live in, seeing that you can make money ON YOUR OWN, even if it's small to start is an incredible boost to the ego.

Problem is, most people never get started! If they just got started...even if in a year from now they aren't even doing the same business...that's OK...at least they DID SOMETHING...

You see what I mean? Most people think that what they start today has to be the business they will have forever! And that is usually NOT the case...all they have to do is get started and then new opportunities open (like magic) because THEY ARE DOING SOMETHING to work toward their goal.

- Dave

10-23-2001

Dear Friend,

A client said to me recently: "One big problem is that I don't seem to be able to follow through consistently. I drift from one idea to the next and find it hard to focus on one tactic".

It's a problem.

Sometimes you get stuck. You can't move forward and you don't know what to do about it.

Everyone gets in a state of inertia from time to time. Me included.

Many, many years ago I used to listen to

motivational speakers on audio tapes -hours at a time. You know the ones: Dennis Wheatly, Zig Ziglar, Jim Rohn, Tony Robbins, etc, etc...

Well anyway, after I finished listening to the tapes I felt GREAT...I was pumped! I had a million ideas running around in my head and I felt like I could beat anything...then nothing would happen.

I got discouraged and wondered if I was ever going to be able to start my own business.

One of the tapes I used to listen to a lot was by Nick Carter, then vice-president of Nightingale-Conant. His tape (Vol 3, Executive Treasury of Humor, Tape #5 "Throw Out What Doesn't Work") was the only one out of hundreds that I listened to that really made any sense to me and got me to move on my 'procrastination' problem...

He's an incredibly talented speaker. In one section of the tape he made a statement that has run through my mind at least once a week for the last 15 years.

In the tape he said, "Some people are great at coming up with ideas... but they don't have the guts to try. You know it's like, they're walking on eggs, carefully, hoping to make it safely into *death*".

"Walking on eggs, hoping to make it safely into *death*!"

I can't fully communicate to you the enormous power he put into that statement. You'll have to get the tape and hear it for yourself. It's worth it, believe me.

But wow! What an image!

To me it meant, "What am I being so careful about? Life is game to be played- not watched from the sidelines. WHO CARES IF YOU MAKE A MISTAKE! Everyone makes mistakes. Hey, YOU ONLY HAVE ONE CHANCE TO LIVE, DON'T BLOW IT BECAUSE YOU WERE AFRAID TO TRY"!!

There are two things I have to constantly monitor myself for: 1) Having TOO many ideas and getting stuck because I can't choose a course of action; and 2) Being afraid to try something.

These may not apply to you at all- it was just very important to me at the time to help me start "FOCUSING" on what I really wanted: A business of my own. And it worked.

When you have SO MANY ideas to pursue...It's difficult to figure out which one is THE BEST one. The answer is...WHO CARES! IT DOESN'T MATTER...just do something! Do one today...do one tomorrow...test them all until you find the one that works BEST for you.

You don't need a complicated 'system' to start 'focusing' and getting results in your new business.

Here's EXACTLY what I do (and it's ALL that I do) every day to fight the EVIL ONE, "procrastination":

#1. USE A "TO-DO" LIST EVERY DAY and update it every day. List your 'to-do's by priority (A, B, C, etc). Check off

the one's you accomplish today and transfer the one's you didn't complete to tomorrow's to-do list. Keep doing that for 30 days and you'll see how much more focused you become.

#2. Before doing your to-do list ask yourself this question, "What EXACTLY do I have to do today to make \$XXX (fill in the EXACT amount you want to make TODAY- \$50, \$100, \$500, \$1,000, etc), today. Try to shoot for 20%-50% over what you made on YOUR BEST DAY EVER - You may not make it- BUT consciously ASKING yourself that question brings a powerful agent to your assistance- your creativity- and a surprising number of times the 'answer' becomes apparent. It also has a tremendous power to FOCUS your energies.

That's all you need to do. Choose to do something today, no matter how small it might be. Whatever it is, it's one step closer to your goal. Then do something tomorrow that will take you one step closer - and the day after that- and the day after that. All the little things you do will add up and you will have battled procrastination and won.

- Dave

10-24-2001

Dear [Name],

Does the marketing of digital goods present the entrepreneur, web site owner or self-publisher with problems not inherent in the marketing of physical goods?

The professional methods of marketing never change. It's the mechanics of marketing, the medium of the message that change: Instead of billboards, it's banner ads; letters sent through the post are now emailed; web sites replace brochures and full-color catalogues; live chat with customer service representatives replace 800 numbers, etc.

Eugene (Gene) M. Schwartz, the copywriter that helped Marty Edelson launch Boardroom Reports, said marketing is like playing the stock market or being an atomic scientist. Marketing, speculation and science are all alike- they all deal with immense natural forces, thousands of times more powerful than the men who use them. In science, the forces are the fundamental energies of the universe. In speculation, the forces are the billion-dollar tides and currents of the market place.

In marketing, the forces are the hopes, fears and desires of millions upon millions of men and women, all over the world. The men who use these forces did not create them; they can't turn them or shut them down; neither can they diminish them or add to them in any way. All they can do is harness them!

So what works? What can you and I harness this immense power? Gene's answer: Innovation. Continuous, repeated innovation. A steady stream of new ideas- fresh new solutions to new problems. Created above all not by the impossible route of memory- but by analysis. And what is analysis? It's a series of measuring rods, checkpoints, benchmarks and signposts that show you where a particular force is going, and enable you to get there first.

So how do we innovate or be creative in the process of selling ebooks?

Books, just like other types of products, do not sell themselves. It takes people with skill and knowledge to sell them. That's why most professional marketers are more prosperous than writers. The US Department of Labor reports that writers (as an occupation) earn an average of \$7,500 per year. Most writers are not able to earn a living from writing alone. Even 'published' authors will find it difficult to make a living with a single book.

The first question an author is asked upon signing a contract for a first book is, "What else do you have?" The publisher knows that 'one book' authors will never be able to sell enough copies of their first book to make any real money for them or the author. It takes several books, within the same genre, to build the author's presence in the marketplace.

Speaking to yourself, "What else do you have?" should be your mantra as a publisher or content developer/entrepreneur online.

There are some writers who hit it big with a single book, but that's very unusual.

My own experience writing, publishing and marketing books on the Internet proves this. One book made me some money. Five books made me even more money. The more books I offered to my web site visitors the more profits I made. Many other publishers and content entrepreneurs will confirm this phenomenon.

