

The Internet *X-Factor*



*The One Step That
Predicts Success Or
Failure on the Web*

The Internet X-Factor

The One Step That Predicts Success Or Failure on the Web

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Internet X-Factor

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The Secret to Internet Marketing Success

The Internet is confusing for many people.

I've been making a living online for close to 5 years now...

I've seen hundreds of business plans, multi-million dollar corporations come and go, and Internet budgets the size of a small country's gross national product fail to produce a profit. Ask one of the high paid consultants to these huge behemoths and they will tell you that it is a shot in the dark for what works online. They just don't know.

The media talks like Internet business has come and gone...as if business online was just a fad destined to pass away. Investors threw billions of dollars at the Internet hoping to catch the next big idea. Most of them just felt the pain of the next Internet shakeout.

The funny thing is...this whole time I've been in the middle of my own Internet business. My business was profitable the first month I went online...and I've never had a losing month since. Almost every single month has been better than the one before it.

I'm not alone. There are thousands of other small business entrepreneurs who have turned the Internet into their own personal lifetime income streams. They've done it just like me.

Let me tell you a little secret...

I've profited from simple one page mini-sites...but they are not the Internet X-Factor. A mini-site is simply a one or two page web site which you use to create sales for a product or send leads to another site you're an affiliate of.

These are the quickest web sites to build and are usually the most profitable web sites for small businesses. They get the job done and the sale made without wasting time or distracting the customer.

They're just not the most profitable way of doing business...unless you combine them with the Internet X-Factor.

I've also produced large content web sites...with hundreds of web pages full of free content. Guess what? My content sites were also profitable...even without selling advertising. A content site has some advantages over a mini-site. They give you more name recognition, place higher on search engines, and help you to find linking partners to drive traffic to you.

The problem with a content site is that there is only ONE way to make them profitable. That's by applying the Internet X-Factor.

Through all my online adventures...and with everyone else I've helped to build profitable Internet businesses...there is one "Secret" to building a profitable Internet business.

Like it or not...it's the ONE thing that will make your business successful and unstoppable against worldwide and ever increasing competition.

The Secret to Success Online is the Internet X-Factor.

Simply put...It's email marketing to the 10th degree.

It's worlds away from "Spam" marketing. Spamming is when you collect (or purchase) thousands of email addresses...and send them all marketing messages about your products and services. It will get you banned from ISPs, get your web site shut down, and destroy your online reputation. Those people didn't request your messages...They didn't opt-in (which simply means to give permission for you to email them).

Spamming is a quick way to run yourself out of business.

Internet X-Factor marketing is also completely different from what most businesses think is email marketing. It isn't simply collecting email addresses and sending out an ezine. Definitely not. We have way too many of those watered down, opinion less, pieces of marketing trash already clogging our inboxes daily.

To really be effective, your emails must follow the three golden rules:

Rule #1: Purpose

Never let an email leave your desk without having a purpose in mind for it. It may be to generate leads, make joint venture deals, or create sales. It's not just to "Brand" your message as some people would have you to believe.

Here are some examples of types of emails to use and the purpose behind them:

- Free Report or Free Article - Used to Generate Leads for Your Products Or Services.
- Short Email Ad - Used to Send Interested Prospects to a Web Site For More Information.
- Thank You Email - To Confirm orders with customers and to make sure they received them.
- Wow Email - This email is sent several days after an order to give an extra bonus (to prepare customers for future purchasing from you).
- Backend Email - This is an email sent to customers after they order with a discount offer for another product in an effort to get them to purchase.
- Ezine - These are free information/advertising combinations with the primary purpose of the free information being there to help you send your prospects more advertising they will read.
- JV Letter - These are sent out as irresistible offers to get people to sell your products for you.

Notice that every single email is to make a sale...either directly or indirectly. Don't waste your time preparing emails without having a reason for making sales built into them.

You shouldn't always do direct selling (i.e. a sales letter email), but you should always have a plan for making sales. Often a "free report" will help you generate sales at your site much quicker than sending out a sales letter will.

Rule #2: Personalize

This means to personalize your emails to Bob, Jane, Jim, and Sue...but it also means more than that. It means to always think of your audience and provide them with what they want. What are they personally thinking about? What is it that they personally want from your company?

This is why you don't always want to just send sales letters to your audience. I'm sure you don't like just receiving sales letter after sales letter in your email. Nei-

ther do your prospects.

A message sent to your prospects with a "surprise" bonus after ordering is a much more powerful way of connecting with them (and making future sales) then sending them another direct sales letter. The direct sales letter being sent right after an order will make you look like a jerk just hungry for more money. A "surprise" email bonus opens the door up to what a wonderful experience it is buying from you. One of these emails breaks the connection with your customers...the other one strengthens it.

If you hire a good copywriter, the first thing they will always do is study your customer base. The more they know about your customers, the better they can write the sales letter. This becomes even more true when dealing with email. One of the best things you could ever do is really get to know your customers. Then, you can write directly to them.

Never write an email to your "subscriber" list. Write it to Fred who is on your list. A good email communication will always be written as if it was just to one single individual. Once you have an email created just for them, then you can use your mail merge software to personalize that same email to everyone (but everyone thinks it was written just for them).

Rule #3: Personal

Never allow yourself to become "the corporation." People by nature fear large companies and don't like buying from them. They would much rather buy from people.

Smart companies have figured this out. Go to a Wal-Mart and you will be met by greeters at the front door...not simply sale guides. Everyone knows what Dave Thomas looks like (owner of Wendy's). Fashion designers label their clothing with their own personal names - Tommy Hilfiger and Ralph Lauren.

People are always afraid to show themselves in their emails. Let people see you. Don't ever let me catch you sending out an "ezine" with other people's articles published, some ads, and that's it. You had better at least write an editorial for the top. What is your opinion on the subject? What do you think?

Share with your prospects and customers. One of the best emails you can send

would tell a story or reveal something about yourself. So many business owners are afraid to share themselves, because they're afraid of the rejection which comes along with it.

One of my most popular articles for a long time was one about the Internet life-style where I talked about how our nearest neighbor was a cow named "Oscar" who lived next door. This article was picked up and published to over a 1,000,000 people in all.

I received a flood of orders...and questions about how Oscar was doing. For those of you who've asked, I have since moved away from Oscar, but have added another dog (a Newfoundland) which we've nicknamed "Cheeseburger." I now don't have any neighbors.

You may find it difficult to share simple things like this with your audience, but you have to overcome these fears if you really want to be successful online. These little "unimportant" comments or statements in your writing show that you are a real person customers can trust with their business.

Owning an Internet Business is Real Freedom

I don't pretend to have all of the answers when it comes to Internet marketing, but I have been profitable from day one. I had to be. I didn't have millions of dollars in joint venture capital to fall back on.

My business consists of only 2 people...my wife Julie and myself. That's it. We have no other employees. We don't need any. The ability to automate online has opened the doors to the real virtual office. I can run my worldwide publishing business at home, while traveling, on the beach, anywhere. It doesn't matter.

The majority of my business is conducted right from a laptop I carry with me. Yes, that's right. I don't even use a desktop as my main computer. I don't need it. My trusty little laptop can do the job just fine...and it creates the perfect "Lifestyle" business. It can be taken anywhere.

I'm not bound to an office...or a phone...or meetings...or a boss.

I can work from anywhere...but that's not even the best part.

The best part of an Internet business in 2001 is that the majority of my business takes place without me ever even being involved. I may write an article one time and submit it to several hundred ezines. They run the article whenever they have time or space.

Prospects respond to my little resource box on the bottom of the article by sending an email to one of my autoresponders. I will usually offer some type of FREE report by email inside of this resource box for easy response. As soon as they email my system, a response to their request is immediately sent back to their email box.

The Free Report will educate them about why they should make the right buying decision by purchasing one of my products. They can then click over to my web site to read the complete sales letter.

If they decide to purchase (and many of them do), they can order instantly online by using one of my secure order forms. For the majority of my products, they will receive the information product they ordered within seconds at a special cus-

tomers download site.

Notice that NONE of this process ever required any personal human interaction. I didn't have to be in my office to take the orders. I didn't have to pay an employee to be in the office to take the orders. It was all handled 100% automatically by technology available right this minute.

This is only the beginning of the complete "automated" business system...

Although a large number of my prospects immediately decide to purchase one of my products when they visit the web site, some prospects stubbornly decide they don't need my products at this time. They may have been too busy, had something else on their mind, or just weren't interested right now.

Automation comes to rescue...

Smart Internet marketers today don't just use an "autoresponder." Technology has advanced way past that. We now use what we call an "automatic follow-up autoresponder." Instead of just being a system which replies to a message with a specific message, it is also able to follow-up on them with future emails.

So, when a prospect sends an email requesting my free report, they receive the free report back in their email box almost instantly. It doesn't stop here though. Two days later they will receive another message just checking in on them making sure they received the free report. Another two or three days later another message will be sent. This time it will ask if they have any questions.

Another message is set for 7 days after the first one to show testimonials we have for our product...or possibly to highlight one of our testimonials very specifically. A few days later they will receive another message talking about the importance of the guarantee and just how valuable it is to them.

In most cases I will have at least 7 messages sent to each of my prospects. Although that is as far as many of my follow-ups have been set to go, I'm not really limited to that amount. You could have 10 messages, 20 messages, 30 messages, or more all programmed to follow up on each individual prospect.

Since email is free...You could potentially set up 6 months worth of follow-up on each prospect automatically. The only way you'd ever stop following up on them

is if they requested to be “removed” from your list. Guess what? That’s handled automatically as well. They just click a link at the bottom of each message you send out...and they’re automatically removed from any and all future follow-ups.

I hope you can see why I’m so excited about this type of automation. All of these follow-ups occur without me being present. They continue even when I’m on vacation. All I do is log into my account and check how many leads I have in the system at any time. I don’t have to lift a single finger for the follow-ups to keep right on flowing.

Let’s take one more step into automation.

A lot of marketers understand autoresponders, and follow-up autoresponder systems. They understand them, but they don’t apply them to maximum degree.

My system goes further. Let’s say that on follow-up message number six one of my prospects decides to purchase my product. They’ve finally been convinced of it’s value. What happens next is a beauty of modern technology.

My shopping cart system (where they placed the order) automatically removes them from the first follow-up series. There’s no use in continuing to market that product to them. They’re already a customer now. Following up on something they already purchased would only annoy them!

It removes them from the first follow-up series and automatically starts them on a NEW customer follow-up series. An email is sent to them after they order that confirms their order and asks if they have had any problems with their order.

Two days later the follow-up system will send them an email with a special surprise bonus which was never mentioned in the original offer. In other words, they are now given more than they originally purchased.

I first learned this type of method from Mark Victor Hansen. He taught that disappointed customers don’t buy future products. So we always want to make sure that our products deliver what they promise. He also taught that even satisfied customers rarely order a second product. So just fulfilling your original promise isn’t quite enough.

You have to “WOW” a customer to literally force them into coming back to do

business with you in the future. You have to give them more than they expected. This is where the “surprise” email comes in. You use it to give your customers more than they expected...without you having to ever lift a finger! It is automatically given to every new customer by your follow-up system.

NOTE: If you are wondering what you should give as a surprise bonus, I recommend a short 5 to 10 page Special Report they can immediately use. Sometimes a “Quick Start” report is a good idea. Other times you may want to give them a report which may help start leading them into your next product purchase (make sure the report contains good valuable information though that doesn’t require any additional money).

A third email is sent around the 5th day making sure they haven’t had any problems and asking for their honest opinions of your product (this email will help you to fix potential product problems and to obtain testimonials of satisfied customers). Notice that we send this email after we’ve just given them a surprise bonus in an effort to turn them into excited customers.

Another follow-up email is sent around the end of the week (7th day) with a special offer on one of my other related products. The key to having the best success with this offer is to make it a special customer deal...with a discount not offered to the public or an extra bonus the regular public doesn’t receive. Since they are now my customers, they deserve a little better deal than simple prospects (who haven’t become customers yet).

On or around the 10th day I will send another customer special offer...again with a discount or additional bonus. The reason for both of these emails is that I want every new customer to get into a buying habit for my products or services. Once you can make that 2nd sale to them, you’ll find that it gets easier and easier to make future sales to these customers.

Here’s a technique you’ve probably never heard of or thought of until now.

I’ve just recently started using it with great success. Whenever I’m selling any type of digital information product (such as an ebook), I now make one of the bonuses be a 6 or 12 month subscription to email updates about the product.

This strategy gives you three advantages to selling digital products...Advantage

number one is that you will have more sales since this extra bonus will add more value to your overall offer. More sales is always a big advantage.

The second advantage is that you now reduce refunds. Digital products are notorious for having higher refund rates. People can purchase the product and then request a refund. They already have the product and there isn't anything they can return if it's digitally downloaded! You'll find some unscrupulous people who will take advantage of you this way (they always get theirs in the end though).

If you're giving a 6 month or 12 month subscription to updates, they now lose all of the updates they would have had if they ask for a refund. They lose because they have no idea what kinds of great things they will now miss out on.

A third benefit to having free updates is that you now get more opportunities to follow-up on your customers for more sales. Each time you send out an update, you should also include a special offer for one of your other products. Your customers win because they receive more value for their money. You win because you produce more sales for your products and services.

Once you've written the updates, you can also just post them into your product follow-up letters...Now you've even automated the updates! A person asks for your free report. The system follows up on them. They purchase. The system then follows up on the sale, making sure they're excited about their order. It sends them monthly updates. It even sells them other products and services (which each have their own follow-up systems as well for more updates and product sales).

Where are you in this picture?

You set it up once...and then you could be spending your time doing whatever you enjoy while the automation takes over...I love Internet Marketing Technology!

Myths, Untruths, and Outright Lies...

The Internet is overcome by them. Since the average business owner has no idea what works online, shysters abound. They are out there to take you for every penny you have. Many of them don't care about your business at all. All they see when they look at you is another dollar sign ready to be plucked.

These "enemies" are definitely not the only dangers online. Even more dangerous in many cases are the many well meaning friends who just don't know any better. They've heard the same thing said so many times that they too believe it. They've never put it to the test and they've never really listened to someone who was really making money online.

All of the opinions you're hearing online have led to the creation to quite a few myths that can destroy your business...or even worse...put you in a position of maintenance where you earn a little bit of money but are never able to break-through to real online profits. That's the most dangerous position of all. When your business fails, most people realize they did something wrong. When you're actually making a profit, it fails to come to most people's attention that there is a much more profitable way of doing business.

Myth #1: Your Web Site Needs to Use Flash or Other Fancy Elements to Really Impress Your Prospects...

Rule #1 of successful web site is this...The purpose of your web site is to generate email leads....That's it.

You may say, "But, I thought it was to generate sales..." NO...Don't interrupt me. The purpose of your web site is to generate email leads. That's it's only purpose. Don't add anything...and don't take anything away. That's the purpose of a web site...to generate email leads.

Whether you know it or not...you are now a collector.

You collect email leads. The more of them which you have in your collection, the greater your online income will be. I could show you my number of subscribers...and my monthly income from business...and you could see they went hand-in-hand every single month I've been online.

Myth #2: You Need to have lots of content on Your Web Site.

Let's repeat rule #1. The purpose of your web site is to generate email leads...

Some web sites may find that having lots of content helps them develop lots of links from other major sites (for example, you'll find it very difficult to get top rankings from directories such as Yahoo without content on your site). If they are generating this traffic for the purpose of collecting more email leads...then it is a good thing.

If you just post loads of content on your site in an effort to impress your visitors, brand your name, or whatever other silly reason...then it is counterproductive. The purpose of your web site is to generate email leads. So your very best free content should NEVER be available to your visitors until they subscribe to your autoresponders, ezine, etc. Until they give you their email, they should always be on the outside looking in.

Myth #3: The best web sites are short one or two page mini-sites.

Let's repeat rule #1 for those who haven't gotten it yet. The purpose of your web site is to generate email leads...

Most often a short one page site is the best type of site for producing email leads. You can have a powerful headline, some bullet benefits listed, and then have a form for your visitors to give you their email address.

Once you've collected email leads (they are already on your list), then you'll often have the best sales result from simply having a one page web site with a powerful sales letter...and a secure order form.

The mistake is in thinking that the mini-site itself is a solution. Let's take a mistake I see being repeated over and over again online as an example. Many people have signed up as affiliates for other people's products. They then put up a "mini-site" as an endorsement for the affiliate products.

They then spend their time or their money in driving traffic to this web page. People read their endorsement and many of them click through to product page. Some of them purchase. Most of the visitors do not. What is wrong with this picture?

If you haven't figured it out yet...I can tell you what is wrong. Out of 1,000 visitors to the web page, maybe 500 of them will click through to view the product. Out of those 500, maybe 10 will purchase. The affiliate receives a check for \$200 as their affiliate commission.

If they would have remembered Rule #1, they would have instead focused their web site on giving away something free in exchange for an email address. Out of 1,000 visitors, 300 of them would have subscribed (this is a very normal percentage from our test results). They could have then created their "Thank You" page to be the affiliate product owner...so 300 people are now at the product page (since this is a smaller amount only 6 of them purchase). They receive a check for \$120.

The difference is they now have 300 email leads. So in week two they promote a 2nd affiliate product to these people earning another \$100. In week three they promote another affiliate product earning \$50. In week four they promote another affiliate product earning \$150. The process never has to end.

Do you see the difference?

Affiliate number one may be as pleased as punch with themselves because they earned \$200. Affiliate number two earned only \$120 immediately, but they've now created multiple streams of "LIFETIME" income from their prospects.

Who do you think will still be in business next year?

Myth #4: Traffic is the most valued Internet possession.

No...it is not. I know thousands of web sites who get thousands of hits a day who don't earn a single penny online. All the traffic in the world is worthless to a web site if they don't make money from their visitors.

Remember Rule #1.

There are two major solutions that settle the traffic problem forever. If you can build a sales system which generates a reliable amount of income from your visitors (\$1 or more per visitor), then you will find it extremely easy to generate traffic. All you have to do is find web sites which already have the traffic...and set up a deal with them to split the profits on your items (joint ventures or affiliate pro-

grams). Sure, you give up a percentage of the profits by doing this, but you can tap into almost unlimited traffic through picking the right partners.

A second method for generating traffic once you have a powerful sales system in place is to simply buy your traffic. Pay-per-click search engines such as Goto.com, Findwhat.com, 7search.com and more open the doors to bidding whatever you can afford on the visitors you want. If you want more visitors, just bid higher for your keywords. You can also purchase banner clickthroughs on the same type of arrangement.

Traffic is definitely not your web site's problem.

Myth #5: Having the best, most valuable product is the key to online success.

No. Yes, it is important to have a great product. If what you're selling isn't great, then I highly suggest you drop that and find something you can truly be proud of. Having a great product is definitely not an assurance of success though.

You could have the best product in the world, but nobody will purchase it if you don't have a powerful direct selling system in place. If you don't get the word out to people what your product will do for them, then you're going to have a bare minimum amount of sales.

Let's take this same idea from another viewpoint. Let's say you have a powerful direct marketing sales letter on your web site. You're generating a lot of traffic through affiliates. Your web site is making \$10,000 a month. That's great.

What happens when someone else comes out with a competing product... especially if it's better than yours. What if they hire the best online copywriters available? Then, to take it even a step further...they use Alta Vista or one of the other search engines to find out who your affiliates are (it is a very simple process to do a search to find all of the web sites linking to a specific web site).

They then go through contacting your affiliates and offering them more money than you are paying. Your \$10,000 a month income can quickly turn into \$1,000 a month almost overnight.

The one protection you have against something like this occurring in your busi-

ness is to never focus on your product. That's right. Don't focus on the product. Focus on the customer.

The customer doesn't care about your product anywhere. They care about having the best possible solution to their problems. In some cases it may be your product. For other customers, there may be a better solution out there for them.

The best way to position your business for maximum profits...no matter what happens...is to Focus On Building Your Opt-In Email List. Nobody can ever outposition you and take that away from you.

By building your list first, you can then sell your products to your list. You can also sign up for affiliate programs and promote those products to your list. You can even make special joint venture deals with your competitors to offer their products to your list.

In all these offers YOU are the one making the best profit. The owner of the list is the one who controls the marketing game. As a large list owner I get hundreds of joint venture offers every single week. I get to pick and choose the very best offers for my clients. I also get to negotiate for much higher percentages of the profits since I'm the one with the responsive lists. Product offers are easy to find. The list owners are the ones in control.

Rule #2 is...He/She who has the list makes the rules.

Pop-Ups, Pop-Outs, and Pop-Unders, Oh My...

Hopefully, you're finally ready to say, "I understand Rule #1 and Rule #2 of Online Marketing now...but what about my web site?"

It is time to break everything you've learned down into very simple terms now.

Rule #1 states that the purpose of your web site is to generate email leads.

Your web site is going to focus on this goal, but since you don't have unlimited funding behind you...we need to earn a profit doing it. Worst case scenario, you at least want to break even while generating your email leads. You don't want to lose any money while generating your soon to be "Huge" income list.

So, you have to sell a product at the same time you're building your list.

The best strategy possible is to focus on ONE product sale upfront.

Yes, you want to have multiple products or services available to your customers...so you can generate multiple income streams. On your first offer though, this is NOT the time to offer variety.

Offering several items to your prospects the first time you meet them is guaranteed to confuse them. They see so many product options...they want all of them...and they decide to leave to think it over for a while. Leaving to think it over is the best way to lose them forever. They'll never be back...because something else will catch their eyes soon.

So, your first offer to a customer should always be your best lead item. You will usually want to pick something easy to deliver at a low cost...if possible. For many "information publishers" which is my business, we focus on low cost books or ebooks (\$30 or less).

A retail store may focus on a special sale item such as what you'd feature on the front page of a sales flyer. A service business may focus on a short 30 minute coaching session for \$47 (even if their primary package is a full year of coaching

for \$3,000).

This first product is not your most profitable item (we'll discuss this more when we talk about Multiple Streams of Income). It is the item which poses the least "risk" in the minds of your customers. Sure, every one of your products may come with a full money back guarantee. Even with the guarantee though, your potential customers still see some element of risk involved. So, you want to give them a first offer with a very low threshold to overcome.

For example, your business may focus on selling \$2,000 training courses. You fully guarantee them, but that is still seen as a high risk factor for the average customer. So you may find that offering a \$17 introductory ebook will be a much better lead offer. Most customers will spend \$17 pretty easily without too much fuss or contemplation.

After someone purchases the \$17 ebook, then you can begin a follow-up for your higher priced training courses. You've began to build a relationship with them which opens the door to higher priced items.

The same idea applies to the company who may have a catalog full of 1,000 different items to sell. All of those products may be valuable and can be used to increase your profits. If you present them all at one time though, you're just going to confuse most of your visitors.

Confused visitors don't buy. Remember that.

So, the best offer is to take your most often purchased item at a lower cost and present that to your web site visitors. If they purchase this item, then you can immediately send them the rest of your catalog. They're no longer just a visitor... Now they're a customer ready to do business.

