Internet Profits – The Quick Way.

LEGAL NOTICES

Introduction

I've been working full time as an 'online entrepreneur' since May 1999, prior to that I ran my web businesses part time. Amazingly it didn't take much to go from part time idea to full time career and it wasn't long before friends and relatives were asking how I did it.

Since going full time I have developed a series of simple and direct strategies that now allow me to set up direct sales sites and get a new product launched in very little time, and repeating this simple idea has allowed me to multiply my income.

Although I didn't start out selling 'business information', because of the interest from friends and associates I soon recognized the potential behind putting my knowledge into print and offering that information in digitally downloaded format.

I've also set up and helped clients create e-commerce businesses that do not involve digital products, but at the same time do not require stock handling and don't require a massive injection of cash to get them off the ground.

In fact it amazes me that we are still seeing large numbers of 'dot com' businesses spring up and then go under owing hundreds of thousands of dollars if not hundreds of millions. This fact is even more incredible when you consider the vast number of small independents out there who have created or sourced a product and successfully marketed it and turned it into a full time business.

Best of all, many of the most successful entrepreneurs out there have built their success on simple web sites that consist of no more than two or three pages and use a very direct approach to selling their wares.

This course is going to show you exactly how you too can duplicate that simple method and with little or no money can sell almost anything using the Internet as your number one sales tool.

When I set out to write this course I had just a couple of straight forward objectives in mind:

1) To put together an easy to follow course with no filler – just the meat. All the fat and gristle cut away so that you can read through it quickly and put it into effect right away.

2) To give the buyers of this course an instant way to make money. Something different to the usual affiliate programs – something that would give them a way to keep up to 100% of the profits and see for themselves the benefits of keeping those profits – what better way to demonstrate than to give someone a way to do it?

And have those objectives been met?

In short – YES.

When you read this course you will soon see how direct and to the point it is. This is very much a 'do this, do this, do this' style of writing.

As for point two – how about a reseller scheme that pays up to one hundred percent?

As incredible as it sounds, this web based product offers you the chance to be a reseller and keep between 90 – 100% of the profits!

What I will say about the reseller system for this product is that it utilizes the exact method that you're going to learn to sell just about anything and it gives you a no risk way of trying your hand at selling online.

If you're already promoting affiliate programs, wouldn't you like to begin promoting one that pays up to one hundred percent to you rather than the customary 20 – 50%?

More about that later.

Let's take a look at what you're going to get out of reading this course...

When I first got started selling online, just about every guru and expert extolled the virtues of 'content sites'. My previous experience with some small time ideas I had experimented with backed up this theory. So for a long time I stuck with building content packed sites which led to sales.

I certainly don't regret doing it that way, it helped build me a lot of credibility, but at the same time I wish I knew then what I know now.

You see, a lot of successful sites were popping up that didn't use content. In fact some of the very profitable ones were nothing more than a page or two of direct sales material.

Well I had to give it a try. I'd worked with direct mail a few years previously, so converting what I knew and applying it to the web was no problem.

I put together a new product and wrote (in a hurry and not too well) a one page sales letter. I stuck the sales page up on one of my spare domain names. Despite it not being my best sales copy, it pulled extremely well, in fact it pulled better than some of the sales pages on my high traffic content site!

Over the past few months more and more 'direct sales' sites have sprung into existence. The advantage of these from the creators point of view is;

1) Can be put together quickly.

2) No time wasted generating material you're only going to give away for free.

3) Fast results – The site is running quicker and earning you money faster.

What this course will show you is how you too can create a sales machine of a web site in very little time and then use it to sell almost any product. If you've no idea what you can sell – don't worry, there's help for that too.

Don't worry about inexperience either...

> **Even if you know nothing about web design – you can do this.**
> **Even if you don't have a product yet – you can do this.**
> **Even if you've never run a business before – you can do this.**

Best of all, you can even earn money while you get your own sales site set up. Simply follow the steps in the 'resellers guide' and use the ideas contained within this course to promote your sales site for this product.

The while you are enjoying the money from that coming in you will be more inspired to crack on and get your very own and exclusive product up and running and selling online.

Chapter One – What sells online and more importantly – What can I sell?

In this chapter we are going to look at;

1) **What sells online and why.**

2) **How to source products** you can buy for dimes and sell for big bucks without taking huge inventory, and in some cases without holding any inventory EVER. **This is a dynamite resource - easily worth the price of the entire course on it's own!**

3) **Instant products you can create in no time flat.** Including a system of product creation that is literally 'point and click'. **Imagine having your own product ready to sell within just a few short hours – it's possible with this system.**

Let's begin with the big question that almost everyone asks...

What exactly does sell online?

Take a look around the Internet and you'll find just about anything and everything being sold online. You can even buy a brand new car online these days and have it delivered to your door.

Consumer awareness has risen and more people than ever shop online and don't feel unsafe about doing so.

So the truth is – anything can be sold online. The important question is **'What can be sold online from a direct sales page with little or no cash investment?'** – Now that's more of a loaded question, and it narrows our options down, but not by much.

It's interesting to me that my answer to this question has not really changed at all since 1998 when I released my first business related e-book 'Start and Succeed with your own online business'. Whilst parts of that book have become a little dated, the majority is still as relevant today as it was when it was released.

One criteria and Two basic choices for what to sell.

There is one basic criteria when determining what to sell that all of the most successful entrepreneurs follow. It is simply that what you decide to sell must have an excellent profit margin.

If you elect to sell an item that costs you $20 and the most you can sell it for is $25, you are going to have a hard time developing a serious profit, especially when you take into account the time and energy you will eventually be putting into your online business efforts.

Remember also that there's always a cost incurred whenever a sale is made, for instance, the chances are when you first get started you won't want to go to the expense of getting a merchant account so you'll be using third party payment processors. With these you can pay as much as 10% commission on every sale. In the case of a $25 product you could be losing $2.50 in sales costs – and in the example we are

using here, that is half your profit.

Another thing to consider when looking at our criteria for product selection is that you really don't want to handle inventory, get tied up with shipping, handling, returns and all that other time consuming admin.

Products that have huge profit margins.

There are two product types that fit the criteria we outlined above. They are;

1) Products that the supplier will sell to you for pennies on the dollar and drop-ship to your customer.

2) Products you create yourself. Ideally digitally delivered info-products.

Before you try to make a decision, let's look at the sub-criteria that must apply in either case and some of the advantages and disadvantages of each type**. I'll also reveal a killer source of drop shippers and trade suppliers for those who wish to pursue the first option.**

Two product types that ooze success.

Let's take each of the two products types that I just mentioned and look at the criteria required of each and the advantages and disadvantages of each type.

Please bear in mind that I strongly recommend you consider the second product type above the first as it has many more advantages. I am covering selling tangible products so that this course is complete and so that you have all the bases covered. With that in mind, let's continue...

Products that the supplier will sell to you for pennies on the dollar and drop-ship to your customer.

It's not easy to find suppliers that will drop ship and are prepared to do business with you when you have no prior trading history. It's even harder to find one that will do business with you and that has a product that is well suited to our goal.

I don't say that to put you off, but rather to enforce in your mind that you should never latch onto a supplier out of desperation. Finding the right product and a supplier that will play ball can be a little time consuming. If you have a little money to invest then you could check out a company like SMC who for a one off membership fee will offer you a range of products which they will drop ship to customers as you sell them.

SMC can be contacted at;

SPECIALTY MERCHANDISE CORP., 9401 De Soto Ave.,Chatsworth, CA 91311-4991. sells imported merchandise to membership (cost, about $250). Mostly novelties and giftware. Toll free information line: 888-350-6293. They also have a web site
http://www.smc4me.com

But before you run out and hand over a membership fee, take the time to look around for alternative suppliers. It may take a little work on your part to find one and to locate a suitable web product – but you could save yourself a few hundred dollars up front, and after all, most readers are searching for ways to get started with little or no investment.

If you are set on finding a tangible product (and I really suggest you read about product type number two before leaping into action), then you might want to check out a number of resources made available on the Inner Room private site. Firstly in the e-book 'Start and Succeed with your own online business' there is a list of several companies who will drop ship and many of them will do business with you despite lack of trading history. Also on the Inner Room site there are two directories of wholesale and drop-shippers. You can check out the benefits of lifetime membership by visiting http://www.succeed4u.com/inner.pl

But don't forget, I also said I would give you one of the most valuable resource links on the web for sourcing products and suppliers. I have come across people selling 'product resource' information online for upwards of $25 and all the information consists of is this one link and a couple of pages of 'filler'. Check this out and do not under estimate the power of this site for finding killer products with enormous profits:

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http://www.asiansources.com

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The vital criteria for a tangible item...

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- The product must be something there is a demand for. Preferably something that solves a problem and something with enough features to write about in your sales copy.

- The product should bring you mark-ups of at least 100%

- Make sure there are arrangements for returns with the drop-shipper. You are going to need to offer a satisfaction, no-risk, money back guarantee – be sure you won't get stuck with any returns which would leave you out of pocket.

What about selling products if I can't get them drop shipped?

Obviously there is more risk involved if you cannot have a product drop shipped as you will usually have to tie up money with inventory, have space to store that inventory, and of course there's a lot more work involved as you will have to handle the shipping of the product yourself.

Having said that, sometimes a product comes along that has such a good margin and you know you can sell, and at that point you have to weigh up the risks involved.

If all that is holding you back is the admin and time involved in shipping and handling the goods, then you might want to investigate 'fulfillment companies'. These are companies that store your stock and fulfill orders on your behalf. They take a commission and sometimes require a set-up fee. On the plus side, they usually provide toll free order hotlines, etc as part of their services.

I certainly don't recommend going that route if this is your first venture though. However, for those interested, a couple of fulfillment companies are;

       http://www.fex.com – **Fulfillment Express, Inc.**
       http://www.divmail.com – **Diversified Direct.**

Advantages and disadvantages of buying and re-selling tangible products

Advantages	Disadvantages
The right product that fulfills a specific need can be highly profitable.	There is almost always a reasonable overhead involved with a tangible product.
If you can find a drop-shipper you have the benefit of selling with	It can be hard to find a good drop shipper who will absorb some or

very little administration and no risk.	all of the risk of returned goods and refund requests.
Often the product suppliers can supply you with usable artwork and product literature, this can make building your site quick and easy.	Product lines can be discontinued with little or no warning. It's rare to get a supplier to guarantee supply for any length of time.
Tangible product sales can lead to other forms of marketing which can further boost income.	Even when using drop shippers, some countries and US states require various licenses and permits.

Now let's get into what I consider to be the lowest risk, and usually the most profitable of online business products...

Creating your own info–product...

Now let's get into what I consider to be the lowest risk, and usually the most profitable of online business products...

Creating your own digitally delivered info-product...

It amazes me how the prospect of having to create a product instills such fear and trembling into people. At the same time I can see why, and yet the largest part of the reason is ignorance.

Most people I talk to do not believe they are capable and claim that they don't know anything of any value.

In a moment I'm going to explain a low-risk, super-fast, 'anyone can do this' method for getting a product together and up for sale. I'll also touch on a number of killer shortcuts in product creation.

> ### Definition of 'digitally delivered'
>
> If the term 'digitally delivered is new to you, do not worry. It's a simple concept.
>
> A digitally delivered product is one that is the form of an e-book, or some other computer file that the purchaser can download from the web or have emailed to them.
>
> Examples of digital products are, e-books, special reports in PDF or text format, membership sites, audio recordings in MP3 or realplayer format, computer software.

But first let's look at why we are concentrating on 'digitally delivered' info products instead of printed manuals, audio tapes, video courses, etc.

Here's the not too surprising reason...

It's easier, less time consuming and can reduce admin to zero.

Whilst there is a lot to be said for info products that are in the form of a printed manual, audio tapes or any other tangible format, there is once again the issues of administration, shipping, etc. All of this takes time and is not an ideal situation to

put   yourself in when first starting out.

In fact many of my online marketing friends and associates who are successfully selling info-products started out offering hard copy versions and found that the time involved in production and getting them shipped was just too much.

When they stopped offering hard copies and went 'digital only', whilst they found they lost one or two sales. **But...** the time it freed up allowed them to promote more heavily, create follow up products and other important business building things. Once they did that, they more than made up for the one or two order losses because the new allocation of their time generated more sales.

My suggestion is that when you're first looking to create an info product, you begin with something that will be digitally delivered. If later on you want to offer hard copies, sell the product off-line through magazine and newspaper advertising then you can convert it and offer the hard copy version online too. If you do get to that point, as with tangible items, you should consider looking into fulfillment houses.

And as a side note; I am one of the many info-preneurs who started off with tangible printed products as well as digital ones and switched to digital only.

The massive advantages to digital info-products

The main reasons for seriously considering electronic publications are:

1) If you live in the USA (other countries and continents will have to check local laws), there is no legislation that says you have to collect sales tax on electronic goods. That's less administration for you to do, which gives you more time to focus on the important issues of making money in your business such as selling, promoting and creating new products.

2) Again for the USA – Some US States do not require you to have a business license if you only sell electronic books that are delivered via the Internet and nothing is posted to a client. A quick phone call to your business license department will confirm if this applies to you. The rule is generally that if you do not carry inventory, you do not have clients visit your office/home and everything is sold electronically (and even the invoice is sent by e-mail), then you are exempt from registration. It may still be worth you registering to protect yourself, but if you want to get started on a part time basis with as little admin and red tape to go through as possible – this is the way to do it.

3) Zero printing and production costs if you have web delivered products. What other business can you start and run without having to tie up a dime in inventory? You also have no postage costs if you can deliver via the web, and no time wasted standing in line at the post office!

4) If you sell web delivered electronic products, whether that's e-books, reports or software, you can cash in on something called "Instant Gratification". The Internet, among other things has made our way of thinking "I got to have it now". This is a law of human nature – people want INSTANT GRATIFICATION. Well its time to see if we can exploit that law!

We all know that conventional delivery methods take a couple of days in the least – sure, if you live in the same country as the company, you can have guaranteed next day delivery, but its expensive and plus you have to get your order in before a certain time. Imagine being able to offer INSTANT delivery – Your product will be in your hands within seconds of ordering! You would be fulfilling that immediate desire that your

prospect has! The fact that your prospect can get it right away could increase your sales by more than 100 times!

The good news is – its easy to do with electronic products. If you sell software or information, then you can sell it on an "Instant Access" basis, in fact, if you have an audio cassette, why not check out MP3 file formats and make your audio presentation available instantly upon order confirmation? If you have a product that can be sold in this way, or you can develop one, then you have a potential cash bomb just waiting to go off! If you have a book or a set of reports, then turn them into an electronic book, if you have a piece of software you have written then you have a product that can be sent electronically right away. If your product is a combination of the two, or your book could just be put together in a locked web site – that's better still ! The fact is, its easy to convert any informational product or piece of software delivery system from the slow, conventional, expensive mail system to the fast, instant and little or no cost, Internet Delivery system!

Check out http://www.verotel.com and http://www.ibill.com – they are services who will get you set up selling content for free. There is also http://www.clickbank.com who has a one off set-up fee of about $50. I'll go into a lot more detail later about companies that will help you process payments and deliver both electronic and tangible products, but those of you who want to know the "how it will work" right now can check out those sites.

The main aim of this course is to help get you started as fast as possible with something you can get off the ground on a 'spare time' basis. So we're not going to go into full blown e-books, but rather concentrate on an info-product that can be created in just a few hours. In fact you can have your first project live in just a few hours if you really go for it.

So what kind of info-product can you create in such a short space of time?

Super–fast info product creation.

So what kind of info-product can you create in such a short space of time?

In this course we are going to focus on 'the special report', because they can be created quickly, and have a built in market research system that most people overlook completely (I'll reveal that to you shortly).

You are going to create an info-product that will have a price ticket of between $17 and $29. I'm not saying the marketing part of this system won't work with products with a higher price tag, it just works better with the low end, establishes the blocks to build higher end products on later and gets us moving quicker.

For the time being, forget e-books, tapes, videos, etc. We need an electronic product but it does not have to be an e-book. By definition a book has 50 or more pages. Forget that initially.

What we are interested in are called 'Special Reports'. The term 'Special reports' got a bad rap a while back because it was the word used to describe the nonsense on those 'info-disk' products. Forget that. A special report is like an e-book, but it's shorter. That's all there is to it. It will usually hit one specific area or topic.

Do special reports sell?

You bet they do. Let me give you some examples;

Harmony Major has an incredible special report on the market that teaches you how to get a top listing on Yahoo (and her methods really do work). The report at the time of writing sells for around $48 (with a few bonuses) and is just 34 pages long. Check it out for yourself : **http://yahoosecrets.com**

Even without the bonus items that report would easily sell for $39 on its own.

Joe Vitale sells a 5 page called "Joe Vitale's Confidential Online Marketing Strategy!" and each copy sells for a staggering $145! That's $29 a page!
http://www.mrfire.com/Publications/reports.html

I could go on and on with pages of examples, but I want to keep to the point. All over the web, expert marketers are selling 'special reports', many of them are commanding what would be considered high prices by many, and the good news is that you're only looking to create a product that can sell for $20 or so to begin with.

Properly defining 'Special Report'

Don't approach special reports narrow mindedly. Here's a list of things a special report can be, and keep in mind it can be a combination of any of these too:

1. "How to" information. – This is what most people think of in terms of special reports. It usually consists of around 10 pages that detail a way to solve a problem or achieve something. For instance "How to achieve A1 Credit in 30 days", "How to start your own secretarial agency", "How to cope with divorce", "How to quit smoking without weight gain or being agitated", etc.

2. A directory – There are many great info-products out there that are simply directories. A little while ago I was looking for e-zines I could run mid-range ads in to promote one of my products. Trawling through the lists and free directories was driving me nuts as I found many were out of date, etc. Then I discovered someone selling a directory which they worked hard on to keep up to date. I bought it because it solved my problem. But the bottom line is that the person selling it only had to collect the information, contact the publisher by email and confirm the latest info for that e-zine and then add it to their report. They kept a database of the publishers e-mail addresses so they could periodically contact them and re-check things were still the same, the list was still going, etc. What a great product idea.

3. Collated information. I knew a couple who did a little research on 'Customer Loyalty' programs, you know those programs stores offer where the customer has a plastic card and collects points or gets discounts. They discovered that whilst there was a wealth of information available for these products and programs, it was very scattered. They also realized that the marketing managers for big chain stores, banks, and other businesses had to keep up to date on all the happenings and this must take up lots of their time. So they put together a newsletter. 10 times a year they put a new issue together. All they did was collect the 'valuable' information from the many free sources on the Internet and from free trade magazines and summarized it. Each issue was only 6 – 12 pages, depending on how much new info there was. Subscription to that newsletter cost $395 for 10 issues, and big companies snapped it up because of the time saving it meant to their high paid executives. The same couple also put together special reports filled with yearly statistics, etc. These reports sold for $500 – $1000 each and were made from nothing more than collated information. The value in their products was that this information was easily read, well presented and all in one concise form. Look at the Internet today. It's packed with information, but its all so scattered around. There are thousands and thousands of subjects that are well covered, but only if someone can spend many hours hunting around. You can bet that if they can buy one report with the right collated information in it, they would.

4. Templates. The world of templates has been opened up with electronic products in a big way. There are people online selling templates for desktop publishing, web pages, sales letters, spread sheet accounting templates, and many more. Your report or product is not limited to a few pages of information when done electronically. You can include other files. So if you were writing a report about managing cash flow, include a spreadsheet template, if writing a report called "How to create a web page in under 10 minutes" you could provide some templates that the purchaser has permission to modify and use.