From a marketers point of view, the only job of that first book you wrote is to get your readers to buy your second book, and the only job of the second book is to keep the reader hooked enough on your writing to buy your third book, and on and on & because that's where the money is.

The question then is, "How do I, as an e-content marketer, stand apart from the rest or innovate?"

By asking yourself which category your ebook fits into:

CUSTOMERS FIRST REACTION / INITIAL RESPONSE TO YOUR BOOK

- 1) "Don't need to know- no time - not interested enough to care"; (customer response: "I'll pass")
- 2) "Nice to know - looks interesting, but & "; (customer response: "ho hum", *insert yawn here*)
- 3) "This looks great - just what I've been looking for!" (customer response: "Where do I pay?")

When I'm looking for info (especially on-line) I ask myself these questions.

For example, one morning while surfing the net I went to a web site that had a service I wanted. The service looked interesting (in the "nice to know" category) so I took the time to sign up for a free demo of their service.

I was ready to leave the site when I noticed a link to a free report they were offering too. The link said "download now", and since I was at their demo sign-up 'success' page I thought the link would take me directly to the report. Instead, when I clicked on the link, I got a page with a "registration form"...asking me all the stuff I just answered when I signed up for the free demo.

Suddenly I'm in the "Don't need to know-no time -not interested enough to care", category. I simply didn't have the time to enter all my information again - so I passed on their free offer. Too bad they didn't link the report with the free demo offer. That would have made a lot of sense and it would have been a nice 'bonus' for signing up for the free demo.

If you want people to buy or download your e-book you have to answer the critical question your target audience is asking, "Why do I need this info?" - their response will fall into category 1, 2 or 3 mentioned above.

If it's in category 1 or 2, chances are you need to re-think your e-book's title or the headline and/or ad for your e-book. You need to determine the e-book's "appeal", its' primary benefit to the reader and make that clear to your reader.

This is where Gene Schwartz's idea of marketing as 'innovation and analysis' is so important. You may need to test several titles in subtle ways to your target audience before you find one that works well. One way to do that is by writing an article about your upcoming book (what it's about, etc.) and put the proposed titles as a link to your article. Put the title on your home page. Rotate and change the title once a week and try several different titles. See which one gets the most click-throughs to your article by using a counter on your page with the article or by 'coding' the link. For example:

One title might be:
The Sleep Walking Murders

Your link to your article would look like this:
<http://www.yoursite.com/article.html>

Your 'coded' link would be:

http://www.yoursite.com/article.html?sleep_walking

When someone clicks on the 'coded' link it registers a 'hit' in your server logs. The REAL URL for the article is everything before the "?"- your 'code' is "sleep_walking". Everything after the "?" will not affect the visitor clicking on the link to get to your article. Count the number of hits you get for each title. Just be sure to change the code to correspond with your titles every time you make a change!

If one performs better than all the others, then you have a successful title. And as we all know, a good title sells books.

10-25-2201

Dear [Name],

Before the "dot.com" crash and burn, a lot of people considered the Internet to be the 'new frontier' of commerce and business.

We may have hit a bump in the path, but I still believe the Internet will change the way almost everyone does business.

In fact, the rise of the Internet has been equated to a 'gold rush' of sorts. If we look at the Internet this way, what can we learn from past 'gold rushes'? What can we learn from them that will help make us money?

During the gold rush of 1849 and prospectors headed for California and the Northwest, a farmer boy made the following observations:

1. All the prospects coming to the west had to eat;
2. Food stores were practically non-existent;
3. Selling food to prospectors was a sure and safe way to

make money- in fact, it was easier than digging for gold nuggets

The boy was Philip Armour. Armour hams became a very hot item in prospector days.

It seems obvious to us now that with so many prospectors moving into an area, working hard digging for gold, that they would be darn hungry at the end of the day. What better to satisfy their hunger than tender, juicy smoked ham?

Sometimes the RIGHT thing to do, is the most OBVIOUS thing too.

And the OBVIOUS thing is also the most original and practical.

When planning new products and projects, ask yourself:

"What is the obvious need of my customers? What are the obvious sales I'm missing? What's' the most obvious thing to do in this situation (fill in the blanks)?"

With so many distractions in our life, it's easy to complicate our relationships and our business. Sometimes we need to step away from what we are doing to get the 'big picture' then ask ourselves what the obvious thing to do is.

"Human beings have a downright horror of anything simple and direct", wrote my favorite mystery writer in 'The Benson Murder Case'.

That's probably why the obvious is so original and profitable.

- Dave

<http://www.infoproductlab.com/>

10-26-2001

Dear Friend,

The most vivid and sure approach to making new sales on the Internet is through the imagination.

Your prospects cannot feel, smell or taste your product online, so the appeal must involve seeing or hearing.

This might seem obvious. And it is. But if we examine it further it contains the key to more online sales.

How can we stimulate the imagination of our buyers through sight and sound, through what they read?

"How can we strengthen the attraction of new products or services by connecting it directly to one or more of these senses?"

How do we connect our products to the senses? On the Internet we have three ways:

1. Graphical representation
2. Words
3. Sound

Each one of these could be incorporated into a web site. The most common of the three are graphics and words.

Graphics and words spark the imagination, or lack of it on every web site. When I'm creating a new product or designing a new web site I'm always conscious of how the page elements are combined and work together to elicit certain 'emotions' in me.

For example, on my main site (www.epublishingetc.com) I use a combination of words and graphics to excite my visitors imagination and emotions. In order to discover the correct combination of words and graphics, I ask myself, "what is the desired emotional response from viewing my site?"

I decided I wanted to elicit 'greed', 'exclusivity' and 'curiosity'.

I appeal directly to greed by stressing 'money making' info.

I appeal directly to 'exclusivity' by not allowing anyone but paid members to enter the 'private domain' of my site.

And I appeal directly to 'curiosity' by revealing only a portion of the tips and reports in the members only section. I 'tease' visitors with leads in to the reports.

Take a look at your web site to determine what emotional responses your eliciting from your visitors.

I hope it isn't boredom! You must design your site using words, graphics and sounds to bring about the desire emotional responses:

- Signing up for your ezine or
- Buying your product or
- Joining your mailing list or
- Participating in your discussion board or
- Whatever...

We'll take a closer look at words and graphic choices that assist in igniting the imagination of your visitors tomorrow.

- Dave

=====
10-28-2001

Dear Friend,

There's been a debate on the Internet among marketer's about the length of copy on a web site.