If they don't buy your first item, you'll still be collecting their email address for future offers. Don't forget Rule #1. Your web site's first purpose is to collect email leads. Selling a "lead" product just helps you earn a profit while doing this.

How to Build Your Web Site

OK...you have your opt-in email list. You also have your low risk lead product. It's time to get to work at building your web site. There are many different ways

of doing this, but I've tested all of them. Two methods have proven themselves the most profitable time and time again.

So, there are only two ways I build web sites anymore.

Both of these methods use pop-ups. A pop-up is simply another smaller page that pops up on your customer's computer. For example, you can visit my Netbreakthroughs membership site page at <http://www.netbreakthroughs.com>

If you choose to leave my site without going to the order form, then another browser will pop-up on your screen. This second page that pops up will be asking you for your email address.

You can type something else in your browser and this will trigger the pop-up page. You can decide to click away from my site with another link. This will trigger the pop-up page. You can even close down your browser. This will trigger the pop-up page.

Internet marketers call this an "exit pop-up." It occurs when you exit my site for any reason. It gives me a 2nd chance to get your email address or make the sale.

Another type of pop-up is called an "entry pop-up." If you visit a web page with an entry pop-up on it, then a second browser will open up on your screen right as you come into the site. Very often web sites will use these to collect email addresses immediately when someone visits their site. They pop-up their Free Report offer right in their face.

A third newer type of pop-up is called a "pop-under." This type of pop-up brings up a second browser, but it hides it behind the page you're currently viewing. A lot of web sites are using this for an advertising method. When you visit the web page, a second browser is opened up with a different site behind the page you're viewing. Whenever you close down the first page, you'll then see the second browser.

I've had the opportunity to purchase several hundred thousand "pop-under" ads around the Internet. I've never been pleased with the results. In my experience, they simply just didn't work to convert. Since they don't work effectively, I'd recommend you stay away from using them.

I've tested both "exit pop-ups" and "entry pop-ups" quite extensively and have been very pleased with the results from both of them. Both of them increase your response rates and subscribe rates, but you have to make sure you don't overuse them.

There has been a lot of discussion online about whether "pops" of all types annoy your web visitors. In many surveys, companies have decided that they can annoy your visitors. So, there is a lot of controversy regarding their use.

Because of this, I always make it a priority to only use one pop-up on each of my web sites. The one I most often use is a pop-up on exit. I've found that it creates the least resistance while giving some of the best results.

The extra results you'll receive from it will outweigh the potential dangers. You'll get more subscribers and sell more products using it. That's what Internet business is all about.

I'll give you the coding to use for an "exit pop-up" later on in this chapter.

First, let's talk about my two main web site design methods.

Method #1

Sell the Product...Pop-Up for the Email Address.

I use this strategy on <http://www.netbreakthroughs.com>

I use a "mini-site" with a long sales letter (length of the sales letter depends on just how much information is needed for a good buying decision) straight down it. I'll sell a low priced product (in Netbreakthroughs case \$19.95) with a large amount of bonuses and reasons to purchase now.

The main site is simply going for the sale. I want them to make a decision now to purchase the product.

If they decide to leave my web site without clicking on the order link, then an exit pop-up will appear. This pop-up is a smaller size than a regular browser page and simply offers them a Free report in exchange for signing up for my email list.

Basically this is my 2nd chance method. I go for the sale first (if they purchase I obviously get their email address). If they don't purchase, then I get a 2nd chance for their email address by giving them something free.

If they purchase I earn a profit and get their email. If they don't purchase, I will still get a large number of their email addresses (20% to 35% are our target percentages for email addresses from our visitors).

Method #2

Ask for the Email Address...Pop-Up for the Product.

This is not my favorite method although is a very useful method in several instances.

One of the reasons you would want to use this method is if you don't have your own product. You're selling through affiliate programs you're a member of. The most profitable method for any affiliate member is to collect the email address of your prospects first...and then promote the affiliate program.

Remember Rule #2...He/She who has the list makes the rules.

If you're building a large opt-in email list, then you will have the ability to generate nice sized income in multiple affiliate programs at one time. You may sell information products from 3 different companies, web hosting from another, and autoresponders from a third company. You profit from all the purchases your list members make.

If all you're doing is sending traffic to an affiliate program, then they're in charge of what your prospects see and do. You're only earning one income when you could be earning five. You're building a business for the affiliate owner, but your own business will stop the moment you stop advertising.

If you want to make money as an affiliate, you have to concentrate on building your list. So, your main web page should be focused on collecting your visitor's email addresses. The pop-up on exit could then be for one of your affiliate programs. If they won't give you their email address, then try to make a little money back with your 2nd chance.

A second reason for going for the email address first would be if you're selling a high ticket item upfront. If only a small amount of your visitors are going to purchase on the first visit to your site (less than 1%), then you will find yourself earning a better income by just collecting their email address on your main page. You can then use the pop-up on exit to make an effort for the sale (although you'll find the majority of your sales taking place through your email follow-up for any high ticket item).

How to Install an Exit Pop-Up

Since pop-ups on exit are such an integral part of the Internet X-Factor, I wanted to give you the HTML code for one you can use on your web pages. This code is pretty easy to install, but it requires you to be looking at the actual HTML coding of your web site.

To look at your code, you can open up your web site in any plain text editor (or HTML editor) such as Notepad. If you're using a web page design program such as Frontpage, then click on the "HTML" tab at the bottom of your design screen. If you use Dreamweaver (like I do), then simply go up to the "View" option and choose "Code."

Insert this part of the code between the two head tags. It should be below the <head> tag and above the </head> tag:

```
<SCRIPT LANGUAGE="JavaScript">
var exit=true;
function leave() {
if (exit)
window.open('http://www.website.com/popup.html',",
'toolbar=no,menubar=no,scrollbars=yes,resizable=yes,location=no,height=400,
width=400');
}
// End -->
</SCRIPT>
```

When working with the above section, the part where you see <http://www.website.com/popup.html> needs to be changed to your web address. If you have uploaded the page you want to pop-up on exit to <http://www.netbreakthroughs.com/popup.html>, then you need to put that in there. Just replace it with the web page you're going

to pop-up.

Each of the other options can also be changed. You can change it to “yes” menu bar if you want them to see a menu bar. You can change to “yes” scrollbars if you want them to be able to scroll. You can also change the height and width of the pop-up by changing the “400” currently there to whatever size you need for your pop-up. The best way to size it correctly is to install the code and then test it by visiting and leaving your page.

Insert this anywhere in the web site below the </head> tag:

```
<BODY onUnload="leave()">
```

Once you’ve inserted these two codes, your pop-up on exit will now work. Whenever anyone leaves the page where you have the code installed, the pop-up will then occur.

When you use a pop-up on exit code, you should also specify which links won't cause the pop-up to appear. For example, you won't want a link to your order form to pull up a pop-up box. You don't want to distract visitors who are preparing to order one of your products!

Insert the below code into links you don't want to bring the pop-up.

```
onclick="exit=false"
```

This would make a link look like this in HTML:

```
<a href="http://www.bizpromo.com" onclick="exit=false">This link won't  
popup</p>
```

Anytime you don't want to bring up the pop-up, you'll have to use the above format. So, go through your web site links and add in the above code for any of them you don't want to use the pop-up.

Opt-In Lightning Special Pop-Up

My main web site at <http://www.bizpromo.com> uses a very special pop-up code when you visit. Check it out by clicking on the above link.

This code is produced the program I'm using to manage my Web Gold ezine list. My list has over 50,000 subscribers and is a huge list for any email marketing system. So I had Opt-In Lightning installed on my dedicated server to handle the large load produced by emailing my list every week.

One of the best features of Opt-In Lightning is it's ability to produce an entry pop-up such as this one. It doesn't look like a browser at all. It looks much more like a Windows error message. I can put in my short offer and then anyone who clicks on "OK" will be subscribed to my opt-in email list.

It has helped me increase subscriptions at <http://www.bizpromo.com> by an extra 5% to 10% over using a regular pop-up. When your list earns you a nice paycheck every time you send out, this can create a nice extra income.

You can find out more information about this software program at:
<http://hop.clickbank.net/?bizpromo/lightning>

I'm not saying whether it's right for you or not. The main reason I purchased it wasn't for the special pop-up. It was because I wanted to handle my too large of list. I would actually recommend <http://www.Netofficetoolbox.com> as a little bit better option for handling your email (along with creating pop-ups, taking orders, running an affiliate program, and more)...It is a much more complete option since it is a total Automation System in one easy to use package.

A Step-By-Step Solution To Creating Your Own Wealth Funnel

Think of this as your own wealth funnel. You start off by selling low priced items (under \$50) to a large number of people. They're easy to sell because of the low price and they earn you a good amount of money.

So far, I've called this type of low priced item your lead generation item. Your goal is to earn a small profit while building a large opt-in email list.

For an information business, this entry level item is usually an eBook. As a matter of fact, a lot of different types of companies will use a book, report, or eBook as their entry level product whether the rest of their business involves information or not.

Most service businesses will find that some type of information product can be an extremely good lead generator. For example, a search engine optimization service would find that creating and selling a Search Engine Report as an eBook to be an extremely profitable lead generator.

They could sell their Search Engine Report just to break even on ad costs. Then, they sell their search engine services to their eBook buyers. They would have NO advertising costs in selling their service since their leads would all be generated by the report.

This same strategy could work for almost any service business. If you're a consultant, you immediately get more clients and even charge a higher fee once you have an information product published. The information product gives you more credibility to your customers.

If you're a public speaker, the eBook can help you find new promoters and events to speak at.

If you're a web designer, an eBook on web design can give you new clients.

If you sell martial arts equipment, an eBook on martial arts can give you credibility.

If you sell paintball equipment, an eBook on paintball strategies can open more doors.

If you do gardening, then an eBook on elements of gardening makes perfect sense.

So a low cost product, preferably a simple eBook or report is the first lead generating product. You make sales easily to your visitors and start them into your funnel of product sales.

At this point, you start selling them your primary product or service...OR you may have a catalog of possible options for your customers to purchase. The key is to have more than one product to sell...and have a variety of price levels for your customers.

For example, if you were the Search Engine guru, you could have your \$17 report for people who want to learn about search engine positioning. You could have a \$19.95 a month subscription for constantly updated results. You could also have a \$100 a month service for top positioning in 3 engines.

You could also have a \$500 a month option for top listings on Yahoo and 7 other major sites (you probably could even charge a lot more for this kind of option).

You may also offer your \$3,000 3 day seminar to teach others how to be search engine experts.

You could then joint venture with other types of Internet marketing information products, sites, and tools (such as web hosting, autoresponders, etc.). You could offer other people's seminars to your list. You could sign up for affiliate programs to promote.

This gives you multiple profit streams from the same audience of customers.

The key to Internet wealth is to earn multiple streams of income from the same customer base. I've said it over and over. Don't think about having 1,000,000 customers. Think about having 1,000 customers and offering them everything they need to reach their goals.

How the Funnel Works

You must build an opt-in email list. I talk about this point again and again, because it is essential to the success of your online business. Having a list opens the door to Internet money-on-demand (cash anytime you need it) and the constant growth of your business while your list grows.

Key point: The key to an Internet Wealth Funnel is building your opt-in list and really working it - in both of its major forms (one opt-in list for prospects who haven't purchased yet and then another one for customers who have purchased from you).

When we usually speak of opt-in lists, most of the time they are "prospect" lists. While we're covering this point though, I need to mention that you should also be building a "customer" list. These are people who've not only raised their hands and have asked for information...but they have also voted with their wallets and are willing to BUY from you.

Your customer list is 100 times more valuable than your prospect list. You need to keep the email addresses of your customers and offer Customer Only specials... and even send out specials by snail mail to your list. Personally I like sending out postcard mailings to my list once in a while by regular mail, but marketers such as Jim Daniels have said they have great profits from sending out hard copy catalogs to their customer list.

Once you start working your customer list, you'll find a very interesting trend. A good percentage of customers will buy again and again from you if you've provided them with good experiences. In other words, if you "Wow" them with wonderful products, you can count on 25% to 75% of your customers continually buying new products and services you release.

The actual statistic most often quoted about this is that it is 7 times easier to sell to an existing customer than it is to produce a new one. This means it will cost you 7 times as much in expenses to generate a new customer than it would to go back and make an offer to a current customer.

I don't have to earn 10 times my money from an ad to be happy with the results. My real money isn't in the first sale. I may make a few bucks or even a few thousand bucks on the first offer. It really doesn't matter. The real money comes from

future sales!

The true danger of the Internet hype and lies of the "Make \$50,000 in 30 Days" comes into play here. It puts most beginners out of business online. They run an ad and break even or only make a small profit. They try again and the same thing happens.

They keep going and earning a little money...losing a little money. They think they're doing something horribly wrong because they're not getting rich in 90 days like the Internet guru told them. They give up because they can't seem to get ahead.

Let me assure you. If you're breaking even or earning a small profit on your first sale, then you are doing good! Most businesses don't earn a profit their first year (or even their first few years). An Internet business can be quite different though and can be profitable almost immediately because of the low overhead we deal with.

Start Small...Dig a Goldmine.

The small profit you're earning today can be easily turned into a GOLDMINE once you realize it's only the beginning of your relationship with each customer. This is called the lifetime value of a customer. How much will each customer be worth to you over the lifetime of your business relationship with them?

Each customer is not worth the \$17 they spent on the first ebook they bought from you. They may be worth \$1,000 once you count the average of the ebooks they will buy, affiliate programs they may join, conferences they'll attend, consulting they'll purchase, etc.

Looking at each new customer this way will build a fire on the inside of you. You made 15 sales today for \$255. NO...you generated 15 new customers for a future net worth of \$15,000 in your business. This is where you're missing it.

Let's take Average Joe Affiliate for a moment. He signs up for a free affiliate program and places ads to promote it. It may cost \$100 for the ad. It does really well and \$300 in sales occur. His share may be \$120.

The first thought in his head will probably be, "I only made \$20 today." He may

then think that the ad didn't work because he only earned a measly twenty bucks. He'll tell his friends, "Maybe this affiliate program isn't any good because it didn't produce for me."

Another ad is placed...and another small profit is earned...or maybe even a small loss. The whole process begins to look too difficult to accomplish. So, Joe becomes another failure in the trash heap of Internet hype.

This is why I tell everyone you need to start your own opt-in list. I don't want you to become like Average Joe Affiliate. By having your own web site and signing up visitors for your list FIRST...and then promoting the affiliate programs...you get to build your list (your GOLDMINE) while earning a profit in the affiliate program.

Your viewpoint changes. Instead of saying, "I only earned \$20." You tell everyone, "I actually was able to earn \$20 while adding 150 new people to my list!" You made money generating new leads for your other products and services! The first sale to a customer is just LEAD GENERATION...while earning profit.

Examples of Information Products in Each Level

Let me show you three examples of how to create your own Internet Wealth funnel. The first one is by running your own information business. The information business is one of the most profitable businesses to be...since you get to sell high value products at 1000% margins or more regularly instead of being stuck with small 20% to 50% margins.

I want to concentrate on showing you 4 different price levels for your products and what we use each one for in our business. Please note that the below figures are examples and your own business may have some differences in it.

Low Priced Entry Level Items - \$5 to \$50

An information business will usually generate customers using a low priced entry level product in the \$5 to \$50 range...although they sometimes will go a little higher (sometimes up to \$97 while still in basic lead generation mode).

What's important for you to know is that this is the lead generating product, not the primary income generator for the information business. This is the mistake so

many marketers are making. They think this is where the profits come from...and it's simply not.

Small profits are earned at this price level while generating leads for the much higher ticket items on down the road. It's difficult to sell a \$1,500 video course to someone if you haven't already impressed them with a \$17 book.

Products in this price level most often include eBooks, Books, and Single Audio Tapes...or sometimes a package deal of these types of items. When writing or creating this type of product, your mind should be thinking about what you will be selling on the backend.

How are you going to use this first product to naturally lead your customers into further and greater purchases from your company? Is it a lead in to a complete audio tape course? Does it prepare them for your monthly teleseminars? Do you have a seminar to promote on the backend?

Once someone purchases this type of entry product from you, you should then have an automatic system of follow-up on them to upgrade them to a higher level of purchase. For example, you may have a series of 7 emails sent to every new customer. The first one can be a thank you for their order.

The second email may be an additional bonus to "Wow" them. A third email may ask them to tell you their opinion of your product and receive a free report. A fourth email may introduce a special price on a higher ticket backend item (maybe a gift certificate for the full amount of your last purchase). For example, if the person bought a \$29.97 ebook, you may say they get \$30 credit towards your \$495 teleseminar if they order within 21 days...or something similar.

The fifth email may go over a few of the benefits from your upgrade offer. The sixth email could be full of testimonials for it. The seventh email may be a final chance to get the discount price.

While sending out these emails, you may also decide to go even further and send out a direct mail letter OR postcard to your customers on why they should upgrade to the larger purchase option within 21 days.

The key is to follow-up and give them a reason to take action now by giving them a benefit only available to customers for a limited time.

Medium Ticket Bread & Butter Items - \$50 to \$500

You'll find a large number of products in this medium price level. That's why I like to call it my bread and butter level of information selling. The largest number of sales we make from my company comes inside of this price level. You'll also find that it doesn't require too much work to get an Internet user to purchase at this price.

These products are also some of the quickest and easiest ones to create. It will take you months to write the entry level eBook, but some of these products can be created in 7 days or less. People just don't understand how easy it is to create some of them.

You'll find that Online Package Deals, CD-ROMs, Audio Tape Sets, Video Tapes, and Teleseminars are most often found in this level. These are some of the easier products to create (much easier than writing a book).

Most Online Package Deals now are usually a collection of eBooks and other items that the owner purchased the reprint rights to. Instead of creating the product original, they just found other products they could sell by paying a one time fee for them. They collected a nice set of these together and did an online package deal.

CD-Roms are also usually collections of materials...sometimes reprint rights items, other times public domain materials, some Screencam videos, etc. They usually contain a few of each and can be created pretty quickly.

The largest percentage of Audio Tape Sets are interviews done with experts OR interviews where someone sits down and interviews you. A 4 to 6 tape set could actually be done in a single day, although you would have more time invested in the scripts and editing of the tapes.

With the growth of digital video, creating your own high quality video products or even DVDs is pretty affordable and within reach for most people (you need a digital video camera, a fast Pentium III or IV computer, and a video input card for about \$500). What most people don't even think about is that we live in a TV generation and doing a how-to video is one of the best ways to teach someone.

High Ticket Big Profit Items - \$500 +

This price level is where the real money is at in information marketing. It's also one that most information businesses never break into. Look at most of the extremely successful information businesses which do millions of dollars per year in volume...and you'll find them concentrating a lot of this sector of products.

Most beginning information marketers don't even think about this type of product...yet it's the product that separates the \$100,000 a year business from the \$1,000,000 a year home business. You may have two different Internet marketers who both work full-time, both do around 30 to 40 hours a week, and both sell information products.

They may even have the same number of customers and spend the same amount on advertising. One earns \$100,000 a year. The other earns \$1,000,000. The separation will often simply be in the price levels.

The biggest key to this higher ticket set of items is specialization. A video set on Internet marketing may be worth \$300. A video set on Internet marketing for real estate agents will be worth \$1,500. A conference where you teach Internet marketing basics will go for \$500. One where you teach Financial Professionals could be worth \$5,000.

The person who best taught me this lesson was Dan Kennedy. He'll have a product on marketing he sells for \$197. Then, he'll use the same basic material, make a few changes, and target it for chiropractors...then it sells for \$495 or more. He makes a few different changes to the "same" material and targets it for a different market at the higher price.

Remember This Rule of Information Marketing: Information is cheap. It's Free on Thousands of Web Sites. Targeted Specialized Information is extremely Valuable...and People are willing to pay a Premium Price For Information Written Personally for Them.

Some examples of products in this level are seminars, consulting packages, reprint rights, and specialized video sets. Each of them can easily be priced at way more than \$500. Seminars usually price at \$777 to \$5,000 (Jay Abraham sometimes charges \$20,000 for a single 3 day seminar).

Consulting packages may be \$5,000 or more for a protégé program, \$2,000 for once a month phone calls, a day of your time for \$2,000, etc. These "personal assistance" types of programs are extremely valuable to customers and always come with a very premium price tag. People want personal help and people who are serious about it are willing to pay for it.

Reprint rights focus on a specific group of people who want to have more products to sell. They'll usually go for \$500 to as high as \$37,000 (Yes, I have seen this price on master rights to sell a product)...and will have a lot of people who are interested in buying them. I've actually seen some writers make more money from selling reprint rights to their ebook than they do from selling the ebook themselves!

Specialized video sets will usually be priced from \$397 up to \$1,500 or more. They may include 5 to 15 videos, a 3 ring binder manual, a few audio tapes, and other bonus items (you'll often see consultation certificates added into the package for good value). Workbooks could be included and step-by-step directions as well.

There are a lot of options for these higher ticket items. You just need to think about what your customers would want in the perfect product.

Residual Profits

This is what I consider my fourth category of income. Residual profits don't create the immediate income you'll get from the higher ticket items, BUT they do give you a nice monthly income.

Think about running your own membership site for a moment. You could be charging anywhere from \$9.95 a month to a \$100 a month. You sign up 1,000 members. This would generate \$9,950 a month at the lowest price level. This is money you can count on a base income every month you run the site.

It is the closest thing you'll get to a regular paycheck in the information business. For my business, since I have iBill doing the processing for Netbreakthroughs, I get a large check from iBill every 2 weeks...and I know about how much will be on each check a month in advance. I'm working for myself and getting a regular paycheck I can count on.

Plus, I get all the income from the above types of items as well! That's why I love

information marketing.

Examples of Affiliate Programs in Each Level

A lot of people don't want to create any products of their own. They simply want to sign up and sell other people's products in their business. Don't worry. Forget creating products. This same pricing system can also work for you even though you'll be selling other people's products.

If you do your research, you'll find that there are affiliate programs and dealer programs in EVERY niche market with a variety of price levels you can market.

NOTE: The Key to Being a Successful Affiliate is Building your own Opt-in List to Promote to for Multiple Streams of Internet Income.

For this example, I'll take "Internet marketing" since a large number of my customers are trying to focus here...even if it isn't the best market for them. Below are simple examples of how you could promote multiple streams of income to your Internet marketing email list.

Low Priced Entry Level Items - \$5 to \$50

You'll find a LARGE number of products available in this price range to promote. The key here though is to find something that sells well and gives you a good profit margin on each sale (\$5 per sale for lead generation would be too low).

A good choice in the Internet marketing arena would be a product you own the re-sell rights to. We have a large number of resell rights available in our Internet Product Development package at <http://www.bizpromo.com/newproduct.html>

An example of another affiliate program in this price level would be the Paperless Newsletter Publisher's Guide we offer for \$97 at <http://www.paperlessnewsletter.com>.