5. Toolkits. This is a little like a directory. Basically there are products on the market that simply link you up with sites that can help with specific tasks. A good example is the 'Spy' packages that exist. Basically they are nothing more than a bunch of links to sites that help you get information, and a directory of postal addresses for government agencies. These packages are selling like hot cakes at over $25 a time. My Inner Room members site contains as part of the overall package a Internet Business Toolkit' which is a directory of useful and free web building tools like graphic compressors, ebook creation software, search engine tools, etc.

You may come up with further ideas, for example; MP3 audio files allow recorded reports or seminars to be put together. But even as we go into the year 2001, most people seem to prefer written reports and documents, if for no other reason the download time is a lot less.

Having said that, attitudes are changing. I personally did a test of how well accepted audio information would sell. I began with a free hour long seminar (still available at http://www.succeed4u.com/audio.pl, and then got everyone who downloaded it to give me feedback and answer a survey. A staggering amount said they would buy information in that format. I proved that later on when I released the Ted Nicholas Masterclass on sales copy writing in MP3 format (http://www.succeed-marketing.com).

For the purpose of getting moving quickly, we are sticking to 'special reports', if you can combine features of directories and templates, all the better.

Why special reports sell.

People buy information. If they can find some exciting new way to do something, or learn a secret that saves them time, money or both – they will happily part with $20 – $100.

Special reports have one particular great selling point over books too. We live in an age where people not only want information, they want it super fast. If you can clearly get your point across and teach whatever it is that needs teaching and you can do it in 5 – 25 pages, people will love it.

Most people won't actually read a 420 page e-book. They want information NOW. Almost anyone will read 25 pages or less.

Of course the information needs to be good, and we'll get into what sells and what is worth money in just a moment. At this point it is important that you grasp the value of special reports because you have to believe in what you are eventually going to sell.

Don't worry if you can't think of a subject matter or an idea – I'll show you how to brainstorm shortly. So putting the idea generation aside for a moment, let's look at some example scenarios for special reports so that you can appreciate their value.

Special report examples.

Example scenario:

Let's say you are or used to be a plumber or that you have a lot of experience in plumbing. You know that at least eighty percent of standard plumbing problems are easily fixed and you could quite easily describe the most common ones along with easy fixes and solutions. You also know that people pay a lot of money to call a plumber out – so if you were to make available an easy guide to fixing basic problems, anyone who bought it would save money the first time they used one of the tips or ideas given.

Not only that but you can lay out all of that important information in just 20 pages with a nice easy to follow table of contents in the front so that in a plumbing emergency it is easy for the report owner to jump to the page and section that troubleshoots their problem. Anyone who owns a home and is not good at DIY would benefit from your 'special report', and because of the savings they would make the first time they applied the information, it would be worth a great deal of money to them. If you sell it for $20 a copy everyone wins.

How about a real life example...

Online marketer (and online friend of mine) Harmony Major realized that for almost anyone with a web site, getting a listing on the Yahoo directory was a big issue. A good listing on Yahoo can easily bring you 400+ visitors a day. She recognized that most of the information on the subject was fairly bogus. It was either outdated or inaccurate.

Furthermore, many people were paying $199 for Yahoo's express service and still not getting listed. Harmony knew how to get a good listing. She had achieved it herself through trial and error and had discovered what was really necessary to not only get a listing, but to get a **good** listing. So she sat down and put together a special report.

The first version was just 11 pages (I know because I proof read the first version). But what she had written worked and best of all, anyone can read a short report and learn what is really necessary nice and quickly. Over time Harmony has developed the product and added to it, but even today that special report is just 34 pages, but it's 34 pages of dynamite information that really works and as such, people are more than happy to pay almost $50 a copy for it (and it's still being sold too cheap).

Why is it worth so much?

Because it solves a problem. Too many e-books have flooded the market that are big on the number of pages, but to be brutally frank about it, don't give a solid solution to a problem and leave the reader somewhat confused.

I have personally purchased 'special reports' that in 20 pages or so give me exactly what I want, where 200 page e-books that are meant to be on the same subject actually cover far less because they are all filler and no meat.

Unique selling point of special reports.

Information sales whizz Tyler Hicks (author of many books and reports on business and real estate) actually uses the shortness of his reports as a key selling feature by calling them 'speed read guides' and stressing how the customer will be putting his stuff into action within an hour or two of getting the information because they won't have to spend days reading through it.

Special reports solve a problem and solve it fast and we are going to look at how you can find a problem and a solution and create your own report.

The built in 'market research system'

Do you know what I like best about writing special reports and marketing them?

The market research takes place automatically. Whilst I could spend many hours establishing that people might pay for this information, a special report lets me use the 'suck it and see' system.

Because I can turn out a special report in a matter of a few hours, draft a sales letter in another couple and have the whole thing online and ready for business just as quickly. I found that my total development time for this kind of product was less than the time I would usually spend researching the potential of a product!

If the special report sells well I can tidy it up, add to a little and put my price up. If it fails miserably I can shelve it and move on to another topic without feeling I have invested heavily into it.

An example; My first business related info-product 'Start and Succeed with your own online business' started life as a 20 page report that I marketed selectively and sold for $14.95. Because it did so well I enhanced it and turned it into a book. Owners of the original report were offered an upgrade and the book was launched at $19.95. That worked well, so I added some extra chapters, some bonus items, threw in some other little extras and put the price up to $24.95 and it kept selling well. And bear in mind that was back in 1997/98 when pricing was a lot different. If I was doing the same today the three prices would probably have been $17, $27 and then $35 – $67 for the final book version. Often you can continue increasing the price without making any changes to test what people will really pay for your information and determine the optimum price setting.

You will also get an excellent feel about how well positioned your product is from the feedback you get. If you get a lot of people saying 'Why so cheap', as I did (and still do with current pricing) with 'Product Magic', then you need to think about increasing your prices. Sounds obvious, but many fail to listen to the marketplace.

Another thing I have done is to get the report finished even if its not perfect, and get copies in the hands of people who will give me testimonials. While I await their comments I set up the web site and announce it as a pre-launch special. People can buy the product at half what it will be released at if they order now with the promise of the product in less than 14 days. If you generate little or zero response you can re-evaluate your position. You can either just refund the one or two who may have ordered and apologize explaining the product was not up to the standard you were looking for, or you can find out why and fix it. If you get a load of orders, you can do your tidy up, make it look good and get the product out to them within the 14 day grace period you bought yourself.

How it will turn out...

This is up to you. Many special reports do well as they are. In those cases leave them alone and let them sell. Sometimes you will feel the potential is there to improve the product and sell it for more money. On occasion, as happened with my Product Magic course, you will start with a low cost report and develop it into a higher priced book or electronic course.

If it works you have a lot of options and hopefully a lot of money in the bank as a result. If it fails you have not invested too much into it and can look for a new topic to create a report for. There is no other product in the world that gives this flexible 'suck it and see' approach.

What can I write about?

The biggest objection I come across when talking to people about creating their own product is "But I don't know about anything of any real value".

In the next few pages we are going to not only show that you do know have knowledge that is worth paying for, but also how to develop an idea and virtually guarantee that people will want to buy your report. I'll even show you how to take something you are interested in and become an expert so that you do have something of value to pass on in a report.

In my book 'Product Magic 397' which deals with creating larger products I gave some examples of what sells and how to use what you already know.

Some of the following is taken from Product Magic as they are good examples, the only difference is that we are going to apply this to special reports rather than books, tapes, videos, etc.

How to use what you ALREADY know and finish up with a best seller.

Why do people insist on sitting down and searching so hard for something to write about when so often the ideal subject matter is right under their noses?

What do you already know about? What life experiences have you had? Let me try to help draw some things out of you by giving you some real life examples;

The sick mom...

One lady I came across posted a question to one of the many online discussion boards about marketing. She was looking for a product she could sell but had virtually no money to invest because she had given up work to look after her sick mother.

I just sat there open-mouthed!

She had a product right there, she just had to put it into print or onto a tape. She just had not realized it. There are tens of thousands of people across the world who find themselves suddenly thrown into her position. She had and was living it, she had learnt from all those hard experiences. If I was faced with looking after someone full time I would pay $50 - $150 for her know how, it would be a lot easier than learning from experience.

I would want to know what covers to use on the bed, how to avoid bed sores, which brands of medical supplies worked best, who to phone in the various benefit agencies to get financial assistance, etc.

"Little old Texas Lady"

One of my Inner Room members told me that they had spent all their life running their own cleaning business and had given it up for health reasons.

WOW – another person sitting on a gold mine. I can even see the headline now... **"Old lady from Texas tells how she made $3,460 a month with a bucket".**

The product could be about starting your own cleaning business, which products to use for the professional finish. Where to buy those things wholesale. How to find work, what to put in a contract, how to employ others, which cleaning contracts will pull in the big money, etc.

The mechanic...

Another of my Inner Room members is on the verge of putting out a killer product. He's already got most of it written.

He'd spent most of his life fixing cars. He knew which second hand cars were the best buys, he knew where to get cheap parts and find the best deals on servicing. He knew how to avoid getting ripped off when you buy a car and when you take it to be serviced.

He knows how 'warranties' can be worked against the consumer, and lots more.

How many people (who don't know much about cars), in an average year will buy a used car in the United States alone?

How many would rather pay $40 for his book and be sure of not getting a total 'lemon'? **Every single one of them!**

They are about to pay between $800 and $10,000 (or more) for the car. Wouldn't you rather pay $40 and be sure it's a good one?

See how easy it is to pluck a product out of the air just based on what you already know?

In many cases you'll be able to instantly see the potential demand for the product just I demonstrated in the example above. But even if you are unsure of the potential. Even if you can't think of a single idea based on what you already know, do not panic. There are still many more ways to get an idea and build on it.

How you can become an authority on any subject – super fast.

As I said earlier, one thing I hear a lot is "but I don't know much about anything". Once I talk to that person and look at all their hobbies, interests and the like, I soon find I am suggesting three or four good product ideas to them.

They then often tell me "well I know a little about that subject but I am no expert". My reply to this is almost always "Well become an expert" or "become an authority on the subject".

In my book "Start and Succeed with your own online business" I wrote a whole section about becoming an authority on almost any subject. You have to recognize an important truth about some of the finest informational products on the Internet. They are really a collection of information and not all the authors' own ideas. The problem is that the same can be said about some of the worst products on the web too.

So what separates the good from the bad?

The bad ones are usually where someone who knows nothing about a subject just accepts anything he or she reads in a free report or in a newsgroup as fact. They then impart this information in their product regardless of whether it is right or wrong.

The good ones can still be written by someone who initially knows very little about the subject, it is just they approach it from a different perspective – they really do become knowledgeable in their chosen subject area. Here is how they approach it. First of all they find and frequent as many newsgroups, discussion boards and forums as they can on their chosen subject. They are not looking for the hearsay ideas that the bad product writer would just snatch and print. They are looking for ideas that are working for people and working well for them at that. They will also not be afraid to ask questions. If they read an idea in a free report or on another web site someplace, then they'll ask what others think. They will look for success stories, ask how the person succeeded and keep note of it.

An example: If they were writing about dog training, they would get into all the 'pets' forums and anything related to dogs in particular. They would search for dog training web sites and check out the ideas. They would ask in the newsgroups about what worked best for the people there. They would go to a chat room about pets and do the same. Every idea that can be backed up as "this works" should be copied into a word processing file. We'll call that your scratch pad.

Look particularly for questions that seem to get asked a lot in the forums and chats. Chances are if it keeps coming up, there is a need to cover the best solutions in your product. – That's how you can begin to determine that there is a definite market for

what you are going to sell. See how using this method you are also carrying out extensive market research at the same time? This means you can be even more certain of its success when making use of the built in market research method given earlier.

If you see topics that come up again and again (many forums have archives you can check into), then there is a definite demand. That's the research you need to be sure you're onto a winner before you even start writing.

Within a short space of time you'll be answering other peoples questions – a sure sign you are becoming a real authority on your subject matter. Keep going through your scratch pad. Don't worry about putting it into too much of an order as you go along, unless there are some specific categories that you'll be grouping information into. At the top of the file keep a bullet pointed list of features and benefits that you'll be covering when you put this all together as a product. That will help you see when this goes from just being an idea to being a manual, book or report that you can sell.

While your doing all of this, if you have re-print rights to report sets (as Inner Room members do), dig into them, look for any relevant information and copy that to your scratch pad. Check the relevancy of it with newsgroups and forums and if there are people who have used what it teaches and seen success then keep it.

Now the harder part... You need to put your product together using this information without directly copying from it all the time. Write in your own style, cover each subject and try to write in the order the finished manual or report will be in.

Wow this thing is shaping up some now isn't it?

What you are doing here is more than acceptable. You are only writing about proven methods. You can ask permission to tell the success stories you hear about too. What you end up with is a package based on real, working experiences. You will have established automatically that the product will work. If you have answered questions that come up again and again then you also have established a need for the product.

Now remember...

What we don't want to happen right now is that you get so bogged down in the research for your report that you end up with enough material to write an entire book. We are only looking for 10 – 30 pages of quality problem solving information. This will probably mean that you need to focus your products aim.

Don't try to write something broad here, instead focus on one particular area of a subject (Harmony Major's Yahoo report is a good example – it is focused area in the broader subject of web promotion or search engine placement).

By all means keep any additional notes you make in your scratch pad – they will help with your next product or follow up product! They will also come in handy for something else, but we'll get to that later.

Getting your own special report written.

Before you write a word...

Before you write a word there is a small 15 minute stage of the process you cannot afford to skip.

Too many people get all fired up, open up their word processor and begin to type. Before they know it they have rambled on and on, and nothing quite flows. Like a good novel your report needs to progress nicely with a beginning, a middle and an end. When I begin writing I always jot down a set of headings and sometimes sub-headings. This ensures I don't go off on tangents as I write.

Also keep in mind at this planning stage that you are only writing a report and not a full book.

The actual writing your report.

OK, now the tough part. There is no easy way to get this done.

Just sit down at your desk, write out a list of headings so that the report runs in a logical order and then start filling in the content under each heading.

Do all you can to focus on nothing but getting the report done. Most people won't find it hard to write 5 – 10 pages in an evening, many are faster and will write 20 or more pages in that time.

Just go for it and get the report done. In all cases you should finish it in 1 – 3 evenings, or maybe you can shut yourself away for a day over the weekend and get the whole thing done and out the way.

Believe me, the faster you finish (don't rush and turn out junk just to be fast though), the better. If you drag it out, your morale and excitement for the project will slip and it'll turn into a massive task or just never get done.

Too many would-be entrepreneurs only fail because they cannot keep the momentum for an idea going. Self discipline for a project is probably the most vital ingredient for success.

Editing, Tweaking and proof reading...

The easy way. It's rare that the first draft is perfect so it will need checking though for errors. Whilst you should scan through it yourself, don't spend hours on this. If possible ask someone else to proof read it for you.

Remember we don't want to be over concerned with perfect grammar, it is the information that is important, not whether you have every thing grammatically perfect.

When it reads OK, and you feel the spellings all OK, it's time to get some testimonials and to get some feedback on the report. This is where you need to get your work into the hands of some people that count in your area of expertise. If you have used discussion forums to establish a product need then you'll already have seen posts from well respected community members.

You also have probably looked up web sites that belong to similar experts. Contact these people! You will be surprised how many of them will happily look over your work if you ask. Just drop each a personal e-mail (note personal and not some bulk standard letter).

You don't necessarily have to write a fresh letter every time, the bulk of it can be the same, but personalize it with a mention of their site and why you consider their opinion valuable. Make sure you ask permission to use anything positive they might say as a testimonial.

Once you've made contact with some of these people, as each comes back and agrees to look over your report, send a copy out. While you are doing that and waiting for replies and feedback you can start on step two putting your simple web site together. We'll cover the web site design next, but let's get to the end of the product creation first...

While you start on your web page you will begin getting emails with feedback about your product coming back. Do not worry about them too much for now!

Keep working on one step at a time. It is better to stay focused on the 2nd stage and

then evaluate the feedback when it is all back rather than taking one comment at a time and seeing if you need to do anything with your product.

What to do with all the feedback

This feedback is going to serve two purposes. Firstly it is going to enable you to add, correct or change any part of your report if two or more people have said something constructively negative about it.

Secondly, the positive feedback is going to give you testimonials to use. Furthermore, those who gave feedback that is positive and good enough to be used as a testimonial and who have their own web sites or e-zines are ideal people to help launch your product. Experienced web masters like to be in on a good thing from the start so they can maximize their earning potential with it. When you come to launch your affiliate program they are the people you can contact and get them involved with it from the very start, this will give you some excellent free advertising to kick things off.

How to react to the not so good comments...

Not every piece of feedback is likely to be totally positive, unless you have either; done an amazing job of it, or paid people to be nice!

Remain objective – That is the number one rule. Do not be upset if someone has said something bad about your hard work. Take it constructively and evaluate their comment for merit. If two or three respected people have made the same comment then this should obviously been taken a lot more seriously.

Think carefully about what has been said, if taking their advice will enhance your report without detracting from the main aim of the report then make the necessary changes and ask the same people to evaluate the revised report.

Checklist for a successful and powerful special report:

Spend a little time scouring archives of discussion boards related to your content to find the most common stumbling blocks that people have. You'll also pick up some bonus points from good replies to these posts.

A special report needs to quickly solve a problem. Be very specific in your how-to information. Don't ramble or try to cover every possible solution, just the hard and fast facts and quality options.

There are often multiple solutions, but be targeted in what you suggest. You can later create a back-end that weighs up all the different ways to solve the problem.

Come up with a killer title. The title should be strong like a headline and in many cases it will become the headline for your ads. Spend time thinking this through. If possible, write your report using a standard word processor such as MS-Word, it will make sending out evaluation copies a lot easier.

When you've finished the report, convert it into PDF format, which is an industry standard. Don't bother with all those Windows e-book compilers, if you want to hit the widest audience, you need to publish in an electronic format that all computer platforms can read. With PDF documents, there is a reader available for Windows, MS-DOS, Apple Macintosh, BeOS, Unix, Linux and others.

The lowest cost way to convert to PDF from a word processor document, and without having to buy Adobe Acrobat is to use their online service. Full details can be found at http://www.adobe.com

There are also some free PDF creation tools listed on this excellent resource site: http://www.pdfzone.com

Chapter Two – How to sell your product.

Because this course is only dealing with the quick ways to get a web business off the ground and moving there are a number of things we are not going to get concerned with. As the need arises I will make mention of these things because they are valid advances that you will probably want to look into in the future.

The key thing we want to deal with is getting a product launched, get it selling so you see fast profits. Developing from this set of solid building blocks is down to you, but by the time you're ready to do that you'll have earned some money which you can invest into training courses that deal with these other methods and ideas.

This is how we are quickly going to assemble a sales mechanism for your product;

1. Build a simple, direct sales page.

2. Set up an affiliate program.

3. Decide on publishing an e-zine or a set of auto-responder messages (or both).

4 Drive traffic to that site.

Sound way too simple? Goes a little against the grain of what some marketing guru's have told you?

For a long time there were two trains of thought in the world of web marketing, one said that you should build content with some great free information, draw the customer in and slowly sell to them. The other chain of thought was that you should whack up a direct sales site and promote it.

I'm one of the few marketers that says both methods have validity.

If you want to build personal credibility and awareness then a content site is great. If you want to sell, sell, sell then direct sales pages are the best because they are quicker to set up and work. In my mind, if you want to cover all bases, you should have both types of site.

So these direct sales sites really work?

In a nut shell – yes. In fact they often work better than content sites. I've proved this in a few instances. For example, one of my e-books 'Product Magic' has more sales generated for it from it's direct url than it does from the same sales page contained within my content site.