Should it be long or short?

If it's long, should it be on one page or broken up into short sections on several pages?

The answer is: You have to test it for your product, but...

The rule is: A man or woman will read copy that's long if it keeps their interest.

However, you can be very effective with short copy too.

Another rule: The less expensive the product, the shorter the copy required to sell it. More expensive products or products that are complicated need as much copy as is needed to sell it. No more, no less.

There are exceptions to every rule. The new High Definition TV's for example: Sets costing \$4,000 to \$12,000 or more require very little copy to sell...the sale is made based on the performance of the item...in this case, superior television viewing.

But for the majority of information marketers the rules above work.

The bottom line is: A good marketer uses confidently all the copy he needs to make the sale. Don't assume though that your readers will consume all your copy. Studies show that (even with those who order products with long copy) they will not read all the copy you put in an ad or letter.

But the fact that you have a lot of information about your product in the copy inspires confidence.

- Dave

PS- My father passed away at the age of 80 years young yesterday. He was born in Montreal, Canada March 18, 1921. He entered the US with his parents at the age of 5, graduated from Gloversville High School, Gloversville NY and served in the US Navy in WWII as an airplane mechanic. He was a avid golfer and enjoyed cross-country skiing. He was a great man, and I pray I can be half the man he was.

So, if you were looking for a "Kick Butt" lesson yesterday and didn't receive it...don't worry I didn't send one out.

10-29-2001

Dear [Name],

Seasoned marketers keep their eyes on results. They prefer facts, not theory.

Large and small, businesses deal in numbers. Cold hard numbers. A Detroit butcher increased his business 700 percent in one year by sending a hundred postcards a day.

A jeweler in Seattle made \$60,250 by mailing just 600 postcards to inactive accounts.

It doesn't matter what business you are in, you either made the sale or you didn't. The success of your business depends on getting your message in front of people most likely to be interested in your product or service. Your words, your approach must do the job of convincing them you are THE solution to their problem or need.

It's NUMBERS that tell the story of your progress.

When you consider that the majority of advertising of products and services in this country are ineffective, that the average response to a direct mail piece is less than 1%, that consumers refer to the majority of mail and messages from advertisers to be 'junk', you'll realize what resistance there is to advertising.

When it comes to marketing your business you should look at your advertising the same way a 4 star general looks at a planned attack, or if you prefer, a surgeon planning a life saving operation.

Great care and conscious planning go into every step and detail, but when the time comes, they ACT, and ACT quickly.

It is not enough to throw an ad into an advertising medium to see if it 'sticks' ...i.e. generate business.

You must plan ahead, KNOW your prospect and what they react to...what they respond to. What WORDS trigger in them an emotional "YES!!" to your offer.

Test, by all means. But plan it well. If a test proves itself, then the owner of that business can spend as much of it's capital as it can afford with confidence that they will see a return on their investment.

- Dave

10-30-2001

Dear [Name],

When you're shopping, and you see an ad for something that might interest you, what's the first thing you ask yourself?

Do you ask, "Who's the advertiser"?

Do you ask, "What's the price"?

No. Usually it's, "Will this solve my problem (or need)"?

If the headline or opening sentence of the ad communicates the idea that YOUR problem could be solved using this product then you are naturally drawn into the rest of the ads' copy and will read it with intense interest.

How many times have you surfed the Internet skipping page after page, looking for the "most adaptable solution" to

your most pressing and current problem or need?

Usually that's ALL we do. Unless you have very few demands on your time you'll be searching for something specific when you surf the 'net, instead of just 'wasting time'.

That's how sales are made on the Internet. They are made impulsively. They are made quickly, sometimes. But they are always made with SELF-INTEREST first- your products second.

Here's the truth: Visitors to your web site or subscribers to your email list or ezine could care less about you or your products. They are only interested in THEMSELVES.

So show them how your product or service will solve THEIR problems NOW, or is flexible enough to be the very best solution AT THIS MOMENT, or is, at least, that YOUR the BEST ALTERNATIVE to the any other "PERFECT" but very costly and TIME CONSUMING solution that can be purchase elsewhere.

- Dave

11-01-2001

Dear [Name],

When you're shopping, and you see an ad for something that might interest you, what's the first thing you ask yourself?

Do you ask, "Who's the advertiser"?

Do you ask, "What's the price"?

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then you are naturally drawn into the rest of the ads' copy and will read it with intense interest.

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- Dave

11-02-2001

Dear [Name],

The vast majority of people wait to the last minute to do what they should have done.

On December 19, 1926 only 100 persons in the city of New York had renewed their plates. This is when license plates were issued annually to all motorists. On December 31st the registration offices were jammed with 60,000 to get their new license plate.

People generally wait to the last minute to do what they should do.

If you have ever waited to the last day to pay your property taxes you'll know what I mean. The lines are longest at 30 minutes to closing at City Hall (or whenever you pay your taxes).

I'm as guilty as anyone. It's plain human nature.

Many people won't buy life insurance until they've had a heart attack (and survived, of course).

To effectively market your products and services you have to keep this basic condition of human nature in mind.

I get the majority of new orders on the day my 'specials' end.

I also get quite a few people emailing me that they 'missed' my email alerting them to the special and asking for an extension (I'm always happy to oblige :-)

When you're creating your next promotion remember to set a deadline for acting but- give your 'late' buyers a 'grace period of a day to act. You'll get more orders from those who wanted to order, but due to human nature, didn't get around to it and suddenly find themselves in the happy position of an 'extension'. The extra day will give them the gentle 'push' they need to order.

11-05-2001

The following interview with Bill Nguyen (pronounced "WIN") was sent to me about a year ago from a friend. I can't recall who the publisher was or who did the interviewing otherwise I would have given due credit to them. I simply saved it to my hard drive after reading it. It's CHOCK FULL of excellent marketing and business wisdom. It is truly a 'gold nugget' and worth your time reading and studying.

I find it as useful and inspirational today as when I first read it. Pay close attention and learn, young grasshopper:

Entrepreneur Bill Nguyen discovered the bottom line in business fairly early in life. As a job-hunting 16-year-old, he bet a supervisor at a Houston used-car lot that he could sell more autos in a weekend than any of the veteran salesmen. The boss agreed to the bet, and Nguyen promptly sold twice as many cars. As a result, he got the job, which enabled him to take on a financial responsibility that ultimately shaped the rest of his professional and personal life: He paid his own way through private high school.