The reason it would be here is that you would be getting 50% of the money or \$48.50 on each sale you make. That is a pretty good income and can lead to a lot of lead generation.

Medium Ticket Bread & Butter Items - \$50 to \$500

Examples of affiliate programs in this level would be Mike Enlow's Package at <http://www.enlow.com>, the Netofficetoolbox at <http://www.netofficetoolbox.com>, and Online Automation's Postmaster Software at <http://www.onlineautomation.com>.

All of these items sell pretty well and give you \$60 to \$200 in commission on each sale. That's a nice chunk of change and can create some pretty good profits when you're marketing each one inside of your "opt-in email" strategy (so you get multiple streams of income from the same prospects).

High Ticket Big Profit Items - \$500 +

The best products to market for big profits would be Internet marketing seminars. The one I'm currently involved with by Ron Legrand costs \$997 and he actually lets you keep \$797 of the money when you sell it. Not only that, but they will process the orders for you (they then send you a check for your share minus the credit card fees).

Making an \$800 sale beats \$5 profits hands down for a lot less work. For his seminar though, he does require that you sign up for one (we have one coming up soon) and then you're allowed to promote that seminar plus any other Internet marketing seminars they schedule later on as well. For information, look at <http://www.bizpromo.com/seminars.html>

Residual Profits

This is becoming another easy stream of income for most affiliates with the large number of sites now doing monthly billing. The Netbreakthroughs membership site I own is a good option with \$5 per month in profits. You can sign up for us at <http://www.netbreakthroughs.com/getpaid.html>

Another one that sells well is Host4Profit who pays \$10 per month for their hosting clients. They can be found at <http://www.Host4Profit.com/cgi-bin/home.cgi?2708> and they are a reliable hosting service (I've started to promote them a little more now that the old Virtualis was bought out and isn't quite giving the same level of service).

As I mentioned up in the information products section, these monthly payouts

don't give you quick profits. They do build you up to a reliable income though where you're getting an expected paycheck every month. Currently in my business, I'm getting checks from over 12 different affiliate and dealer programs... besides my own products.

How My Business Works

Most people will never do this for you, but I want to open up to you and reveal the basics of how my own Internet business works...giving you some ideas on how I apply these techniques.

One of the biggest revelations I've had in my business was the one I've been revealing to you here. For the first couple of years in my business, I only sold \$97 products or less. This seemed to put a "ceiling" on my income I was never able to breakthrough. Sure, I was doing well. I was full-time. We had a decent income. It just wasn't spectacular like I wanted it to be.

So I did some research into business experts such as Jay Abraham, Gary Halbert, Ted Nicholas, Robert Allen, Bill Myers, etc. I found out some interesting "Secrets" most people don't talk about. Their large incomes (millions) occur by having higher ticket items to sell and the items they were most known for were just the lead generators.

This revelation led me to start selling other types of products up to \$997. This one change doubled my income instantly without any additional work. Please note that I already had a successful web business. I was already considered an expert. This just took my income immediately to the level I was looking for. One change = double income.

Here are the basics of how my business works:

Freebie - My most important "product" is one that's free. It's the Web Gold newsletter which is the catalyst to everything else I do. It has over 50,000 subscribers now and generates 100s of sales whenever I release a new product. It generates income for all my products and helps me to receive over a dozen checks each month from affiliate programs. It is the foundation and the reason I constantly nag you to start your own opt-in list.

Low Level - My current intro product is Internet X-Factor. It is a low priced

item and serves as an Introduction to me. Most of my customers first get to know me through this eBook or one of the other ones available..

Medium Ticket - I have a lot of bread-and-butter types of incomes. They include Instant Cashflow, The Paperless Newsletter Publisher's Guide, and audio tape products I've been developing with my Mastermind group of Ted Ciuba and Kirt Christensen. My largest selection of products is in this level and produces a nice steady stream of income from each.

High Ticket - The two biggest high ticket items I sell are Internet Conferences and the Internet Product Development Bank. The Internet conferences I'm involved with sell for \$997 each and the Internet Product Development Bank is much more than this. Although we don't sell as many of these packages as we do the lower ticket items, they still add up to a very nice income.

Residual - My biggest residual income comes right from Netbreakthroughs and the \$19.95 a month access fee. This is my paycheck business and gives us the reliable monthly income (although it is actually less than 30% of our income currently).

How Can You Apply the “Multiple Streams of Income” Approach

I know how people think so I know there will be some people reading this right now who will believe that none of this applies to them. They don't sell information products so they don't think they have the same opportunities in their business.

YES. You can do this...no matter what business you are in. Let's say you're a professional coach (insert whatever specialized market you want here). You could have an eBook as your entry level product. You could create a special Strategy session as your medium ticket item. Then you could create a 6 month coaching package for \$2,000 as your high ticket item. A tape of the month could be your residual income stream.

Let's take a product specific business such as sporting goods. You could still have eBooks, books, or videos (how-to) as your lead in product. Individual sporting goods could be your medium ticket items. Whole package “sets” could be your high ticket items. A residual income could be produced by joint venturing to sell nutritional products to your market.

This same strategy can apply to ANY business you're currently involved in. The key is to take your mind OFF your product or service. This is where the difficulty comes in.

You DO NOT sell products and services. You sell solutions to problems. The key to Internet success is to never say, "Here's my product, how do I sell it?" That, my friend, is completely backwards.

Success online will be reached the quickest by saying, "I've found a market of hungry customers, what do they want to buy?" Once you've found this market, get their email addresses. Then, if you find out they're not hungry for your product. Get a new product!

Don't fall in love with your product. That's the biggest mistake any small business entrepreneur could ever make. It is also the quickest route to the poorhouse. Smart marketers don't fall in love with a product. They fall in love with their customers!

Build a list of prospects and customers...then start funneling the products and services they already want to buy to them. That's the way to succeed online.

If you decide to be stubborn and keep looking for a way to sell your product, then good luck to you...because you'll definitely need it.

How to Use Email To Brand You And Your Business Online

The Internet gives you a worldwide market for your product and service. That's the good news. The Internet also gives you worldwide competition for those same customers. That's the bad news most companies don't realize or accept.

It doesn't matter what you're selling. You either have competitors right this minute trying to sell to your customers...or you'll have competitors within the next year. They are out to sell products and services to your customers so you're not needed anymore.

The only way to win in this overcrowded marketplace is to develop strong offers, great sales copy, and an enduring brand name.

Of the three, developing a brand name is probably the most misunderstood and underutilized. Most people never realize they can create an enduring recognizable brand as a small business.

Sure, you may never have name recognition like Nike does, but you don't need to be that well known in the general population. Small businesses such as yours only want to be "branded" in their own little niche audience.

For example, the general population has no idea who "Terry Dean" is, but if you ask most ezine publishers...they know exactly who I am. I don't sell to a general audience so I don't care if they know who I am or not. I only sell to people who are passionate about building their own small or home based businesses on the Net. A large portion of this market knows my name quite well. My name is my brand to them (I'll explain how and why more in the information section of this special report).

People like to buy from brand names they can trust. Think about your own buying habits. All things being equal...you will go for the well known brand names over the unknown competitors any day.

Products without established brand names are forced to go after only one specific type of shopper...the bargain shopper. This is the type of customer who gives you the lowest margins and very limited profits.

This is not the market you want to be in. Establishing your company as having the lowest prices is one of the most dangerous positions to put yourself. Although it can and will work for a while, as soon as a larger competitor with greater buying power comes into the market to compete with you...you're dead. They can quickly establish themselves as cheaper than you and wipe out everything that may have taken you years to build.

Look at most of the big brand name companies such as Nike, Reebok, Harley-Davidson, Adidas, Microsoft.

None of those companies have the lowest prices in their markets. Look closely at a few of them and you'll realize they're the most expensive companies in their markets. Does Nike make the lowest price sporting goods? No. Is Microsoft the cheapest software developer? No. Are Harleys the cheapest motorcycles you can buy? No.

Harley-Davidson is a brand name synonymous with motorcycles. Say motorcycle to many people and the first image in their head is a Harley. They have over a dozen competitors, but they've ingrained their name onto people's consciousness. Even more interesting is the fact that most of their competitors cost around ½ the price for the exact same quality motorcycle.

They developed their brand name as the American Made motorcycle even though there were other American motorcycle companies. They built their entire mystique around this brand. They were American motorcycles and anyone who was serious about motorcycling needed to have a Harley (this also shows they built themselves on an exclusive appeal as well since they're the most expensive and have the longest waiting lists to purchase).

Most big companies don't figure out how to create a brand this well. For example, "Where's the Beef" may be a well known commercial in the US, but it didn't help Wendy's sales one bit. It was an expensive experiment which entertained the public, but it didn't leave many people remembering Wendy's as having larger burgers than other competitors.

How does this apply to you...the small or home based business?

Direct Response Branding

The word "branding" itself is immediately ignored by most direct marketing experts because it has been so misused and misunderstood that we haven't wanted to have any part of it.

When most people think of "brands" online they think of cute little logos, corporate mission statements, and other useless items. We're not talking about any of that. We're talking about branding your name into the minds of your customers so they want to continue to do business with you. Then, they tell their friends to work with you as well.

Your Internet brand can't be focused on you or your company. It must be focused on your customer and only your customer. I've taught thousands of people how to write effective ad copy and the key to success with ads is focusing on the benefits. When writing an ad, online or offline, you focus every sentence and every line on your customer. What benefits will they receive? What can you do for them? What problems can you help them with?

Every visitor to your web site is tuned into the station WIIFM which stands for "What's In It For Me?"

Let's make this a little easier to understand.

Trying to build a web site around the brand, "Business Systems 2000: The Company who Cares" would be a horrible idea. Nobody cares. They don't care about your company name or what you care about.

They want to know what's in it for them. Using the brand, "When You Buy Any Book From ABC Online Booksellers... You Get a 90 Day Money Back No Questions Asked Guarantee" is a much better idea. Most booksellers don't offer full money-back guarantee on everything in their bookstore. If you give customers an ability to reduce their buying risk, then you've branded yourself as the company who cares (unlike just trying to tell them you care from the paragraph above).

To create the brand, "XYZ - Our Products Work" wouldn't tell anyone anything. I hope your products work, but it doesn't provide a real benefit to your customers. How about this one, "XYZ - Our Staff Is Available 24 Hours a Day at 1-800-HelpNow to Help You With Any Problems."

In other words, you have to build a Direct Response Brand. Your brand needs to get over to people the benefits they only get if they buy from you instead of doing business with your competitors.

Find out what your customers want from you instead of trying to force your game plan on them. Do this and you will already be ahead of 99% of your competitors? Become a friend to your customer.

Stop thinking like a marketer or a business owner and start thinking more like a customer. You will learn more about what your customers want and what they are thinking if you take on their mindset. Become a customer in your market.

What does a customer want from your business? What pains are they experiencing already? What are their desires and dreams? How can you help them either relieve the pain in their life or reach their desires in life? That is your goal in developing a direct response brand.

Unique Web Position Vs. Direct Response Branding

If you're thinking by now that a Direct Response Brand sounds a whole lot like a Unique Web Position, then you're beginning to get the idea. When you really break them down, they're essentially the same thing.

The only difference is that most marketers only see the Unique Web Position in relation to their sales copy for a specific product...while your brand name will encompass the uniqueness of your entire company in the market.

Your Unique Web Position usually relates to one specific product. Your Brand relates to your company and your entire inventory.

For example, in an information business you may have 4 different ebooks. They may be on web design, web graphics, flash graphics, and ebook creation. One of the books may have the unique web position that it's the only web design book with complete web site templates to make designing easier.

If every one of your books has this same feature of including specialized templates to make the projects easier...then now you are beginning to build a brand name for your products. People would know what to expect when they buy any of

your products.

Think about the Books "...For Dummies" series. They've built a whole brand name out of information products. They encompass anything from computer related topics to raising pets or anything else you can imagine. They've been written by dozens of different authors. Yet, if you pick one up you immediately expect it will contain simple instructions on the subject it's about. They're familiar to you. If you've read one, you know the basic layout for all of them.

Building a brand is all about building an entire line of products with a similar nature. If a customer likes one of them, then they will like the others.

Remember, an Internet business isn't about selling one product to a customer. It's about selling products over and over again to the customers you generated. The greatest profits in your business will come from the "Lifetime Value" of a customer (this is the times they purchase from you again and again in the future).

How to Build a Brand

Here's the simple step-by-step solution for building your own powerful web brand.

Step One: Research Your Competitors

Find out what your competitors do well...and where they are lacking. Visit their web sites. I love to do this research using the Goto.com search engine because I can find out how much my competitors are willing to pay for visitors while I do my research.

Start searching for your competition using the keywords your customers would be searching for. Mark down your opinions of the web sites you visit (this would require you to keep a small notebook handy to take notes). Make at least one note of something you like and something you don't like on each site you visit.

Step Two: Research Your Market

Go to <http://www.forumone.com> and <http://www.liszt.com> to watch and listen to your future customers. Do a search for your keywords and then join the groups who are most representative of your target market.

Start watching the discussions for at least a week or two. Take notes when people ask questions about web sites or are having trouble looking for specific items. If people seem to keep talking about the same problems over and over again, then you know this is a desire that needs to be filled.

Step Three: Look At Some Other Companies and Ideas

One of the major reasons most Internet marketers never come up with any good ideas is because they only visit web sites in their own market. Most of the breakthrough marketing strategies you will come up with will occur when visiting web sites which aren't in your niche.

Go over to <http://www.hot100.com> and visit some of the top sites on the Net. Do the exact same thing you did when visiting your competitor's sites. Mark down something you like and something you don't like about everyone of these web sites when you visit. Do any of them make outstanding offers you could somehow apply to your product?

Step Four: Prepare a Sheet of Paper

This is where we get down to the real nitty-gritty of developing your web brand. Take one sheet of paper and at the top write, "Most _____ web sites..." Write the type of business you have in the blank (gift shops, tennis, marketing, etc.).

Then go through and write the average offer being made by your competing sites. Halfway down the page, write, "What we do is..." Now write how you are going to make your web site and brand different from every single one of your competitors. Why should a customer buy from you instead of any of your competitors?

Take the whole rest of the page if necessary. How are you going to stand out in the crowded online marketplace? How will you make your business unique?

Step Five: Break It Down

You've written down how your brand is going to be unique on the web. Now you're going to cut it down to just one sentence that will become your unique web brand. If the above step focused on the fact that you guarantee your electronics for 3 years while most online companies only give a 90 day guarantee, then focus on

this. Write Down something simple, "If Your Electronics Aren't Perfect...We'll Fix Them Free For 3 Full Years."

The reason we want to cut it down to just one sentence is so we can use it everywhere for your online business. You will want to use it in your signature file, on your business cards, on your letterhead, on your web site, etc. You are going to want to create a phrase which can become synonymous with your business, product, and service.

If and when you have a logo designed for your business, it will feature your phrase. Your sentence will be put on your answering machine and voicemail. It will become the guide for your sales letters and future products.

It will be your online brand.

10 Possible Brands

I've taught these 10 possibilities before when teaching you about Unique Web Positions. The branding methods are the same. Remember, the main difference between a Unique Position and a brand is that the brand will cover your entire product line.

1. Price

Having the lowest prices will always force you to have razor-thin margins and to make up for it in high volume.

If a bigger better financed competitor opens up a store right next to you, you're in trouble. This is what has happened to a multitude of small shops across the US when a Wal-mart appears in their town. They didn't recognize or capitalize on any other advantage they could have had...so they were put out of business by not being able to offer the same level of pricing.

On the Internet, this is even more likely to happen. Large corporations go online with no intention of earning a profit for years...so they are quite willing to under-price you and put you out of business completely.

2. Higher Quality

You can focus on developing a high quality product and market to a more exclusive market. For example, Mercedes has no intention of pricing themselves at the same level as a Ford. They price themselves significantly higher and then focus on the quality of their cars.

You could follow this same model for your products. Instead of being known as having the cheapest prices, focus on providing the most value for someone's dollar. Think value, not prices for this model. Value and price are two different things completely.

It is all about selling dollars for dimes...give a dollar worth of value for every 10 cents that your item costs. In other words, you must show the customer how much more value they will get out of your quality product for their money than they will out of a lower priced item.

3. Longer Warranty or Guarantee

Forget those wimpy 30 day guarantees that are required by law anyway. Show how good your products are to your customers. Guarantee your work for 90 days, 180 days, 365 days, 3 years, or for a lifetime. If everyone else in your market only offers 30 day guarantees, then your two year guarantee will stick out in the marketplace.

You could quickly develop market dominance by simply providing a better warranty and guarantee than everyone else. You can show your customers you are willing to stand behind your products even if none of your competition is. You could even do a slight variation on this theme and let your customer receive your product before they have to pay. Give them a 30-day trial period where you don't deposit their check or process their credit card. Then, if they are satisfied that the product is everything you say it is, you process their payment. This way you take all of the risk from your customer.

4. Better Education

This method can work wonders on the web. You can be the one who provides the best education for your prospects and customers. A statement that has worked for many web sites is "Give First and Prove Your Worth." Give education to your prospects on your products. Then, also continue the education process with customers and show them how to get the maximum value out of your products or ser-

vices.

Home Depot has built a thriving home development business on this type of theme. They not only sell you the items that you need for your house, but they also teach you how to do home projects through articles and even live training classes. If you attended one of their classes, any competitor would be very hard pressed to switch you away from them.

5. Greater Bonuses

This goes back to the dollars for dimes principle again. If you can provide a much greater value for your customer's money, then they will be more than willing to buy from you instead of your competitors.

Include free bonuses in every product you sell. Hint: They don't have to be provided by you. You could contract with a magazine that is interesting to your customers and ask for a very wholesale discount for you to buy subscriptions for all of your customers (or you could also ask for free subscriptions for your customers since they are the exact target market the magazine is trying to reach cost effectively).

You could buy the rights to a book and include the book as a bonus with all product purchases. Start thinking in terms of value added packages instead of just individual products for the best results from your online marketing.

6. Customer Service

Many companies have neglected their customer service horribly. This opens the door to those companies which truly put their customers first place. You could have a customer service UWP.

Not only do you sell the product, but you also are available by 800 number follow-up calls if your customer has any trouble using it. Computer companies have started using this method quite effectively. Everyone knows they are going to have computer problems. So, if they become the company who cares, they become the company everyone wants to buy from.

7. Greater Selection

This is Amazon's brand. They are the World's Largest Bookstore. Whereas most large bookstores carry 60,000 books, Amazon can send you every book currently being published (this numbers in the millions).

If most companies only offer one or two colors in 3 models...then, your company can offer 27 colors in 15 models. This is an advantage you can really work on with the web. Most stores are limited in the size of potential inventory they can carry. If you set up contracts with outside distributors, then you could potentially have hundreds of warehouses at your beck and call.

Look at what Blockbuster video has done. They now have "Guaranteed Rentals." If you want to rent a movie on Blockbuster's guaranteed rental list, then if they don't have it, you get a coupon to rent it free next time. So, if there is movie you are sure everybody wants, you should check Blockbuster first.

8. Trade-In Programs

This is the exact method Gateway is using to build their customer base. You get a computer today and they will provide upgrades on your trade-in in the future (plus they get to keep you as a customer forever this way with new products).

Many software manufacturers build in their residual backend incomes this way. Whenever they come out with a new software version, they give a discounted price for upgrades. Then, they have a built in profit stream every year or every two years for each of their new versions. Bill Gates is quite an intelligent marketer, isn't he?

9. Specific Market

Instead of selling web sites to every business, you could focus on only selling web sites to consultants, golf clubs, real estate agents, etc. In other words, narrow down your market and specialize. Then, when a real estate agent needs a web site, they are much more likely to go with the real estate web site developer over everyone else. You begin to build a name for yourself in one specific market.

Plus, you will also begin to understand the particular needs for your market and their mindset in setting up a web site. Not only can you command more business

in one niche market, but you are actually much more valuable in your market because you will understand it better than all of your competitors.

10. Faster Service

We live in the microwave generation. We want things we order to be in our hands yesterday. Don't you dare tell me the product I want to order will take 4 to 6 weeks for delivery. I guarantee I'll go somewhere else. Fed Ex has built a business on when it absolutely positively has to be there overnight. Use them as one of your shipping options to get your products in customers hands quickly.

Urbanfetch.com, a company which has only been in business one year, expects to earn over 30 million dollars this year. Guess what their brand is. They guarantee free delivery within an hour in New York City. No one can beat that for quick shipping and convenience.

What If You Don't Have Any Brand Advantages

Some of you may say that you don't know if your web site offers any particular advantage. This is a very dangerous position to be in. If you can't explain to your visitor in seconds why they should buy from you instead of the next web site, then someone who can give them an advantage is only one click away.

You still have one opportunity to create a brand name even if you don't offer any unique advantages. You can be the first one to tell the entire story of what goes into your product. If your product takes 4 weeks to make, goes through a rigorous 23 person testing phase, and then is carefully packaged by a \$100,000 machine, let your customers know about it.

This is called pre-emptive advertising. Basically it means that the first one to tell the whole story gets the profit.

Let's take an Internet example and show you how you could use pre-emptive advertising. Let's say that your business is that you can get people Top 20 rankings on the search engines and that you charge them a large setup fee and a monthly fee for maintenance.

This has become a pretty common business and many of the search engine experts even guarantee their work...just like they should. So, what if you use the pre-

emptive advertising strategy?

Instead of just telling your prospects that you will give them the Top 20 rankings (which you should do first), also tell them everything you are going to go through to get them these positions. Tell them that you are going to create at least 50 doorway web pages by hand (not with a machine like many of those competitors do) to make sure every single one of them is optimized for each of the top ten search engines.

Tell them you will create them their own completely separate domains and fill them up with useful reports that people will want to link to and that the search engines will want to list (you won't be using 'tricks' to try and subvert the engines).

Tell them that every single submission to the search engines will be done by hand instead of just using an automated tool that they don't accept. Tell them how you will use software to create exact reportings of all of their top positions every single month to make sure you are getting the best results possible.

Tell them how much you had to spend and how long it took you to learn how to get these positions. Tell them the full story about the situation to get their respect and to get their order before the competitors. Even if your competitors go through the same process, it won't appear like they do if they didn't tell the story.

Almost any business can find a way to use pre-emptive advertising as part of their strategy. If you are a web host, tell them how much your computers cost, how fast your T3 lines are, and how many tech staff are used to keep them running every day. Tell them everything. If you sell a book, let them know about your experiences and how long it took you to learn what you are teaching them.

Your prospects won't see the value of what you are selling them if you don't let them know about it. This is part of the problem with much of the free stuff online. Even the portions which are valuable will be taken for granted if you don't tell your prospects just what it will do for them and just how much the freebie is really worth in real numbers....time...sweat...or tears.