Moreover, there's some sites that have been around a long time and proved the theory time and time again. One of my favorite examples is by a guy called Erik Lukas who has been selling a great report called 'Web Marketing Secrets' since 1998. His web site is certainly very basic, no graphics, no fancy colors – just a sales letter that's mainly made from bullet points out of his report. Not only that, but his sales site doesn't even have it's own domain! See for your self... Erik Lukas's sales site.

If you want some other excellent examples of direct sales sites then take a moment to check these out;

The Yahoo Secrets sales site.

Instant Sales Letters Site.

Larry Dotsons private site.

[Product Magic direct sales site.](#)

I could give many more examples, but the ones given above including the Erik Lukas site covers all the variations on direct sales sites that are important.

The thing to grasp is that this method does work, and most importantly for us – we can get a site like that together in less than a day, whereas a content based site takes many weeks of work.

But I don't know the first thing about web design, etc...

Don't worry if you don't know anything about creating a web page, HTML or any of that other stuff. In a little while we'll get to ways that anyone can be turning out suitable pages in minutes.

Before you move on, make sure you have taken a look at the pages listed above. It's important to understand just how simple some of these pages are. Take note especially of the [Erik Lukas page](#), which many would say lacks layout and is really a very short sales letter, yet his report (his product really was just a 'special report') was highly successful. Best of all – it's still working. Since 1988 when that report was really getting known, the sales letter has not changed (apart from in December 2000 the date at the top of the letter changed – but that is all).

As we progress I'll give you some tips on putting together a sales page and show you how to do it even if you really don't know what HTML is.

Let's get into some simple web site layouts and then how you can put together such a set of pages.

Creating simple and direct sales pages.

Hopefully you've now been and had a good look through the example sites I gave you. For many of you that exercise will have cheered you up as you'll now be thinking 'geeze – anyone could do that'.

There are probably still a few however, who still feel this is out of their league. For those people I have two simple suggestions;

1) Read on, because I'm going to show you some super short cuts and simple ways to master everything you need to – and quickly.

2) If that fails, sub-contract the web design. There are many web designers out there who will do a good job and will do it inexpensively too. One of my clients got three pages put together by someone for less than $50. If you can't find anyone just drop us an e-mail (support@thequickway.com). I have a number of people who will do low cost pages for me and I'll be happy to help you out.

Before we get into what makes a good sales letter, let's quickly clear up the issue of not knowing how to design a web page.

First of all, forget spending a fortune on web design software from your local computer mega-store. You can get something that is easy to use for free, and it has a another little benefit.

The following will make all that clear, it is a re-print of one of the reports that I first gave only to [Inner Room members](#)...

How you can be designing a web site in just minutes – even if you have no experience!

I am about to show you how **someone with no experience** can start putting **web sites together within minutes** of starting. Also we are going to find out how to get two **excellent web page editors** for absolutely nothing – that's right – **it will not cost you a dime!**

Whilst it will help you an awful lot to know how HTML goes together, one of the biggest objections I get from people who are new to starting a web business is that ***"they have no idea how to actually create a web page"***, and the second objection is ***"an editor like Frontpage costs almost a hundred bucks!"***

Well let me bust those two objections open wide!

First of all, you can get some great **FREE** tools for putting together web pages, one of which comes free with Netscape. Go to the [Netscape web site](#) and download a copy of their browser. Built into it is something called **"Netscape Composer"**, that is an excellent WYSIWYG (what you see is what you get) editor. In fact its so good that a good friend of mine who is a professional web designer uses it to do a huge amount of his design work – and he turns out some funky looking sites!

Another free, basic editor for web pages comes with Internet Explorer 5, its called "Frontpage Express". You can get it from [Microsoft's web site](#).

Also I want you to **grab hold** of a **simple fact** about web sites that are **designed to sell**.

The best sales sites on the Internet don't use frames, funky java scripts or anything complicated.

If you don't believe me – go look! You will see that the best direct sales sites avoid all of those things because they:

- Slow up the load time
- Don't work with older browsers and limit potential customers
- Can prevent search engines reading them properly
- The wizzy graphics and flashy gimmicks detract from the sales process.

That's just four of many reasons. The simple fact is that if you want to sell you need to avoid anything that might not work in some web browsers. I did some monitoring a little while ago from information gathered from a selection of 20 web sites. That monitoring showed me things that made me totally change my web site!

I found that 12% of visitors were browsing in a resolution of 640 x 480, this is at a time when almost all computers will work in 1024 x 768 or better! I checked my site out in lower resolutions using a handy utility that you can get for free from this web site, its a tool called Browser-Sizer. It will show you what your site looks like in all resolutions. I used this on one of my sites and realized navigation was a nightmare! Needless to say all my sites now work on anything from Web TV upwards.

If you want a site that sells, keep it simple. Simple does not mean it looks bad – check out my main site at http://www.succeed4u.com – that site will work and look good in all resolutions and even low color depths, and because it uses simple methods it was easier to write!

The more people that can view your site, The more people you will get who BUY from your site!

I will deal with some **VITAL** design basics in another of my reports. Be sure to read it before you create your web site!

The fastest way to learn how to construct pages

I have already told you where to get a fantastic web page editor and construction suite, but when you first begin to try putting anything together it can seem a little daunting. This is where my **"Learn Fast"** method comes into play.

If you have Internet Explorer version 5, this is simple, as it has an option on the file menu to open up any page into Frontpage Express (free editor) and store the files on your local hard disk at the same time.

Start searching around the web, when you see a site that you like the layout of, click on FILE and then on "Edit in Frontpage Express". You can now play about with the page and see how it was put together.

If you are using Netscape its a little harder, although I prefer the Netscape editor. Save the page, which is done using the "Save as" option on the file menu. These saved pages can be loaded up into Netscape Composer. If you want to get the graphics from the page, you will have to right click on them and choose the "save as" option.

I am not suggesting you copy someone else's work, that is not legal. The idea here is to get you using the editor, which is as easy to use as a word-processor and get a quick feel for how a page fits together.

Use these methods and not only do you have a great editor for free, but **you will be putting web pages together within 10-15 minutes of getting started**!!

A little more about the pages you'll need...

Before you run off and throw a bunch of pages together, I want to give you a formula or two that are already well proven. Then we'll spend a few moments working on the words you will use in your sales letter, because it's the words that persuade people to take action.

1) The simplest, fastest and most direct method.

The most basic of direct sales web sites would be something like the Erik Lukas site I mentioned earlier, or the site I use for the Ted Nicholas digital recordings (http://www.succeed-marketing.com). They are a sales letter and that is it.

If you want to make a really quick start then go with that outline but I would suggest coming back and adding a little to it later so it falls in line with one of the next couple of outlines.

The only reason I have not developed the Ted Nicholas site further is that it is mainly promoted from my main site and my e-zine. Also as a one page sales site it performs well and I did not want to mess with it whilst developing other products.

2) Almost as direct but with added 'catch all' feature.

The next level of direct sales sites is to take the same basic premise as above but encourage visitors to request a 'free course' or some other free information if they choose not to buy.

In doing so you capture their e-mail address which opens up almost endless possibilities when it comes to marketing to them.

All you need to do is set up an auto-responder that will automatically send out follow

up messages. These follow up emails usually form a short 5 – 7 part course but at the same time encourage people to jump ahead and buy your product so they can really benefit the most.

If you want a good example of a course by autoresponder works, go back to [Yanik Silvers 'Instant Sales Letters' site](). He uses a pop up box when you close the browser window to encourage you to ask for his free course. Pop your e-mail address in and hit the submit button, and over the next week you'll get a five part sales letter course by e-mail. Pay careful attention to those emails though, see how each one entices the reader to consider buying the product.

Whether you use the pop-up box method or not is up to you, some browsers may not support it or have java script disabled so if you do I suggest you mention it in a P.S. or on a 'Click here only if you have decided not to order' page and then have the pop up box as well as an additional way of selling them the idea.

People who are using the pop-up box method have claimed far bigger response rates which probably out weighs the few people who just get annoyed at them.

Here's some places you can get auto-responders from;

[Get Response]() – Offers a totally free follow-up auto-responder that carries a small ad in each message sent. You can optionally upgrade to the professional ad-free version for a small monthly fee.

[Aweber auto-responder]() – One of the most well known and highly acclaimed auto responder services on the Internet. Offers a free demo.

[Biz-E-Bot]() – Another service who offer totally free auto-responders with option to upgrade.

There are many others out there, a search on any major search engine will lead you to lots of services like these. What's important is that the service is a 'FOLLOW-UP' auto responder, which means it can send several messages set at so many days apart.

If you use a free service then make sure the ads which get inserted are minimal and not too detracting from your content. I **STRONGLY** recommend that you invest in the small fee and upgrade to an ad free service.

We'll come back to auto-responder messages a little later, for now let's keep with the different selling methods...

3) Direct but with added "long term grab 'em and market to them" feature.

This is very similar to the above method, but brings less direct results with those prospects who do not buy on their first visit to your site. It relies on you publishing an e-zine and encouraging visitors to sign up for it.

Until you know that your product is going to have some success based on using one of the former two methods you might not want to commit to the time constraints of regularly publishing an e-zine.

The worst thing you can do as an e-zine publisher is start an e-zine and then not put it out on a regular basis. Doing so will only damage your credibility and establish yourself as 'un-reliable'. Remember – on the Internet bad news travels thousands of times faster than good news.

The plus side of an e-zine is that it will build your credibility, and gives you a way of keeping people up to date on new developments, product enhancements, special offers and of course new products. It is also an excellent vehicle for back-end selling other

products through affiliate or associate programs. As you build subscribers you can also sell advertising space which brings another line of revenue (remember I told you this system was solid building blocks!)

No matter how good the idea of having an e-zine sounds – make sure that you KNOW you can deliver on time and with enough original content in each issue to make it worth while. Publishing any less frequently than every 2 weeks is almost not worth doing because it's the regular delivery that keeps your site and products in prospects minds. Some of the "guru's" would say you can go monthly or not even offer a fixed delivery schedule, make your own mind up on that one – you know my opinion!

4) Mix 'n' match?

As with most marketing it is often valid to mix ideas and methods and test the results. I'll talk a little later about testing, but keep in mind, there is nothing wrong with combining the methods I have listed above. You could offer a free course and give them the opportunity to sign up for your e-zine (if you have one).

The only danger there is that if you give them two other things they can do instead of buying your product you could be detracting from the all important 'sell', which is what we are in business to do.

This is very similar to the above method, but brings less direct results with those prospects who do not buy on their first visit to your site. It relies on you publishing an e-zine and encouraging visitors to sign up for it.

I am not going to elaborate on this area too much here. The aim of this course remains to be fast, effective ways to build an income stream, so focus for now on the first two outlines.

So what exactly do you have to put together?

So in the least you need to put together a sales page and link that to a order page so that you can collect your money. You may want to put testimonials on a separate page, although many include them in the main body of the sales copy (I personally include some in the main body and also give a link to a page with lots more).

Some copy writers like to do a special page that they link to at the end of their copy with a simple text link that reads "Click here ONLY if you have decided NOT to order", that links to a page which often would be what is known as 'a lift letter'.

Keep in mind that you'll almost certainly be using a third part payment processor to begin with (a company that takes payment by credit card on your behalf and takes a commission on the sale), so the order page will be pretty much created for you.

This means the minimum amount of work is;

Main Page – Your Sales Page.
Order page – Created for you by payment processor.

You might optionally want to create;

Lift letter page – For those not buying now.
Auto responder form – Might want this on a pop-up box.
Testimonials page – For all those great customer comments.
E-zine sign up – See my comments on previous page.

Even the more advanced version of a site using this formula for success is a piece of cake!

See how even the more advanced variation doesn't require many pages to be put together?

Using the method I gave earlier, even a novice can get creating their sales page super-fast.

How do you do those pop-up windows though?

For those of you who want to use pop-up windows to get people to request information from an auto-responder you can download my example which shows two ways of popping those boxes up.

You will need to know a little about HTML, and you'll need to copy and paste the code into the raw HTML document. If you don't have a full HTML editor and want something more advanced that Windows notepad then I suggest you download the incredible (and free) web site design package 'arachnophilia':
http://www.arachnoid.com/arachnophilia/index.html

Click here to download my pop-up box examples in a single zip file.

As I said earlier – whether using pop-ups works for you will come down to testing and checking how responsive visitors are who get a pop-up compared to when they don't.

I hope that by this stage the concept of putting together a simple sales site from the technical HTML side of things is now not as daunting as it might have once been.

Back in 1999 I wrote a report with some design tips, whilst one or two of the statistics are a little out-dated, the principles given in it are still very valid. It's now available as a free report on one of my web sites. You can read it by clicking here.

Now we need to get into the content of those pages...

Chapter Three – How to write words that sell.

I'm not going to pretend for one moment that in this short course I can teach you to become a master at crafting sales copy. There have been books, manuals, videos and other courses dedicated to the subject of sales copy. What I can cover in these few pages is just the basics.

My biggest piece of advice for anyone new to writing sales copy is to keep it simple. Once again think back to that sales page you looked at for Erik Lukas's 'Web marketing secrets' report. Most of his sales copy is just bullet points pulled from his report. I don't want to harp on about one case, but in my mind his sales letter is very basic, not all that pretty looking and yet has a recorded conversion ratio of between 6.6 and 9 percent.

Interesting...

Something else to note whilst still talking about that specific example is that his site never has been and still isn't even hosted on it's own domain! We'll talk about web hosting and domain names a little later, but it's interesting to note how success can be achieved even without your own domain name. I'm not saying you don't need one – I'll come back to that later and explain it all in a little more detail – just keep it in mind.

Some basic pointers first...

The following is a re-print of a report I wrote last year called "How to write words that sell" which was originally published in my free weekly e-zine. If you're not currently subscribed then you can subscribe by sending any e-mail to newslist@succeed4u.com or by visiting http://www.succeed4u.com

How to write words that SELL.
(C) 2000 By Andy Brocklehurst.

Do you want to make your sales copy really SELL?

I would hope so, since that is the whole objective of your copy in the first place. I've been asked to look over a fair amount of sales copy usually with a request like "please help – it's not working."

Most of the time it is simple, fundamentals that are not right. Here are Twelve steps to ensuring your sales copy will be a success. We need to split these 12 simple steps into two basic categories.

The first category are things you MUST do before you write a single word, and the second is a list of things to do WHEN and AS you write.

BEFORE YOU WRITE A WORD.

1. Examine your product or service. Try to look at it from the perspective of the consumer/customer. Determine the nature of the features and benefits of your product. Get your facts straight. Check out data from as many sources as you can: Marketing reports existing copy if you have it. Write a list of the top six benefits of your product in order of importance.

2. POSITION your product. How is your product different or superior to your competitors products? What do you offer that the competition doesn't? Positioning is critical if you want to develop a successful strategy in a competitive market place.

3. WHO are your audience? Who is your message aimed at? ALWAYS gear your copy to the needs, wants and tastes of your potential readers. Are they everyday consumers? Are they young professionals? Executives in your area of expertise?

4. PLAN YOUR ATTACK. How much copy will you need to convey your message? A tip here is that usually the length of copy is in proportion to the investment you or your company have in the product - but that is only a guideline, it's not always the case. If your product is simple and its benefits are self- evident you won't have much explaining to do and you can keep it short and strong.

WHEN YOU WRITE.

5. NEVER LOSE SIGHT OF YOUR PRIMARY GOAL. To sell your product or service. Your copy must be more than a flat presentation of the facts - a copy writer motivates and persuades the reader. On the other hand don't get over creative and bury your message. The best efforts will fail if the reader can't remember the company name!

6. DON'T FILL YOUR COPY WITH EMPTY STATEMENTS. Using too many superlatives like 'amazing', 'incredible', 'fantastic', in a short space will destroy your credibility. You don't want the reader to ignore your claims because he considers you to be full of propaganda. Instead, through words you need to demonstrate that your product is incredible, fantastic and amazing. Make the reader say "WOW - that is amazing!"

7. KEEP IT ACCURATE. Be sure that you have all the facts straight. Never leave things open to claims of false of misleading advertising. Never twist the truth in the hope of an easy sale. Never use false testimonials. In fact if it cannot be proven - don't say it.

8. USE SPECIFICS. Don't be vague when you can create a picture in the mind of the reader using specifics. If you can say "This method bought me 1023 sales in my first week" then say it. Don't say "I got loads". Don't use "More" if you can use "341 percent increase". And avoid comparisons like "lasts longer" or "gives a better quality result" because you'll leave your reader saying "THAN WHAT?"

9. BE ORGANIZED. Your copy should have a beginning a middle and an end. It needs to proceed logically from the headline to the close and be strong and punchy all the way through.

10. CLARITY: Write in such a way that your copy is EASY to read. Write in a style that suits your target audience. Some rules apply to all copy, but there is a lot that can be done to suit the potential prospects you are aiming to get to buy. Avoid really long paragraphs. Break your copy up, above all COMMUNICATE with the reader and do all you can to ensure your copy gets read.

11. NEVER RISK OFFENDING. Make sure when you write that nothing you say can end up offending your reader. Use humor if it REALLY fits and is suitable, but don't for example joke about funerals! Individual forms of humor like sarcasm should be avoided at all costs. Don't criticize the readers choice of cloths, music, home decor or anything else that someone can get offended about. Aim to please.

12. EDIT. Always revise and edit what you have written. Cut out anything that does not really add to what you are trying to say. Every single word MUST be worth printing. Be critical of your own copy. Check all facts, spelling, and be sure you haven't left anything out.

Although I wrote that report, I personally have a copy of it printed out and stuck to the wall in front of my desk and use it as a check list whenever I'm writing sales

copy.

In a moment I'll point you to a bunch of great resources for those who want to learn to write excellent sales copy. But first an except from my first marketing related e-book "Start and Succeed with your own online business"...

Writing powerful, pulling sales copy

Based on content from "Start and Succeed with your own online business", an e-book now only available by becoming a member of The Inner Room.

The crux of any direct sales business is the all important sales letter. The techniques and methods I am about to cover here are crucial to your business, you will use these methods when you write an e-mail letter about your product, you will use them when you write the advertising copy you will place on your web site. It is this copy that is going in almost all cases to be the thing that pulls your prospect in and brings them to the point of placing an order with you for your products.

First of all I am going to cover the main issues about writing powerful, magnetic, pulling sales copy. These are KEY POINTS, you must adhere to these if you want your product to sell.

Key words that will pull readers in like a powerful magnet picking up needles!

I have already mentioned "Power Words" in the section about classified Ad writing. Those same words apply here.

If I had to whittle my list of words down to under 25 or so that would work best in a headline, then these are the ones I would use:

Free, Master, Power, You, Ultimate, Discovery, Love, Money, Shocked/Shocking, Revealed, Uncovered, Hidden, Profits, Inside, Easy, Guaranteed,

New, Proven, Results, Incredible, Breakthrough, Private, Secret, Cash.

Here are some example headlines that use some of those words:

Revealed! Entrepreneur Uncovers Proven Strategies Guaranteed To Double Your Profits and Lets You Try It Free for a Month!

Breakthrough Profit Building System That Top Internet Marketers Do Not Want You To Know About - All Revealed In This Private Web Site!

Scientific Breakthrough - Proven Weight Loss Program Fully Revealed By Doctor - Guaranteed Results or Double Your Money Back!

Power words have an incredible power, its like a very strong magnet picking up tiny metallic objects, those objects are drawn in and cannot resist! The reason for this is simple – these words evoke a response. They make us look.

The first one or two words need to grab the attention of everyone, then the next few words are there to weed out those who would not be interested in what you have to offer.