Nguyen has an independent financial philosophy, and a reluctance to take things for granted, particularly in regard to the companies he creates. "There are no free handouts," he says. "When people decide to give us money, I don't think that's a win, I think that's a commitment." The Redwood City, Calif., company he founded less than nine months ago - Seven, which will build software for wireless carriers that can handle millions of mobile business users so they can access databases, e-mail and intranets - just secured a strategic partnership with Microsoft and \$34 million in venture capital. The achievement would have many entrepreneurs celebrating, but not Nguyen. "I don't hoop and hurrah every time we get a customer," he says, speaking by phone from the GSM World Congress in Cannes, France, where his company made its formal debut last week. "That's what we get paid to do."

Because of a reluctance to rest on his laurels, the 30-year-old Nguyen may not be the life of the party, but few would argue with his record of accomplishments. After the stint at the used-car lot, he took a job as a data entry clerk at American Express (AXP), where he modernized the company's mainframe by migrating it to a PC-based system, after learning how from reading computer manuals. That experience led to a promotion and, eventually, to a number of opportunities at startup companies. In 1998, he became vice president of products for Tioga Systems, the customer-service software provider now called Support.com (SPRT). The following year he co-created Onebox.com, the popular

all-in-one messaging service acquired by Phone.com, now Openwave Systems (OPWV) , for about \$800 million last April. In all, Nguyen has helped six startups come to life, and three of them have been acquired.

Nguyen, who now lives in the San Francisco Bay Area with his wife, has developed several maxims for entrepreneurial success.

First: maintain focus. "A cardinal sin of all technology companies is that we have huge appetites," he says. "You raise a lot of money and all of a sudden you think you're Superman. But you're not."

Second: fire the entrepreneur. "As a founder, you have to own everything until you find someone who does the job better than you. Any person that I hire, I have to fundamentally believe that that person is better than me." Third: listen to your customers. "I think I can build products better than anyone else. Not because I understand technology better than anyone else; I'm just religious about getting pounded by my customers." Last: sleep no more than three hours each night. "Any other time, you send me an e-mail, and I'm probably going to respond pretty fast."

Nguyen's practical attitude may stand out among some of his counterparts nowadays, but he believes in taking nothing for granted. "I think a lot of entrepreneurs look at big rounds of financing as almost an entitlement," he says. "I think that's bull. All you were given was a ticket. You've still got to get to the starting line, and even that's pretty damn easy. The hard part is winning." With these thoughts in mind, after hitting it big with the Onebox acquisition last year, Nguyen endowed a foundation that pays for 15 underprivileged boys to attend his high school alma mater, Houston's Strake Jesuit College Preparatory, each year.

Cocktails and Conversation With Bill Nguyen

QUES: You are introduced to someone at a cocktail party. Describe what you do in two or three sentences.

ANS: Hello, I'm Bill Nguyen, and I work at Seven. Seven is an amazing company, which I should be at home working on. But since I'm here, tell me about what you do.

QUES: What do you wish you had invented?

ANS: Corrugated cardboard. Without it, the Far East would have never reached the West with its products. Before cardboard, items were shipped in heavy wooden or metal boxes. Cardboard enabled the shipment of heavy goods in a light and strong material that is inexpensive to produce. Import/export is made possible by cardboard.

QUES: What do you consider your greatest professional achievement?

ANS: I've had the courage, patience and persistence to build products I believe in at six different companies. Along the way, I've seen technology change people's lives.

QUES: Tell us the URL of one site (other than your own) that you think is essential for doing business on the Net, and why.

ANS: (I'd choose) www.ebay.com - Forget about PEZ dispensers and Beanie Babies. They create a market for everything from tractor trailers to industrial machinery. They changed the way commerce is transacted.

QUES: If you weren't doing what you're doing now, what would you be doing?

ANS: I would teaching a third-grade class of kids on entrepreneurship. Example: If you buy candy from Wal-Mart for 25 cents each, and you resold it to your friends at 50 cents, your profit would be 25 cents multiplied by the maximum amount of candy you could store or take to school. Let's say you can take 10 pieces each day. Your profit potential would be \$2.50. This is called a "direct" sales model.

What would happen if you got friends to sell candy for you? You have 10 friends and each of them can carry the same 10 pieces

of candy. You now have the potential of selling \$50 worth of candy each day and a \$25 profit. Give your friends \$1 each for their help, and you still make \$15. Fifteen dollars is a lot better than \$2.50. This is called "distribution," and it's an example of "leverage."

Job History

Seven

President and founder

Onebox.com (later acquired by Openwave Systems)

VP of marketing, director and founder

Support.com (formerly Tioga Systems)

VP of products

Wavephore

VP of business development

FreeLoader

VP of products

ForeFront

VP of products

Education

Houston Baptist University

A lot of good lessons here. Yes?

11-06-2001

We talked about short copy vs long copy in a previous message.

Here's an analogy that does a better job of describing the reasoning behind long copy than I may have done:

Run through any magazine and see the advertiser (who pays for space, not words) turn the allotted area for selling into 'white space', while the editor of that magazine (who pays for words, not space) crams his space full of words!

11-07-2001

Is making money that difficult?

I make good money, but I admit I'm not a millionaire.

It seems that the more money I make though, the easier it is to make even more.

On the recommendation of my friend Joe Vitale I purchased a book called "So, Why Aren't Rich?" by Darel Rutherford.

Darel's book is based on self-examination. He states that the reason you and I aren't rich is that we have set up our own barriers to being rich.

His method of becoming rich is based on a "BE/DO/HAVE" theory. Basically it says that you can have whatever you want in life just by 'choosing it'.

There's some truth in that. But he goes on for over 300 pages describing how to 'choose' what you want and eliminating the barriers in your life that prevent you from 'choosing' correctly. I think he's right about choosing, but 300 pages?

It's not that difficult to learn how to 'choose'.

Ok, there are some people who can really get into this stuff, and I admit at one time I thought reading this kind of inspirational literature *was* going to make me rich.

So I read it, did everything the books said and waited.

Nothing happened. I was still poor.

Call me old-fashioned but if you want more money in your life you have to work for it...

Second, you have to work 'smart' too- especially by *leveraging* your time so you can make exponential wealth from just a few of your activities.

My great-grandfather made a million dollars from 1928-1933 by selling gloves to a world market. Gloves. He was from Gloversville, NY. At one time Gloversville made 90% of the world's leather gloves. The introduction of synthetics in glove manufacture killed the factories in Gloversville. But for a while they were on top of the world, and my great-grandfather worked like crazy to make a million (in 1928 dollars!) and retire at the age of 40.