Here Are Some Sample Brand Ideas

I want to help you develop your own online brand even further by creating some potential brands for you...ready to use...right out of this report. Below I will

cover three different types of businesses and three different brands you could create for them (please note this would be based on your researching your competition to find out if anyone already has established authority in each of the ideas).

Information Products

1. Personality - It's pretty easy to develop your own brand in the information business. All you really have to do is just let your personality shine through your products. Your customers will get to know you and some will end up loving your "style."

These customers will buy everything you create or put out. Some people might not like it when you show a little personality in your products, but those aren't going to be your long-term customers anyway.

If you create information products, then let your personality show through them. You may not have to work as hard on developing a brand as people in most other types of businesses will have to.

2. Personal Help - Information producers can make personalized help part of their brand name. For example, you could say that part of the "Netbreakthroughs" brand is that we have personal help from me and other experts through our coaching section and our online chat center.

Ninety percent of information purchasers never do anything with what they buy, but providing some type of personal support can get you past this hump. Anthony Blake provides a full year's unlimited phone consulting to his Inner Circle members and he uses a discussion board to establish his friendly personable help as a brand before people buy from him.

You could provide email coaching, fax coaching, or phone coaching with your information products. You may give away a free hour of phone consulting certificate with the sale of any of your products. There are a lot of ideas you could use with this type of add-on.

3. Specific - The best way to really brand your company's information products is to be very specific in your market. Instead of writing an "Internet marketing" ebook, write an ebook on "Internet Marketing for Real Estate Agents" or "Internet Marketing for Chiropractors." I'm using the Internet marketing example because it

seems 50% or more of our members want to be involved in "marketing."

If you were to create a more specific type of book such as the above, then it would be much easier to stand out in your market. Just narrow down your focus. Not only will this make you more brandable in your target market, but you will also find it much easier to target your market online. If you are only interested in selling to chiropractors, then you don't have to waste any money on ads that don't reach. You only have to advertise to them specifically!

Catalog Companies

1. Free Training Information - You may find offering free training aids to be the key if you sell a variety of different products. Special reports on a subject can be low cost to create and add to orders, but they add a lot of value. If you sell a new Mp3 player, include a report on how to find Mp3's online. If you sell paint-ball equipment, include a video on combat strategy.

If you sell video cameras, make a video showing how to get maximum use out of them. Computer companies can include free setup at a customer's home or a video set showing how to setup and start using your new computer.

2. Personal Help And Ease of Ordering - Some companies make it so hard to order from them. Make ordering from your company easy with secure shopping carts and personal help if possible. You could use a free program such as LiveHelper from <http://www.livehelper.com> to have someone available to help customers order from you.

This person can help customers find the products they need and even direct them to pages or other information they might want. You can have live support while the rest of the companies in your market may be cold lonely places to order from.

3. Exclusivity - If you're selling higher ticket items, then you may want to brand yourself as an exclusive store that's not for everyone. If you sell quality jewelry, perfumes, clothes, etc., then go for a more select audience.

Focus on your market and provide personal support, guarantees, etc. that shows you care about your customers. Your brand could be something similar to "One-Of-A-Kind Elegant Jewelry."

Affiliate Members

1. Bonuses - People always come to me and tell me they can't brand themselves because they're just promoting an affiliate program and have 5,000 other affiliates out there promoting the exact same thing. Just because everyone else looks and acts the same doesn't mean you have to as well.

Read through our affiliate report and note that we recommend you collect email addresses as your primary goal in marketing. Promote multiple affiliate programs to your email list to earn money. This will help you to earn multiple streams of income from the same group of leads.

You can brand yourself in several different ways. You could give bonuses to any one who purchases from you - Free Reports, a Phone Consultation, Email Advice, Free Advertising, etc. In other words, make an offer to your list where you give an additional bonus for ordering the affiliate programs product.

If you do this, then your offer is immediately better than every one of the other affiliates in the program...and it's even better than the affiliate owner's offer. By regularly adding "value" to every offer you make to your list, they will begin to want to do business with you instead of your competitors.

2. Complete Marketing Plans - This idea would work best for affiliates who are signing up two-tier affiliate members in programs which pay a 5% or 10% override. Offer complete marketing plans if you want to sign up the most affiliate members.

When someone signs up as an affiliate with you in a program, give them a 10 step marketing system to follow. In other words, make it easy for them to promote. Most people just want to follow the path of least resistance which means not having to figure it out by themselves.

3. Reviews - This one is done pretty often, but it still has a lot of value. Instead of just selling affiliate programs to people, start a review service of the programs. Buy the products you're recommending and review them. Write what you like about them and a few things you don't like.

People trust honest reviewers a whole lot more than they do sales letters. I'm always telling my affiliates to write an endorsement or a review of the product in-

stead of just using my ads exactly as written. A review will give you a much higher sales rate than you can get any other way.

Sure, it's more work...but you will earn more money if you're branded as the "_____ Review" instead of Mr. or Mrs. Salesperson.

Templates, Templates, and More Templates

You're working too hard...

At least if you're like 99% of the marketers online, then you're working too hard.

I use <http://www.netofficetoolbox.com> to automate virtually every part of my Internet business...including the follow-up, customer follow-up, product fulfillment, affiliate program, tracking, etc. The one thing that it doesn't fully automate though is customer questions and requests.

Receiving a lot of email and phone calls daily is a fact of Internet life. If your business is successful, then you'll have a lot of prospects and customers asking questions about your products and services. That's a good thing!

The bad part is that this can consume a large amount of your time if you're not careful. At one point in my business (and this was actually when my business was a little smaller), I was spending over 4 hours a day just answering email. Half of my work day was spent in email...which meant half of the time I could have been spending creating new products or marketing my products was lost.

This was seriously cutting into my income. If you don't have time to create/find new products...and you don't have time to market...then you'll quickly start losing income. The problem is that you just can't ignore your customers. That's not even an option.

The two options most often employed in this situation is to:

1. Quit Responding to Customers.

OK. It sounds completely stupid when you say it outright like this. Quit responding to your customers. Who would do such a stupid thing? Watch out. You may be condemning yourself in that statement. If your business starts growing quickly, watch out. This is often what ends up happening.

I know several very successful Internet businesses and marketers that flat out don't respond to their email. You could ask them about their products. Nothing. Send them a refund request. Nothing. Ask if they will allow you to use their free article. Nothing. Ask for support on the software program you purchased. Noth-

ing.

They just don't answer. The sad part is that I know these marketers...and that they really had no intention of letting this happen. Their growth just overwhelmed their business. Some companies like this even have several full-time staff members. They're so busy though that a large amount of their email goes unanswered. Contact one of these companies and you feel like you're in an old abandoned ghost town.

2. Hire Staff.

I hate this option! Hiring staff means overhead. You're now responsible to take your profits to pay this new individual every week or every month. You now have to worry about additional tax problems. You now have to worry about additional insurance. You now have to worry about another person's bad attitudes. I have enough problems with my own bad attitude to play babysitter for someone else!

Sure. You can choose this option if you want. It will take you a long time to find the right staff members. You think you're decreasing the workload, but you're actually increasing it. You'll find yourself working twice as long every day because you now have to clean up their mistakes along with your own. Personally, I don't have any part of having a staff. It just isn't for me.

The Best Option is Automation

I absolutely refuse to use either of the two above options. I will not neglect my customers and I'm not about to hire any staff members. So, as my business grew, my time spent answering email kept growing along with it. It was becoming almost unbearable.

Finally, salvation came...in the form of email templates.

Don't ask me why I didn't think of it sooner. Yes, I love automation and I do everything I possibly can to make things more automated...but my lightning fast brain still took over 3 years to realize that I could "template" the majority of my email communications.

For my email, I use a program called Eudora. It is able to go into all of the mailboxes from each of my web sites (such as bizpromo.com, netbreakthroughs.com,

allthesecrets.com, etc.) and pull all my mail into one “In” box. It can even be set up so that when I reply to messages they look like they are coming from that domain. You can even set up different “signature” files for each email address you own and use through Eudora (more on this feature in a minute).

I’ve set it so that my incoming email is automatically filtered into appropriate in-boxes, frequently asked questions have templates to respond with, and my signature files are automatically added. It cut my daily email time down from 4 hours a day to only around 1 hour a day.

Knowing how to use it has definitely been a lifesaver.

You can pick up a free sample copy of Eudora at <http://www.eudora.com>. It is a fully working version you can download, but they add a very annoying ad at the bottom of your screen. It is less than \$50 to pay for the full version so they don’t bug you anymore. I’d definitely recommend you at least download the free version and give it a try.

Sign Your Emails For Additional Sales

Every email leaving your business is another chance to promote your products and services. Most businesses miss these opportunities. You don’t have to.

You can use your email software program to create a signature file...or a bunch of different signature files if you choose. You then can add your signature files to the bottom of every outgoing message.

In Eudora, simply click on “Tools” at the top of the screen. Then choose “Signatures” from the drop down menu. The main signature file which is added by default to your outgoing messages is the “Standard” signature file.

Below is a sample of one of my signature files:

Terry Dean
Terry@bizpromo.com
<http://www.bizpromo.com>

**FREE "Web Gold" Weekly Newsletter will Show You How to
Grow Your Internet Business Faster, Easier, and With Less**

Risk than ever before...Plus you can get our brand new free report "How to Start Your Own Traffic Virus" and NEVER lose money on advertising again. Send an email to subscribe@bizpromo.com

Notice that this one is pretty short. You can have them long or short. It's your choice. I actually have a couple of short ones and then one long one that I will use from time to time. The short ones are used for the majority of my email. I'll attach one of the long ones when I'm replying to one of my Web Gold or Net-breakthrough subscribers (since they are already open to buying from me I'll include a lot more product info).

Take a look at the email signature file above. The first part is simply my name, email address, and web site address. The 2nd part is basically designed like a short classified ad. I give a powerful headline promise...add in a benefit...and then give a way to take action.

This is how you will usually want to design your signature files. Give your contact info. Then place a basic classified ad for people with a call to action at the bottom of the ad (my call to action for the above ad is to send an email to my subscribe address).

There are three important parts to every good classified ad (and these rules apply to signature files as well):

Part One is an Attention Grabbing Headline. Using Free is always a good one since everybody likes to get something for free. You could also use successful headline templates such as 17 Ways to _____, Earn _____ in 30 Days or Less, Lose 20 Pounds in 30 Days, etc. Grab their attention.

Part Two is the promise part of the classified ad. Make a promise to your prospects in this section. What will they get out of contacting you? What's in it for them? What benefits can you provide them with?

Part Three is the call to action. Give them a way of responding to your ad. Since our goal is to collect email addresses (remember rule #1), I recommend you give them an email address they can mail to for more information. The only purpose of a web site is to get their email address...so simply skip this part and go for the email address right from the ad itself.

You can then choose to send the “Standard” signature, one of your other signature files, or No signature file by selecting these options after clicking on “New Message” or “Reply” every time you get ready to send out an email. The default on each message is your “Standard” signature file...so if you have this set right you don’t have to make a choice each time. You just attach your standard signature to each outgoing message.

Stationary—Your Key To Sanity

Go to the top of Eudora and click on “Tools.” Now go down the drop down menu and choose “Stationary.” This section right here is what can keep your sanity with the mind numbing pace of Internet communications.

Eudora calls it Stationary. I call it Freedom. In the stationary of Eudora is where you will store everyone of your template emails. They will help you cut your email response time down by 75%.

Go over to the left box on your screen which has now just appeared and click on your right mouse button. Choose the “New” option.

You can now begin creating your first “template” communication.

A template is simply an answer that you create once to a frequently asked question...and because you’ve saved it as Stationary in Eudora you can use it again and again forever. You may only have to answer the question one time, but you can use it thousands of times as your customers continually ask the same questions over and over again.

At first thought most people believe that their prospects and customers are asking all kinds of unique questions. I can tell you from experience though that this is completely untrue. You’ll find that 99% of the questions sent to you on a specific product can usually be answered with only a few different template responses.

For example, with my Netbreakthroughs.com product, here is an example.

People often ask, “Do you accept money orders sent monthly?” They also ask, “Can you take the money from my savings account?” Another common question is, “Can I call in to order?” I even get the email, “Can I just sent \$20 cash every month instead of signing up online?”

The answer to all of these questions is the same. The answer is simply “We out-source the billing to iBill for this monthly membership site. We don’t have any tracking systems in place to handle any type of monthly billing outside of their billing system. If you would like to pay by mail, you can pay 6 months in advance for \$97 by sending a check or money order to...” Then, I put my address.

Although I’ve received the above questions in well over 30 variations in all (with hundreds of emails being sent), they are all still answered by the same simple email. So I created an email template and saved it as stationary in Eudora.

Now, whenever an email comes in with any of the variations, I simply click on “Message” at the top of the Eudora screen. I then choose, “Reply With...” and choose this stationary file. I’ll usually add on a “Hi _____,” to personalize it at the top of the email...and then click send.

**An email that used to take 5 minutes each
time it came in now takes seconds.**

Multiply this by hundreds of emails a day (I have dozens of template stationary files) and you can turn 300 minutes of your time into 10 minutes.

Another type of email that I receive at least several dozen times a day is one asking for free advice to marketing problems. These range from a one paragraph email asking a simple question to 10 page novels telling me everything possible you could ever want to know about someone’s business...and a lot more than you’d want to know.

In my early ignorance, I used to try to answer every one of these incoming emails. As my business grew though, I found I was spending way too much time on something that really wasn’t part of my business.

I would work hard to give these people very specific answers to their questions, and then they would go and purchase products from my competition. They didn’t have any need to purchase from me...because they had conned my information out of me for free.

The day I realized that these time vampires were sucking my energies away from my paying customers and clients was one of the best days of my life. Spending time answering questions for free meant I had less time to spend with my paying

customers. I was robbing my paying customers to help some freebie seeker.

So, I now have a template response email that goes out to everyone of these types of emails coming in. My template response is simply that I'm not available for free advice by email. We do have several options for help with their marketing questions. They can join Netbreakthroughs (and then I include info for Netbreakthroughs). They can purchase an email coaching package. They can also pay \$500 an hour to schedule a phone consultation.

Each of the above options is listed in a paragraph which describes them, their cost, and how to order.

Guess what? Another hour a day has been saved. From time to time someone gets mad and sends me a nasty email in response to the above template, but I don't care. If they aren't willing to spend at least \$19.95 (the cost of Netbreakthroughs monthly membership), then they were never going to be a customer for me anyway.

My goal in life isn't to be loved by everyone. I gave that up quite a while ago. It just isn't possible to please everyone. My goal is to take care of my family first... be honest in all my business dealings...and help as many people succeed as possible.

If someone has an attitude that everything in life should be free...then there is no way on earth you could ever help them be successful. Their whole mindset is wrong and it will take someone a whole lot more powerful than me to fix them.

The template responses go on and on.

I have a template response for people who lose the download site for their orders. I have template response for refund requests. I have a template response for article requests.

I have a template for each of my products with frequently asked questions on them. These were created over time by receiving questions on each product and slowly putting together answers into one Frequently Asked Questions email response. Then, when anyone emails in one of the questions, I simply pull up the stationary and zip it out to them. If they send in a new question, I prepare a response and add it to the stationary for next time.

I've found that phone calls can take up a lot of time. They are real time eaters, so when checking messages on my voicemail I always look to see if they leave an email address. Since my customers have learned how I do business, I find that 80% or more of them now leave email addresses on their voicemail messages.

YES! If they leave an email message, then I can simply pull up the template answer for their question and email it over to them. If they don't leave their email, I'll often look it up in my database anyway...so that a response can be sent quickly. If you give me your email address, I guarantee you'll get a much quicker response from my office than waiting for me to free up time to call back.

Creating Follow-up From Your Outbox

Another email that I found myself constantly getting for Netbreakthroughs was from customers who forget their passwords. We have a password reminder system on our web site at <http://www.netbreakthroughs.com/login.html> but most people "forget" to use that also. So they email my office.

New Netbreakthrough's members would also email me asking where they should start inside of the membership site. There is a TON of training material there, and some people just didn't know where they should start going through it. So I would get several inquiries a day asking what parts were the best for them.

Automation to the rescue. I created an email follow-up system to solve a large percentage of both these problems along with other ones. I looked through my Eudora outbox to see what kinds of questions were being asked after someone joined. Then, I simply took the responses which I've already written and turned them into a 5 part training course for new members.

Some people still ignore the training course and email me questions like the above, but it has cut down on a lot of them. Now, I also just take the template I created for the autoresponder system and send it to them when I get one of the questions.

Your email "outbox" (this is where most email software programs save a copy of emails you send out) can be a wonderful source of training information. Look through your outbox regularly and see what types of questions you are having to answer often. Then, use the answers you have already to create several possible

tools for your web site:

- 1) Create Frequently Asked Questions Files For Your Web Site.
- 2) Create FAQ Templates for Email response.
- 3) Create Follow-up Autoresponder training courses.

Too many people try to think up or figure out what to write. You don't have to. Just research your own inbox and figure out what people are already asking questions about!

Filters—Your Professional Organizer

Another set of life saving devices inside of Eudora are the filtering options. You can program Eudora to automatically filter messages into different mailboxes. You can also have it respond with one of your templates, forward the message to someone else, and delete the message.

To access your filters in Eudora, simply go up to "Tools" at the top of the screen and then choose "Filters" from the drop down menu.

You can also set a filter by clicking on any of your incoming messages with the right mouse button. Then choose "Make Filter" from the options given.

The technique I most often use is the second one. I'll look at my incoming messages. Right click on one. Choose "Make Filter." Then another box will pop-up on your screen.

I will usually checkmark both the "incoming" and "manual" options. This means that the filter will work automatically as mail is coming in...and I can also choose to manually run the filter at any time.

The next section is where you will clarify to the software what you want it to look for before it runs the filter. Will it look at the from address...who the message is coming from? Will it look at the recipient...the email address the message is addressed to? Or will it look at the subject line?

If you want to file any message coming from a certain individual in one specific box, then you could choose the "from" section. If you have several different email addresses and want to file mail by which email it's being sent to, then

choose the recipient option.

Almost all of my filters are set up by the subject line option. For example, I get an email every time someone signs up for my Netbreakthrough's affiliate program. It comes in with the subject line of "New Netbreakthroughs Affiliate Information" so I set my filters to automatically filter any message with that subject line to my "Netbreakthroughs Affiliate" folder.

I never actually see the message. It comes in, my filters detect, and it is sent over to the Affiliate folder. I can go through and look at this folder any time I want to look up an affiliate, but I don't have to waste my time knowing that a new affiliate signed up all day long (lots of affiliates sign-up).

My membership site also sends me a message every time a new customer orders. These messages come in with the subject of "New Member Added" so I've set my filters to automatically filter them into "Netbreakthroughs Member" folder. Whenever I want to look up a member, I can look in this section. I don't have to see the messages coming in all day long.

Let's say that you want to set up a little more advanced filter for one of your messages.

You want to do more than just transfer it to a special folder. Then, you need to click on the "Add Details" button at the bottom of the filter pop-up box we've been using.

Another screen will pop-up showing all the filters you have currently set and giving you more options for each filter you create. Under the heading of "Actions" you'll see that it's set to filter to a specific mailbox on your system (if you've set it to). You can now also add other actions beneath this one.

You can tell it to reply with one of your "stationary" messages. You can forward it to another email address. You can have it print the message. For example, you can set it to print out order messages in case you want to save them in hard copy.

You can even have it play a sound when filtered messages come in. You may like to hear a "Show Me the Money" message every time an order comes in. Well, you can set it like this in the filters.

One of the filters I have set with a “reply with” message is one that comes to my firstmonth@bizpromo.com email address. I told people in my Web Gold newsletter that they could get the article “First Month In Web Site Promotion” by sending an email to this address. So any email coming into this email address is automatically filtered to my “first month” folder and this report (which I’ve set up as a stationary file) is automatically sent back to them.

I find that using filters extensively cuts down on at least 75% of the email I even read. Orders are automatically filtered. New member notifications are filtered. Newsletter subscriptions are filtered so I can read them later. Product requests are filtered. The more I can automate, the more time I’ll have to make money.

How to Write Irresistible Email Follow-up Messages

When I first started writing email follow-up messages, I used a very aggressive direct marketing approach. Each email was a high pressure sales presentation meant to stand on it's own.

I would then send later messages with the exact same sales letter on them... sometimes added short notes on top such as "Did you receive this message?" or "I haven't heard from you yet...Why haven't you responded?"

Although this type of follow-up produced quite a bit more sales than not using follow-up at all, it also angered a lot of potential prospects at the same time. So I start toning down the follow-up messages and adding in a little more content into them.

Now, the follow-up messages I send tend to be a lot more educationally oriented than sales materials. They consist of free reports, free email courses, etc. Don't think that I'm not selling though.

I will still freely mention and sell my products throughout the whole series. I will continually keep leading back to my products in them. They are much more "sales" oriented than what I would send out to an ezine trying to get published.

When you write an article you're going to try to get published in ezines, you have to avoid selling at all except for in the resource box. When you write email follow-up I suggest you "word" the information so that the best possible decision for a reader to make is to purchase your product.

For example, when I wrote my follow-up series for the Paperless Newsletter at <http://www.paperlessnewsletter.com>, it was called "Why 98% of eZine Publishers Never Make Any Real Money." You can pick up a copy of it by going to that web site and then signing up for the free report when the "pop-up" appears.

The report talks about why most people will never make money through ezines... any why a membership site is a much more profitable option. It also talks about the large number of marketers who've published offline newsletters over the year. Running a paid subscription site is one of the keys to a profitable Internet busi-

ness.

So, since all of that is true...then the Paperless Newsletter product being sold on the site is the best option for learning more. Instead of going directly into sales, I educate the customer. Then, I tell them why they should be interested in the product. They get excited about the report and then visit the web site. A very hard sell direct marketing letter is on the site...and it closes the sale.

In general, people online are not interested in "being sold." They are interested in being taught. So write your follow-up letters to teach and sell at the same time.

I also did my 115 Internet Marketing Tips follow-up series in the same format. You can view this one at <http://www.allthesecrets.com> (sign-up for the free report that pops up). This autoresponder follow-up system has now been used with very few changes for over 2 years. This makes it one of the longest running successful follow-up systems I currently know of for you to use as an example.

Unlike regular follow-up letters which tend to annoy prospects (and make them ask to be removed), this series is actually anticipated by my prospects. If people delete or lose one of the follow-up letters, they email me and ask for another copy...In other words, it contains valuable information they want to read while doing the selling process at the same time.

I want to teach you the step-by-step system I went through to create this top selling follow-up series...but first let's cover some more basics on writing your follow-up letters.

Basics of Writing Email Follow-Up

Write like you're talking to a friend.

That's the key most web writers are missing. They do everything they can to make the writing process difficult. They try to use big words, complicated sentence structure, and intelligent sounding grammar. They forget they are dealing with just one prospect at a time...one that will hopefully become a customer and friend for life.