Once you have all those who are interested reading on you can utilize all the other sales copy tricks to pull them in deeper and deeper until they are begging to buy your product! **We are just using Human Nature to our advantage!**

Human nature? – Yes! – We all love to "discover" something or read about something "shocking". Everyone likes the idea of getting something for nothing, all we are doing is pushing the right buttons and using that human nature.

Turn the ordinary into the Extra-ordinary with magic bullets!

Before you begin to write anything, make a list of the benefits that your product has to its readers. Don't rush it – take your time, list every benefit you can think of.

This has two purposes – firstly it gets you excited about your product and sales copy writing flows much more easily that way, and secondly, we can take that list, use the right words and make a bullet point list that will get your readers begging to buy!

Take a look at any good sales letter – what do you notice?

Loads and Loads of *Bullet Pointed Lists* telling the reader **what they are going to get** when they buy!

A Bullet point list is dangerously powerful!

There are sites out there that are not even on their own domain, they are probably one man, part time operations and they are nothing more than a huge bullet point list of benefits that make the product **totally irrisitable.** At the foot of the page there are details on how to order – and they are making **$750 a day**!

A list of benefits makes it 100% clear to the reader what they will get. This is all the reader is really concerned about, so with that in mind you can see what a powerful weapon this.

Here are some examples that might appear in an ad for a "How to make money from home" book:

– How to create a money making product in less than a day.

– How to sell a simple four page manuscript and grow enormously rich!

– Learn one secret that will double your profits overnight!

– Master the art of salesmanship in under an hour!

Take a look at sales copy across the web – if its good, its bound to have a bullet point benefits list that **makes you want to own that product!**

White Space – Less IS More!

I used to work with a leading web designer in the UK – he would always be telling his staff "space that bit out – less it more, less is more". The fact is that if you **space out** your blocks of text, split things up with the occasional short sentence – **your copy will sell more.**

Use Sub Headings!

Use lots of sub headings, just like the one I used then! They make it easier to read and the easier it is on a reader – **the more it will sell!**

Not Read = Not sold

Remember – no matter how good the text is, no matter how good the product is, if it does not get read, you don't sell !

Subheadings other purpose

Some people skim read, if that's the case then sub headings also double as a net to catch the skim readers with. Make the sub headings powerful, use power words, a good sub heading will draw the skim reader back in and lead him to the point where he has to make the choice to buy.

How to Sell to them using the power of their Sub-conscious!

We know that power words provoke emotion so that someone keeps reading, but once we have them reading we need to really go to work.

We are now going to look at how you can speak straight to their subconscious mind when selling, and its all down to the choice of words that you use.

What you must do is incorporate "Action" words into your copy, words that our English teachers at school would call "Verbs".

Verbs are **the words that breath life into sales copy**, they take it from still to full of life!

But you MUST use the CORRECT verbs!

One or two syllable verbs that demonstrate movement at the ones that you need to use. They are the ones that give **life** and **power** to your copy.

Passive verbs such as finalize and realize are weak and will harm the power of your copy.

Verbs that work

Create, Open, Discover, Build, Find, Unleash, Throw, Push, Go, Explode. These are just some examples of short, powerful verbs. Look at some of them in action:

– Unleash the power of your web site!

– Turn your web site into a 24 hour a day cash machine!

– Unlock the secrets of the most successful money makers!

– Explode your hit counter in three simple stages.

Think about how "Finalize the deal" is no where near as powerful as **"Close the deal"**, and you can see how the short verb packs a punch and wins.

Its all down to getting emotional responses, we all buy on emotions, if you fail to stir those emotions the right way, you will not sell.

Whenever you write a sentence, look it over and see if you can find a better, more powerful verb than the one you are using. "Increase your hits" is weaker than "**Explode your hit counter**". "When you receive..." is not as strong as "**When you get**...". It takes a little practice to spot where you can strengthen your verbs, but work on it, you will be amazed how a verb change will boost the results.

Make them Buy with "Command Copy"

Look at the best advertisements in a newspaper, on television – they all use "command copy".

Command Copy is where you literally tell someone what they must do, and in such a way that it **compels them to act.**

A few examples would be: **Act Now! Take Action Today**, Pick up the phone and **order now.**

By using phases like these you help make your reader take action. Of course you are not forcing him to do anything, but you are pushing along his impulse, you are opening his or her mind to do the very thing you want them to do!

Does it work? You bet it does – why do you think all the best sales copy does it? There have been case studies that have shown a massive increase in the pulling power of an ad just by adding the words **"Get up and call NOW"** next to the phone number.

You see, when you sell, you can almost hypnotize your reader, you send him or her into a daydream about all the wonderful things the product is going to do for them, and in many cases unless you quiet literally tell them to **"order now"**, they won't do it!

The power of Perceived Value

Perceived value is the value that can be put on your product. Anyone can say "ohh this is worth hundreds of dollars", but the real trick is showing your reader that its worth that much and leading them to really believe it in their own heads.

Here is how you can **make your $20 product seem like its worth $295** with very little work on your part!

Find a selection of extras that cost you nothing, and bundle them with the product.

OK, that sounds too easy, but in reality it is easy. I am not saying that you can throw any old thing into the kit, those things have to have to be of value to your reader, but at the same time cost you little or nothing to produce.

For example: Lets imagine you are selling a book on how to make money in real estate. You could add a couple of free guides on how to promote the business, they can be free reports that you found elsewhere. Now find a couple of free pieces of software that do something like produce real estate contracts or work out properly taxes. Those things could be freeware – its the time and effort that you have put in to give them all they need to get started right away! The whole package, even though the bonus's are of no real monetary value becomes a **package deal**, and thus becomes worth more.

Take the time to find some GOOD bonus's, they cost you nothing, but will explode your sales – everyone wins!

Testimonials – if someone else said it, it must be true!!

Testimonials – in sales copy you need them! When someone else says how good your product is, it is at least ten times more powerful than you saying it yourself.

This is one of the most effective, yet highly unused tools that sales copy writers have. It is amazingly effective.

Lets face it, we have all seen infomercials for "money making systems" or the latest super "diet pill", have you noticed that at least 80% of the half hour that the infomercial runs for is usually spent purely on testimonials?

Testimonials work, in fact they are so powerful I would say that you simply HAVE to have them! Now obviously if your product is new and you are starting with no clients, testimonials can be a problem. But nothing is impossible!

GETTING TESTIMONIALS FOR A NEW PRODUCT!

When I have a new product, I look for reliable people who will examine the product and write an honest review of it. From that review I can take quotes and use them as a testimonial. Once you get started, ask for testimonials from those who buy, and add them to your sales copy.

SPECIAL SIDE NOTE:

In the case of this formula, remember that you can get out pre-release versions of your product before the final tidy up. You can wait for the comments to come back while you develop your sales copy. Just leave spaces where you plan to insert them.

Nineteen more tips for excellent, order pulling sales copy.

1) Try to make the sales letter personal. Be very graphic and descriptive and whenever you can relate personal stories and get the reader involved. This is the hardest thing to do. People are getting bombarded every single day, with ads, ads, and more ads. I don't know the real figure but I read somewhere that the average American and I'm sure this may be similar for my overseas readers, is EXPOSED to more than 2000 ads a day! So when he sits down to his computer, he wants to be entertained and educated, not SOLD SOMETHING! Try to make your copy fun to read. Try to keep a "you" attitude throughout the copy. Write all your copy from you personally – companies don't write letters, people do, use "I" instead of "we". In fact when you have finished your letter, go through it and highlight anywhere that you have used "I'd" or "We'd" and see if you can re-write those sentences with a "you" attitude. Also when you are done, read the copy out loud and see if it comes across how you intended it to.

2) Don't sell the product, sell what it will do for them. People don't buy desktop publishing software – they buy great looking, professional documents that are easy to produce. Before you start writing your copy, sit and make a list of features and benefits, you will find it much easier to write the sales copy once you have this in front of you.

3) Keep your paragraphs SHORT! This is very important, so I will repeat myself – keep your paragraphs short! Also try to keep your sentences plain and simple, avoid the use of words that could even remotely confuse your average reader. I Know that people who can log onto and use the Internet should be able to read at a higher level, but we've all seen posts on various newsgroups where it looked like the person hadn't passed fifth grade so don't assume anything about your readers.

4) Try to write like you talk, you need to give the feeling of a personal conversation going on between you and your reader. You would never in conversation say "and so I hand you herewith the information which your requested", so don't say in your sales copy "enclosed herewith".

5) Don't worry too much about how your copy looks. Sometimes, the more unconventional it looks, the more it gets read! When I have sent out regular sales letter in the mail, I have done things like print them on unusual paper, and I would hazard a guess that those that were on that special paper gave me up

to 15% more response.

6) I mentioned in my chapter that covered writing informational booklets a point about trying to use simple words. It is even more important in the case of a sales letter. Pretend you're talking to an eighth grade school child. Don't talk down to them, of course, but also make sure they can totally understand your message.

7) Pretend you are writing the letter to yourself. If you were reading it, what would your response be? Would you delete or ignore it immediately, take action and buy, or put it aside to act on it eventually, or in the case of a web based sales letter – keep a note of the URL? There usually is little you can do with the first group, a large number of readers won't buy from you, that's the nature of the business. But you could also be shooting yourself in the foot by not writing a compelling enough letter. Get your friends read it but don't tell them you wrote it! Tell them you got it on the Internet or through e-mail and you want to know what they think. If you told them you did it, they will invariably just say "its great", that may boost your ego a bit, but it could lose you big sales. I would rather have the sales any day – wouldn't you? By not telling them it was your work they will give you their honest opinion. You are fooling yourself if you don't think it matters whether your letter is superb or just good enough. It does matter! Make sure your letters are SUPERB.

8) Try, when you can, to break up your paragraphs with one or two sentence paragraphs... like this one!

9) Readers scan from the top left to bottom right hand corners. Use bold and italics sparingly and when not applicable use ALL CAPS sparingly also. Use them to draw attention to and show the importance of ideas you feel are crucial.

10) Try to make your copy interesting and readable. Where suitable , use CAPPED words, slashes, color, parenthesis, underlining, asterisks and bullets. Many of you will be working on good computer systems that are capable of many fonts and effects. As a rule I never use more than three fonts in any piece of advertising copy. In truth 90% of what I produce uses one font, with occasional bold or underlined words for emphasis. The bottom line here is that if you use too many fonts, it looks messy, too much bold will detract from the one thing that **should** have been in bold. In short, its down to balance and not using pretty fonts or effects just for the heck of it. You need your copy to get read, not to look pretty.

11) Using a P.S. in your copy, if done right will boost response rates.

Example: "P.S. If you order now, I will give you a years free membership to our special members only web site. That's a $199 value just for ordering today.

Some marketers even suggest using PPS, I tend to shy away from this, here's why; One "PS" looks like something important or a last minute bonus you chose to offer. A second postscript just makes it look like a blatant trick in many cases. Having said that, the first rule of sales copy is to be prepared sometimes to break the rules (only if you really think the break will improve things), I have used a PPS on a few occasions, but for me it's the exception to the rule.

12) Always, **ALWAYS** make an offer. I am constantly amazed that so much advertising copy explains how good the product is and then finishes with a really weak close. When working with sales copy you just HAVE to make an offer that is just about impossible to refuse. Also, try to give your customers something else of value for FREE. The word "FREE" is one of the most important and powerful words we have at our disposal, so make sure

you use it. Sure, some readers will respond just on the strength of your product, but there are many who will only respond if you give them something extra for their money.

13) Drive readers to act. Like it or not, people procrastinate with almost all that they do. Use things like OFFER EXPIRES IN 30 DAYS, or 20% discount if you order in the next 10 days. Just do whatever you can to make those who are interested, **ACT!**

14) Follow up! If your advertising copy has been sent to a prospect by e-mail, then this is easy to do. If they have visited your web site then its not so easy unless you have a way of getting them to part with their e-mail address. Later I will discuss opt-in e-mail newsletters, as these are a great way of reaching potential customers. Assuming you have an e-mail address, then use it. If you have sent them information and they have not purchased, send a follow up message reminding them of your offer, sometimes you may have to send up to three or four follow-ups (a week apart is good) before you will make a sale, but just think how much business you could be losing if you don't follow up wherever you can.

15) ASK for the order. Just take a look through the junk mail that arrives in your mail box every day and you'll find that a huge amount of it totally fails to actually ask for the order. What a total waste of money for the marketer sending that junk, and the sad thing is that in many cases that mail was written by a so called "marketing expert" for a company, and they probably paid a fortune for it! Tell your customers what they need to do. Walk them through it with step by step instructions. Take their hand and show them the way, if you don't someone else will, and guess who will get their business.

16) Make your sales copy exciting, compelling and inviting. If it's a long letter, then make sure that they will want to read it from start to finish. Some of the best letters are long. I have seen some that are up to 20 pages – but they get read and they work. I'll show you why in just a moment, use the power words that I covered in the section on classified advertising, words like Free, Save, Easy, How to, Breakthrough, Revolutionary, etc.

17) Offer guarantees. It is a fact that if you give people a cast iron guarantee, you are giving them a sense of security. The fact is that people rarely return a product. Lets face it, our TV is filled with infomercials offering a variety of products. Some of them, usually the ones for some method of making money, actually have a lot of unhappy clients, just look around the web and newsgroups and you will find many people who have bought that junk and are really unhappy with it, yet ask those people if they sent it back for the refund – hardly any have! **Now, if people who buy that junk don't send it back – how many are going to return your quality product?**

18) Get the reader to **participate**, tell the reader more than once what they need to do. Repeat telephone numbers several times. In fact, make sure that you **repeat any important information**. Put vital information in caps or **bold** letters. Make it easy for the reader to take the action you want them to take.

19) Give your reader options on ordering. Give them credit card, check, money order instructions on ways to place their order. Do all you can to accommodate them. Remember, people are scared of commitment. So try not to make the reader feel too committed in responding. Give them a phone number (toll free if you can to call. Let them have an e-mail address where they can e-mail orders to if they wish. In other words do all you can to make the buying experience comfortable for them.

As with anything, practice makes perfect. You will also find that the study of other peoples sales copy is a great source of learning. If you are like me, your mail box is probably stuffed with junk mail and direct sales letters every day of the week. Well from now on, don't just discard them, read them, study them, decide for yourself if the writer had captured your attention, kept your attention and made you feel that you would benefit from the product. Do they prompt you to act? Do they walk you through what you need to do to act? If you think it's a good letter, file it somewhere so you can refer to it as a source of inspiration.

Do the same with newspaper ads, and sales pitches on web sites – don't just skip passed them, analyze them, and soon you will get a deeper understanding of what works and what doesn't.

A few more hot tips...

1) Opening with a question is a great to get your reader in line with you, but make sure you don't use a question that can be answered with a "NO" or with another question such as "so what?"

2) If you have a very long sentence, break it up by using dashes or a few full stops in a row (known as an ellipse)this separates complex or long thoughts and carries the reader onward. Semi-colons are best avoided. Also try using bullet points to emphasize your key points.

3) Using parenthesis is a good way to add an extra voice (see?).

4) The use of the active tense is more powerful, saying **"I hit him in the face"** is more graphic than "he got hit in the face by me".

5) Odd numbers are great! Using **"7 reasons…" or "21 Mistakes.."** work better than even numbers.

6) Proof-read, proof-read and proof-read again! Silly mistakes in spelling can really turn people off when they are reading what is otherwise, a great sales letter. You are out to make a good impression, don't let spelling or typing mistakes let you down. When you have your copy all finished, go through it and ask yourself the following questions as a final check:

· Did I keep to a **"you"** attitude all the way through?

· Did I **grab the readers interest** by giving the most important benefit in my headline or first paragraph?

· Did I **immediately enlarge** on that same benefit?

· Did I go on to all the other benefits in order of importance?

· Did I **back-up all the claims I made** with evidence (i.e. charts, statistics, illustrations, testimonials from a list of satisfied users)?

· Did **I explain and substantiate** to the reader why he is getting such a fantastic deal? Did I explain properly what he is going to receive?

· Did I **suggest an urgency** and reason to **act now**? Did I tell the reader what he will lose if he doesn't act right away?

· Did I really push the fact that there's **no risk** and I offer a **cast iron guarantee**, and that there is just no way my reader can lose? (Only if you can offer such a risk-free guarantee.)

· Did I **re-emphasize**, using different wording the **key benefits** of the product again?

· Did I **close by asking** for the business and **telling the reader to take action right away?**

Yes, there's a lot to remember and a lot to learn about sales copy, but I want you to master this art, it is the sales copy that you write that will turn people from prospects into customers! Study the advertisements, and web sites others have done, if a letter gets you into that "I want to buy this" mode, then the chances are it would for someone else too. Look through it, think through WHY it works so well, the more you study the more naturally you will write good copy.

Some recommendations...

As with any area of marketing, you never really stop learning. Investing into your ability to craft sales copy that makes people hit that order button is money well spent.

Whilst I am sure that the information contained in this short course is enough to get you started, I would be selling you short if I claimed this course has everything you'll ever need. With that in mind, you might want to check out the following excellent books and courses that deal with mastering the art of sales copy writing...

Books that you can get from any good book store...

The Ultimate Sales Letter by Daniel Kennedy. ISBN: 1580622577

Sales letters that sizzle by Herschell Gordon Lewis. ISBN: 0844223484

I also have some favorite products about sales copy writing that are available online. Some of them are downloadable books or reports so you can get your hands on the information you want right away. I've mentioned one or two of these earlier in this book;

One personal favorite of mine is **Joe Vitale's Hypnotic Writing**. Whilst it's not for everyone (there's some great 'out of the box' thinking in this book), those who grasp the concepts and apply them really will be writing words that literally hypnotize the reader into taking whatever the desired action is.

If you want a more complete course then check out **"Killer Copy Tactics"** A fully interactive multimedia course by David Garfinkel, the man many call "The World's Greatest Copywriting Coach". David will show you "how to turn words into cash" in this groundbreaking tour-de-force. This course sets the bar for what Internet based learning should be and is well worth checking out.

For those of you looking to turn out lethally powerful sales copy in minutes should check out **"Instant Sales Letter" by Yanik Silver**. This is literally a point and click way to write sales letters that suck in the cash.

Finally I simply must mention the incredible audio course of a **Ted Nicholas** seminar (I learnt more from listening to this two hour recording than I have spending hours reading), it's a low cost way to get to listen (and read because it comes with transcripts) to one of the all time masters of sales copy writing. Plus at the time of writing the course comes with a **Mike Roth seminar on headline writing** as a **FREE** bonus! Take the time to check this one out... **Click here for free information.**

And while I am recommending products that will help you create killer copy I must shamelessly plug my Inner Room members site. Although it's a special site that covers Internet marketing as a whole, there's plenty of hot ideas and tips specifically to do with sales copy. It also includes a copy of my first web business e-book (which is not available separately anymore) "Start and Succeed with your own online business". You can get instant access to this massive resource by **clicking here**.

Chapter Four – Headlines

I decided to make this a chapter in it's own right because headlines are not only important at the top of your sales copy. Headlines are also the single most important part of any classified ad, reciprocal link title, etc.

In a moment I'm going to give you a system that will help you create killer headlines. It's an expansion of something I called "The Magic Headline Creation System" and gave to members of my Inner Room members site.

Before we look at that, I want to stress the importance of headlines and emphasize the importance of testing them. Later in this book I'll go over-board about explaining how to test, what to test and why to test, but even though I'm going to devote an entire chapter to testing I want to touch on it now and here is why;

The headline is NINETY percent of your sales copy.

Ninety percent? Yes you read that right. Obviously I don't mean as far as content goes, but as far as the overall effectiveness of what you write it is. If you're headline is weak you will immediately lose ninety percent of your readers.