He traveled the world selling gloves from Gloversville.

He had a Ginkgo tree from China planted in his front yard after one of his trips. It's still there on East State Street in Gloversville.

Guess how he made that money? He worked hard. He was determined. He found a 'hot' market and ran with it, without looking back.

Did he 'choose' it? He obviously did. He did choose to be successful. Maybe his goal wasn't to make a million dollars. Maybe it was just to be the best damn gloves representative that ever lived. Maybe he made his glove selling a 'game' and the way he kept score was by the number of gloves he sold, and the by-product of this 'game playing' was a lot of cash.

He made a choice, and he may have lived with serious doubts about that choice when traveling and working hard...but his doubts never stopped him and he kept his eye on a goal without ever stopping to move toward it.

Make your choice. It's easy. Just say 'yes' to money and then do something. And I promise you that if you do choose to be rich and start making money it will get easier to make money the more money you make.

11-08-2001

Kenneth Goode is the author of many books on marketing and advertising. He's one of my favorites.

His books are extremely hard to find. I can see why.

He was a practitioner as well as a teacher through his writings. He was the "Jay Abraham" or "Dan Kennedy" or "Marlon Sanders" of his day.

Here's a brief passage from one of his books titled "Advertising":

"Notice the vital difference between an advertisement reading 'White Rock' and one urging the reader to 'DRINK White Rock!' And advertiser who hasn't taken the trouble to crystallize in his own mind a pretty clear picture of (a) single, (b) simple, (c) definite action he aims to create in the minds of his readers, can hardly count on his potential customers to do it for him.

Successful advertising copy is like good golf. It isn't a matter of brute force. Nor luck. The trained copywriter knows exactly what he or she intends doing with every word and sentence. He knows his average

customer. He knows how that customer is affected by various uses of printed words. He knows the few basic motives that govern all human action. With certain carefully calculated appeals he makes a positive play upon these motives to make large number of people perform some simple act he himself has clearly and definitely in mind."

[Name], if you happen to find any books for sale by Mr. Goode in a used bookstore or on the Internet, buy them and treasure them. They are worth their weight in gold in marketing and advertising knowledge.

11-09-2001

Are you taking advantage of the leverage offered by technology?

For example, how are you using your computer's down-time?

I set my computer to perform automated marketing tasks at night. Also, I control two computers in different locations from my home office by remote control.

I think they call that 'distributed computing' in IT talk.

The programs perform tasks I set for them and I wake up the next morning with new leads for my business.

If you remember back to the 1980's it was widely proclaimed that computers would someday relieve people of mundane tasks, so that they could concentrate on more important tasks. I don't know about you but I think I had a lot more free time before I started using computers.

The very first thing you should do is use autoresponders for every email communication you can program them for.

The second thing to automate is your everyday marketing and lead generation tasks.

Get on the email announcement list at simtel.net and review the new software being developed that could help you automate your business.

Taking the time now to automate mundane tasks WILL help you concentrate on more critical marketing functions...but be aware there is an investment to be made in researching the best solutions for your business.

11-12-2001

Dear [Name],

We talked last time about automating your marketing and leveraging technology.

Let's get specific.

One subscriber asked if I talked about this subject in another area of TIP. I told him "no, I didn't" but I forget that I did discuss it briefly when I showed you how to look up unregistered domain names with AnalogX's WhoisULTRA. Go back and re-read that TIP at: http://www.infoproductlab.com/members/bizop_list.html

OK, I mentioned that you can look up keyword-heavy domains that closely match your target audience.

What do you do with the results?

Here's what I do:

I save the results to a text file and copy and paste

them into an excel spreadsheet.

Then I sort the results by "registered" and delete all the "available" listings so I only have a targeted list of registered domains.

Since WhoisULTRA doesn't save the "http://" part of the domain I have to add that by inserting a new column before the domain root.

For example the typical result from WhoisULTRA looks like this: " infoproductlab.com "

And I want: "http://www.infoproductlab.com "

In order to get this result I copy (using "fill down") in Excel to add "http://www." before all the results.

I then highlight and copy both columns in Excel and paste them into a text file (I use NoteTab Pro). Once it's pasted there's a space between the "http://www" and "infoproductlab.com", so I use the tools in NoteTab Pro to eliminate the space and end up with <http://www.infoproductlab.com> by replacing "^t" (tab) with "." (dot).

Actually, it's easier and faster to do this than it may seem if you've never done it. It takes all of 1.5 minutes to do all the operations above once you know how.

Here's where the 'automated marketing and lead generation' comes in. You take the results of hundreds or thousands of the registered domains that you found with WhoisULTRA and plug them into a program that automatically looks up the sites keywords, meta-tags, phone numbers, addresses, fax numbers and more.

We'll continue our discussion tomorrow... including what additional software you'll need to automate this process and specific techniques for marketing your business online and offline.

11-13-2001

We talked yesterday about using 'WhoisULTRA' to create a list of domain names that may match your target audience.

[Name], I'm going to assume that your audience is going to be other businesses, professionals, biz-op seekers or some other B2B market.

If you're target audience is consumers, this won't help you much.

Once you have a list of domain owners that could be prospects for your business, you need to find more information about them before making that first contact.

I've looked high a low, on hundreds of websites selling software and tested at least 50 or 60 different packages.

The problem with most 'prospecting' software for the Internet is they are too limited in the results they generate for you. You have probably seen ads for 'email harvesting' software...the problem is most packages ONLY generate for you an email address.

What good is an email address? Not much unless you like to be accused of spam.

An alternative is using a program that not only spiders the web site for the email address of the owners, but also their phone number, fax, street address, keywords used on the site and meta-tags.

Now, we have a little more information to work with. We

also have a basis for making first contact with another site via email.

The best program I have found (after extensive testing as I mentioned) is WebBandit available from:
<http://www.softwaresolutions.net/>

To read the online manual for the program go here:
<http://softwaresolutions.nu/jwsg/webbandit/manual/index.htm>

The program works beautifully IF you supply it with a starting list of URL's. That's why I recommend starting with WhoisULTRA, Webferret PRO, Copernic 2001 or other search assistant that will give you results as a list of URL's.

WebBandit does NOT work as well if you simply give it a few keywords and let it run on it's own to find web sites that match. At least that's been my experience.