So write your follow-up emails...and all of your web content just as if you were writing an email or letter to one of your friends. I can't emphasize this enough.

Don't try to complicate this simple writing process.

Have a specific friend in mind while writing your letters (especially if you can think of one who would be a good potential buyer for your product or service). Write everything just as if you were writing to them. Then, mail them the letter. It may seem like a small thing to do, but this takes a load of pressure off of you. You're no longer writing to "prospects." You're just writing to your friend... educating and helping them understand how you can help them with _____.

1. Personalize.

Email has to be personalized if you want it to be read. This used to be a suggestion. Now it's a rule. No Personalization = Few Readers.

Internet users get way too much email to read everything that comes in their inbox...so you must personalize your subject line and the body itself to them for maximum readership. Always insert their first name into the the subject line of your emails. Then, start the greeting of the email with some thing like, "Hello Terry," to grab your prospects attention immediately.

This is a personal letter from a friend, not a "form" letter from a large uncaring company...so make it look like one right at the beginning.

2. Educate Your Buyer.

Don't go for a hard sale right at the beginning. The purpose of your follow-up series is to gently take your prospect by the hand and lead them to a buying decision...not to force one upon them.

So educate them about your industry. Let them know how you can help them, what benefits you can offer, and how you provide them with no risks. Avoid using exclamation points, wild claims, or anything else that will hurt your credibility with future buyers.

People buy based on emotion so you do need to use an emotional letter (writing it as a personal letter to a friend goes a long way toward doing this), but this doesn't mean it needs to be full of a bunch of garbage.

Tell them everything they want to know about your product...confront objections

which come up in the selling process...and give them enough information to make the right decision (buying your product or service).

3. Keep It Short and Concise.

Effective emails are becoming shorter than they used to be. People are too much of in a hurry to read long emails that show up in their inbox. Even as a marketer who makes a living by email, I still find myself responding to long emails last out of everything I receive. In other words, the shorter of an email you send me, the quicker I'll respond.

If that's true of me, how likely is it to be true about your prospects?

Whenever you need to make a long selling presentation, do it from your web site...not from an email. Web sites are a better overall selling medium since you can break up the text, add pictures, put text in bold, etc. Use your emails to drive traffic to a web site where the total selling process is in place.

An example of this is my Web Gold newsletter. We used to publish long articles and a total of up to 7 pages of information in each issue. Now, we've dropped the articles down to 500 words or less and are shooting for 3 pages or so of information.

People are responding much better to shorter emails!

4. Answer Questions and Objections.

This is one of your most powerful selling opportunities in using follow-up email. Confront objections that you have received in the past head on instead of ducking away from them.

Create a "Frequently Asked Questions" email as part of your follow-up series to answer the questions and objections people have been sending to you about buying your products and services.

The real measure of a good web copywriter is the ability for them to anticipate objections and answer them before the prospects get scared away by them. Your follow-up emails are a perfect place to cover any objections you may have missed in the writing of your sales letter.

5. Look In Your Outbox for Customer Inquiries You Have Answered.

Check through your outgoing email box and find customer inquiries you have responded to and use these as the basis of your follow-up system. These letters would have been answering an individual customer who had questions. Build it into your follow-up system for a personalized experience for every one of your visitors.

This actually accomplishes two goals at one time...not only do you get to answer objections but you also have email follow-up letters that are tailor made already written. Just use the letters you wrote to your customers already as your follow-up for future customers!

It couldn't be much easier. Always make sure to save all of your outgoing email for this purpose if for no other reason. It becomes the ammunition for your future sales letters and email follow-up systems.

Copy My Quick and Easy Follow-up System

The easiest form of writing you could use for writing your "Email Training Series" is to use the tips format. This is exactly what I did for my 115 Internet Tips follow-up series (and it is still our most effective one yet).

So not only is it the easiest method, but it can also be the most effective method if you apply yourself to it. Basically this method relies more on coming up with dozens of tips instead of having to sit down and write articles or messages. Keep a small notebook with you and concentrate on coming up with as many short tips as you can about your industry over the next month. Write them all down and put short notes about each one. They don't even have to specifically be about your product or service. They just need to be information your prospects and customers want or need.

This method eliminates the problem of having to write a good article or whether you've ever written anything before. Just come up with tips anyone can use.

1. Give Yourself Several Weeks to a Month to Create Your Series of Tips

Don't try to come up with 77 tips in a day or a weekend. Give yourself a good month to come up with ideas for your series on this. The longer you give yourself to do this, the more tips you'll be able to come up with.

I've found that it puts some positive pressure on you to force yourself to come up with the tips within 30 days or less. You'll generally find that you don't get your projects accomplished if you allow yourself more time than this. They end up just being put off for later.

2. Carry Around a Notebook to Write Down Ideas as They Come To You.

Keep a notebook handy for all of the tip ideas as they come to you. If you come up with a good tip or idea and wait till later, it could be gone by the time you get home. You'll find that most of your best ideas won't come to you while you're working. They'll come while you're going about your daily life.

This is a good practice to get in anyway as an Internet marketer since so much of what we do is based on coming up with good ideas! You never know when the next million dollar idea may be born in your brain.

3. Write 2 to 3 Sentences of Explanation for each Tip.

Don't allow any of your tips to be longer than this. If you need more than 2 to 3 sentences to explain one of your tips, then try to cut it down...Or break it up into several different tips.

Part of the goal of this type of product is to give people quick tips and information they can use immediately without having to worry about reading a page about each one. So if you end up writing 5 paragraphs explaining one of your tips, just break it up into at least 5 different tips you can use (this is a good way to increase your number of tips as well through variations).

4. Try to keep each Email down to 10 or 12 Tips Overall.

If you follow our guidelines, you may find it easy to come up with 50 or more tips. Break up each of your emails into just 10 or 12 tips each. So a 50 tip series could take up 5 separate emails. In our example above (115tips@aweber.com), we

used 20 tips for some of our emails but we really feel this is overkill and more than what is usually the most effective.

So break up your tips...if you end up with 20 emails for your follow-up system... GREAT! That just gives you more opportunities to sell your prospects.

5. Keep It Simple. Make the tips as easy to understand and apply as possible.

This goes along with the suggestions above. Keep the tips simple. If one of your tips becomes complicated, then ask some friends or associates to help you break it down into more individual sections.

The power of this type of follow-up series is in it's simplicity and ease of reading for your prospects.

6. Create a "Killer" Tip Title

Creating a title for your follow-up series or articles is often half the battle to producing a good readership. Tips Articles have built in titles perfect for your use:

74 Secrets to....

79 Free Tips On...

28 Insider Secrets to...

92 Ways to...

113 Tips You Can Use to...

Just write the number of tips you have. Choose the next phrase. Then Add in the Benefit produced for your customers by your series. For example:

"74 Secrets to Training Your Puppy"

"79 Free Tips on Writing Web Copy"

"92 Ways to Improve Your Lawn"

7. Give Buying Opportunities at the Beginning and Ending of each Tips Email.

At the beginning and ending of each of your tip emails, give people the opportunity in 1 or 2 paragraphs to buy your product or service. In most cases, I will use

the different emails to quickly highlight on a different element of my offer to my prospects.

For example, one email may focus on the Guarantee. Another one will focus on the deadline.

The third may focus on some of the bullet benefit points. One of my testimonials may be used for another. One of the bonuses could also be highlighted.

Having content stuffed in between a short ad for your product or service works extremely well for this type of offer.

8. Send several Pure Sales Letters at the end of the Series.

If you've given good content...and your prospects still haven't bought, then it's time to bring out the big guns. Make your last few follow-up messages be real sales letters with a strong deadline for your product or service. If you haven't been able to educate them in, then take this last opportunity to sell them in.

This way you get the best of all worlds in your selling system.

Information...The Online Commodity

You're in the information publishing business.

You might not think you are, but you are. I don't care if you're selling auto parts, art, electronics, or whatever. You may be an affiliate for other people's products. You're still in the information business.

The Internet is all about writing. You may not publish books or ebooks, but if you plan to sell online...then you are in the writing business. You have to write to communicate online.

In the future we'll probably see more content being published in video format than in any other format...but for now written text rules the web.

If you stubbornly claim you're not going to do any writing, then you'll find that Internet business is going to be more difficult than you've ever imagined. If you don't write, then you can't do business online.

Notice that I didn't say , "If you can't write..." because I know that you're able to do it. I said , "If you don't write..." which means you make a choice not to do any writing. If you choose that you will never do any writing of any type, then you have one of three choices to make:

1. Get over it and learn how to write....This is the best option.
2. Pay for other people to do your writing for you...You can succeed doing this online as probably half of the successful people choose this.
3. Quit. Stay at your 9-5 job because you'll never have anything better.

That's it. Those are your options.

The good news is that it is a whole lot easier to start your online writing career than you've ever imagined. You don't have to write 500 page novels. You don't need to have a fantastic command of the English language like a best selling author. You don't have to be a genius.

You just have to have a few opinions.

Hopefully you already have a few of those. If you don't believe you have any

opinions, then I believe you have a problem way too big for me to fix. The only people I've ever met without strong opinions about things are already dead.

One of the keys to being successful online is expressing yourself. Let people know what you think. Don't allow the fear of rejection to hold you back.

Is everyone going to agree with you? Of course not. Is everyone going to like you if you "say it like it is?" No way. You'll probably get some hate mail when you start writing. You'll probably get a few emails telling you how wrong you are.

I've collected HUNDREDS of emails like these in career. It is human nature to immediately lash out and attack when you feel threatened. So, people who receive your emails will attack you if they feel you're threatening what they believe.

For example, I've wrote an article about how there were many business opportunities preying on people saying they would do all the work and send you checks if you just give them \$100. My article basically stated that anything you'll ever earn money from will require the four letter word of work. No work = no income.

Note: Just for your information, I don't believe you can succeed online without working. My goal is just to automate as much of the business as possible...so that any work I do achieves 100 times the results of not using automation. No work still means no income because 100 times ZERO is still ZERO.

I had at least 10 subscribers send me a nasty email about that article. It burst their little bubble of hope that they hadn't lost the \$100 they spent. Another person wasted their money on a similar "opportunity" and wrote me a nasty email saying they had spent \$2,000 on the business...so it had to be a good one.

Emails like these are a part of doing business online. A lot of people feel extremely brave when they send an anonymous email to someone. They end up saying things they would never say in public. It just comes with the territory. So, don't think you did anything wrong when you get emails like these.

When To Use Outside Content

You need to learn how to write, but that doesn't mean you need to write everything you use. You can use free content sometimes. Other times you can hire out

the writing work. The key is to be involved in the process...and not expect other people to do all your work for you.

Let's take an ezine for an example. You don't have to write any of the articles for your ezine. You could use articles submitted to you by other writers for all of your content if you want.

The way my own ezine is setup is to publish a short 2 to 3 paragraph editorial on top, a main article, and the search engine question section on the bottom. Ads are then spread throughout the publication.

The search engine section is done by my friend Robert Massa. Questions are sent to me and I forward them over to Massa. He then replies back to me with the answers and I publish them in Web Gold.

I usually write the main article for Web Gold, but I don't always do it. Sometimes I will publish an article written by someone else. If I find good content in another person's article (and it hasn't been published all over the place yet), then I will use it in my newsletter.

I always write the short editorial section on top. I introduce the main article for today and then have a short note about some benefit we have available for customers...it could be a free ebook, a new product for sale, a review of an affiliate program, etc. It's short though...probably no more than 100 words usually.

It's what I call the "personality" section of my newsletter. It is where I publish my opinions...even if I don't write the articles. If you decide to use other people's articles in your ezine, then I highly recommend you follow my example. Publish their content, but add your opinion on the top of the newsletter. Let people get to know you.

A rule so many marketers ignore is that people buy from people they like. Let them get to know you so that people who don't like you can get off your list...and those who stay will buy.

The Value of Paid Content

A lot of people believe that free stuff isn't worth anything. In many cases, they're right. Most of the free articles available out there are plain garbage. They are

written by people who don't know what they're doing to entertain those who couldn't care less.

There is some good stuff you can use for free out there, but the majority of really good content will cost you something.

Dr. Nunley, who is a successful small business Internet consultant, has even started a low cost writing center to provide writing for online marketers. They do web copywriting, press releases, newsletters, articles, and more.

You can visit them at: <http://www.InternetWriters.com>

One of my favorite resources for finding writers to use is <http://www.elance.com>

Elance is the best place to find independent contractors. You can find researchers, transcriptionists, virtual secretaries, copywriters, web designers, software programmers, and more. I find myself visiting eLance at least once a week even if I don't have any projects to hire. I use them to research and generate ideas for projects by searching through the job listings posted by others.

I checked out the current article listings on eLance and it appears that the going price for short articles to be in the \$50 to \$150 range...depending on the topic you want written about.

So, even if you don't want to do your own writing, you can still hire others to write your original content for decently affordable rates.

17 Web Writing Rules

Here are 17 rules for online writing success. Writing content for the web is quite a bit different than writing fiction, submitting articles to magazines, or writing for journals. If you get nightmare just thinking back to when you were writing book reports for school, then you're in luck. Writing online is actually easy than anything you could have ever written before.

Take a look at these rules and you will see what I mean.

1. Use a powerful title.

A title for an article is just as important as a headline on a sales letter. If the title gives people a reason to read the article, then they will do it. If you can't literally grab them with the title, then you don't have a chance in the world of them reading anything you write.

Marketers will often spend 50% or more of their total writing time coming up with the right headline for their marketing pieces. You should take your title this seriously as well. Look around at the headlines from sales letters you read online. You could even write the ones you like best into a notebook for later brainstorming use.

If you would like more information on writing headlines, then I would recommend Robert Budoch's complete digital course on headlines (and the best headlines of all time). You can request more information on this product from my office by emailing me at headlinecourse@bizpromo.com

2. Use short sentences.

Keep your sentences short. Keep them simple. One of the best ways to avoid run-on sentences is to simply make all of your sentences as short as possible. Good online writing has a nice little rhythm to it.

You don't have to understand how to develop complex sentences. This isn't high school English class. You're not graded based on using all types of sentence structures. Your customers will grade you on how well you get the information across.

3. Use short words.

This goes along with the last point. Don't say automobile when car will do just fine. Don't ever use the types of words you'd find on a "SAT" college entrance exam. If the average person doesn't use the word in normal conversation, then don't use it in your online writing.

Some people like to make themselves sound intelligent by using twenty dollar words. You won't impress your online audience this way. You'll bore most of them to tears.

4. Use short paragraphs.

Divide up your paragraphs much more often for online writing. Try to keep paragraphs to a maximum length of 5 lines. That's the maximum. You're allowed and recommended to use much shorter ones whenever possible.

A one sentence paragraph is quite fine for an online article.

It was easy to read the line above, wasn't it?

5. Add emotion.

Be opinionated. Be emotional. Tell people how you feel about something.

Your job as an online writer is not to do unbiased reporting. As a side note, I don't think there is such a thing as unbiased news as every piece of news I've ever read was very slanted for one side or another.

How to do you see it? Sure, some people will get mad about how you see things. They'll think you're wrong. They'll unsubscribe from your newsletter. They may even send you a nasty email. Forget about them.

While those people are deciding they hate you, there will be another side of your audience falling in love with your publication. Focus on those people. They are the ones who will soon be your customers.

6. Be specific.

Don't ever say you are going to do something soon. Say you're going to do it on the 13th of October. Don't say "hundreds" of customers if you have 487. Don't say some web sites do such-and-such. Tell us which web sites.

Generalities hurt your credibility. Always do your research just a little bit more and find out the specifics. Your subscribers will love you for it.

7. Be conversational.

Write just like you talk. A lot of the other tips I'm giving with you here also fall into this category. Pick out one of your subscribers. Write your article as if you were explaining something to that one person.

If you're a horribly slow writer, then go out and purchase some voice recognition software such as "Dragon Naturally Speaking." You always have to edit anything created with this type of software, but it will allow you to get your thoughts into the computer by speaking...instead of typing.

8. Stay 65 characters or less.

This tip has to do with the way some software programs will read your email. Some of your readers will be using software which cuts off your line and gives you a horrible looking document using longer line length.

Emails also don't look very good if they go from one edge of the page to the other. I've heard different line lengths being tested, but the safest one is to just stay below 65 characters per line. At that point, just hit "return" on your keyboard to go down to the next line.

9. Use stories and examples.

People love reading stories. Using one to start your article can be an effective attention grabber. Using stories or examples throughout your writing can keep the attention of your readers.

A picture is worth a thousand words. A "word picture" can be worth almost as much or sometimes even more. Read any good novel you and you'll understand what I'm saying here. Best selling authors are masters of using your imagination to pull you into what you're reading. Do the same for your readers.

10. Use headings.

Online readers scan. They don't read.

Fiction book readers will sit down and read a book from cover to cover. You won't find these kinds of readers online. So don't write for them. Your readers will read the headline...maybe the first sentence...and then scan your headings. They then will jump around and read whatever sounds interesting to them.

It's a very rare audience online to find people who read every word straight through an article. Only your "fans" will do this. So design your articles to be

quickly scanned for important information. This will assure you to have the largest readership rate.

Note: Make your headings exciting and interesting. This will pull the “scanners” into your article and make them read it. If your headings are boring, then you’ll lose your chance.

11. Write First. Edit Later.

Just do it. Come up with a subject and a possible headline. Then start writing. Don’t pause to think. Don’t take a break to fix a word. Don’t edit your grammar.

Don’t allow yourself to sit in front of a blank screen and stare at it trying to come up with the perfect introduction. It could take weeks or months to write one article that way! Just sit down and go. Start writing even if your beginning is horrible and you can’t think of anything good to say.

This is the best way to be productive. You just write whatever comes to you. Then you go back and edit ruthlessly until it is perfect. If you stop and try to fix every word and every sentence, you’ll take 10 times as long as you need to. Write. Then edit. Make sure you think of those as two separate parts.

The best writers in the world will usually sound horrible on their rough draft. The beauty of their work never shines through until after the first rewrite. Follow that model.

12. Outline Before You Start.

I almost never sit down to write until I have a basic outline in my head of what I want to say. In other words, I don’t think about writing a 150 page ebook. I think about writing 15 ten page chapters. I even break that down further and think of one chapter at a time and 5 to 7 sections for it. Doing this makes the whole process seem easier to your mind. It works.

When I write an article, I will not think of writing 500 or 1,000 words. I will think about writing 4 to 7 different steps. Break up your article and now each section only need 100 to 200 words in it. That’s only a couple of paragraphs. It’s easy to write when you only need to write a paragraph or two per idea.

13. Be Concise.

Shorter articles work better for email than long ones. People would prefer to read two 500 word articles than one 1,000 word article. Don't cut out important elements.

Once you've finished writing your article, then go back and cut out anything that's not needed. Shorten run-on sentences. Shorten words. If your article appears to long, then cut it into two parts. Run Part I this week and Part II in your next issue. Doing this can increase your readership because people are looking forward to the second part.

I've done article series in my ezine as long as 5 different parts.

14. Educate. Don't sell.

Give content in articles. Don't do a hard sell. If you only send out ads to your opt-in email list, then they will quickly tire of it. You'll have people unsubscribe by the thousands. You need to do "hidden advertising" for best effect.

For example, I could write an article about all the benefits someone will receive from the Paperless Newsletter Publisher's Guide by Monique Harris. You would immediately spot this as advertising.

If I just used it as an example and gave you the web site address at <http://www.paperlessnewsletter.com>, then you wouldn't be offended. And you would be much more likely to visit the web site so you could understand my example. My example could be how the headline on that page "grabs" my targeted customer market...and immediately pulls them into the copy. Without visiting that page, you'd never understand exactly what I was talking about.

15. Use Quotes or References when possible.

If a quote from a well known individual can emphasize your point, then quote them by name. If there are a large number of other good articles on the subject, then you can provide links to them.

Both of these techniques are credibility boosters. I recommend purchasing a book of quotes for use in your online writing. Two that I own are "14,000 Quips &

Quotes for Writers and Speakers” and “Peter’s Quotations.” They’re both separated up into chapters so that you can look up a subject such as “writing” and find dozens of quotes on the subject.

16. Activate Your Writing.

If possible, throw out words such as “is” or “was.” Shorten your sentences and use action words at the same time. Change a sentence like this, “She is going to the party tonight.” Make it, “She leaves for the party at 7 p.m.” Not only is the sentence a little bit more fun, but it also becomes more specific at the same time.

Also go through your articles look for “that.” Look at every time “that” is used to see if the sentence makes sense with it removed. You’ll find that over 50% of the time you don’t need “that.”

17. Always include a resource box..

Why even write an article if you don’t include a resource box? This is the whole reason for providing any type of free information. You are doing it to get them to read your ad! That’s the only reason. The article gets their attention and builds your credibility...so they read your ad.

Create the best 5 to 6 line ad you can and put it on the end of your article. If possible, try to make the ad relate to the article you’ve just written. If you wrote any article about copywriting, then tell them how to get your free copywriting report by email (which is your follow-up series for your copywriting course).

The Step-By-Step Article System

I’m sure you wanted to get started writing for the Internet as fast as possible. So I’m going to give you my quickest and easiest system for writing online articles in a flash.

Below is a quick step-by step system to writing your articles I use probably around 80% of the time.

1. Decide on a topic.

You want to choose a hot online topic. What are people talking about on the news,

in discussion boards, and in ezines that you are receiving? Look at the articles from some of the magazines in your industry to gauge where people's interest is at. You want to make sure that your article is covering a subject people are excited about.

Very rarely do I get my ideas out of thin air. They are almost always generated by an email, an article I read somewhere else, or a book I've just finished.

2. Create a Title.

The title will make or break your article. A title for an article is just as important as a headline for an ad. If your title doesn't grab people's attention they will never read the rest of the article. If they don't read the article, they won't see your resource box. Write a minimum of 10 - 20 titles and then pick the most exciting one with the best promise.

3. Create a Grabber.

You have to grab your reader by the eye and make them want to read your article. Consider your first paragraph almost as important as the headline. Use something to get them into your article.

For example, you could tell a story. People love stories and they can be a good grabber. I use them more often than anything else. In most of my own stories, they are about something that has went on in my own business. This can help establish the tone for the rest of the article.

4. Write 3 - 5 Major Points.

The key to writing is dividing up the content. Creating these main points you can also establish a flow to the article. Using a step-by-step system will also help you stay organized in your mind.

5. Decide on the number of words...probably around 500 for ezine articles.

Most ezines publish shorter articles than what you see in magazines. The best number to plan for is to create articles that are around 500 words in length because this is long enough to give some valuable information...and short enough to keep your reader's attention.

6. Divide up the number of words and create each section individually.

If you have 5 points, each one only gets 100 words. Once you add on a short introduction and a short conclusion, then you are at about 80 - 90 words per section. If you have 3 points, then each section will have around 150 words plus an introduction and conclusion. It is easier to get started when you think of it like this. You don't have to write 500 words. You need to write 150 words.