If your sales copy is in the form of a direct mail letter, when it's opened and the headline is read, that is the moment the reader will choose to drop the letter straight into the trash can he/she is standing over, or continue to read.

If your sales copy is on a web page, the headline will be read, and the reader will either keep reading or 'click' and they're off that page.

That is how important your headline is.

Here is the problem...

Although in just a moment you're going to get your hands on the expanded 'Magic Headline Creation System' which will aid you in creating killer headlines in record time, there is no guarantee that the headline you produce will be the best.

So why have the system?

Even the best copy writers of all time cannot guarantee to produce a winning headline first time. Experienced writers will create a set of headlines and choose the one they think will work best and run it. They will then usually test the second, third and fourth choices along the way to see which one works best. Then they settle on that one and do a large run of the sales copy.

To illustrate just how hard it is to know how effective a single headline is, here are some examples that I've gathered where two headlines were tested and one out-pulled the other dramatically. Some of these came from books I've read and some from a great seminar by Mike Roth.

In almost all of these examples it was only the headline that was changed. The body copy, any pictures, the offer and everything else were identical.

Headline One: "Popular Secretary Caught Red Handed"

Headline Two: "Hundreds are Changing to Fragrant Prostilla.

Which of these worked best?

The **second of these two was 89% more powerful** than the first. See how just the headline can and will make an enormous difference to your sales copy?

Too many people who start writing ads and sales letters play some crazy guessing game, if more people would test, we would hear a lot more success stories, that's for sure.

Here are some more:

1) **"Good News for Men Who Want Attractive, Well Groomed, Hair"**

2) **"Can Your Scalp Stand the Fingernail Test?"**

In this case **the second headline was two hundred percent more powerful** than the first one. TWO HUNDRED PERCENT! Could you do with two hundred percent more sales? I bet you could.

Here's an even more amazing one.

1) **"Retirement Income Plan". 2) "What Would Become of Her if Something Happened to You?"**

The first one was FIVE HUNDRED percent more effective.

These are all examples that were tried and tested. These are real cases with genuine results. Are you starting to see why getting the headline right and testing variations is vital?

1) **"Push Button Shave Cream" 2) "Moisturizing Shave Cream?"**

Here the first headline was twice as effective.

1) **"Announcing A New Course for Men Seeking Independence In the Next Three Years" 2) "An Up To The Minute Course To Meet Today's Problems."**

Which was more powerful? The first one was by **over three hundred percent**.

How about this next one:

1) **"How to Turn Your Careful Driving Into Money" 2) "Auto Insurance at Lower Rates If You Are a Careful Driver".**

Would you believe that the second one was more effective by a staggering **TWELVE HUNDRED percent**?

So you see how a headline can really make a piece of sales copy work and equally, if you get it wrong it can totally break it. Remember, in all of these cases the body copy was identical, it was ONLY the headline that was changed.

You need to spend more time working on the headline than you do on the rest of the sales copy. Whilst it's important to get all the component parts of your copy right, the headline is the part that will lose most readers right away if it is not right.

If you want your headline to be TERRIFIC, it has to be SPECIFIC.

I think it was Mike Roth at his 'headlines' seminar that said that a few years back, but who said it is not as important as the fact it was said and it's stuck in my mind.

Take a look at these two headlines and decide which you think would be the more effective...

1) **"Make More Money in a Week Than You Are Used To" 2) "Make Five Thousand Dollars A Week Working Only Three Hours A Day".**

Which one would you think is the better headline?

If you said the second, give yourself a pat on the back. The second one is better because it's SPECIFIC. The first one is vague and could have more then one meaning.

Another great tip is to make your headlines appear to be 'News'. Why do people buy and read newspapers? For the news. If you make a headline appear 'newsy', you'll get people to read it. Here are some examples:

"Ohio Man Discovers the Secret of How to Escape the Rat Race"

"Ex Factory Worker Gets Two Hundred Forty-Two Thousand From A Product You Can Get Free."

"Local Cemetery Owner Reveals How You Can Cash in on Your Own Funeral"

Now let's look at a way that will kick start your headline writing. It's the system that I've used and seen pulling power increase by as much as 457 percent. It's what I refer to as "The Magic Headline Creation System".

I provide a version of this on the Inner Room members site, but that was designed more for classified ads. This version has been expanded and tuned to produce headlines for your sales copy as well.

The Sales Copy Magic Headline Creation System

This is basically a set of templates that you can take, fill in the gaps with words that describe or fit your product or service.

What follows is my adaptation for headlines that work particularly well within a sales letter. If you want headline templates that work better for classifieds and you are a member of the Inner Room, then you can check out the magic headline creation system I published there (which some said was worth the membership fee alone).

Who else wants _____?

> This is a classic headline formula. It works so well because it suggests to the reader that there are a lot of people out there who know something he or she doesn't.
>
> Examples:

- Who else wants a zero interest bank account?
- Who else needs an extra hour each day?
- Who else wants to buy a new home with no money down?

2) Are you _____?

This is a headline that provokes curiosity and arouses interest.

Examples:

- Are you ashamed of your poor advertising results?
- Are you ashamed of the pet smells in your house?
- Are you prepared for the new tax changes?
- Are you ready to outsmart your competition?

3) How to _____.

One of the simplest headline strategies and also one of the most powerful. "How to" are two very powerful words to lead with.

Examples:

- How to buy a new car with no deposit and no credit check.
- How to win friends and influence people.
- How to write copy that hypnotizes your reader into buying from you.

4) They didn't think I could _____, but I did.

This is the basis of one of the most famous headlines of all time (see the first example below). It works well because we are naturally intrigued by stories of how someone succeeded at something against all odds. It implies right away that they are going to tell us how they did it and we will believe we can too as a result.

Examples:

- They laughed when I sat down at the piano – but when I started to play...

- They swore it was impossible when I told them I could predict the winning horses using just a calculator, they were amazed when I collected my day's winnings.

- They didn't believe I could buy a car with no credit check and no deposit, they were speechless when I did just that.

5) How I _____.

Another classic headline that's easily adapted to hook prospects for a wide range of products and services.

It works because we are all fascinated by someone else's success story, or how another ordinary person just like ourselves has achieved something.

Examples:

- How I raised myself from failure to success in selling
- How I turned a crazy idea into a steady income.
- How I made $10,302 in six weeks starting with nothing.

A variation on this is the next one...

6) How _____ made me _____.

Examples:

- How a simple idea made me salesman of the year.
- How three little words made my sales copy sell like crazy.
- How a "silly joke" made me a fortune overnight.

7) Secrets of _____.

The word 'secrets' is a great headline 'grabber'. We all want to be in on a secret, we all want that inside information.

Examples:

- Secrets of a Mail Order Maverick
- Secrets of three champion Bridge players
- Secrets to overnight wealth

8) _____ ways to _____.

Another variation of the 'How to' headline, but this version is enhanced by use of a number.

Examples:

- 21 ways to buy real estate with no money down.
- 27 ways to reduce car repair bills.
- 101 ways to make money with your home computer.

You can also use further variations and even mix in some of the other headline templates:

- 101 Secrets to sales success.
- 7 Simple Steps to making money online.

9) WARNING:_____.

If your product or service addresses a specific problem and provides a solution, the 'Warning' headline might be for you.

Examples:

- WARNING: Two thirds of all businesses like yours will fail this year.
- WARNING: This common but fatal mistake could be losing you thousands of dollars every single month.

10) Millions now _____ even though they _____.

This is another variation on "They didn't think I could, but..."

Where the word 'millions' appears you can substitute 'hundreds' or 'thousands', whichever is appropriate. In fact you can even use a specific number.

Examples:

- Hundreds of people are making money with this idea even though they thought it would never work.

- 124,000 people just like you are saving 50% on medical insurance even though they once threw this letter in the trash.

- Three thousand home owners get a check from us every month even though they all once thought this was too good to be true.

11) Why do _____?

This is a question opener. The trick is to ask a question that everyone wants to know the answer to. The assumption of the reader is that you are about to tell them in your letter and they become 'grabbed'.

Examples:

- Why do Chinese women have an impossibly low rate of breast cancer?
- Why do Italian men live longer than us Americans?
- Why do users of our secret device get 27% more miles to the gallon?

The more impossible to answer, and the more "you need to know this", your question is, the better. The first one for example is probably going to get a very high proportion of women over thirty reading, and in many cases, husbands or partners of those women.

Of course the big question is:

Is there one headline template that is better than the rest?

Very possibly. I have a favorite template. But it does not mean I use it all the time because I have to use what will work best for a given product.

I'll tell you what it is in a moment, but before that I have something else that is **VERY important** to say about headlines, and more specifically, the system I have just given you for creating them.

The whole idea of the 'Magic headline creation system' is to help get you started. It is not a rigid formula, there are other variations of all of those headlines, and even other sequences of wording that bring equally good results.

To demonstrate this, take a look at the following headlines. All of these were written by a guy called Eugene Schwartz, who is a genius copy writer. Among them you will see some that use wording exactly as in the templates I've just given you. Others don't, but have worked exceptionally well. In most cases there is always a connection between the headline and one of the templates – it's just variation.

Eugene Schwartz published a book called "Breakthrough Advertising" which I would highly recommend to anyone marketing products online or off.

Twelve headlines by Eugene Schwartz that are pure genius

1. She Fled The Hospital When The Doctor Said "Cut Her Open"

2. How To Develop Psychic Dominance Over Others – Either When Your Near Them, Or Far Away

3. Super Potency At Any Age

4. Here Is The Tablet Doctors Give Their Wives To Reduce...

5. Now! The Miracle Gas-Saver That Europe Couldn't Hide!

6. Give Me One Evening And I'll Give You A Push-Button Memory

7. Full Grown Trees – One Foot Tall

8. Now A Tranquilizer Pill Without A Doctor's Prescription! Released To You For The First Time!

9. How To Get The Guts Of 300 Business Magazines In 30 Minutes

10. Can You Make Onions Into Medicine That Rids You Of A Dripping Cold?

11. Why Do Chinese Women Have Such An Impossibly Low Rate Of Breast Cancer?

12. How To Rub Your Stomach Away

My favorite headline template and why it works so well.

A moment ago I mentioned that I have one favorite headline formula. My favorite is this one:

Give me _____ and I'll _____.

Examples:

- Give me 3 days and I'll give you super confidence.
- Give me one hour a day and I'll have you speaking fluent French in less than one month.
- Give me 5 minutes to ask you four simple questions and I'll prove you could be closing on fifty percent more of your sales.

Why this headline works so well

Quiet simply, this headline makes the reader a specific promise. If in your sales copy you can open with a very specific promise, and then prove that you can deliver that promise, you have a very strong sales argument.

Other ways to make a specific promise.

You don't have to use the 'Give me...' headline to make a promise. It's given here because it is one of the easiest ways to get you writing that kind of headline.

Other examples of making specific promises are:

"Discover the amazing secret to driving huge amounts of traffic to your web site – guaranteed"

"Here's how you can discover the secret to making obscene profits from your web site"

"Here is how you can discover the secret to creating information products in under 3 hours that people want to buy"

Chapter Five – Collecting payment for your new product.

I've already mentioned some payment processors, but it's an important enough area to make it worth spending some time on in it's own right.

When you first get started it is unlikely that you will want to go to the expense of setting up a proper merchant account. There are usually application fees, and a fixed monthly fee even if you don't sell anything.

Once your product is established and selling well, it might work out cheaper to have a merchant account because the percentage they take on each sale is lower.

Equally, you might find yourself where I ended up. I used Click Bank and found that it worked so well for me in terms of zero admin, automatic product delivery, etc – I didn't mind paying them 7.5% on every sale because it was worth it for everything else it did for me (paid my affiliates automatically for example).

So what exactly will a third party payment processor do for you?

In a nut shell their main purpose is to provide a way for you to accept credit cards online without having to have a merchant account. Some processing companies will also collect other payment methods and might offer toll free fax/telephone ordering.

But do I REALLY need to accept credit cards?

It's a proven fact that accepting credit cards increases the amount of orders that you'll get. There are those who say that if your offer is good enough people will take the time to send a check or money order, but the web is a competitive market place and with the tools available to take credit cards why risk losing a sale?

Make it easy for your customer to buy from you and they will. In the case of digitally delivered info products, one of the biggest selling points is that they can have the product INSTANTLY. You lose this main point if they have to mail you a check.

In the case of a tangible product, more often than not there will be a competitor out there with a similar product. Even if their product is not quite as good or is more expensive, if they take credit card and you don't – I'd wager they will get the order.

Third party payment processors – the good, the bad and the ugly.

Sadly there have been some fly-by night type set-ups in the world of third party payment processors. Some have not only gone bankrupt, but have left vendors unpaid.

The companies named on the next page have been around for some time and all have excellent reputations. Obviously we cannot guarantee nothing will ever go wrong with any of them, but using any of them should be a very safe bet.

There are two kinds of transaction that third party processors deal with. One is for tangible goods and the other for digital content or services.

By definition a tangible item is a physical 'something' that you would have to have delivered to your client through the postal system. If you create an info-product and sell it in hard copy format or it involves a tape, video or CD – it's tangible.

Then there's non-tangible items. This is services or anything that is web or e-mail delivered. Basically if the customer does not get what they purchased arrive in the mail or delivered to their door you are selling non-tangibles.

This system concentrates on non-tangible, digitally delivered web products, but as we touched on tangible items I will give details of a few companies who process payments for such items;

Third party payment processors for tangible goods...

VERZA.COM – Another one that has an excellent reputation, nice looking order forms and easy to manage. They also offer a good way of running an affiliate program (read on in this course to understand the power and benefits of running your own affiliate program). ***Highly recommended***

CCNOW.COM – One of the longest running companies to offer this kind of service. They do have a series of stipulations about what goods can be sold, so make sure you check that out before trying to use them. If your goods are allowable by them, their shopping cart and overall package is one of the most complete available. ***Recommended***

PAYPAL.COM – If you sign up for a premier or business account then you can accept credit cards online. Paypal is not as specifically designed for this kind of job on a standard account, but may be worth checking out.

Third party payment processors for non-tangible goods...

The following can be used to collect payment for digitally delivered products or services such as advertising, etc.

CLICKBANK.COM – Although the only processing that Click Bank offer is credit cards (as opposed to also taking checks and money orders), their system is one of the best for people selling information products. The advantages of Click Bank are that you can automatically run an affiliate program without any administration as they automatically track affiliates commissions and pay them for you.

They have some handy security scripting in place that even someone with little perl/cgi knowledge can work out and they have a great reputation. They always pay on time and because so many have heard about them you have automatically put people at ease about buying from you.

The only disadvantages of Click Bank are that when you first open an account it can be hard to get a price limit of more than $25 to begin with (so your product must be sold for $25 or less). However, if you are following this plan, your initial product price is probably going to be under $25 anyway, and it's easy to get a limit raise after 6 weeks.

You can set up an account for free and get all your set-up done, but the moment you want to go live and start accepting payment through them you will have to pay a one time set-up fee of $49.95. Personally I think this is more than reasonable for the number of features this option gives.

Click Bank send out checks every two weeks, so you don't wait ages for your money! ***Highly recommended***

REGSOFT.COM – Officially Regsoft are a payment processor for shareware, but in reality can be used to sell any digital content. I have clients using this to sell digital artwork, e-books, etc. I use it to collect payment for re-print right packages with a price tags of up to $1500.

There is no application or set up fee to get started using Regsoft, but they do take a higher cut of each sale (ten percent at the time of writing). However, Regsoft are the only payment processor I know of who do not charge you in the event of a charge-back.

Their order form layout isn't great, even though it allows for some neat customization. They have said they plan to improve this in the near future.

One other advantage of Regsoft is that they also offer a toll free fax and phone order line. You get your money from them monthly (paid a month in arrears). ***Highly**

recommended*

Verotel.com – This is another arm of Verza.com, but for non-tangible goods. Verotel offers recurring billing as well as one off purchases. They also have a way for people without credit cards to buy your products (using a 1-900 number system).

I love Verotel, but check with them first for specifications of the web server your site is on. Basically their system relies on some scripts that work under Unix systems and some NT systems. They will install the scripts for you, but if the host you use cannot support them then the system just won't work.

They offer an affiliate program for you, and have the advantage of no set-up fees. ***Recommended***

IBILL.COM – Ibill is another company that's been around a while. Their specialty is recurring billing for membership sites. Their system is professional and they don't really have many limitations on the type of content that can be sold (they even handle adult sites). The downside is that the sign-up procedure is tedious and involves mailing or faxing off signed forms and waiting for approval. Not ideal if you want to get up and running quickly unless you've got the application rolling whilst developing your product and web site.

Finally you can also use PayPal who I mentioned in the processors of tangible goods.

BUT... Before you choose which processor to use...

Before you try to make a decision on which processor is best for you, read the rest of this course. The reason is that I am going to touch on some vitally important points as we go on which may affect which company you choose to use.

Chapter Six – Run an affiliate program.

Imagine having hundreds of other people working hard to sell your product for you. Imagine how much more web traffic and orders this would generate.

This is why it is a MUST to run an affiliate program. There are thousands, if not hundreds of thousands of people out there who generate an income (no matter how big or small) by promoting other peoples products.

On top of that there are many people with products that go hand in hand with yours and they are looking for back-end products to market to their existing client base. These people are the hottest kind of affiliate because their campaign is well targeted and usually hitting people who have already made a purchase.

It only takes a handful of good affiliates to really bring in a large number of sales.

The most common objection to running an affiliate program...

The most common objection to running a program is that many don't want to give away half their profit on a sale to the referring affiliate – but think it through for just a moment...

You can either have all the sales you can generate yourself – or you can have those and then half the profit (might be more than half) of sales to people that you 1) Probably would not have ever reached on your own, 2) Didn't cost you one thin dime to market to.

If you are selling electronic content, offering 40 – 50% is no big deal on your part. If you are selling something tangible you would probably offer a lower percentage as your overheads are higher.

The Internet is a huge place, and no matter how good at marketing you are, you'll never reach everyone on your own. Paying a commission on a per-sale basis to affiliates is definitely a great way to generate a larger volume of sales, and all the people that buy – you get to directly market to in the future, which is part of the 'bigger picture' that this formula gives you the foundations to build.

But isn't running an affiliate program a lot of work?

Don't I need expensive tracking scripts and programs?

Don't worry about those things... turn the page and I'll show you some virtually admin and cost free ways to run your program...

It does not have to take any time up as far as administration is concerned, and all the tracking can be done for you if you choose the right service.

By the far the easiest way to run a program is to use **CLICKBANK.COM**. Remember when we looked at third party payment processors their name came up?

One of the great things about ClickBank is that not only will they take payment by credit card on your behalf, but they have a built in affiliate system. You simply set up the percentage commission that will be paid on each sale. You can link to the ClickBank easy sign-up page for people who want to promote your program but don't have a Clickbank account.

The system just works. Clickbank handle all the tracking and paying of affiliates, and sends you your profits every two weeks.

Two other payment processing solutions with affiliate systems;

When we discussed payment processors I also mentioned **VERZA.COM** (for tangible goods) and **Verotel.com** (for non-tangibles). Both of these provide ways to run your own associate program.

If you don't want to use any of these then there are still some other great options;

Whilst I strongly recommend using one of the above methods of getting your program running (at least initially), this course would be incomplete if I didn't include some other ways to do it.

The following sites offer solutions for tracking affiliate sales;

http://www.affiliatetracking.net/

http://www.affiliatezone.com/

http://www.linkshare.com/

And for those of you who have experience with perl scripts and really want to take on the administration of sending out affiliate checks, etc – check out http://cgi.resourceindex.com/

Whichever way you decide to track and pay affiliates, you will want to follow a few killer tactics that will get your program and sales off to a fantastic start...