An alternative is Zeus, which I recommended in eBay Secrets. The problem with Zeus is that the data is not as easy to manipulate and the results are much slower than the method I describe below.

Let's talk about what you could do with the results:

Would you be upset if you received an email stating that another business had visited your site, liked it very much and based on the keywords you used thought you would make a potentially good JV partner?

Or they contacted you asking if you accept advertising?

Or they contacted you asking if you have an affiliate program?

Another approach may be to ask the site owner for a reciprocal link, which is practically a tradition on the net.

Do you see what I mean? There are many mutually beneficial relationships you can start by simply making the first contact via easiest and quickest way possible: email.

Now a warning: Even if you look as innocent as a lamb you'll get a few people who will complain about your email to spamcop.

But, hey...if you can't stand the heat...

Here's the rule for helping you stay out of trouble:

Write your email with the potential benefit ALWAYS in favor of the recipient or ask a legitimate question about their site.

You'll go a long way to stay out of real trouble.

Tomorrow: More on what to do with the results from a WebBandit search and how to use the results for both online and offline marketing.

11-14-2001

Dear [Name],

Tomorrow: More on what to do with the results from a WebBandit search and how to use the results for both online and offline marketing.

We talked yesterday about how to get good results and lots of information or intelligence about potential prospects.

All of this was done online. WebBandit works on auto-pilot once you have the settings correct. I usually set mine to work at night, while sleeping. When I wake up I have

a new list to begin contacting.

One of the nice features of WebBandit is the ability to export the results into a CSV file. When you do that it's very easy to open the file in Excel or another spreadsheet or database for mail merge in emails and letters.

Generally I split the results I get into 2 lists:

1. Websites with physical addresses
2. Websites with email contacts only.

Then I prepare my email messages to the 'email only' list and get those out.

Then I use my letter template to print letters to the group with the available physical addresses and get those out.

It's a 'no-brainer' marketing method that anyone can do to build their business with very little investment (WebBandit is only \$49) and time.

Tomorrow we'll talk about approach strategies, offers and ROI.

11- 15 and 16 - 2001

Today's Kick Butt: Approach strategies and offers when cold emailing.

NOTE: This is an extra long Kick Butt! so we decided to cover 2 days with it. Remember, lessons are delivered daily, Monday-Friday. Saturday and Sunday I do volunteer work for my wife ;-)

Dear [Name],

The last few lessons we talked about how to create your own targeted mailing lists using the Internet and special software designed just for that purpose.

Let's say you've gotten to the point where you have your lead generation system on auto-pilot: You've selected carefully chosen keywords, plugged them into WhoisULTRA, and plugged the results into WebBandit every evening.

You wake up in the morning with fresh leads to follow-up on that day. Great!

As we mentioned, it's best to separate the results into those with physical addresses and those with emails ONLY.

Now, you can also test (highly recommended) sending an email *and* a letter or postcard to those with BOTH emails and physical addresses.

But what about that first email?

What's the correct approach?

There are three basic approaches I've used. Note that none of these are overt 'sales' approaches. That's NOT what you want to do on the first contact. Why? It's SPAM. Plain and simple.

Even if you never mention your products or services, you still might be accused of spam if you send a lot of emails.

Your only defense will be the email you sent itself and the number of emails sent at one time. When your ISP sees a copy of your email and what it says, we want their response to be, "What's the big deal here?"

Then when they see that you're only sending out a few hundred or a thousand emails a day (instead of what typical, stupid spammers usually do, like 100,000 at a time) they are more likely to ignore complaints.

Not that they ALWAYS will, but you'll certainly have a good defense.

Also, you may consider running the emails by your ISP prior to sending them out. One client of mine did that and avoided a lot of problems.

Not all ISP's will be as easy to work with.

That's why the approach is critically important.

PERSONAL NOTE: Remember that no one gets married on their first date (unless you're my cousin who, after taking a train from Corvallis to Phoenix, married a complete stranger she met on the train as soon as they got off!), and if you ask your dates to sleep with you on your first date you'll get a lot more "No's" than if you simply shake hands at the end of the evening and ask them for a second date ;-)

Here are the 3 safest approaches:

1. Ask for a reciprocal link.

Hey, this is practically a tradition on the 'net. People do it all the time. "Oh, isn't that your signature at the bottom of the email...hmmm that sounds interesting. OK, I'll trade links with you, and gee, I think I'll visit your home page too!"

Strategy: Send the email and hope they see your ad...oops 'signature' at the bottom of your request.

What happens if they agree to trade links with you? Good!

Deeper relationship. Set up a page with all the links.

How easy is that? Save their email for future communication:

"How's it going?" kind of follow-ups.

** Starting a relationship is what it's all about **

2. Ask them if they accept advertising in their ezine.
No harm, no foul. Do they accept advertising? "Who's asking? Hmmm, sure I'll make something up and send it to you. Rate card or whatever. Oh, where do I send it? Hmmm infoproductlab.com...let's see what he's about."

Strategy: Same as #1, really. If they're a small site, they'll be flattered. If they're a large site, you don't want to use this approach...see #3.

If they do accept advertising, you've found a potentially new ezine to advertise in. If not, how about a reciprocal link? Or a one-time reciprocal mention in each others ezine?

** Starting a relationship is what it's all about **

3. Ask them to verify data you have on them.
You're starting a database (you are!) of XYZ industry and this is the information you have on them so far.

Here's a sample of an email message we send out:

START SAMPLE:

=====

DATE: 9/27/01
TO: [Page Title]
SITE: [Name]
FROM: David Vallieres
RE: Internet Marketing Consultant Database

=====

Your web site has been recommended to us for inclusion in our Internet Marketing/Design Buyer's Database.

We've taken the trouble to contact you to make sure the information we have for you and your web site is correct.

Below is the information EXACTLY as it will appear in

the database. THERE IS NEVER ANY CHARGE FOR A LISTING.

To date, 2,227 of the top Internet Marketing Consultants and firms have been listed.

Please take a moment to review your listing (if you see the [xxx] field, that means no data is available for that field):

URL: [Name]
Listing Category: [Category]
Web Page Title: [PageTitle]
Contact Email: [Email]
Phone: [Phone]
Fax: [Fax]
Address: [NumberStreet]
City: [City]
State: [State]
Zip/Postal Code: [Zip]
Site Keywords: [Keywords]
Site Description: [Description]
Month Site Was Visited: [Confirmed]
Date Your Site Was Last Updated: [Modified]

Thank you. Make any changes as necessary and return by reply email.