7. Write Quickly and Then Edit Later.

I mentioned this as tip 11 for writing. It definitely comes into play here as well. Write your article as quickly as possible putting in every element of research or knowledge you have on the subject.

Then, go back later...or the next day and begin editing it down until it is concise. Nobody writes a good short article. They just take a long one and edit out the useless parts.

To eZine or Not to eZine

Should you have an ezine?

For those of you who might not know what an ezine is, it is simply an online newsletter delivered at some regular interval...twice weekly, weekly, every other week, monthly, etc. You include content in it to interest your readers while at the same time selling your products or services. Ezines keep you in front of your target market.

That's a question you need to ask yourself. Publishing your own ezine requires you to stick to a schedule and publish a regular issue. It requires some commitment to getting the job done. It requires you to work on some issues in the beginning which don't go out to very many people.

Can you handle that?

If not, there is still hope for you. You don't have to publish an ezine to be successful at putting the X-Factor to work for you. Although ezines are the most well known email marketing method, they are not the only game in town.

If you decide that an ezine is too much work for you, then you could also just develop an email training series...or create an ezine-in-a-box.

An Email Training Series is a set of messages delivered to your prospects.

You could have a 5 day training series about finding good electronics equipment for your online electronics store. You could also do a 26 part training course on Email marketing for the next 6 months. Some people are putting together 12 month email courses as bonuses for their products.

Doing an email training series allows you to create one set of articles...in a series. You do it once and then new people will get every section when they subscribe. The way to profit continually from your list is to send ads and offers later on down the road to everyone who ever subscribed in to your series.

Always mention the series they subscribed to and why they're receiving the

“update” message when you send out. You get to collect the email addresses and sell to them...without having to put yourself on a regular publishing schedule. The email course would go out to all the subscribers automatically and then you could choose when to see updates according to your schedule.

An ezine-in-a-box is done in a similar way.

You create an ezine-in-a-box to look just like an ezine you publish every week, but you put it up on a follow-up autoresponder. Instead of sending out each issue live, the autoresponder series just follows up on your subscribers every 7 days (or whatever schedule you create).

Let's say you put together 52 issues in all. You add in an issue number on each issue, but not a date. You then put in your main offer (for a product you want to sell of your own or an affiliate product). Put together an article. Make sure the article doesn't have a limited time element to it (like mentioning dates, etc). Add in some other ads for other products you want to sell.

Put all of the issues together and upload it to your autoresponder system to go out every 7 days.

Whenever someone subscribes they will instantly receive your “Welcome” issue... and they will continue to receive your weekly issues every 7 days from then on. Every subscriber feels they are receiving new issues you slaved away on each week. What they don't know is that you could be spending your time by the pool all week letting the machine work.

What happens at the end of the year. You could be slowly adding up new issues making the ezine go on for as long as you want. You could also then just start sending out special offers only once in a while to your whole list. It's up to you.

What's the best strategy for you... ezine, series, or ezine-in-a-box?

You have to decide that one yourself. It all depends on your strategy and the time element you have to invest in this part of your business. Publishing a regular ezine obviously takes the most time of all the options. It can also be used to produce the most income...if you really want to invest yourself in it.

Let's take an ezine as option #1 since it is the most profitable long term, but also requires the most work. Do you have the time and dedication to create an ezine every week or every other week? Let's rephrase the question. Do you have the time to create a "good" ezine?

Anybody can create a worthless ezine. I know it because I've read hundreds of them. All you have to do is throw in a bunch of ads and one poorly written article that doesn't say anything. You then have a horrible ezine to send out. That wasn't too hard.

Bad ezines don't increase your sales or your credibility. They're a waste of your time...for you the publisher and for your readers.

There are over 300,000 ezines currently in the marketplace. How do you plan to make yours stand out in the crowd? What is it that's going to be unique about your publication that I should subscribe to it instead of all the others?

Are you going to focus on very tight subject? Let's take Internet marketing for example. You would never want to enter the market today with an ezine on the general subject of Internet marketing.

You would want to focus on ONE aspect of the subject.

You could focus on copywriting, link strategies, ezine advertising, banner ads, etc. You would only run articles on the specific subject you're covering...and nothing else. They could be articles by you or by other authors.

You then have to at least write a short editorial section for each newsletter. It's your newsletter so it has to show your personality in it. No personality would equal very few customers.

The disadvantage of running an ezine is the time requirement involved...and the fact you have to keep finding new offers for your subscribers. After running your product offer for a while, most of your ezine subscribers will have seen it. The response rates will drastically drop. If you want to keep earning the same amount of profits, you'll have to keep finding new offers.

For my ezine, I sell my own products. I purchase reprint rights to other people's products for sale. I joint venture with other companies to sell their products. I

sign-up for a lot of free affiliate programs to promote those products.

For an ezine, you keep having to come up with new material and new offers to keep the money rolling in. That's right for some people, but others just don't want to have to deal with it.

Option #2 is to simply create your own training series.

You could have the 7 steps to ____...or the 20 part ____ training course. This only requires you to put together your follow-up series once.

I know several very successful Internet marketers who use their opt-in list this way. They have a free report series. The purpose of it is to convince you to purchase one of their products. If you don't purchase, then once the training series stops, you only get "updates" from them when they feel like sending one out.

Once you purchase a product, you then start receiving a follow-up series only for people who purchased that product. The purpose of this next training series is to convince you to "upgrade" to a higher priced item or to cross-sell other products and services they offer.

You would find this publishing model to be much easier. It doesn't require you to stick to any "set" schedule. You can send out "specials" or extra training to your list anytime you want. Just mention the training series they signed up for and how this new offer applies to it.

You'll also find it is easier to sign-up people for a training series on a specific subject than it is to get them just to sign-up for another ezine. They may want to learn the subject you're teaching, but they don't need any more ezines clogging up their mailbox. They have enough of those.

So don't think you're **required** to publish an ezine. You're not. You are just required to do email follow-up for maximum sales. It doesn't matter what format you do the follow-up in.

Creating one long 20 step follow-up series for your lead product may produce much greater results for your business than running an ezine. You could just spend the next six months creating that series instead of planning to do an ezine forever.

That way you can sign-up people today even though only one of your autoresponder messages are ready. Just try to publish each new one by the time you'd want the next follow-up step to occur.

Each and every new subscriber will get every step in your follow-up series and wouldn't miss out on the good ones...which could happen by publishing an ezine.

This format is the best option for you if you just want to promote ONE product or service...or you use just one product as your lead generation item. You don't want to find multiple offers to constantly send to your list, then go with option #2 instead of running a regular ezine.

Option #3 is to run an ezine-in-a-box.

With this option, you're putting all of your "ezine" issues on autoresponders and having them automatically sent out to all new subscribers. I discussed this option a little earlier on in this chapter. You still create each message to look like a fresh brand new ezine issue, but you make sure that there isn't any date related material on it.

As each person subscribes they will get each issue in a row. While some people who subscribed 3 months ago may be receiving issue number 12, others who just subscribed this week will receive issue number 1. This method is really a cross between running an autoresponder series and your own ezine.

You can add new ezine messages at the end of your series whenever you want. You can also send out "newsflashes" to everyone on your entire list. This method enables you to promote multiple products just as if you were running an ezine, but you won't find it as necessary to keep finding new offers. You only have to put up a new issue when you want to.

For many people who want to run an ezine, they would find this to be the best option for them. It gives you more freedom while at the same time receiving the same benefits as running an ezine.

Option #1, option #2, or option #3...It's your call. All of these options work very well for email follow-up.

If I was starting today at ground zero with what I know right now...I would probably choose option #2 or #3 instead of starting up a brand new ezine in a very competitive environment. The only exceptions would be if you can find a market without many free ezines...or if you have a lot of products you could run through your list every week.

How to Build Huge Opt-In Email Lists

Over the years I've used numerous strategies and techniques for building opt-in email lists in my own business and in the business of clients I've worked with. Below are my seven favorite techniques you need to start applying today to build your own lists.

Follow our lead and you'll quickly be building huge subscriber lists in your niche market.

1. Put a Subscribe Form On Every Page Of Your Web Site

Make building your list a primary goal of your web site. People will be entering your web site from many different doorways and turning them into subscribers is one of the easiest and most lucrative goals to have on their first visit.

It's hard to make a sell on a prospect's first visit to your site unless you're going for very low ticket sales (such as products \$20 or less). It's much easier to get their name and email address by giving them a "bribe" and then go after the sales later on down the road.

The "bribe" is the key aspect to getting their email address that you need to be thinking about. Just having an email publication really doesn't convince most visitors to subscribe anymore. You need to give them something of value for subscribing.

I've noticed a lot of web sites giving away free ads or free consulting for subscribing, but this wouldn't work in a majority of markets...and it would become very difficult to do once you start adding thousands of subscribers monthly.

For my business, I've found it best to give away some type of free ebook...For Web Gold, we use our "brandable" ebooks which they can brand and give away from their web sites once they sign-up. See <http://www.bizpromo.com> for more information on this.

If you do this, make sure that the ebook you give away is a good enough value that you could actually be selling it for \$19.95 or more if you weren't using it as a bribe for subscribing. Giving away a worthless ebook will actually detract from your offer and hurt your sales later on down the road.

2. Use Pop-Ups.

Many web surfers claim that pop-ups annoy them...and I've been annoyed by pop-up boxes on more than one occasion.

What can't be denied is the ability they have to increase the sign-ups for your free opt-in email publication. Pop-ups flat out work...no matter what anyone says about how annoying they may or may not be.

If you use a pop-up, make sure that it is only for the purpose of giving away something free and getting their email address. Don't use a pop-up to try to sell another product, take your visitor to another web site, or anything of that nature. That is when a pop-up becomes most annoying.

Give a freebie and you'll notice your complaints stay to a minimum compared to any other format.

The three types of pop-ups are below:

Pop-Up #1: First Pop-up - This type of pop-up is most useful for giving you maximum number of subscribers to your opt-in list on their first visit...and then never bugging your visitors again.

Pop-Up #2: Pop-up on Exit - You can find the code for this type of pop-up in the pop-up section of this manual. For example, we are currently using this on the main page of Netbreakthroughs if someone clicks away from our site without going to the order form or entering the membership section. It's almost our "2nd chance" at getting them to take action.

Pop-Up #3: Opt-In Lightning Pop-Up - It has a very cool feature in that it makes it easy for people to subscribe (one problem with it is that a lot of people don't have their real email address programmed into their web browser so it won't always work right) by using a windows menu pop-up.

3. Submit to Free Ezine Databases

Free Ezine databases have been disappearing lately just like most other forms of free advertising online. A lot of the older free ezine databases are now becoming

co-registration companies where you pay per new subscriber.

In our experience, you will usually get more subscribers from one co-registration company than you will from using a multitude of free listings. Below are a list of web sites that have been offering free listings although we don't know how long they will continue to do so.

<http://www.liszt.com/submit.html>
<http://gort.ucsd.edu/newjour/submit.html>
<http://www.lifestylespub.com/>
<http://www.list-city.com/>
<http://www.e-zinez.com/cgi-bin/hyperseek/hyperseek.cgi>
<http://www.published.com/index.html>
<http://www.homeincome.com/search-it/ezone/index.html>
<http://ezone-universe.com/>
<http://www.disobey.com/low/addere.shtml>
<http://inkpot.com/submit/>
<http://catalog.com/vivian/intsubform2.html>
<http://paml.net/submissions.html>
<http://www.ezines today.com/freesubs/>
<http://www.diysearch.com/>
<http://ezoneadsource.com/submit.htm>
<http://www.ezinesearch.com/search-it/ezone/ezone-add.html>
<http://www.ezinesplus.com/ezones/cgi-bin/add.cgi>
<http://www.published.com/add/>
<http://www.infojump.com/publishers/pub/submit/>
<http://www.site-city.com/members/e-zine-master/>
<http://listtool.com/cgi/listTool/addList.cgi>
<http://www.newsletteraccess.com/database/reg.html>

4. Trade Ads With Other Publishers

A very effective way to build up your subscriber base is to trade ads with other ezines. You run their ad in your ezine while they run an ad for your ezine in theirs. Everyone wins... and it doesn't cost you a dime.

Ezines aren't the only ones you can trade with either. I've had very good experience trading ezine ad space for other types of advertising as well...for example, I traded a top sponsorship in my ezine for 100,000 targeted banner impressions re-

cently.

You'll find that trading ads is a major growth mechanism for most smaller ezines. Once you get to a certain size level (10,000 or above), you'll find there are a lot less ezines that you make fair trades with so you do a little less ezine ad trading and think of other ways to trade space for publication.

Here is one resource for finding ezines to trade ads with:

<http://www.bizpromo.com/ezinetrades.htm>

5. Advertising - Banners, Ezines, Pay-Per-Click Search Engines

No one says you have to sell a product in your advertising. As a matter of fact, you'll often find that you get better response rates offering a freebie in your advertising and then start following up on your prospects with the first few messages of your ezine.

In other words, go for the email address first in many cases...then start going for the sale in the follow-up emails. You will find higher response rates will often occur through this type of method. For example, we've found higher sales for Instant Cashflow by sending people to our autoresponder 115tips@aweber.com than sending them directly to the sales letter at <http://www.allthesecrets.com>

This isn't always the case...but you will find it more valuable as your item price increases. If you are selling something over \$100, then I would say you would usually want to follow this type of system. Go for the email address first...then go for the sale. If your product price is under \$100, then you need to test both approaches to see which one works better for your product.

If you're using this method of building your list, then any form of online or offline advertising can prove itself to be very effective: ezine advertising, banner ads, pay-per-click advertising, postcards, etc.

6. Joint Ventures

You'll be shocked at how quickly joint ventures can help you build your ezine lists. Simply put, a joint venture for ezine building is when you team up with other ezine publishers to work together at building your lists. Let me tell you about three of my past experiences with joint ventures to give you a few ideas

about how you could be using them to build your ezine list.

JV Case Study #1 - We're still using this method. Please go to <http://www.ezinehits.com> which is owned by Kris Stringham. What she did was very ingenious. She created a contest and contacted several of the top ezine publishers online: Jim Daniels, Kevin Needham, Rick Beneteau, Mark Joyner, myself, and others.

Each of us would donate ad space to the contest and then we would all receive the subscribers who signed up through it. It started generating hundreds of new subscribers for all of us without any additional work on our parts.

JV Case Study #2 - Greg Schliesmann organized 5 of the best ezine publishers together and I did an article about how these were the best ezines available on Internet marketing at the time. With my resource box attached for Web Gold, we each published the article and then allowed other ezines to also publish the article.

This promotion created over 1,100 new subscribers for each of us in under 10 days...plus the article generated additional sales down the road from other publishers using it in their newsletters.

JV Case Study #3 - I organized with 4 other ezine publishers and we all made a page offering each other's ezines on our thank you pages. When you subscribed to my ezine, you would then receive a thank you page showing these other ezine publishers. When you subscribed to theirs, you would then receive a thank you page offering mine.

At the time I was generating around 15 subscribers a day from my site and this promotion quickly gave me an extra boost to generating 50+ subscribers a day because of all of us working together.

There are really no limitations to how this type of method could be applied to helping you build your online business quicker. For example, I also did some advertising at another period which I organized 4 publishers to go in with on a co-op type of ad. They each paid \$250. I then collected the money and spent \$1,000 on advertising to build all of our newsletters. Guess what? I got my share for free, and all of the advertisers received 1,500 subscribers each for only \$250! That's a Win-Win situation.

7. Co-Registrations

This is a newer method of building ezine subscription lists very quickly. We've experimented with this type of marketing before for building our list, but it is only recently becoming a major force in online advertising.

The basics of how this method works is that one web site will run a contest...and then they will have 5 to 20 ezine publishers pay them a deposit to be listed on the contest page. When someone enters the contest, they then also have the option of subscribing to any or all of the ezines. They then subtract money (25 cents to \$1 for each subscriber) from the deposit until your ad runs out. You get guaranteed subscribers.

This method builds lists very, very quickly...but it also has several major drawbacks. Drawback #1 is that these lists will not be as targeted as the ones you build on your own. They are mainly interested in entering a contest. So the response rates and income you'll earn from this type of list will be lower than what you build on your own.

The second drawback is that some of the subscribers may forget they subscribed to your publication since they've never actually visited your web site before. You will want to make sure your list is personalized to help avoid this concern before you even consider trying this method.

<http://www.zmedia.com>
<http://www.profitinfo.com>
<http://www.ezinecentral.com/>
<http://www.myfree.com>
<http://www.funezines.com>
<http://www.internetfuel.com>
<http://www.bay9.com>

ZMedia also has their own extensive directory of Co-Registration Companies you could work with at:

<http://www.zmedia.com/zm/directory.html>

How to Get Millions of Dollars Worth Of Free Advertising Online

What? You don't have any money. But you want to build a huge subscriber list and sell lots of products. Sounds a little bit unrealistic, doesn't it?

What if I told you it was possible to reach well over 1,000,000 people with your marketing message...at absolutely no cost whatsoever?

Is that something you'd be interested in?

I hope so...because I've done it time and time again.

What if I told you I've generated 11,250 unique visitors to a web page in one week? Would you be interested in that?

I'll bet you would.

It's almost too simple to believe once you hear it. I just take the articles I've already written and send them for publishing...for free...in other people's ezines. I take short articles (500 to 800 words usually) that I'm already writing anyway for my audience...and allow other people to use them.

It's an instant traffic magnet whenever I want to make a few thousand dollars. It doesn't even require you to have your own list. How long would it take you to build up 100,000 subscribers? Well, you can take advantage of a market bigger than that through this method.

OK. I know you think you've probably heard about this method before if you've been online for any amount of time. You've heard about it, but no one has told you the secret to really accomplishing it.

You have to write an article they'll want to use. That's step one. Step two is sending it to them. Step three is making sure they open your message. Step four is convincing them why they should use your article.

If you leave out or mess up on any of the steps, then you'll be publishing your next article right into epublisher's trash cans...and it will never see the light of

day.

Most people have a very sloppy way of submitting articles. I know because I'm a large publisher and receive over 10 article submissions a DAY. That's over 70 of them a week. I only publish one main article a week, but I get 70 of them in my email. You do the math.

What are your odds of getting published if you just do what everybody else is doing?

That's the problem with most information products. They tell you what to do... never how to do it. So, yes, you've probably heard that you should submit your articles, but you've probably never learned all four steps to making sure you're the one getting published...while everybody else goes straight to the trash.

Step One: Write An Article They Want to Publish.

You learned quite a bit of this a few chapters ago. Follow our 7 step method for writing online articles. Study the 17 tips you were given again and again. Over 90% of the articles sent to me don't follow these rules. You're in the top 10% of article submitters just by following the information you already need to know.

A few differences do apply when you send articles to publishers from when you publish them yourself. The primary difference is that you have to get rid of ALL self promotion inside of the article itself. When writing an article you're going to publish, you still will do hidden promotion whenever possible. When sending to ezine publishers, remove it.

The only place they want to see you promoting yourself is in the resource box. Make sure to keep this area down to only 5 lines...or at a maximum 6 lines of ad copy. They are not there to promote you. They're there to publish good quality information. Give it to them as concise as possible.

Step Two: Send it.

Step two is to send the message. A major key to sending out your message is to make sure you're able to mail merge and personalize the letter. So, you may want to send the letters one at a time (very time consuming but OK if you have a small list of ezine publishers).

You could create a “template” file for your article message and just change the ezine name and publisher name on each letter going out. This would be an OK option if you’re very short on funds. Again, it would be time consuming.

You could also use a program that runs from your computer such as Postmaster which you can purchase at <http://www.onlineautomation.com> or Mailking which is available at <http://www.mailking.com>.

The cheapest automated option would be to use your <http://www.netofficetoolbox.com> account (which you should be using for email follow-up, shopping carts, and your affiliate program). Load up your ezine publishers into an empty autoresponder list. Then mail all of them through this system by an unscheduled message.

Step Three: Make sure they open it.

Remember when I told you that it was important to personalize your messages. It’s even more important to personalize the messages you send to ezine publishers. They get thousands of emails a week. Many of them get deleted on purpose... and by accident.

The number one key to making sure your email gets opened is to personalize it to the ezine publisher.

When the publisher scans their email box full of mail, you only have a split second and one subject line to get them to open your mail. You don’t get a second chance. So your subject line is as important as any headline in this situation.

Personalize it if at all possible with their name. Something such as “Hi Terry, did you read this yet?” or “Hi Terry, here’s something for you to use.” Both of these require someone to open it without being deceitful...Try to use similar headlines. Don’t “trick” the publishers, but you do need to get the door open. You can also use, “Hi Terry, here’s an article your readers will love.”

Step Four: Convince them to use your article over the competition.

The ezine publisher is getting 50+ articles a week. While a large percentage aren’t any good, there may be 5 to 10 of them which are good enough to use. You

have to separate yourself from this competition.

Even with the large volume out there, I have had my articles published at least 1,000 times by 100+ different ezines. My articles get published again and again while others sit back wishing someone would just run them once.

As a matter of fact, I rarely even send out articles anymore. Most of the time publishers just take them right out of my Web Gold newsletter because they know they're allowed to.

It's not because I'm special. It's because I have a better offer than everyone else. When I contact the publisher, I don't just give them content. I give them a way to earn more cash.

I almost always tell the publisher that the product I have in my resource box has an affiliate program for it. They can sign-up free. Not only can they run my article free, but they can also change my resource box link to their affiliate link so they get paid for running my article.

Not only that, but they just need to tell me their ID (or send me all their information and I'll sign them up) and I'll upgrade their commissions to a higher than normal rate. It becomes an irresistible offer.

Not only do they get to use my content free...but they can make money using it! This offer beats everything they get in their email.

If you don't have an affiliate program in place, or you're promoting someone else's affiliate product, then you wouldn't be able to use this specific offer. You would have to modify it to a new advantage.

An increased value offer in this case is to offer to help them in any way you can. Ask if they need articles on a specific subject. If they're a big ezine, you can ask if they need exclusive content (many of the large ones want first shot at publishing an article). You'll be glad to prepare it especially for them...or modify the current article if they think something should be edited.

Note: If you're an affiliate, is it a two-tier program. If so, ask them to sign up under your link and then they can use the article with their link on it...you'll still get paid while they're getting paid.

Below is a sample email you can send out:

Hi <name>,

I've included my newest article for your ezine Web Gold. It is 540 words, and I also have a little bit longer and shorter version available if you need it.

My resource box in it is promoting my newest product Internet X-Factor. I've just set up an affiliate program paying 35% commissions, but I'd be willing to set you up with 50% commissions since you have a target market that is ready to jump at this offer.

You can change the link in the resource box to your affiliate link once you're signed up...so you earn money while providing the content your subscribers are seeking after.

You can sign-up for the affiliate program at <http://www.netbreakthroughs.com/getpaid.html> or just send me over your name, address, and phone information...and I'll set you up manually. Let me know when you sign-up so I can get your commissions raised.