Your own Affiliate program...
Turbo boosting sales from day one...

This is a section of this course that might offend some people, but I'm a 'tell it as it is' kind of guy. The bottom line is that you purchased this course because you want to generate a serious income, and someone getting a little upset isn't going to stop me telling the hard truth about making money online.

We need to break down the different types of people who promote affiliate programs. This is where some might get upset, because they may see themselves falling into one of the less desirable categories – but let me say this... If you follow this course and are in one of those categories, I can guarantee if you stick at it and do the work, you won't be in it for long.

Type one: "Trying to do everything the lazy way and without ever spending a penny themselves".

These are the people who sign up for just about 'free to promote' program and then spam discussion lists, newsgroups and post FFA links and free classifieds in the hope of making some sales. If they do have a web site it's unlikely to have it's own domain name, will be hosted on unreliable free space and mainly consist of a bunch of banners for any and every program they could manage to sign up for.

They will probably make one or two sales, but never anything significant. If your program is free to sign up for, you'll get a lot of these and you'll probably see some sales as a result. These are the people that you won't mind having on the program, but you don't want to waste too much time with.

Type Two: "Bought into the 'content is king' hype, and whilst they're making some money, it's far less than they honestly expected".

There was a lot of talk a couple of years ago about web sites that are loaded with free content, and how they are the ones that sell the most. Whilst there is a way to info-load a site and generate a healthy and steady income, only a handful of people who are putting these sites together have read anything that accurately details the tricks and tips behind this method. To make matters worse, very few courses on creating dynamite content based sales sites actually document this properly.

Some of these content rich sites are excellent and draw a lot of traffic, many make money, but not as much as they could do. But when you have enough of these people working for you and selling your product, you will reap the benefits.

Equally, lots of content sites fail to draw traffic. Either through lack of promotion, failure to give visitors a good reason to return, or because their content is the same, tired old junk that you'll find all over the place with very little updating ever being done.

Type Three: "Content sites that are doing OK if not really well...".

The content sites that do the best are those with active e-zines that are published regularly and on time because it gives the site owner a way to keep in frequent contact with their visitors, they can use the e-zine to recommend products or run ads for products they want to refer.

There are even a handful who have turned their content site and e-zine into a full time income without having their own product. They are in the minority, but you can usually tell which they are. They normally only promote a handful of programs/products at a time, their e-zine subscriber base is 1000+ and has been built from earnest promotion and not just adding someone to the list because they posted to an FFA page. They also usually have regular fresh content added to draw repeat visitors, a professional and polished looking site, and you'll usually be able to easily see that they know a lot about the products they are recommending through affiliate programs because they have actually purchased and used the product themselves.

Type Four: "Sites with their own product that use other peoples products as back-end sales items..."

These can be content driven sites or direct sales sites. They have their own product which accounts for a large amount of the motivation for people to visit the site. To the people who buy their product they market products through affiliate programs as 'back-end' items. In some cases they will also use some of the tactics of the type three site mentioned above and market to subscribers of their e-zine, etc.

Whenever a product is back-end marketed to someone who has already made a purchase of a related product, you are marketing to a much stronger prospect.

Anything in-between.

There are obviously many cases that fall in-between any of these categories, the important thing is to understand the differences in the types of people and web sites that promote products through affiliate programs.

The reason you need to understand the difference is that you can use this information to really give your product sales a kick start from day one.

Here's how...

First of all you can go out looking for candidates who already seem to be successfully promoting products that fit in with yours. Ideally these sites will have their own product and yours would be something that goes hand in hand with theirs (as opposed to

in direct competition).

Contact the site owner and explain your product and how it fits in with what they do and find out if they would be interested in promoting it as a back-end product. Offer them a copy of your product for free.

Don't freak out about giving it away to a select few – you will only do this with sites that you KNOW would produce results if you could convince them to promote it. When you send the free copy ask them for feedback. That way even if they are not interested in promoting it, you will at least get some usable comments, maybe even a testimonial.

The people you are looking for are those in the high end of 'type three' or 'type four'.

Next...

Look around for people who fall into the high end of type two or anywhere in type three. Contact these people and explain your product and affiliate program. Offer them the opportunity to buy your product at a discounted price as 'a special introductory offer to potential affiliates'.

This in itself can generate a trickle of sales.

DO NOT SEND STANDARD LETTERS... or at least nothing that looks standard!

You don't want to be accused of sending unsolicited emails, so really do look at the sites, and personalize each e-mail you send. Sure the bulk of it will be cut and pasted into the message, but the introduction and closing of each letter should be personalized a little. Be sure to get the persons name, mention their site, etc.

But before you rush out emailing people about your new product and how much money they can make – you need to make it easy for them to get involved. You do that by giving them the right tools, offering a good commission rate, and making the sign up procedure as quick and easy as possible.

Here's some of the tools you will want to give them...

Banners. Although banners are not really the most effective way to promote, they do work, and web masters like them because they are pretty easy to put on their site. It is a good idea to create a number of different banners, some animated, some static, vary the background color of these too so that a web master can find one that looks good on his/her site. If you happen to be a member of [_'The Inner Room'_](#) you can download a comprehensive banner report and free banner making software.

Classified ads. Provide a selection of pre-written ads that affiliates can run in their e-zines or post to their favorite ad sites. This really ads power to your program for two reasons. Firstly many affiliates won't know how to craft a good ad, and others are really very busy and you simply have to make it easy for them to advertise your program.

Bear in mind that e-zines and ad sites have different limitations on the number of lines and the length of the lines that an ad can be made up of. Supply pre-written ads that range from three or four lines of 50 characters to ads that are seven or more lines long with each line being up to 65 characters. Generally speaking the longest line length accepted is 65 characters and the minimum is around 50.

Headlines. On a similar note, write a selection of strong headlines. Some sites like to advertise by just running a single line clickable link. There are also some people who have their own FFA page or post to FFA sites regularly. Whilst FFA pages really don't bring a lot of traffic, the more your ad is out there the better. Plus some FFA pages still get spidered by search engines. Whilst that link might not get found by people searching using the web, some search engines still give your main site a higher listing

based on how many other sites link to it. These links from FFA pages can often count.

Solo Ads. We've already mentioned classified ads, but many would-be affiliates produce their own e-zine. Many of those e-zines run a solo ad on a regular or semi-regular basis. Sometimes they sell that ad space, and other times they use it to promote a product through an affiliate program.

If you write some sample 'solo ads', you are keeping it easy for the affiliate to use that important ad space to promote your product.

Auto responder follow-ups. You'll probably be writing a set of auto responder follow-up emails for yourself anyway, why not take them and modify them to suit an affiliate and give permission for your affiliates to use them. Again this is a 'make it easy' thing. Setting up an auto-responder takes time, giving affiliates the messages and an idea of message frequency takes the hard work out of it for them.

Signature files. Supply a selection of sig files that people can use when emailing, posting to newsgroups or discussion boards, etc. Sig files are powerful, and it's worth having your sig file on other peoples messages. Again, supplying them makes it easy for people to copy and paste them to their e-mail or newsgroup software and use them.

Articles and short reports. Writing articles or short reports that are based on your products contents and then offering them as articles to e-zines has always been a great promotion method. Why not put a few articles together and let your affiliates not only use them, but change the link to their affiliate sales link.

Ebooks and other give aways.

This is not a recommended option to begin with simply because it is time consuming. Having said that, it can give a secondary line of income.

Some affiliate programs produce a free e-book which affiliates can give away with their affiliate ID coded into the links back to your site. Whilst this method is very powerful, it can be more time consuming than the creation of the product you created to sell. Furthermore, if you have to compile this book with the affiliate ID for each affiliate that wants a copy you have yet more time tied up.

One way to turn this to a profitable advantage is to charge a one time fee of say $10 for the time involved in customizing the e-book. No matter how nice that additional income stream sounds, think carefully before using this method because it does take a lot of time and work on your part.

Getting your program known.

One thing that you should do once you have your affiliate program in place is promote and sell it. Just as you wrote a sales letter for the product itself, write a compelling sales letter to promote the affiliate program too.

Remember the categories of affiliate we described? As few sales as they will bring in individually, the lowest end type of affiliates are still needed. If your affiliate program is free to join, all the better for attracting these people.

Once you have a good sales page for your affiliate program you need to promote it. You can promote this in the same way as you will promote your main product/site and we will be looking at the best (and fastest/most effective) promotion methods in just a moment.

One thing that you can do with affiliate program promotion is to get your program listed on as many of the affiliate program directories as possible.

If you go to any of the major search engines or directories and search for 'affiliate program directory' or 'associate programs' you will find a number of directories. Many of which list programs at no charge.

You should also craft classified ads to promote the affiliate program to encourage sign ups. Run these ads in other e-zines, etc.

Making direct contact with would-be affiliates...

I touched on this when discussing the types of people who are trying to make a living from the Internet when I explained that it is worth giving a free copy of your product to some people and ask if they are interested in promoting it as an affiliate.

In a similar way you can make direct contact with people who you know are promoting other programs, just so long as you are not sending a bulk mailing.

Here is how I do it;

Begin by searching for sites that have a common theme to your own. Do the same with e-zines. Search engines and e-zine directories will help you with this. A good start for e-zines is the directory at Topica, who list all the e-zines they host who have asked to be in the directory.

To any e-zine publisher who has a reasonable subscriber base (minimum 200 subscribers) get the contact name and e-mail from the database along with the name of their e-zine. Then drop them a personalized e-mail. The e-mail should address them by name, and mention their e-zine by name and go on to explain how them promoting your new program can be of mutual benefit because you offer 40% (or whatever it is) commission on sales.

Point them to the sign up page and the page that contains sample ads, etc.

In the same way you can contact site owners that you find on search engines. Again make it personal. This way not only are you not bulk mailing, but your e-mail cannot be mistaken for unsolicited bulk mail either.

This personal one to one approach works well. Especially if you follow up the e-mail a few days later.

Chapter Seven – A deeper look at E–mail marketing.

As we've progressed through the last few chapters I've mentioned specific ways to use e-mail as a marketing tool. Now we are going to touch a little more on some of those methods and also throw a few additional ideas at you along the way. At the same time we'll also look at the things you should not try doing.

Let's get one thing clear from the start. DO NOT... and I will repeat that because this important... DO NOT use bulk emailing as a form of promoting any product or service.

Sure, there are companies selling CD's with 1.9 million e-mail addresses on them who will swear blind that their method is highly effective and it's allowed, it's safe, etc. But here is the real low-down on UCE (Unsolicited Commercial Email).

Bulk Unsolicited commercial email (Also known as SPAM)

Spamming isn't actually illegal, although moves are being made all the time to come up with a legal bill that will make it illegal. But even if a bill goes through in one place, it's really not enforceable and someone will come up with a legal work-around.

Regardless of that sending bulk mail or 'spamming', really is a bad idea.

Why?

Simply put, your reputation is on the line. As I mentioned earlier, your reputation is vital when it comes to doing business on the Internet. Although it might not be illegal, it is not considered good practice. Also most ISP's (Internet service providers) put limitations on the sending of bulk commercial email, and it only takes a complaint or two and your Internet service is shut down.

To prove this further...

A friend of mine decided a year ago to do a bulk mail test. He set up a domain name, a dummy product spec sheet with a link for more information (could not take orders as the product didn't even exist), and then purchased a bulk mailing list from one of the so-called 'reputable' sources.

He followed every guideline they suggested to make it 'legal' and their product information said the software they used would prevent anyone tracking the mail back to his ISP.

My friend wasn't crazy, he didn't believe a word, and after all this was just a test. So he set himself up with a new ISP account and did a test mailing to the first 1000 people on the list (the list had over a million email addresses on it). He did this all under an assumed name, and made sure even the domain name was in that name (this person is a fairly well known marketer).

Within 24 hours the ISP account closed him down, his web hosting company also refused to host the site anymore, etc. Plus, albeit in the name of research, he really annoyed at least a small percentage of those 1000 names he chose to mail.

OK.. so unsolicited bulk mailing isn't an option... what is?

n this chapter we're going to look at various ways to use e-mail, but when it comes to directly marketing and using a list of prospects we need to focus on one concept. Opt-in e-mail marketing.

An opt-in list is a list that people have ASKED to be on in one form or another. It doesn't necessarily have to be an e-zine subscriber list either.

An extremely effective way to build a list is to offer a free report by e-mail, or a free course (as was mentioned earlier in the section on building your simple and direct web site).

A free course is usually better because it consists of a number of emails to the same prospect, each one encouraging them further to take action, and with each one, the information you provide for free builds your credibility. But after the prospect has received the full course, keep in contact. One way to do this is to mail a few weeks after the course, start your e-mail by gently reminding the prospect why you have their e-mail address.

Do **NOT** open with a "This is not SPAM, you are on my list because...". The reason? Simply because this is how 99% of SPAM messages actually start and we are doing all we can to stress for real that you have their e-mail for a valid reason.

I usually try to open with...

```
Dear <prospect  name>,

It's been  a few weeks since you took our free course "How to instantly
increase  your online profits", and wanted to inform you of some other
useful  resources.
```

You see that there's a gentle reminder that they've been in touch with me before, and I go as far as reminding them what it was they were in contact with me for. You might even want to set up your auto-responder to do these kinds of mailings XX weeks after the initial course goes out in parts.

Equally you might want to just add their e-mail address to your database of people who have asked for the course. Open future mailings with "Some time ago you..." so the time mentioned is vague, that way your mailings work equally well if the person asked 3 weeks ago or 4 months ago.

You might even want to keep track of how long the name has been in the database so that after they've been a prospect for a few months you move them to a different list so they get mailings that start "Dear <prospect>, Andy here again....." as by that time they should be used to hearing from you and your name should be familiar.

The key...

As you should have gathered by now, the key is FOLLOW UP. But at the same time keep it personal.

A more general method of following up is to invite people to get your free course or whatever you can entice them with and if you run an e-zine say something along the lines of "Get this free course and we'll even throw in a free subscription to <name of your e-zine>".

When they sign up you have already told them they will be added to your e-zine subscriber list.

You can now use your e-zine as the method of following up.

The advantage of following up using e-zines is your subscriber base grows and not just your 'prospect base'. This can be a boom for those who later want to sell advertising space in e-zines.

Let's look at them 'autoresponders' some more...

A couple of times in this course I've mentioned the use of auto-responders. They are such a key way of following up and pulling in sales that we need to take a moment to ensure their power and potential is fully understood and that you know exactly how to use them.

Two kinds of autoresponder and their uses...

There are two basic types of autoresponder. Both serve useful purposes;

Single reply

Firstly, there's the simple 'one shot' auto responder, these basically send a single email back on request and that is it.

Then there is the follow-up autoresponder. These send an initial email on request and then can be configured to automatically send out follow-up email messages. You can usually configure how many days apart each message goes out, etc.

The better follow-up systems keep a list of prospects which you can access and download for importing purposes.

Making use of 'one-shot' auto-responders (and how to get one for free).

Single response systems have their uses. You can use them to send out reminders of how to configure links for your affiliate program, you can offer copies of your articles for e-zine publishers to use through them, you can also use them simply to send out an instant reply to every sales lead or support email you get. This at least lets the person who emailed you know that their email arrived and that someone will be dealing with it shortly.

Two methods for FREE!

Whilst there are a number of single reply systems out there, here are two simple, effective and FREE methods;

Firstly, if you use Microsoft Outlook or Outlook express, check out the 'Rules Wizard' and you will find that email sent that matches specific criteria, such as it has a specific subject line or is mailed to a specific email address can be automatically processed. You can use this to move the incoming message into a separate folder and then send a reply using a template.

If you have your own domain name with email forwarding you can use unique addresses, if not you can request that a certain phrase is used in the subject line.

The drawback of this method is that if you are not online the reply does not go out instantly, which almost defeats the purpose.

So check out **method number two...**

Go to www.yahoo.com and set up a free email account. Again if you have your own domain with configurable email forwarding, set up an address that forwards to this Yahoo account.

Now edit the vacation/response message to be the report or information you wish to send out and then set the Yahoo account to 'on vacation'.

Follow up auto responders.

These are where the true marketing power lies. Quite simply because it fully automates the following up process, ensures your prospects get all the information they need and pitches your product or service to them without you having to remember each prospect at

a specific time.

It is said that a prospect usually has to hear your message seven times before responding in the way you want them to. This magic number has been determined by many top marketers who have carried out extensive research.

That means for the average web based sales web site, you have to get your advertising message in front of a prospect up to seven times. Think about that for a moment. How easy is it to convince someone to visit your site and read that same sales pitch more than even a couple of times?

But roll out your message using an auto-responder and you can quickly guarantee to get a direct sales message in front of your prospect as many times as is necessary.

In fact, if you want a recognized statistic;

Here are some figures put out by the National Sales Executive Association...

The average sale is closed as follows:

2% on 1st contact
3% on 2nd contact
5% on 3rd contact
10% on 4th contact
80% on 5th-12th contact

Eighty percent of sales are closed only after the prospect has been contacted **five or more** times. Only two out of a hundred sales are closed on the initial contact.

Many marketers have auto-responder systems set up or other follow-up methods, but amazingly, even some highly respected marketers only follow up two or three times after the initial contact, which means they are only closing a small percentage of what they could be if only they would finish the following up process.

An auto-responder will take care of all that following up for you. It fully automates the entire process and **you get the benefit of the eighty percent closing figure without lifting a finger** once you have your auto-responder in place. Isn't that worth the time and effort it takes to set up a selection of seven to ten messages?

So what exactly should the content of those messages be?

There are a number of ways you can write the follow-up messages, your prospect needs to be interested enough to request the information, and whatever you promise must be delivered through that series of email messages along with swaying them towards buying your product.

Let's look at some of the most powerful ways of making this set-up work;

Firstly, I've already mentioned the idea of offering a "free course", this is always a nice idea because now your prospect is EXPECTING to receive a number of emails from you.

Best of all, it's not difficult to write a course if you are going to market a 'special report' and already have it written!

Using what you already have without giving away your product.

All you are really going to do is take the general theme of your special report and explain it in much less detail over a series of emails. Or you can take just one part of what is in your report and feed them that information in small parts.

For example, if I had a special report about getting the best rankings on search engines, I could take half a dozen tips from the report, things that would help people get a better ranking, and offer a free course "7 ways to push your site to the top of the major search engines".

Each email need only give a single tip which might be just one or two paragraphs, but by the time you have added your opening and a close that mentions your special report you have an average length, readable and useful email message.

If you want to easily turn the seven tips into eight or more follow-up messages, that isn't hard either!

Make the first response (the one that happens as soon as they request the information) a message that reads something like;

To: Prospect@their–email.com
From: You@your–autoresponder.com
Subject: Your free course '7 ways to push your site to the top of the search engines'

Dear (use their name here),

Thank you for requesting our free course "7 ways to push your site to the top of the major search engines". You will get your free course in parts over the next 7 days with the first part arriving tomorrow.

Every tip that I am going to give you in this course is easily and instantly implemented. If you follow the course to the letter you cannot fail in improving your ranking on all the major search engines.

When you've had all seven parts of the course and tried the steps out for yourself, I am positive that you'll be popping back to my web site at (web address here) to request my full special report on search engine secrets.

Enjoy the course, and remember – if you have any questions, please feel free to contact me. My personal email address is (your email address)

Kind regards,

Your Name

P.S. Don't forget that if you order my special report before the end of this month you get 20% discount!

Now you have a situation where the first sales message goes out without even revealing a tip, and it makes the reader even more keen to open your emails as they come over the next week or so.