You can make corrections or additions to your information at any time by sending an email to: verify@gobizinfo.com

Sincerely,

David Vallieres
<http://www.infoproductlab.com/>
Business Content For Your Web Site

=====
Verification email sent to: [Email]
URL: [Name]

STOP

The fields in brackets [] are easy to include in your email. They are all generated from WebBandit results.

Anyone who responds with updates is sent a second email telling them a little more about what we do and how our content may be licensed for their site. They also get a strong sales letter via snail mail.

We've also used this same approach to sell the database we created with WebBandit. People who respond are sent an email showing the benefits of owning the database that includes the major players in their industry.

The idea here, in all of these approaches is to start a relationship with the person(s) at the other end of the emails.

What about your signature? Keep it simple, include a free offer, a tagline...but keep it simple and non-threatening.

The nice thing about email as a means of generating leads is that it's a 'cost-take out'- it potentially replaces postage and list purchases. It targeted, and it's relatively safe, but you'll get fewer responses than a hard sales approach would get.

Once you do have someone who responds, you'll want to get them to opt-in to your ezine or mailing list ASAP.

Now, there is another approach that you could use, that's a bit more straight forward... but it's also more controversial and may get you in trouble.

I've seen this done a number of times in low volume with Topica list owners. They will find my email address on

a discussion board and "invite" me to join their opt-in list at TOPICA.

There's ONE-CLICK subscribing. I like the approach of "Inviting me to join".

At the end of the request is this statement:

"DON'T WANT TO SUBSCRIBE?

If you do not want to subscribe to this list, simply ignore this message and you will not be added."

I have not used this approach, so I don't know if it is working or not. [Name], if you've used it please let me know what the results were!

OK, what about the letters and/or postcards sent to the physical addresses you've harvested with WebBandit or WhoisULTRA?

I'll typically use a postcard and have respondents call me or direct them to a special page and offer on my web site. The approach is a 100% direct marketing approach and 6 to 10 follow-ups if they don't respond to my first offer.

RECAP: The key to cold emailing marketing online is:

1. Start a relationship
2. Get permission to follow-up (via opt-in), then
3. Sell, sell, sell!

- Dave

Today's Kick Butt: Tool for broadcast faxing

Dear [Name],

There are services that provide fax broadcasting.

But if you can do it right from your desktop for a single fee for the software why not do it yourself? And...why not offer a fax broadcasting service locally? It's easy to set up and your only upfront expenses are the software and a few letters or postcards to promote the service to local businesses.

Fax Wizard 2000 is one of the few programs I've reviewed that actually has a FAX BROADCAST feature.

Many of the PC fax programs do not, or they are very expensive. Fax Wizard fits the bill for ease of use and cost...just \$49.95.

<http://www.multisource.com/indexfaxwizard.shtml>

It's worth downloading a copy and trying it.

- Dave

=====

FOR [Name] [Last]'s EYES ONLY

ENROLLED SINCE [Month] [Day], [Year] -Thank You!

***** BY PAID SUBSCRIPTION ONLY *****

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Today's Message: Name change for Kick Butt Marketing! and Beware of "Registrar Lock"

Dear [Name],

I'm re-positioning GoBizInfo.com and changed the name of this daily letter to "Competitive EDGE Internet Communiqué"

You'll also notice that the site has changed as well:
<http://www.infoproductlab.com/> to reflect this change.

All future Subject lines will read:
:.[Name], Here's Your Competitive EDGE Internet Communiqué! - For [Date]"

Never fear! The goal is the same...only the name has changed!

One of my best domains is no longer.

I am a victim of "Registrar Lock".

What is Registrar Lock?

It's an evil, despicable practice perpetrated by certain domain registrars. Essentially what happens

is that the service providers performing registrar function will not release your domain name registration information so can't transfer your existing registration to another registrar.

For example, I initially registered this domain with one registrar which wanted \$35 a year to re-register it. Thinking that the domain is MINE and I can do anything I want with it, I decided to go to another registrar and have it transferred to them for \$6.95 a year.

My old registrar REFUSED to allow the transfer! And it evidently had the right to do so! They said I could transfer the registration but I would first have to pay them \$35 for the next year! They are literally holding my domain name hostage. And I refuse to pay ransom.

I will lose sales, I will lose more than \$35 in the end...but damnit! It's the principle of the thing... besides I have a plan ;-) to get it back...

In the mean time if you have a registrar that you are paying too much for...especially now that registrations are getting lower and lower and you want to transfer registrars, make sure you do so 60 days prior to your domains expiration.

- Dave

Today's Competitive EDGE: How To Sharpen Your Competitive Edge By Giving Away eBooks

Dear [Name],

Why would you want to give away an ebook you've worked so hard to create?

There are lots of reasons. One of the best reasons is it helps establish your writing ability and expertise in a certain area.

Another good reason is to draw attention to your other ebook that you *really* selling ;-)

There's a good deal of profit potential in this strategy. But even if you're giving an ebook away, as an incentive to joining your email list or to sell your other ebook, you still have to follow some common sense marketing rules.

The first and best way of giving away a free book is by 'selling' it.

I'm not being smart...honest. Whether or not people pull cash out of their pocket to acquire your ebook is irrelevant. It still must be 'sold' to them....or rather they have to be sold 'on it' before they will:

- 1) Take the time to read your offer of a 'free ebook';
- 2) Take the time to download it;
- 3) Open the darn thing and actually read it (which, I'm guessing is one of your goals!)

Consciously or unconsciously before anyone takes advantage of a "free offer" of any kind they look at the opportunity cost (i.e. accepting your offer VS. every other offer they are presented with at that moment).

If your offer is the best available at that moment and it's compelling - most people will take advantage of the opportunity to at least read your offer and download the book.

A well structured, benefit rich, compelling offer is a prerequisite to "free" or "for sale" ebook offers.

Being a stubborn SOB, I learned this stuff the hard way- by trial and error...lots of errors... until it actually started clicking.

Now, having said that, here are some sources that are better than others for promoting a free ebook. One of the best ways to promote an ebook is to offer it on eBay as a test (eBay does not have a 'free' area- yet so you'll have to really 'sell' it, even if it's only a penny). My ebook 'eBay Secrets' details how to do this successfully, but there are many resources (a lot of them free) that can help you as well. Just do a search on Yahoo for "ebook marketing _ and see what happens!