Let me know if there is anything else you need...

Thank you,
Terry Dean
Terry@bizpromo.com
<http://www.bizpromo.com>

Article is here...

It's a short letter, but it's one that will be effective. If possible, use mail merge to merge in the name of their ezine where I have Web Gold listed above. It makes the letter look a little bit more personal. Feel free to edit it and use it as your own.

Internet Money-On-Demand: How to Generate \$33,245 or More in 72 Hours or Less

There I was. I was standing in front of 72 people all hanging on my every word. I had made bold claim. I had told them I could generate \$10,000 or more within 10 days. It was make it or break it time. They would soon find out whether I was the real deal or not...

It had been 24 hours since I made the claim and started the test. We were now going to visit my online shopping cart. I was going to show how many orders I'd received in the last day. I was visibly nervous...sweating bullets.

Technology can sometimes fail. If you've been online for any amount of time, you know that. Email servers can lock up. Secure order forms can break down. Any time you're using technology, something has the potential of going wrong. I was hoping nothing had went wrong this time.

I put the web address in the URL. I type in my username and password. I'm now logged in. I push the "Orders" button and my orders from the last day pop-up. I count 1...2...3....4...and keep right on counting. Over \$13,500 in orders were sitting in the cart right then.

Everyone got to see the results of online marketing right in front of their eyes. They were astounded. Some of them almost couldn't believe it. My business has NO employees, yet I had produced more income in 1 day than many of them produce working 40 hours or more per week for months.

The orders kept on coming in...The total was \$33,245 after two more days. This one ad had produced \$33,245 in 72 hours. The best part of it all was that over 90% of this money were pure profit. The only expense was in product fulfillment. I had ZERO in marketing and advertising costs.

All I had done is send one email offer out to my prospect list...one email which didn't cost me a nickel to send out. I went home and bought myself a convertible Mustang with all cash.

The best is...that this is not a unique occasion. Whenever I want to produce extra income, I send an offer to my list. I don't usually produce over \$30,000 from one of my mailings. That one is a little special. Normal profits are usually more like \$5,000 to \$10,000. That is still a nice little chunk of change for a 2 person business (my wife and I) working out of a home office.

I dare you to find any other business anywhere that can generate Money-On-Demand at anywhere near this rate of speed...while having NO financial risk involved.

What have I done? I haven't done anything that I haven't taught you throughout this course. Over the past 2 1/2 years I've focused on building my prospect email list...with my main one being my Web Gold ezine. I focus my attention on building my list...and I can produce income from it anytime I want.

You can follow my model. You can do the exact same thing I've done in ANY niche market.

It won't come overnight. I've now built my list for several years before that amount of money was generated. It will take you time to build your list as well...although you should be able to build it much faster than I have since you have the tools.

Since it will take some time for you to build a large list, I want to share with you a way to jump ahead in time...A way for you to send an offer to 50,000 people or more in only a few days time...without the years of preparation of building the list.

If You Don't Have the List, Borrow Someone Else's

You don't have a 30,000 person list like I did when I generated the \$33,245. That's OK. Find someone who does...or find a few people with 10,000 person lists. You can get the same results without the years of list building.

The key is to joint venture with a list owner. Note that I didn't say to purchase a solo ad in their ezine. I love buying ezine ads...especially solo ads and sponsorship ads. They won't produce the same amount of income you'll get from doing a joint venture.

When you do a joint venture, the list owner endorses your offer. They've spent years building a relationship with their subscribers...and their subscribers trust them. Their subscribers take action when they're asked to by the list owner. They've had good results time and time again by following the list owner's advice.

This means that when the list owner asks the subscribers to order your product, they immediately jump into action.

The subscribers don't know you. You don't have credibility in their eyes yet. You won't receive anywhere near the same response the list owner gets when mailing out an offer...if you don't "borrow" their credibility.

A joint venture endorsement is how you can "borrow" the list and credibility of an opt-in email list owner.

Endorsements: Why Are They So Powerful?

Joint venture endorsements are the most powerful type of promotion you could possibly run...if they're done right.

A web site which normally has a sales rate of 2% can quickly jump to a 10% sales rate when an endorsement is being used for it. It can out produce the response on an email by 4 to 1, 5 to 1, or even 10 to 1. An email list which normally produces \$1,000 in sales from an ad can jump to \$10,000 immediate profit or more on an endorsed offer.

Basically...endorsements can change the marketing rules.

Simply put, an endorsement is when a well respected business owner finds a product or service they love. They negotiate with the product owner to get a "special" deal for their customers. Then, they write a glowing review of the product or service and send it to their customer list along with the special designed just for them.

The three key elements to the endorsement are:

1. Well Respected Business Owner With A Customer List
2. High Quality Product Or Service Which Fits the Target Audience
3. Truly Special Offer Intended Only For These Customers.

If any of the three keys are left out, then the endorsement will not achieve the incredible response rate possible from the deal. In other words, a promotion that could have earned you \$20,000 in 7 days might only produce \$5,000 because you left out one of the key elements listed above.

First of all, for the endorsement to be really effective, it must be done by someone who is respected by their customers. In other words, they need to be someone who puts out good products of their own or at a bare minimum puts out good information on the subject. For example, the business owner doesn't have to be selling products, BUT they do have to at least be producing information (in email or web site form for our purposes) which is helping the target market.

If no one pays attention to the business owner, then the endorsement won't work. For example, a poor endorsement prospect would be an ezine which only publishes information from other authors and the publisher himself/herself never writes anything in it themselves. Although the ezine may be read by the target market, they still would not be building a real relationship with the publisher.

A much more effective endorsement could be provided by an ezine where the publisher always at least writes a personal message at the top to their readers... even better would be if they write a large percentage of the content contained in the issues. They would be building a much better relationship with their readers this way.

The endorsement becomes even more powerful if it is going to a "customer" list instead of an opt-in email list.

If the people receiving the message have purchased products or services from the business owner...and have been thoroughly satisfied or surprised at the level of service...then the endorsement will go to a whole new level of potential profits.

These buyers are infinitely better than the average opt-in email list which is often made up of 80% or more freebie seekers.

If the business owner has a strong relationship and have proven they are trustworthy to their prospects and customers, then the endorsement will be extremely effective and profit producing.

This is where the power of endorsement marketing comes in. If you're the product owner, you get to take advantage of \$1,000,000 worth of time and money invested in the relationships business owners have with their list and customers. It may take you 5 years to build the same size of customer list that you get immediate access to through a joint venture.

The 2nd important element is that the product or service being endorsed must be of extremely high quality and fitting for the target market. You may be able to earn profits ONE time selling a low quality product or service, but it will come back to bite you in the long run. If you promote a low quality product or service, then your customers will remember the next time you try to sell them. You could be giving up millions of dollars in future profits for one low quality promotion today.

There are too many good products out there to be promoting something of low quality. As a matter of fact, with the research capability given to you by the Internet, you have access to thousands of potential products or services in any niche market. Take the time to find the right fit for the customers you're sending a promotion to.

The 3rd element is probably the most neglected part of effective endorsements. When you're running a joint venture endorsement, the absolute best results will always be achieved by making it a Special offer good only for a limited time.

Now, I'm not talking about just saying this price is only good until _____ and having a Java script automatically update the date daily. That's not a real special and Internet customers are beginning to see through this.

For a joint venture endorsement to be really successful, it needs to be done with a real special good only for a limited time. If someone tries to order once the deadline has been reached, then they shouldn't be able to take advantage of the special offer. If they do get the special, then you just lost credibility in the eyes of your customers for the next special offer you run.

Special Deals: The Key to an Outstanding Endorsement

You can't simply run your everyday web site offer and achieve maximum response rate from an endorsement. It needs to be a real special offer.

For example, whenever I release a brand new product I will usually give a 20% to 25% discount for the first 7 to 10 days it's been out. Whenever I mail this kind of offer to my ezine list and customer list, we will generally have a minimum of \$10,000 come in almost immediately...sometimes quite a bit more.

My customers have learned that this special really is only good for a few days. Once the deadline is reached, I will raise the price and they will not be able to get the discount any longer. I don't care what kind of excuses they come up with. Once the deadline is over for these specials, they're over.

Every special endorsement offer needs to have this same kind of deadline involved. Even if your offer doesn't involve any kind of "sale," it still needs to have something special about it. It could be as simple as offering an additional 5 page bonus report if ordered this week...as long as it's only good for this week.

That's the key.

Tell Them Why

Tell me why and then I'll buy.

You need to tell your customers why they're getting such a special deal. Don't just tell them the price is reduced by 20% this week. Tell them that it is a special new release offer, holiday sale, birthday sale, etc.

If you offer a special bonus, then add a price value to the bonus. How much would you sell the bonus for if it was offered separately? Tell them why you're giving it to them for free and how it can increase the value of the main item they're buying.

Tell them you're increasing the length of the guarantee because the person doing the endorsement is going to add their own personal guarantee to the product.

Always have a very specific reason why the offer you're giving right now is better than what they can normally get. You may be doing a "customer only" special. Tell them. You may have negotiated for 3 hours on the phone to get this deal. Tell them.

If you're selling overstocked merchandise at below wholesale prices, then tell

your customers this. If you educate your customers, then more of them will buy from you.

Never run a special offer without having a reason behind it that you reveal to your customers. It immediately adds believability to their entire offer to have a reason for the special.

8 Ways to Run Special Endorsements

Below are a few ways you can run a special endorsement offer. You are in no way limited to just these options, but these are the ones I've personally used or have been involved with. All of them can be extremely effective in increasing sales.

1. Extra Bonuses

Give an additional bonus or additional bonuses to go along with the product. In most cases you will want these extra bonuses to be information products because they have such a high perceived value and have a low fulfillment cost. For example, you could include an ebook worth \$29.97 for free as a bonus at zero cost to you. You could also include an audio tape with a \$50 value for around \$1 to add to the package. Videos have a very high value as a bonus and they only cost around \$3 for fulfillment.

Make the additional bonus only good for people who purchase from you during the special offer time. It could be fulfilled by either the product owner or the list owner...whichever one has access to a better bonus package to give away.

This offer makes a really good idea when you can't get the product owner to agree to giving your customers a special deal. Instead of them giving the special, you can be the one who has the ebook, audio, or video to give away. You can basically out position the product owner and give more to your customers even when they won't budge on their own offer.

2. Longer Guarantees

Increasing the length of the guarantee is a good way to increase the value of your offer without costing you another nickel. If the normal product guarantee is 30 days, then increase it to 90 days. If it is normally guaranteed for 90 days, give a full year guarantee. If it is guaranteed for a year, then just increase it to 3 years.

This will give you a way to make the offer special without requiring you to spend an extra penny away from your profits. In general, the longer you guarantee a product, the less refunds which actually come back.

If you offer a short guarantee such as 10 days or 30 days, then it puts pressure on your customers to really put the product to use...and make a decision quickly to return it or not. If you have a longer guarantee, they often put it aside, try it out, or even forget about it during the rest of the warranty.

You will find that this would be one of the cheapest and safest ways to increase the value of your offer since providing a longer guarantee will result in less refunds. This type of offer doesn't have the order pulling strength of some of the others.

3. Better-Than-Risk-Free Guarantee

On a better-than-risk-free offer, your customers get to keep the bonuses even if they return the product. If what you're offering doesn't normally have this in place, then this is a great way to reduce risk for your customer during the special offer.

Tell them that for the next 7 days, if they order during this special, that they get to keep all of the bonuses even if they return the product for a full refund. The way to present it is to show that the person making the endorsement is now taking all the risk for them.

The customers have no risk in the offer. If the product works for them, then they keep it. If it doesn't work for them, then they get to return and get their money back. They then get to keep all the bonuses and be ahead on the deal. They can't lose. They get \$234.75 (or whatever the value of your bonuses add up to) just for trying out this company's product.

4. Discount Offer for Limited Time

This is my favorite type of endorsed offer as it will usually give you the largest increase in sales. For example, when I release new products with a discount offer, our sales go through the roof.

When the person making the endorsement can go to their list and tell them they negotiated a better price for them than everyone else receives online, then it increases their credibility immeasurably (as long as it is true). You'll find sales are incredible when you can regularly get these kinds of special deals for your list members.

Of course, this kind of special does eat into your profit per sale, but it will almost always come back in the volume (as long as you have a good margin built into the transaction).

The other disadvantage to this method is that it is usually the hardest one to negotiate. Most product owners won't want to give your list a better deal than other places they're selling the product. It doesn't mean it can't be done. It's just more difficult.

5. Coupons or Gift Certificates

This method is very similar to the discount offer. In this one you actually take it to another level by giving a coupon good for a limited time discount.

My favorite use of the coupon discount is when you give an immediate discount coupon to someone who has just purchased a product from you. For example, someone purchases a \$20 ebook from you. You could provide them with a 20% coupon for anything else in your catalog or \$50 off a specific product...if they order within the next 10 days, 20 days, or 30 days.

You could track these coupons manually (which would be quite a job) or you could use a shopping cart system which has coupon delivery built into it. The shopping cart I'm currently using for a majority of my products has this type of coupon (along with an up sell program and affiliate program also) built right in: <http://www.netofficetoolbox.com>

6. Payment Options

I did an offer to my own opt-in email list using the payment option method and was shocked by the results. I reported on the first test of this in the Netbreak-throughs Diary as a split run test of payment options.

Instead of improving the offer or adding anything to it, all I did was offer the op-

tion of purchasing in 3 monthly payments instead of all at once (if the customer used a credit card for easy billing).

The results were proven by a split test of this option versus paying all of the money upfront. Three times as many customers purchased with the 3 payment option over when they were only offered full payment. People are accustomed to monthly payments and they will increase the sales of your product or service.

If you're normally not offering payments, and you're offering a product over \$100, then offering a special payment plan during the endorsed offer can be a powerful tool. It will increase your sales and allows you to get the same amount of money without discounting or adding to the offer.

7. Bill Me Option

Nightengale/Conant has built an entire information business using only this one principle. They take all the risk in your purchase from them by sending you the product and not asking for payment until 30 days after. They're a multi-million dollar information business centered around this one No-Risk proposition.

Another individual who pioneered this method was Joe Karbo in his book, "The Lazy Man's Way to Riches." He gave the offer that you could send in your check postdated for 30 days and he would send you the book immediately.

Because a lot of markets online are filled with a large number of freebie seekers who want something for nothing, I'm rather cautious of using this method to a lead opt-in list. In other words, I don't like to make a "bill me" offer to people who haven't proven they will actually pay for the type of materials I'm selling.

What I'm more excited about is offering "bill me" options in endorsements to customer lists. For example, an online business (maybe even a competitor) has 5,000 customers who have purchased from them becomes a good target for this type of promotion. Have the business owner endorse the product or service with a "bill me" option where they can send in a postdated check or you won't charge their card for 30 days.

Some of these people will still rip you off by sending in bad checks or credit cards which don't work, but the number of orders you receive when going to a customer list will greatly outweigh the dangers.

8. Teleseminar

A teleseminar is best used when selling a high ticket item. It is often difficult to convert freebie email list members or \$20 ebook buyers to a \$1,000 seminar sale. They're just not used to making that size of purchases online yet.

So, change the environment. Instead of making the offer directly, hold a free teleseminar where you provide good information while weaving in the sales presentation. Your closing rate on the phone will be much higher than what you can achieve through a simple online presentation on a higher ticket offer.

The list owner can simply go to their list and tell them how the product owner will be doing a free teleseminar on whatever subject which they need to reserve their place for. Those who raise their hands and show up immediately become much more qualified prospects for the phone presentation.

Once they're on the call, make a very strong deadline offer and get them to purchase the item ASAP by limiting it to only a small number of people who get the special deal. Anyone who doesn't take action then will have to pay the regular price if they can get the offer at all.

9. Contests

Contests are a very powerful motivation even though this isn't my favorite method of doing the endorsed offers. I much prefer to run the discount offer, payment option, etc. and then tack on a contest for purchasers as an additional bonus then to make the contest the whole reason for taking action now.

You could design the contest so that one of the purchasers will run 8 hours of personal training from the product developer or any other type of prize which directly relates to what you're selling. Some associates I've worked with use this type of offer extensively although I don't use it as much.

When I do use it in my own business, I'll usually make the contest prize be a top sponsorship ad in Web Gold which I almost never offer at any price. Since this is something that is highly valuable to my own personal customers and doesn't cost me a penny to fulfill, it is a good prize for my offers.

10. Personal Support

You could add in a free hour of consultation to purchasers during the special. You could also offer 30 days of email support or something else similar. People like to know that personal help is available when they purchase a product.

The interesting thing about using personal support is very few of the purchasers usually take advantage of it. You may sell your time for \$200 per hour, but when you throw in free hour long consultations only 10% or less of the people ever use them.

So, even if 100 people purchase, less than 10 will usually ever contact you. This makes a personal support offer practical when it otherwise wouldn't be possible.

The Forgotten Element: Tell the Truth!

One important thing that shouldn't have to be mentioned is you need to tell the truth. This does have to be mentioned though, because I've seen so many things done in this area that are outright stupid.

For example, not too long ago I received an email from an ezine publisher which said that he had negotiated to get a special discount for his ezine subscribers. This special discount wasn't available anywhere else and wouldn't be available anywhere else. So far, so good.

A week later 3 other ezine publishers put out the exact same ad! They all talked about how they negotiated this special deal and that this special price wouldn't be available anywhere else or to anyone else except their subscribers. Guess what? The original publisher, all the following publishers, and the product owner all lost credibility in the eyes of consumers.

To think that your subscribers don't subscribe and read other publications would be a major mistake to make. This credibility issued could have simply been solved by not saying other publishers would run the offer...and by making sure the web site itself did have a higher price on it.

They could have achieved the same results by simply using a coupon method and keeping their mouth shut about other features. The reason why could have been because it was a new product offer.

Contacting the List Owner

You will get more No's than Yes' following the system laid out to you below, but this doesn't matter. You don't need 1,000 affiliates to promote your program for you. You don't even need 100. If you have 10 high traffic web sites working in partnership with you, then you can virtually guarantee success for your project.

You are going to want to email AND fax everyone of the web site owners. Many of the webmasters don't check their own email or they receive so much email they only give each potential joint venture partner a passing glance. You will only be able to get a very minimum number of partners if you only use email.

Faxing the webmasters will give you a much higher contact rate. Most of them do actually look at their faxes and will be much more likely to respond to a personalized fax letter from you. You should send along an email note also because some of them may not use fax machines or may not really read through their faxes.

The short letter you send should offer a free review copy of your product and a high commission percentage. You aren't looking just for a little banner link. Your goal is to get an endorsement for your product from the webmaster. This will produce sales of at least three to four times what a banner link would accomplish.

For them to give you an endorsement will require for them to actually have tried out your product or service. Don't be stingy and make them purchase it. This is a sure way to lose the deal. Offer a free copy of your product for review.

The commission rate should also be something substantial. You would be shocked if you found out how often people have contacted me trying to get me to sell their products for a measly 10% or 20% of the sales price. Forget it. You need to contact these webmasters and offer them 40%, 50%, or even 60% for commissions in selling your products or services.

Remember, they have the traffic who is ready and willing to buy your products and services. Hundreds of people contact them every day trying to get them to partner with them to sell their products. Your offer to the webmaster is going to have to stand out from the average run of the mill affiliate program. You have to grab their attention and get them excited into wanting to know more.

Keep the letter short. You are not trying to give them a full presentation in the first contact. Try for two or three short paragraphs and then full contact information including both your email address and phone number. Don't waste their time in the letter.

You may want to write something similar to the quick JV letter I have written below:

Dear Julie Dean,

My name is Terry Dean and I visited your web site at <http://www.bizpromo.com> today and was extremely impressed with the quality and content of your Internet marketing articles. The article on Email Marketing for Small Businesses was especially helpful to me.

I run the monthly membership site at <http://www.netbreakthroughs.com> and would like to offer you a free copy of my package. I would also like to discuss the possibility of a joint venture between our companies which could significantly increase the profits from your web site.

Please call me at 765-489-3839 or email me at webmaster@netbreakthroughs.com at your earliest convenience.

Thank you,
Terry Dean
webmaster@netbreakthroughs.com
<http://www.netbreakthroughs.com>

You could prepare a similar letter for your product or service and affiliate program. The key aspects of the letter above I want you to look at concern how I mention and bring their site content into my letter and how I offer them a free copy of my product.

You have to give them a reason to contact you as soon as possible so they don't just lay your letter aside, never to be seen again.

Create a letter similar to above and then both fax and email it to the contact information you picked up from <http://www.alexa.com> during your visit to their site.

For doing my faxes, I use: <http://www.efax.com>

For \$9.95 per month, you can get your own fax number sent right into your computer and also have the ability to send faxes through the Internet to any number in the US right from your Microsoft Office products (my letters are sent from Microsoft Word). They only charge 6 cents per fax you send.

Please don't neglect doing the faxes if you are going to follow this joint venture system. Sure email is fast, easy and free, but it won't evoke the same level of response fax contact will accomplish.

At a price of \$9.95 plus 6 cents per fax, you could contact 100 joint venture partners for \$15.95 (\$9.95 + \$6.00). This is less than the cost of a single classified ad in an ezine and it could give you an enormous number of new partners with zero risk.

A few people may respond to the email content, but you will also get a large number of calls from the fax broadcast.

For especially lucrative deals you may also want to consider sending a FedEx letter to potential partners. This will cost you more time and money, but it will reach the real company decision maker much easier than you ever would using email or fax contacts.

I have to admit I don't use FedEx letters for contact with companies nearly as often as I should mainly because of the extra time involved in the process. If you were trying to contact a magazine owner, large web site manager, or someone else in a similar position, a FedEx letter may be your only way of getting contact information into the hands of the right person. It isn't my main method of contact, but I will use it when necessary to get a hold of extremely profitable contacts.

10 Internet X-Factor Strategies You Must Learn to Profit Online

Everyone has a tendency to read a good ebook and then to put it away. I hope that you don't do this with Internet X-Factor. Don't think that you know all about these techniques. It will take several times reading through to really pull out the golden nuggets you can use you in your business.

To help you at obtaining your best results, I want to help you with a few of my own notes. Here are at least 10 things I hope you take away with you from the Internet X-Factor:

1. Rule #1 is the purpose of your web site to generate email leads...

I want this rule taped to your monitor, hanging up on your refrigerator, and to be the first thing you think of when you get up in the morning. Forget web site traffic. That's not your goal. You want targeted email leads interested in buying your products and services. They're even better than money in the bank. Money in the bank can only be spent once...Email leads generate income forever.

2. Using a Pop-up virtually doubles the value of your traffic.

Using a pop-up gives yourself a 2nd chance. If you don't get the email address or make the sale on the first try, then try again. They may not be interested in the way you made your first offer. Give them a 2nd offer. Why limit yourself to only one try when you can take two. Don't overdue it. Popping up two or more extra pop-ups will annoy your visitors too much.