The above is a simple example, I did not sit and write it strongly as I would a real sales pitch, so although it might do well, don't try to follow it expecting the best results.

Don't go overkill on the pitch.

Although the purpose of the auto-responder messages is to sell your product, remember the reason that your prospect fed their email address to the auto-responder in the first place. **To get FREE tips.**

The best way to work is usually to open with a personal greeting, then provide the information for that part of the course and then add a closing paragraph or a P.S. that reminds them of your main product.

In some of the messages slip in a reminder along the lines of "Of course this and thirty other tactics are covered in much more detail in my special report..."

After all the parts of the course have been sent...

The frequency you send out the messages is up to you and only testing will prove what works best for you. Some marketers go for sending out a five to ten part course sending one part every week or sending two parts per week.

Others go for sending a part on a daily basis, etc.

Whatever you choose to use, keep following up AFTER the main course has been sent out.

If your course was sent daily or even weekly, you might not want the follow-ups after the course to be quite as frequent, again this comes down to testing response and seeing what works best for you.

Here is an example of delivery timings I have used;

Day One:	A thank you message explaining the course will be delivered over the next two weeks via email, etc.
Day Two:	Part One.
Day Four:	Part Two.
Day Six:	Part Three.
Day Eight:	Part Four.
Day Ten:	Part Five.
Day Twelve:	Part Six.
Day Fourteen:	Part Seven.
Day Fifteen:	Message thanking them for taking the course and telling them how I hoped they got a lot out of it.
Day Twenty one:	Follow up to course. Tell them about a free report or tool somewhere on the web.
Day Thirty	It's now a month since... type message.
Day Forty	Special offer I just had to tell you about...

One thing I have also found is that sometimes someone has requested a free course, but they never buy my product. That doesn't mean another product that is linked in someway would not be of interest.

For that reason I will quite often mention other products I have come across in the later messages – those products are of course things that I am recommending through affiliate programs and I make a commission on every sale! It's all about maximizing the potential of a prospect.

I mentioned these earlier in this course, but just so you can find them quickly again, here are some places you can get set up with your own auto-responder:

Get Response – Offers a totally free follow-up auto-responder that carries a small ad in each message sent. You can optionally upgrade to the professional ad-free version for a small monthly fee.

Aweber auto-responder – One of the most well known and highly acclaimed auto responder services on the Internet. Offers a free demo.

Biz-E-Bot – Another service who offer totally free auto-responders with option to upgrade.

Some final notes on autoresponders

Before we move on to look at some other e-mail marketing ideas and tools, there's just a few final notes we need to cover on the auto-responder subject.

1) It doesn't have to be a course. I have majored on one way of using auto-responders in this course, that of offering a 'free course via e-mail. There are other approaches, but remember as I said at the outset, the whole idea of this course is to give you a blueprint to follow. With that in mind I have to major on the best ways to proceed, the ways that take the minimum administration and work after you've got set-up.

For those wanting an alternative, one well used method is just to offer a special report. Then have a second message a week later that checks with the reader that they got the report and inquires as to whether they've put it to work.

Then another week later another follow up would go out with some extra information that you felt they would benefit from, and so on.

2) ALWAYS give them a way to stop receiving emails from you. Opt-in should mean just that, and the prospect should always be given a way to opt-out as well. Most auto responder services provide a simple method anyway, but don't necessarily automatically include it in the message. If they don't include it, make sure you do.

3) If you have an e-zine as well, do all you can to encourage your reader to subscribe to that. One nice way is to advertise your free course and in the ad say "We're even throwing in a free subscription to (your e-zine) worth $197 to everyone that gets this free course today". In other words you are assuming permission to add them to the e-zine mailing list and telling them so.

4) If you can – avoid the free services! If you're just starting and want to test the water then a free service is often fine, but go for a service that gives you an option to upgrade to a pro-version that's ad free.

The problem with the freebie services is that they include other advertising in the message. This has two problems. First, the prospect might not read past the ad and just close the message, or they might respond to the ad and ignore your message. Second, when a prospect sees an ad right at the top of the e-mail they are going to presume it's junk mail and delete it.

You won't lose too many that way, but the whole idea of setting this up is to maximize the potential of every lead.

t would be great if the only thing we had to do that was connected with e-mail was to set-up an auto-responder and let it run our business for us.

Sadly, that's not the case, there are some other e-mail issues that need to be turned into sales and marketing opportunities.

The following is a list of tips for you to apply to your e-mail activity;

1) Every e-mail you send has marketing potential.

Every single e-mail you send should include a 'signature' at the end. This is not just your name, but also a short (3 or 4 line) advertisement for your web site or your e-zine if you have one.

Here is a typical e-mail that closes with a 'signature';

Dear John,

Thanks for the information, I'll get back to you later this week.

David Smith
_____
Discover the secret that lets me make $500 a week from a simple web page.
My web site is just one page of information, yet it nets me $500 a week, and
now I'm ready to show you how. FREE info : http://thequickway.com
_____

You will be amazed at how this adding of signatures to every e-mail that goes out can generate leads. What's more, if you ever send some useful information to one person and they forward it to a few friends, who might in turn forward it on... from one lucky e-mail you could be putting your advertisement in front of twenty, fifty, hundreds or even thousands of people.

If you regularly post on discussion forums, always use your signature at the end of every post. Even if it's non-related to the discussion, make your post and then sign off with your signature. Often you'll find one or two people who discuss that subject will be interested in what you are offering, even when it's not directly connected.

I've posted jokes to 'jokes and funny stories forums', added a signature file about a product and picked up a bunch of inquiries from it. How do I know that the inquires came from there? I key my ads, my sig files and everything else.

What does 'Key' mean? We'll get to that in little while, but just so you are aware, keying is a way of tracking ads. I will be discussing it depth in the section on 'Testing'.

You can also use your signature... In newsgroup posts, at the foot of auto-responder messages that are not even about what the sig file promotes, etc.

2) Helping people out helps you out.

As you begin to get known for what you offer you'll occasionally get emails from people who are basically pumping for a little free advice. These are VERY hot prospects, so don't just reply saying what boils down to "it's in my report, buy it".

Instead do your best to answer their question and gently mention your product at the same time. This can be done in a number of ways. Sometimes I answer the question and then add a P.S. to the message that tells them that their question and many others are answered in a lot more detail in a special report that I have available on my web site. Of course I don't say the report is free! This often leads people to read your sales

letter again or even for the first time, and that can often result in an order.

In being helpful in your reply and giving an answer too, you are also building your credibility.

Sometimes the answer to the question fits with another product you promote through affiliate programs.

Quite often I try to reply with some advice, then a mention of a free product, and then my personal recommendation of a paid product that will assist them.

3) Help the mis-led spam merchants.

Some people try to complain against every would-be spammer as they can. This of course is a total waste of time, they'll just spring back with a new ISP, new 'fake e-mail account, and if that one person learns their lesson – there are hundreds more ready to take his or her place.

Whilst the majority of those sending spam mail will use a fake return address or an address they never check, there's still a fair number of newbies who use a real address for return mail.

Here's what to do...

Instead of wasting time trying to complain and track these people down, reply to as much spam mail as you can. Reply and copy and paste in a standard reply that leads them using an (affiliate link) to a product that will help them do business legitimately online.

Sure most will bounce back, but the whole exercise takes literally no time at all, and you'll get a reasonable percentage of return emails in the hands of real people.

I have actually had 'thank you' emails from some of these people explaining they are new and didn't know unsolicited e-mail was bad and that they really like the product I suggested, etc. So you get to help educate people and make a little extra income along the way – good deal eh?

Unlimited E-mail?

One problem that many can find themselves in when they begin using e-mail to market effectively is that they either breach their ISP's regulations (accidentally or otherwise), or they do something to upset their ISP (even if it's not a rule) and overnight lose their Internet service.

Here's an article that Jim Daniels of JD Publishing kindly gave me permission to include;

Unlimited E-mail?

Does your ISP let you send "Unlimited E-mail?"

Better check again.

Okay, let's face it. I'm not an ordinary e-mail user. I literally send THOUSANDS of e-mail messages every week.

What does this mean?

Well unfortunately, it means I am NOT a desirable customer in the eyes of most ISP's. How do I know? Well, last week I got a call from my ISP telling me that my large quantities of e−mail were tying up their servers. I was told that this activity was not allowed on their servers. "But you advertise "unlimited access" for $18.95 per month." I replied. Next came an unexpected reply. "We've had abuse reports on your account." My answer to this: "All my subscribers are voluntary. Please e−mail any complaints you have right away so I can investigate."

Well, after numerous requests, I never did receive those alleged abuse complaints. Why? Because there were none. In the meantime I was left without access to my account. Although they would not tell me my account was canceled, my password no longer worked. Further calls to their support team brought zero response. This confirmed my suspicions. They simply did not want me as a customer any longer.

Perhaps many of you are thinking, "But I thought it was the spammers they were cracking down on?" True, ISP's ARE cracking down on spammers. Unfortunately, many ISP's assume that all high volume e−mail users are practicing unsolicited e−mail. This is simply not true. The ironic part is this: When I signed up with this ISP last year I made it very clear that I had a large subscriber list that I emailed to once per week. They said, "As long as it's not spam, it's fine." What they should have said is, "As long as your subscriber list doesn't get too big, it's fine."

If you work at an ISP and you are reading this now, I would like you to consider a point. Before you advertise "unlimited access", look up the word "unlimited" in the dictionary. My Webster reads: 1. lacking any controls : Unrestricted 2. boundless, infinite 3. not bounded by exceptions.

Although I'd like to reveal the name of the company I've been dealing with, I'll restrain myself. This is not meant to be a personal attack. It is merely an inside view of how lots of businesses operate. They want you as a customer, and to get you they offer "unlimited access". What most of them actually mean is unlimited access for "normal" or "low volume" users. I wonder if any ISP's ever call people who NEVER access their account in any given month and offer them a refund? Yeah, right.

So what advice do we get out of all this? Simple. When you're shopping for a new ISP, be sure to ask them if it's okay to grow your business with them. If they say yes, make sure they know that this means holding them to their promise of "unlimited use".

Article by Jim Daniels of JDD Publishing. Jim's site has helped 1000's of regular folks profit online. Check out their FREE "how−to" cybermarketing assistance, free software, business opportunities, manuals, web services and more! Real money is being made on the net −− visit http://bizweb2000.com and get in on it... Can't get to the web? Subscribe to their FREE, weekly BizWeb E−Gazette: subscribe4free@JDD−Publishing.com

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Here's  my advice on the subject;

1)  Use a service like Topica to handle your e-zine publishing, etc.