Here are some additional resources to help to start promoting the book through articles, posts and directory listings, etc:

<http://infopost.com/>
<http://ebookad.com/>
<http://ideamarketers.com/>
<http://www.gettingtraffic.com/>

Finally, give your readers a chance to join your 'updates list or 'announcements list'. Building your own email list is the easiest and most profitable long term strategy you can employ on the Internet...

Your LIST *is* your competitive edge!

- Dave

=====

11-26-01

Today's Message: Is your site as annoying as possible?

Dear [Name],

Some sites I love to spend time in, browsing. Some I head for the exit door as fast as possible. Some I spend money at.

Which site would you rather own?

According to many Internet surveys here are the top 7 reasons visitors don't stay on your site very long:

1. Pop-up windows and ads
2. Exit site pop-up windows (they won't be back, even if they were interested)
3. Graphics over 5k (yep, 5k)
4. Not finding the information they came for right away
5. Clutter, disorganization and chaos
6. Broken links on your site "File Not Found"
7. Using background images that block text and make it unreadable and therefore, useless

And, if I was to add one from my own experience:

8. Boring copy

All the web usability books and articles make the convincing argument for easy navigation, fast loading

pages and all the rest of the stuff above.

But, you could have a really UGLY site and still get tons of people to read your copy - if - it's interesting!

Forget design...forget fancy scripts...don't make your visitors say "WOW!", make them say, "This is what I want right now!"

- Dave

=====
11-27-01

Today's Message: Are you really LEVERAGING the net?

Dear [Name],

I can't tell you how many "large ticket" information products I've purchased.

Let me list a few:

- =Dan Kennedy's Magnetic Marketing System \$350
- =NetRageous Results Subscription \$200 /yr (stopped publication)
- =Dan Kennedy's NoBS Marketing Letter \$200+ / yr
- =Marlon Sanders' Twister Marketing and The BIG COURSE \$550+
- =Marty Chenard's The Course On Advanced Direct Marketing \$299
- =MarketingShepa's Selling Subscriptions To Internet Content \$199
- =Dan Kennedy's Power Points \$299
- =Bob Serling's How To Write Million Dollar Ads and Web Pieces \$199 or \$99

And more....

That doesn't include seminars, ebooks and physical books and other courses I've purchased on marketing.

What does this tell you?

I know what it tells me. I'm an information junkie!

A marketing information junkie!

And, I'm not alone.

There are thousands of us out here who desperately want that extra 'EDGE' in business and marketing.

And, we're willing to pay a big price for it.

If you haven't considered developing or selling a large ticket information product before, what's stopping you?

The market is ready, willing and able to buy.

Don't sell your information for pennies, when you could sell it for \$100 bills.

Test the market, try it. You have nothing to lose.

- Dave

PS-----

THIS IS FOR KICK BUTT ENROLLEES ONLY...DO NOT
DISTRIBUTE THIS FILE. Thank you :-)

Today's Message: Selling large ticket info-products
(Part I)

Dear [Name],

I got a lot of feedback from last night's message!

It seems a lot of you are interested in selling large ticket info-products. Here's one question from a subscriber who neatly summarized the questions of several other members:

>Hi Dave,
>Just received your Latest Kick-Butt Communique.
>One question. how do you sell high ticket items to
>people who don't know you. I've tried it and had
>very little success. Others have said sell something
>at lower price and then back end the larger priced
>item. What's the secret to selling higher ticket items?

That's a subject for an entire book! ;-)

The most reliable method for large ticket items is to use a 'two-step' or even a 'three-step' method.

My friend Marlon Sanders does a two step...Twister Marketing which he sells for \$69 and then he sells you the 'BIG Course' for \$500.

If you count his FREE 'Secret Marketing Resources Revealed' updates - that's 3-steps!

Dan Kennedy will sell his books for \$14.95, then when prospects get to know him, he sells them on a \$350 Magnetic Marketing course and then a \$3,000+ seminar!

You could say Dan is doing a 'three-step'.

The idea is to develop a relationship with your

prospects at a low price point (\$FREE-\$99) and then follow-up with a larger package in the \$300-\$999+ range depending on who your market is. Watch Jay Abraham -- he sells \$15,000 two day sessions... and people buy them! A lot of people buy them.

Something to think about.

Thanks for the questions! We'll explore this in PART II tomorrow!

- Dave

=====
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FOR [Name] [Last]'s EYES ONLY

ENROLLED SINCE [Month] [Day], [Year] -Thank You!

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Today's Message: Do you need a web site to sell large ticket information products? (Part II)

Dear [Name],

We mentioned Jay Abraham in the last Communiqué.

I thought it might be a good idea to see what Jay is selling on the Internet. Maybe we could learn something.

Ok?

Go to <http://www.abraham.com/>

Click on "Products"....that's OK I'll wait...hmmm, hmmm

What did you see?

Nothing...right, nothing.

The only thing Jay is selling on his web site is his book, "Getting Everything You Can Out of All You've Got".

But, wait...what's this??...a home study course? Hmmm, let's check this out...

He calls it, "The Worlds Best Sales, Marketing and Management Training Course". OK, click here...

If you click on that link it takes you to a page with some pre-sales stuff and at the bottom of the page is his link to a 29 page sales letter:
<http://www.abraham.com/PEQ/homestudy.pdf>

Now, if you had to guess (without looking!) how much he's selling this course for, how much would you say?

Let me give a few details first, then guess.

Ok, there's a 500 page workbook, a video tape set, an audiotape set. A few worksheets and another video. OK?

Now how much?

- A. \$300?
- B. \$500?

- C. \$999?
- D. \$2,500?

OK, What's your guess? I didn't list the correct answer as an option because I can hardly believe it myself. It's \$5,000if...if...you pay in cash. If you need to get this deal on payments it's \$500 down and \$500 a month for the next 10 months + a \$30 shipping fee(!) for a total of \$5,530.

Does Jay sell any of these?

The answer is, "Who cares!"

The fact that he has the, excuse my French, "ballz" to sell something for that price is justification enough to buy anything and everything else he is selling.

Hey if he sells a couple, "great"! If not, I don't think he really cares. I mean at that price point he could sell 1 out of 10,000 visitors to his site and still make money!

What's the lesson here?

Take something you have been giving away, or haven't properly priced and raise the price now. If it's GOOD, if it's really going to help somebody and you KNOW it's good, CHARGE FOR IT.

More on selling large ticket info-products tomorrow.

- Dave