2)  Make sure your domain name service provider gives you a fast way to  alter forwarding
of e-mail. If my ISP ever booted me as a customer,  went bankrupt, or whatever, it would
take me just a minute to adjust  my e-mail so it got forwarded somewhere else.
```

3) If you use dial up access and live in the USA, create yourself a back-up account with one of the many 'free service providers'. Login with it once a month so the account remains active. Now if anything happens you can switch to the free provider and at least get online.

In other words, use online services to handle your subscriber base and any other commercial message you might send out, and have a back-up should your provider get upset.

How I learnt the hard way...

I learnt the hard way on this. I used to manage my own list and use my ISP to handle my mailings. Then one day I had someone subscribe to the list from my web site, and the next mailing I did, that person shouted 'SPAM' and my ISP threatened to close me down.

Despite having proof that it was an opt-in list and that this person had requested to be on my list, my ISP used some other clauses to prove I was breaking the terms of my agreement with them.

They, like most ISP's had small print that said their servers could not be used for ANY commercial e-mail. Because my e-zine contained classified ads it was therefore commercial.

Thankfully my ISP backed down a little, but I had to move my list to Topica. Unfortunately this was in the middle of summer when lots of people were on vacation. When I used the 'add subscribers' feature and imported my list, many real subscribers had vacation messages set up, and Topica's import facility automatically removes anyone who replies to the 'welcome' message.

That move lost me a lot of subscribers who I had worked hard to get.

Over time most came back, but it was a few months before most of them realized something was wrong and re-joined the list.

Chapter Eight – Driving traffic to your site.

So you've put together a product, chosen a payment collection method, constructed a direct sales web site, decided on running an affiliate program and put the pieces into place, possibly set up some auto-responders and maybe even decided on starting an e-zine.

All that is fine – but now you need to drive traffic to your web site to get people to read your sales letter and/or sign up for your affiliate program.

In this section we are going to touch on a number of ways to drive traffic to your web site. Not every method is covered here, just the ones that will bring you the fastest results. As you begin to see an income from orders and an initial surge of web traffic, you can re-invest some of those profits into paid advertising and other books and courses that will teach you more about traffic generation.

We will also touch on some methods that many people make the mistake of spending a lot of time on but that give minimal results for the time investment, and then we'll show you the fast way to implement those things so that the return on time invested is much more appropriate.

I have already covered newsgroups and forums elsewhere in this course, as well as e-mail marketing ideas. There are some methods that for direct sales sites are hard to make work, reciprocal linking is one example. Things that don't, won't or can't work with direct sales sites are not covered in this course.

Here are the methods we are going to discuss;

1) Using small, low-cost or no-cost e-zine ads.

2) Search Engines.

3) Article writing.

I am not implying that these are the only methods of promotion you'll ever use, but these are the ones, along with some careful forum posting, and the power of your affiliate program, that are going to get the ball rolling, and rolling at high speed if all goes to plan!

Using small, low cost e-zine ads for maximum sales and maximum profits.

Without a doubt one of the most powerful ways to get people to visit your site is to advertise in other peoples e-zines.

Whilst some e-zines are best avoided, on the most part, e-zine subscriber bases are built up on an entirely opt-in basis and are reaching a targeted audience who want the information the e-zine offers and so read it.

When your well-written classified ad is run in a good e-zine you will see a good response rate.

We've already looked into how to write a good ad and headline, so all we have to cover here is how to know if any given e-zine is a good one as far as placing an ad goes, and also we need to understand the different types of e-zine ad.

Types of e-zine ad.

You will come across three basic types of e-zine ad. They are;

1) **Regular classified ad** – this usually appears amidst a bunch of other ads, and while they are cheap to place they are often skipped past by the reader.

2) Sponsor ad. Some e-zines only run sponsor ads. There are usually three or four to an issue. The top sponsor ad usually appears close to the start of an issue so it is the first thing the readers see. Then there are sub sponsor ads which appear in prominent positions.

Some e-zines have sponsor positions and regular classifieds. Sponsor ads almost always have a far higher performance than a regular ad because they stand out.

3) Solo-ads. Some e-zine publishers run 'solo ads'. These can be entire sales letters. The publisher basically takes your message and mails it to their subscriber base.

So what kind of ad is best?

I get asked what kind of ad it's best to use, but there is no straight answer. The bottom line is that the best kind of ad is the one that gives the best response. That is not necessarily a sponsor or solo ad!

To determine where to run your ads and what kind of ad to take out we need to apply a preliminary set of rules. These rules will help us decide if the advertising opportunity offered by someone is likely to produce good results. If all looks good then run the ad and carefully monitor response.

In the next chapter we will discuss testing and how to know which ads are working. It is only through testing that you can be 100% sure that you have the right ad in the right publication.

So what are these 'preliminary rules' that help us decide which publications and which ad types to use?

One of the first things to find out is how a particular e-zine has built is readership base. This is not too difficult to do. I start by finding a selection of e-zines that look like they might be worth running an ad in. Anything with a readership of over a hundred is usually worthwhile (yes a mere 100 readers, if genuinely opt-in can bring a good response, and the ad should be free or very low cost if the readership is that low).

You can easily discover how they built their subscriber base, it just takes a little of your time, but when you consider that you are going to save yourself wasting time and money on useless lists, it is time well spent.

Pay the e-zine publishers web site a visit. Look for FFA pages or classified ad pages on their web site. If you find an FFA page – post a link to it, or if they have a classified site then submit your ad. Now wait and see if you also get added to the subscriber list of that e-zine.

If the site owner offers free downloads and captures e-mail addresses to add to a subscriber base, don't be concerned. This is a valid way of building interested subscribers, especially if the download information is e-mailed to them, as that way they have to use a real e-mail address.

Some sites "sell" this really well and guarantee a genuine e-mail address and a keen reader. They will say something like "Get your free book '100 ways to build web traffic' and if you ask for your free copy today we'll even throw in a FREE subscription to our exclusive newsletter (worth $197 a year)". When they spell it out like that it really adds value to that subscription.

In fact if the 'give-away' is specific to the site or e-zines topic, then you know that their subscribers are not only real – but well targeted prospects too.

Also look for 'danger signs'. For example, if you visit the web site of an e-zine that

boasts 6000 subscribers and their site is a single page hosted on some free space and has a hit counter that is stuck at '103', and you've never seen them advertise, etc – alarm bells should ring!

As you will see as we progress, it's important to subscribe to e-zines you think are worth using for placing ads in. One reason that we'll go into more in a moment is so that you understand the layout of their ads, etc.

But just as important, the e-zines that have the best 'pulling power' as far as an ad is concerned are those that have fresh, relevant and accurate content.

An e-zine that does nothing but publish re-cycled material probably don't get well read. Where as e-zines that feature fresh content and new articles have far more value to their subscribers.

On top of that, by subscribing to a number of e-zines you will see ads appear by other e-zine publishers. If someone is evidentially promoting their e-zine like crazy and has a good subscriber base, it's a safe bet that their high subscriber count is for real.

The bottom line is that it comes down to observation and common sense. It really isn't hard to tell if a subscriber count is real and it's easy to tell how that subscriber base was built.

Invest just a little time checking e-zines out and building a list of e-zines that you think it's worth advertising in. This is time well spent.

Once you have a list of possible e-zines...

Now you have to decide what type of ad to place in any given e-zine. It is not always the case that a solo or sponsor ad will be the best value, let me explain...

Solo Ads. – Some solo ads are fine, they are sent out to the subscriber base of someone's e-zine with only a one or two line basic disclaimer message from the e-zine publisher. However, some others have a massive pre-amble and sometimes even another ad squeezed in. This can often put people off reading any further so they never make it to your message.

Also, many solo ads actually say "xyz E-zine SOLO AD" as the subject. No one goes out of their way to read advertisements, and many of these will be deleted without a second thought.

However – good solo ads are a different thing altogether. A good solo ad will have your headline as the subject line, then at most a 2 line disclaimer followed by your ad and no other advertising at all. These are the ones you want to consider.

Sponsor positions – If the solo ads offered by an e-zine fall into the 'rather duff' category as explained above, then a sponsor ad will usually pull more responses. Sponsor ads, are my favorite form of e-zine advertising. But take a look at some sample issues and see how and where the sponsor ads are placed. Now put yourself in the shoes of the reader. Is the ad easily skipped? Will it grab your attention? Only thinking like a reader will tell you if the ad is worth placing.

Regular classifieds – In some e-zines the classified section, although labeled as such and could be easily skipped, is positioned well enough in the e-zine (not the last thing). Also some classified columns limit the number of ads to five or less. These are what you should look for.

I've seen e-zines that place the ads section last and each ad section has at least twenty to thirty ads – no one is going to spot your ad in that mess – so don't waste your money.

What to advertise...

What to advertise is also a matter for testing. The big issue is deciding what the best offer you can make in a small ad is. If you've set up an auto-responder that gives a free six part course, then 'selling' that freebie could be much easier than getting someone to just read a sales page. Equally, if your sales page is strong and you have a killer headline for your ad, you might be best just trying to get people to read your site content.

Getting ads for free.

One thing I get asked a lot about, mainly because people are often on a tight budget to begin with is 'free advertising'.

There are some e-zines who offer a free ad just for subscribing, these fall foul of the same thing as e-zines who build readers from people who posted to their FFA page - lots of dummy e-mail addresses.

However, it can often be worth subscribing and sending in your free ad even if you too don't remain a subscriber very long. Some of the e-zine directories I am going to give you in a moment list e-zines that offer free ads in a category all of their own.

One good way to get some ad space without laying out hard cash is to barter for the space. Let's face it, you've just created a product - why not offer a copy to some e-zine publishers in exchange for ad space?

If you publish an e-zine look for people to swap ads with.

Below is an article I wrote last year that might help you understand how to look at 'free advertising and promotion'...

Re–defining FREE promotion.

This is something that's been on my mind to write for some time. I want to explain a way of getting the HIGHEST quality free advertising for your site, product or e-zine.

You see, when most people talk about free advertising or promotion on the Internet they think about free classifieds, FFA pages, and the like. All of which may or may not have some merit, but the real trick behind promoting for free is not to necessarily get the ads for free, but to get them without any cash out of your own pocket.

Here's one example for e-zine subscription building;

Joe has an e-zine started. He has picked up 200 subscribers initially from announcing it on announcement lists, newsgroups, on his web site, writing articles, etc.

The next thing that Joe does is search the e-zine directories for e-zines that have between 200 and 600 subscribers and are connected with his e-zine topic. He e-mails some of the owners of those e-zines and asks about ad-swaps. In the case of the big ones he is honest, and says he only has 200 subscribers, but since they have two or three times more he will run 3 of their ads to 1 of his in their e-zine, or he offers them a top sponsor slot in exchange for a regular ad spot in theirs - basically anything to make the deal attractive to them.

He builds his subscriber base to 500 nice and quickly and repeats the

exercise only now he looks for e-zines to swap with who have between
500 and 1500 subscribers.

Once Joe gets over the 1000 mark he can offer paid advertising and be
taken seriously. He offers ad space at a very competitive rate and
sells a few sponsor slots at $10 - $15 a time.

Now the mistake many make here is they spend those small profits.
DON'T.

Joe now takes the profits from three ad slots and finds a big e-zine
that wouldn't swap, but will sell a sponsor slot for $40 and reach
3,500+ people.

By now Joe knows which ads pull the best because he's been using them
and monitoring the results. He uses his best ad and hands over his
$45. He builds his list further and now reaches 2,000 himself. He now
puts his ad prices up and repeats the process. For every 3 ads he
sells he spends those profits on 1 ad in an e-zine two - three times
bigger than his.

See how Joe is buying $45, $60, $100 ads but has never outlaid a dime
out of pocket? That's SMART free promotion.

Apply this same technique to other advertising.

It's easy to apply this same technique in other ways. For example, if
you have a product to sell, use really free ways to get an initial
few orders. But DO NOT get all excited and go spend your profits.
Take some or all of the profits and buy better advertising. It keeps
rolling, and eventually you're spending a few hundred dollars a time,
but the return on the investment is ten fold or better.

I love free promotion, but only when it's defined properly. I hope
this article inspires you to re-define in your own mind what free
promotion really is.

Directories of e–zines and details of low–cost e–zine advertising opportunities...

As mentioned earlier, here's some directories of e-zines;

http://www.liszt.com/ - Now powered by Topica but includes e-zines hosted on other
services.

site-city.com - Mainly business e-zines.

Lifestyles e-zine directory - Well put together and uptodate directory.

Low cost and free advertising...

The free e-zine advertising system.

The $2 advertising system - **Worth looking into.**

$15 for an ad that reaches 45,000 subscribers of a well read e-zine.

Search Engines...

Now it has to be said that there is a ton of total BS quoted about search engine placement and how much traffic it will bring. But that doesn't mean it's not worth making sure you are listed – it's just not worth spending a LOT of time over (well with one or two exceptions).

Let me explain.

Whilst it is true that search engines will bring you some traffic, in comparison to some of the other direct marketing methods out there, they give a poor return on time investment. Unless of course – you work smart.

At this point we are talking about general search engines. In using a 'direct sales' type site it makes it difficult to get a listing on a directory like Yahoo because they have a real person check each submission and are looking for content based sites to list. If you want to look into getting listed on Yahoo then I suggest you check out **Yahoo Secrets**.

General Search Engines.

So for now we are focused on general search engines. The problem with search engines is that there are already millions of sites listed and they are all fighting for the top ten or twenty positions in those engines for a selection of keywords.

Whilst you could spend many hours optimizing your site and using search engine tools to push your site up in the rankings, and whilst this will bring you traffic, it won't bring as much as some of the more targeted and direct methods of marketing that we have discussed so far.

But does that mean you don't bother?

Not at all. All it means is that you plan to invest minimal time into it and get what you can from that time investment. I spend only an hour or so a month on search engine re-registration and enjoy a sensible number of hits as a result of my listings. Compare that to the people who spend several days a month and maybe generate twice the amount of search engine traffic than I do.

See what I mean? In many cases ten or more times the time investment means only twice as many hits as a result.

I'm not going to spend a lot of time on search engines here, there's a wealth of information in a free book I put together called "The Turbo Guide to Web promotion". You can download a copy for free by clicking here.

Here is my basic 'super-fast' strategy...

First I make sure I have got my TITLE, DESCRIPTION and KEYWORDS meta tags loaded with the things I want my site to be indexed on. Not all engines use these tags, but many do.

Think carefully about these words and don't put words in that are not relevant to your site just because you think people search on those words a lot. You want REAL targeted visitors and not people who get scammed into visiting your site.

The free book I mentioned above covers meta tags and what engines look for. There's also a lot of search engine insider secrets on the Inner Room web site.

When you feel your site is ready for submission, use a submission tool that will submit to the major engines and lots of small ones in one go. www.jimtools.com is an excellent site for free submission to search engines.

A good place to submit, that will get you listed on some of the major engines is
www.dmoz.org

Most engines allow you to re-submit every so many weeks without risk of them banning
your site for too many submissions. You can safely re-submit every 4 weeks or so. This
re-submission process takes just a few minutes.

My full strategy is covered in a book I wrote which is available free to members of the
Inner Room. Full details can be found by clicking here.

Article Writing.

One of the ways I've consistently driven traffic to my web site is from the articles
I've written and given permission for others to use in their e-zines and on their web
sites.

There are thousands of e-zine publishers out there, and even more web site owners who
are building content based sites. Many of these are always looking for new content to
either include in their e-zine or on their site.

Why not be one of the people filling the gap?

At the end of any article you have published, you can have your 'resource box'
included. This includes a link to your site.

Writing articles based on your subject matter is not difficult. Remember earlier how we
looked at taking a snippet from your special report and using it as content for your
auto-responder?

The exact same thing applies here.

To get an idea of articles take a look at the ones on this page and see how the
resource box appears at the end of each; http://www.succeed4u.com/free-reports/

Why articles are so powerful.

When you write an article you are giving information. That builds your credibility.
Furthermore, when you give good free advice like that, the readers cannot help but
wonder how much better your 'paid for' information is.

Then to top it all, e-zine publishers run this content at no cost to you, and not only
is it a free ad – but it's something that's really going to get read.

What to do with your articles

As you write articles, you can submit them directly to publishers as well as sending
them to article libraries. There are also email lists where articles can be listed.

Check these out;

http://www.ideamarketers.com

http://groups.yahoo.com/group/article_announce

http://groups.yahoo.com/group/publishinyours

http://groups.yahoo.com/group/subportal

Chapter Nine – TESTING.

One thing I learnt early on in my marketing life was that testing is vital. How do you know if an ad will work? You test it. How can you tell if your sales copy is perfect? You test it.

By making single changes to a piece of sales copy and then monitoring the results after that change, you know if the change was right or not. If it increased sales – leave that change in place. If sales went down, revert back to the copy you had before the change and look for other places to make improvements.

When you run classified ads – test the ad and it's location. Yes it's all trial and error, but it's worth it if you save money by not repeating mistakes and make more money by constantly testing and improving things.

Best of all there's help at hand for tracking ads and how they work. It's an incredible tool called Roibot from Mark Joyner. Full details are available by visiting the [Roibot web site](#).

Incidentally, Roibot is far more than just an ad tracker, it includes lots more and you can try it out for free.

If you think back to the section on headlines. Remember how some headlines increased response by hundreds of percent? That is why it is important to test. How would the headline writers have ever found out if they did not test the results?

Below is an article I wrote a couple of years ago, but it is just as relevant today as it was the day I wrote it. It's actually only ever been published on my Inner Room members site, but because it illustrates so perfectly what we want to impress on you now, I decided to re-print it here;

The "Formula–1" secret to super sales copy.

I am not a big motor sport fan, but the one thing I do know about Formula–1 racing is that its as much about the car as it is the quality of the driver.

Formula–1 sales teams spend months, developing and tuning, and then fine tuning their cars to get the very best performance out of them in the various conditions.

We as sales copy writers need to do the same thing – we need to produce sales copy, tune it, test it, tune it some more, test it again, tune, test, tune test and fine tune and test until we are sure we are getting the very best results from it.

Fine Tune your copy until its performing at its best!

It has been proved that in the case of classified ad headlines, a single word change can be responsible for increasing the pulling power of the ad by as much as **1700%**

Imagine how many one word changes there potentially are in a four page sales letter!!!

Some times a piece of tuning will have an adverse effect

Sometimes the Formula–1 motor mechanic or design team will make an adjustment that reduces performance – what do they do? They are monitoring every tiny bit of the process and if they see something reduce performance, they just put it back how it was!

Keep back–ups of your copy. Keep a note of what you changed and when and what effect it had.

IMPORTANT TIP: Only change one thing at a time. If you think the headline needs work, then change the headline and leave everything else alone. If you change both one could be a change for the good, and the other thing could have an adverse effect and when put together could balance out and make no difference. If that happens you could be missing out on a **power pulling headline.**

Fine Tuning can have HUGE results

Tune your copy in this way and get the maximum performance which could have effects even as big as **increasing your sales by 50 times or more!**

Fine tuning and testing applies to EVERYTHING you do. Whenever you run an ad, use a sig file, re-word an ad – you MUST track the results. It is only then that you can learn from mistakes and learn what areas of marketing work best for your business. That way you know where to invest your time.

You'll also find that once you have a real winning ad running in certain publications, you'll be able to leave them to run while you work on other things. At that point you just monitor things on a weekly or monthly basis and as long as an ad remains effective, you keep it running. And because you're being wise with your time – when it finally loses effectiveness you'll already have a bunch of other advertising in place.

How to track results without it costing you a dime.

If you host your web site on some commercial web space (not free hosting), and your service provider provides log files and a way to analyze them (if they don't have analysis tools you'll find some good freeware and demo ones at http://winfiles.cnet.com/apps/98/servers-webstat.html) there is a little trick you can use to show how any given ad is working.

In each ad where the goal is to get them to click on a link that takes them to your web site you can add something to each link that will not stop the link working, makes zero difference to the use but that will show up as a separate entry on your sites log files.

Let's say you have a page called salespage.html on www.yoursite.com, rather than in each ad you place just pointing the use to www.yoursite.com/salespage.html, you can add a question mark and a unique alpha-numeric string to the end of that url. For example;

www.yoursite.com/salespage.html?clasad00l
www.yoursite.com/salespage.html?clasad002
www.yoursite.com/salespage.html?clasad003

And so on. All you need to do is keep a track of which reference you have used for which ad and in which publication, etc.

You can use this to see how well banner ads are doing, how a classified ad in an e-zine is working, etc. And best of all this method is free.

Is there anything wrong with this method?

The only problem with this method is that it takes a lot of time. You have to keep

manual records of which ad is which and which reference you used. Then you have to
download log files and analyze them and compare the results, etc.

So there are better methods?

In short, yes. I have already mentioned one that is worth a look, especially as you can
test-drive it for free. It's a service called Roibot. It's easy to use and costs next
to nothing to upgrade to their professional service. The great thing about Roibot is
that it can be used in email ads, from web space that doesn't allow tracking or scripts
to be run, etc. Best of all, it's EASY to set-up. You can get full details from the
Roibot web site: **http://www.roibot.com**

Or...

If you're one of those 'do-it-yourselfers' and you know how to install perl/cgi scripts
on your site, you'll find some low-cost scripts that will enable you to do full
tracking. A good directory that lists a bunch of these is
http://cgi.resourceindex.com/Programs and Scripts/Perl/

Whichever way you choose...

Whichever way you choose to go, make sure you do choose a method. Tracking ads is a
must, in fact it's probably one of the biggest causes of failure for many would-be
entrepreneurs. Without testing and tracking you'll waste lots of time and never get
your web site sales copy, or your ads to reach their maximum potential.

Finally, there is one more thing you MUST test and experiment with, failing to do so
could mean massive loss of revenue and orders. That thing is...

PRICING.

Testing pricing is something I've written about many times in varying levels of depth.
It's covered in the most detail in my electronic course on creating high profit
electronic products **'Product Magic 397'**, and is also well covered in the books and
reports that are featured in the **Inner Room.**

But it's something I want to touch on here for the benefit of those who are not Inner
Room members and who don't have a copy of Product Magic.

How your pricing REALLY affects sales.

The price that you set your product to sell at does make a big difference to how many
you sell. But not necessarily because it's not 'cheap' enough.

In fact it's very common for people to set the price of their products too low. You see
when your price is set very low you are literally telling people 'this is cheap don't
expect too much', whereas with a higher price you immediately have the psychological
trigger of 'wow this must be good if that's the price'.

My favorite example of this happened early in my info-sales career. I had a small piece
of computer software that helped people pick winning horses in races. I sold it for $15
a time and sales were slow.

Someone told me "Its too cheap for people to take seriously" – so I put the price up to
$30. I was selling the **exact same program** for **DOUBLE the price** and suddenly I was
getting **10 times more orders!**

The fact is that when it comes to solid, usable information, or any other product for
that matter, the only way to know how much it's worth is to experiment and test the
price.

Another consideration...

I wrote a report some time ago called **"How to take a product that's worth $10, make it look like its worth over $229, sell it for $39 and have customers snap it up like you were giving away blank signed checks!".** I had to take the report out of 'general circulation' because it was so controversial, and often mis-understood. In the end I posted on my Inner Room site, as when looked at with the other reports and information on that site, it's not so likely to be misunderstood, or mis-used (yes it's a lethally powerful technique).

Without giving away the actual content of that report which would be unfair to Inner Room members, I'll explain one of the basics here.

How many times have you bought something just because it was 'a bargain'? Be honest now!

It happens every day, we see two for one offers, a special discount, a mail in rebate, etc.

Now think about how you can make your product look like a bargain WITHOUT dropping the price. In fact it's actually possible to increase the price and create a bargain that people will rip your arm off for.

First of all you need to increase the perceived value of your product. Add some bonuses, and really build it up. Then you need to clearly explain what you are offering, HOW you can make such an offer and WHY they need to act right now and not miss out.

And the interesting part...

The bonus items you include and the powerful offer you make also should be TESTED. Sometimes the changing of a bonus item or the adding of one (even something real simple) can drive sales through the roof.

Ted Nicholas, in the master copy writing course explains this in wonderful detail – it's something you might want to check out at <u>http://www.succeed-marketing.com</u>

Remember always the three T's of selling online (and offline for that matter). Testing, Testing, Testing.

TheQuickWay.com

Here's how to get set–up to accept payment, get your sales site up and running and start making sales on which you keep EVERY SINGLE PENNY of the profits...

Dear friend,

In just a few moments you are going to be ready to start earning money from re-selling this product.

There are five simple steps, which this page will explain for you.

1) **Register for free as a reseller.** Go to http://www.thequickway.com/qw2/register.htm and register as a reseller. This is free. **You MUST register before you resell** the product. If you don't register you are not licenced to resell and are infringing copyright law if you do. Once registered you can download the sample sales pages and are approved to use them.

2) **Get set-up to accept payment** – I'll show you a number of ways, and tell you which I recommend and why. This gives you 'an order page'.

3) **Get your sales web page online** – This is very simple to do, simply fill in a short form and you will be given a url which brings up a customized sales page.

4) **Promote your page**, using the sample ads that we provide or ads you write yourself. Remember there are chapters dedicated to showing you how to write winning ads in the course.

5) **Fulfil orders.** As sales come in, send each new customer to your download page or give them the url of the files by email. Many payment systems have some way of automatically sending them to this page, or letting them know where it is.

That's all there is to it! Told you it was easy!

Now let's go into each step in detail...

Step One – Registering as a reseller.

Go to the reseller registration page, fill in the details and click the submit button. It is a requirement that you complete this stage BEFORE reselling the product. If you do not register you are not legally entitled to resell version 2 of the quickway product.

Step Two – Getting set up to accept payment.

The bottom line is that you need to take payment online. This basically

means accepting credit card.

If you really don't want to take payment online and want to hope someone will mail you checks then that's OK (but I don't recommend it). All you need to do is create a web page explaining where to send payment, upload it to your web space and set the sales links to point to that page.

I suggest you look at **Chapter 5** of this course for a list of payment processors.

Please   note Regsoft is no longer processing payments for the sale of this product.

1) If you have a paypal account you can use that.

If you have a regular paypal account you can always create a web page that explains where to e-mail the money. Or you can upgrade upgrade to a business account, but that's very low cost (I believe they just have a small transaction fee) and then have a link direct to a payment page.

2) Click Bank This is a far more professional looking way to take payment for this product. If you don't have a clickbank account already, then you can click here to get set up.

3) There are many more companies that can collect payment on your behalf without the need for a merchant account. A few are mentioned in chapter 5, but if you want the most exhaustive and comprehensive list, you should check out the **70 companies listed in this incredible resource**.

Once you have a page that takes the payment you are ready for step two...

Step three – Setting up your sales site.

When you downloaded this book you also were able to download a zip file with some sample HTML pages. The pages are;

INDEX.HTM – A sample sales page. You will need to load this into an HTML editor and change the link to 'order.htm' to the link to your payment processor (clickbank or whoever).

You also need to change the text at the end so that the page includes your name, your web address and your email address for support. DO NOT make this email address direct to support@thequickway.com. You should have your own download page and delivery system set up, and if a customer has difficulty downloading the product they should contact you. If the problem turns out to be a technical issue with opening the e-book you may refer them to us.

Reseller.htm – Again, open and edit this file so that the links to order.htm go to your payment page.

Download.htm – Important: You should rename this file to an unusual name. Such as **GSHGWK.HMT,** something that will not be guessed by people coming to your site, so they cannot get the product for free. Upload this page and the e-book downloadable to your web space. This is the page you will send people to once they have paid for the product.

Step four – Promote your web page.

Using the promotion techniques explained in the course, simply get the word out about your sales page. Then whenever someone visits your page and buys from you, you keep the full sale price of the product. You'll also be capturing all of your prospects e-mail addresses so that you can send them a 'thank you' e-mail and if you want to, invite them to subscribe to your e-zine or add their name to some other special mailing database. (You can set up your own e-zine or e-mail list using services like [Topica](#))

Step five – Fulfill your orders by filling in one simple form.

Finally, when you have received an order and collected the money, if you have not automated things so the customer is given or sent to your **download url** (see step three) , then simply drop them an e-mail with the details of that web address.

Some additional notes: Some resellers will want to offer a money back guarantee. That is up to the individual. If you do offer such a guarantee and your customer asks for a refund, email us their name, email address, and postal address if you have it and we will revoke their resale rights if they try to sign up as a reseller.

If you think you got your copy of the book from someone who is NOT registered to resell it, or you got it for less than $19.95 or from someone breaching the terms of the resale agreement, email us at admin@thequickway.com and we will investigate.