3. Create an Internet Wealth Funnel by using multiple offers.

Using email follow-up allows you to continually present new product and services offers to your customers. Trying to become a millionaire from one offer is like trying to win the lottery. Create or find multiple product offers at all price levels to earn maximum profits from your lists.

4. Brand Yourself as Unique.

Playing the me-too game is a very deadly game to play. It is too easy to search out and find the competition if everyone in the marketplace is alike. You have to find a way to differentiate yourself from your competitors. Having the lowest prices is the most dangerous strategy of all...It's a game you can't win in the long run. Find another way of being unique.

5. Templates Can Drop Your Email Time by 80%.

Develop a template response for all of your product requests. Develop a template to respond to product questions, service questions, refund requests, catalog requests, joint ventures, etc. If you find yourself sending the same email more than once, then you should be developing a template for it. Templates save time...and therefore will save you money.

6. Educate. Then sell.

The average visitor to your web site is looking for information, not to purchase products. So good follow-up systems will follow the model of educate first...then make the sale. Don't be afraid or ashamed of the fact you're selling something. DO educate your customers first. Let them get to know you. Customers buy from people they like.

7. Use One Tool To Combine Your Whole Automation System.

Use an email follow-up system that can integrate your follow-up, customer database, and shopping cart together all in one package. Make sure it hooks in with your affiliate program as well (if you have one). The tool I'm personally using for this is <http://www.netofficetoolbox.com>.

8. You can be a cyberwriter.

The Internet is a text based medium. You will have to use writing of some type of market online. You can hire out all of your writing to other experts, but that will come at a very high cost. You are much better off using and developing the skills you need for online writing. You can do it. Just follow the steps you've been given and start slowly.

9. Ezine Publishing is not the only way to follow-up.

Ezine publishing is over-rated. You don't have to be an ezine publisher to be successful at email follow-up. You could also use free report series or an ezine-in-a-box system to earn maximum profits from your online business. Before you start an ezine, make sure it is what you want to do.

10. If You Don't Have a List, Borrow One.

You can borrow another list owner's subscribers and credibility by doing a joint venture endorsement. You may have to give up 50% or more of the profits, but it is worth it. Endorsements will bring in a much higher rate of sales than placing any type of online advertising.

X-Factor Quick Start Guides

You now know the techniques and tactics I use to make any online business successful. Even though I've spelled them out for you, I know that many people sometimes have trouble relating the techniques to their marketplace.

So, I've created these short Quick Start Guides for each major type of online business. If you're an information business, then print out the Infopreneur Quick Start Guide and paste it on your wall. If you're an Affiliate, then print out that guide. If you run a local business, then this guide is the one for you.

Please note that I have ezine Publisher as a separate quick start guide. You could become an ezine publisher with any of the other types of businesses, but it is required. Plus, ezine publishers have a few unique variations just for them. Ezine publishing requires a little more work than other email follow-up systems. So I think it will be better for you to see ezine publishing in a section by itself.

Each guide gives you a few details on creating your email follow-up systems... ideas of what you should put in them and how to set them up. Next we'll be covering how to setup your system for maximum profits and what you should be testing. Then, we'll cover a few basic "Lead Generation" techniques. Once you put all of these techniques in place, you'll be able to double or triple your online business profits.

Internet X-Factor Quick Start Guide for InfoPreneurs

Introduction: Infopreneuring is my favorite online business. It's the one I currently run through my home base of <http://www.bizpromo.com>. Selling information products allows you to have incredibly high margins (1000% markup or more), low start-up costs, and work at home. It is the perfect business for the Internet.

I consider Infopreneuring to include ebooks, audio tapes, videos, CD-Roms, seminars, coaching, teleseminars, and more. You'll find that most of the successful publishers will have several of the above options in their overall publishing business. I've sold all the above in mine.

Email Follow-up Strategies: The key to running a successful infopreneuring business is based on the funnel strategy. You start off customers by them purchasing low cost items such as ebooks or single audio tapes. You then start offering them other options to improve their skills as you go up in price.

Your first email follow-up system will usually consist of a "training series" you create to promote your ebook. You may create a 5 to 7 email series sent 1 to 2 days apart. You should have the system programmed so that when a customer purchases, they are immediately removed from that series and started on a new customer series.

If a customer doesn't purchase during the email series, then I recommend sending at least 2 sales letters by email for the product. If they still haven't purchased, then I recommend a follow-up system be in place to sell other low cost items you may have at 2 week intervals.

In other words, they don't buy your first item. Two weeks later they will get another training email with a sales pitch for another product of yours at the bottom. You can program these 2 week interval reports for as many different products as you have.

Whenever a customer purchases, have them moved out of that autoresponder series and started on your customer one. The first email sent to a customer should be focused on thanking them for their purchase. You should also tell them how to

contact you if they have questions.

Two days later send them a letter including a special surprise bonus you didn't mention in the sales letter. This bonus has the purpose of making them say, "Wow." It's to prepare them for doing business with you in the future.

Have another email go out 2 days later asking them if they have any questions and if they can provide feedback. Give them a Free Report for sending back in any feedback. This will help you to improve your product and will help you obtain testimonials for your product or service.

On the 4th email send out a backend discounted offer. In other words, make it some kind of "upgrade" to the product they purchased. They get to discount this new purchase by ____ amount since they just ordered from you. Non-customers should have to pay the higher price. This email should be around 10 days after the original purchase.

On a 5th email send out another special offer. Plan it for about 7 days after the last one (17 days now since the order). It could be a coupon for ordering from your complete info-product catalog...or it could be another type of special offer.

Then, start a product follow-up system to be sent out every 30 days or less that gives an update to the product purchased...and ends with another related product you have available. This follow-up series could go on indefinitely, but try to run it for at least 6 to 12 months after purchasing.

Maximum Profits System: To earn maximum profits from an information business requires you to have several different price levels. You may have an ebook available at \$20. You could then have teleseminar tapes for \$97. A video set you offer could be \$297. A coaching package may be \$1,200. You could even have a members only Bootcamp for \$3,000.

The idea is to "funnel" your customers from low cost products into your more personal and higher level training programs. No one gets rich offering a \$20 product, but they can generate a lot of leads for their other higher priced backend items. You then earn your big money from the multiple product offers on the backend.

To see what I mean, order an information product from an infomercial. A very in-

tense backend follow-up series will start. You probably paid about \$39 for the front end product, but most of the backend offers will be \$1,000 up to \$15,000. They actually lose money on the first sale and earn millions of dollars from backend marketing.

The key to the system is to focus on one frontend product. Then, include free email updates to that product for 6 months to 12 months. As you send out these updates (which your customers will be reading since they paid for them), you will be including your other offers...and your customers will get a better deal than your non-customers. They'll get special prices compared to your normal web site rates.

The strategy for selling a low priced information product is generally to use a mini-site. You use a straight sales letter page on your main home page. In other words, your visitor gets the option of purchasing this low cost product or leaving.

You then use a pop-up on exit to give away your free course and capture your visitor's email address. If the visitor doesn't order, this is your 2nd chance to get their contact information. If they order, you obviously already have their information.

Lead Generation: I always put a very strong emphasis on placing solo ads and sponsorship ads in ezines. In your ads, promote your Free email course...then send them to your autoresponder to receive it. On these ads go for their email right off the bat. You don't even need to get them to your web site.

Strategy number two is to set up an affiliate program and send out joint venture letters to top ezine publishers...and top web sites in your market. Offer them a good percentage of the money up front (50% is good if possible). These can generate you a lot of sales...and help you build a nice sized backend list (from the pop-up on exit).

Strategy number three is to take some of your "email course" and turn it into several ezine articles which can be published. Use our template for sending to ezines and offer your articles for their use...one at a time. This type of promotion is one of the strongest free techniques for selling info-products online.

Strategy number four is to go after the pay-per-click search engines. Use the <http://www.goodkeywords.com> software to come up with every possible keyword

relating to your product. Then post them on the major pay-per-clicks such as <http://www.goto.com>, <http://www.findwhat.com>, <http://www.7search.com>, etc.

Strategy number five is to use the co-registration services. You promote your free email course through them. The goal here is to break even on the first sale to these prospects. They're not quite as good of prospects as you would generate from placing your own ezine ads, but they still can be quite profitable.

Use the follow-up series and try to break even through those first few emails. Then, you can earn a profit from the future emails (for your other products). And you'll earn your biggest profits through the backend follow-up on the customers who purchased your lead product from you.

Focus all of your energies on these primary strategies. I wouldn't recommend wasting your time on search engines, any guaranteed traffic method, or anything like that. As an information publisher, your time would be better spent using only the promotional methods above and coming up with new related products to sell to your customers.

Internet X-Factor Quick Start Guide for Catalog Businesses

Introduction: A catalog business is any business which sells hard items which need to be delivered through the mail. You could be selling auto parts, electronics, watches, diamonds, etc. Anything you sell directly from your web site could be included in this section.

The biggest mistake made by most catalog businesses is to present all of your products equally. Sure, a mini-site won't work for your business...You may need dozens or hundreds of pages to explain all the products you have for sale. You can use the X-Factor techniques for maximum profits from your web site.

Email Follow-up Strategies: Since you have a large number of products available, you'll also probably have a large number of pages on your site. You have to...since most of the products should be given their own pages to explain them. If you have a large catalog of products, then I also recommend you have a "Search" function for the main page of your site.

The best strategy for a catalog business is to create an ezine-in-a-box. You will probably have a lot of "varied" items to sell. So this type of approach makes the most sense for you. Give your "ezine" a title and then focus each of your articles to educate your subscribers...and then sell them one of your products.

If you have 52 products, then you may want to create 52 issues with each of them promoting a different product offer. If you have 10 products, you may want 30 issues with each of your products being promoted 3 times.

The strategy is to create one major Free report and give it in exchange for an email address on the front page of your site. You could also tell people to subscribe to your ezine and they'll receive a coupon good for 10% off or more from any product in your store.

The front page of your site should explain your Unique position in the marketplace and give people a chance to join your email list. Since you have a large number of products, don't go for the sale directly from your main page. It will be much more profitable for you to go for the email address.

I would then create a pop-up on exit to go to your most popular store item. Which ever item you sell the most of should be put in this pop-up. Yes, this strategy is backwards from our usual techniques. It makes better use for your type of web site.

Maximum Profits System: Use your shopping cart system to create a large number of “upgrade” offers and “deluxe” package offers. If a customer orders one item, have the shopping cart set to tell them they can get three for the price of two if they want. You can also program it to offer other related items.

For example, if someone goes to a local men’s store and purchases a suit, the clerk will usually offer them a tie or a dress shirt to go along with it. These are upsells.

You can take advantage of the exact same techniques through technology. If someone orders a walkman from your web site, offer them batteries to go along with it. If someone orders a software program, offer them the training program for it.

Advanced shopping carts such as the one I’m using allow you to do this rather easily.

You should also program your system to send out follow-up emails to customers who order certain products from you. If they order a consumable item such as a diet product which lasts 30 days, then you should have the email follow-up system programmed to send a first email thanking them for their purchase.

A second email should be sent 5 days or so later making sure they received their item. You could have an email sent on the 10th day making sure they understand the instructions for it.

On the 20th day you could send an email recommending they order the next month’s supply before they run out. On the 25th you could have another reminder email. On the 30th you could make the same offer and even add in 1 day shipping...or something similar.

The possibilities are really endless in a catalog business. You could have multiple follow-up systems in place for all of your different items...recommending similar items and future purchases for that customer. Keep your customer’s needs and wants in mind...and do your best to be their source for your market.

Lead Generation: Since you have a large number of pages on your site, I recommend you go for the pay-per-click search engines as a primary strategy. The large number of products gives you a lot of different opportunities for picking keywords for each one. Drive the traffic straight to the pages where you sell those items. If they are general keywords, send them to your main page and go after their email address.

Setting up an affiliate program should be your next priority. Set your commissions to make sure all affiliate members get paid for all future purchases...since you will be limited in the amount of commission you can pay. If your net profit is 50% for each item you sell, don't offer commissions totaling more than around 25%. The fact that affiliates get paid from every purchase made will be a strong incentive for them to send you traffic.

You may want to use the search engines to generate some of your traffic. Since there are so many keywords available for your various pages, you will find that some of them could be easy ones to get top listings in.

You should also consider hiring an expert such as <http://www.magic-city.net> or even giving a local teenager a "commission" job of getting you top positions. This would work by you paying them a small salary + they get commissions for products sold through their search engine work.

Co-registration services could be used to build your ezine-in-a-box. In your description, make sure it clearly defines the products you sell. You don't want to be paying for general subscribers. You want to restrict your sign-up message to target the very best prospects for your products and services.

Some product sites even find that banner advertising can work for them. The strategy they use is to place banner ads and drive their clickthroughs to an email lead page. In other words, send them only to your ezine-in-a-box subscribe site.

The key to getting banners to work for you is to be careful about choosing your advertising sources. Try clickthrough banners such as <http://www.clickxchange.com> or <http://www.pennyweb.com>. The top search engines often can be a decent buy under the keywords you choose as well.

Internet X-Factor Quick Start Guide for A Local Business

Introduction: You don't have to be a worldwide business to take advantage of the Internet. Local businesses can get into the act. As a matter of fact, you had better get involved in the Internet now before it's too late for your business.

The Internet X-Factor is the key to success online for you. You may not want to use very many online marketing techniques, but you should be using email. Email can drive customers to your store, let customers know about sales, and keep you in the right amount of business.

Think about this for a moment. Let's say you're a beautician and you're normally pretty busy. For some reason though, it's a slow Tuesday. You have no business. You can turn on your computer and send out a special offer. Your customers get it immediately and begin showing up to take advantage of the 1 day only special. You've just turned a slow day into a busy day at NO cost.

You may run a local heating/air conditioning business. You could collect the email addresses of all your customers. Then, you can send them out regular specials throughout the year reminding them when they're systems should be serviced. You can always offer yourself for the next time they need any work. You keep your business in their mind for when they need you.

Email Follow-up Strategies: I would recommend you use an ezine-in-a-box strategy for your local business. Set up 12 issues to be delivered one month apart. Each issue could include tips, specials, and coupons. Think about the example I gave above. The heating company could include tips on how to save energy, how to know when your system needs to be serviced, etc.

The beautician could include beauty tips, show new hairstyles, etc. They could include coupons or offer specials on products. They could even send out special announcements to their list to forever eliminate slow days.

A real estate agent could include tips such as how to pick a good agent, where to find financing, and how to know how much house you can afford. They can then keep advertising their services at the same time their giving these tips.

Maximum Profits System: Send out a special whenever you need extra business. If you're slow on Tuesday's, run a promotion on Monday night for Tuesday business. If someone orders a one-time service from you, offer continuity programs as a backend email follow-up from your web site. Just enter the email address of each customer who orders and let the system go to work.

Your web site serves only one purpose...to collect email leads (just like any other business). Every ad you run from now on should also include a way to generate email leads. They are your prized possession in your business...for both prospects and customers.

Lead Generation: The first strategy for generating leads should be from your current customers. Ask for their email addresses every time they visit your store. Tell them you send out specials and coupons along with tips every month. Become an email address collector. That's the key for a local business. Use email to follow-up on your current customers.

The second strategy should be prospects who telephone in. Ask them for their email address. Set up a template file in your email and have a "specials" email ready to go out. Any prospect who calls in should be asked for their email so you can instantly send over all your current specials and price list. You could then have follow-up emails sent to all these people as well to get them to become customers.

Put your web address and email address on every promotion you do. Tell people to send an email to your email follow-up system to receive your special promotional gift. Since every local business advertises anyway, use it for your best advantage by including the Internet in it.

Check out local web sites and ask to exchange links with them to your web site. A link exchanging strategy can be very important. You can share traffic with local businesses without including any of your competitors. Everyone profits for free.

All of the strategies above are free. A fifth strategy you may decide to include is to purchase "local" keywords on the pay-per-click search engines. You could also submit to the major search engines under your local keywords. For example, forget about "real estate." You want "Indianapolis Indiana real estate" and other similar keywords.

Internet X-Factor Quick Start

Guide for Affiliates

Introduction: There are thousands of people who earn a full-time living online without selling a single product of their own. They don't take credit cards. They don't take orders. They don't get involved in fulfillment. All they do is sign up for free affiliate programs and promote other people's products and services for a share of the profits.

A lot of beginners make their start this way. Then, they often add in other options such as information products, catalogs, etc. after they get some experience. It's your option. You could stay an affiliate forever if you want. It can be quite a prosperous lifestyle.

Email Follow-up Strategies: The big key that most affiliate program managers will never tell you about is that you're the one responsible for your own success. If you want to make serious money online, you're going to have to build your own opt-in email list. You'll never become extremely successful just promoting one affiliate program's free web page.

You could use either the free email course system or the ezine-in-a-box strategy. Either one of them will work fine for starting your affiliate business. If you sign-up for an affiliate program who has one, you may even be able to use a ready made follow-up system for your free series. For example, I supply a 7 step affiliate follow-up system to some of my affiliates.

You then focus all of your promotion on your email follow-up series. You advertise the free report. You build a single page web site (mini-site) which gives people a short list of reasons why they should sign up for your email list. That's right. Focus on building the list first. Then, promote the affiliate program second.

After someone subscribes, take them to a thank you page which endorses the first affiliate program you're a member of. If they don't subscribe, then use a pop-up on exit which endorses the affiliate program. Your second shot here is to go for the sale and earn a little commission.

After the follow-up series, you should then have a series of emails scheduled

around 2 weeks apart. This series should include some extra free reports and should promote other related affiliate items. If you were promoting an information product on Internet marketing, then you could promote an autoresponder system, web hosting, membership site, etc. as secondary products. Keep building your series up with new offers for your list.

The goal is to break even on the first affiliate program. All of the other programs you build into your system are additional profit centers.

Maximum Profits System: There are two big mistakes being primarily made by affiliates. Either one of them can severely reduce your online profit potential. The first mistake is to build one web site which links into several different affiliate programs. This model makes sense because you think you can provide something for everyone.

It doesn't work out that way. Providing links to different programs just gets your prospect confused. They're not sure which way they should turn and what they should buy. The best idea is to focus on selling one affiliate product or service at a time. Use other affiliate programs for later follow-up.

The 2nd big mistake being made...and even recommended by most affiliate managers...is that you build your web site to point directly to the affiliate program. Sure, that works out great for the affiliate manager. They get all of your best traffic. If they can sell to them, they split the money with you. If they can't sell to them, they don't lose anything. You're the one who lost the visitor.

Don't do this. Remember rule #1. The purpose of your web site is to collect email addresses. You collect the email addresses at your site. Now you're the one whose in charge of the promoting. If you want to promote another affiliate program you can.

With this system, you focus on building the list. You promote one affiliate program in your first few messages (your follow-up training series). Your goal with these first messages is to simply break even. You may earn a profit from them, but you don't need to. If you can break even at first, then you'll earn profits from years to come from that same list.

If you just send your leads to the affiliate program directly, you're building their future...but not your own. You're making someone else wealthy while you con-

tinue to struggle forever.

Lead Generation: Affiliates will find that the quickest lead generation strategy is to run ezine solo ads and sponsorship ads. Use these advertising methods to drive leads right into your follow-up series. When you find an ezine that works, keep advertising for at least 3 times. Then test it and see if you can continue to use it...or if you can get it to work with a different ad you run.

The next strategy is to go for the article submissions method. I keep going back to this method because it is the most profitable form of free advertising online. It generates credibility and can build your lead list at the same time. Make the resource box link right into your email follow-up series. Use your articles to build your list.

Many affiliates also enjoy specializing in search engines. They can create keywords for the pay-per-click search engines. They post them to those engines with low bids. Then they start working on the major search engines. A few will even go the extra distance and build content sites (large amount of free information) so they can place well in the directories such as Yahoo. If you can get one site placed in Yahoo, then you can generate leads and income for it forever...free.

You should also participate in the co-registration services. Your goal would be to break even generating leads. Use an affiliate program with a high paying commission as your first program. Make sure you track everything involved in this promotion. If you can break even from the first affiliate program, then you can add on program after program in the series to generate a large amount of profits.

If you had some free time, you could also spend some of it in discussion groups. You'll find a lot of marketers using the discussion boards as a primary lead generation method. Basically, the strategy is this. You hang out on the boards, help people with their questions, and you post links to your web site or autoresponder series at the bottom of your useful messages. You don't post ads as they'll quickly be removed. Help people and you'll generate traffic.

Internet X-Factor Quick Start Guide for Membership Sites

Introduction: Membership sites are growing quickly. They've been around for years, but only recently have they started to break into every niche market. Monique Harris can take some of the credit for this breakthrough with her Paperless Newsletter Publisher's Guide available at <http://www.paperlessnewsletter.com>

A membership site is a password protected web site with continually updated content. The members pay a monthly or yearly fee for their passwords to the site. The excitement about memberships sites is the fact that these monthly or yearly commissions can continue to grow and produce a reliable monthly income. They combine the freedom of entrepreneurship with the safety of a regular income.

Email Follow-up Strategies: Most membership sites will find that running an ezine is the best strategy for them. This is why I continue to run my Web Gold letter. I use my main web site to sell the membership site...which in my case is \$19.95 per month. Then, if someone chooses to click away from my site a pop-up appears offering them my Web Gold newsletter.

I would prefer to make the \$19.95 sale...since this is my income. I go all out for it. Then, if they decline my offer for whatever reason, my second chance is to go for their email address.

The strategy is to publish a shortened version of your membership site in each ezine issue. For example, I will often take some of my Netbreakthroughs updates and cut out at least half of them so they can be published in Web Gold. I'll then state in the resource box for the article that the rest of the article is available inside of Netbreakthroughs.

Let's say you run a newsletter of resources. If you regularly publish 20 resources in each issue, you could publish 3 of your resources in your free ezine. Then, let them know in each issue the parts they're missing out on in the membership site.

My own strategy usually consists of an ad for Netbreakthroughs in each issue... and then an ad for another product I'm selling. I'm able to earn multiple streams of income this way from each issue.

Maximum Profits System: Remember at all times that your goal is to turn every free subscriber into a paying member of your site. For most sites, you'll find that a conversion rate of 5% to 10% is one of the goals. If you can build a 10,000 subscriber list, then shoot for having 1,000 paying members of your site. In many cases that is a little optimistic, but it is a good goal to shoot for.

Show your subscribers some of the headlines they're missing out on. Mention resources they could have. Keep the pressure on the whole time you're publishing your ezine. Remember that your primary goal for the ezine is to build the membership site.

Once you have them as a member, then give them discounts on other products. If you can build up 1,000 subscribers to your site, then you'll find that these 1,000 people will be more responsive to your offers than all 9,000 subscribers in your ezine who aren't members. These are willing to spend money. Treasure them and continue to give them your best offers.

Lead Generation: I recently studied all the top membership sites and found that the most successful promotional method of all was running an affiliate program. All of the top member sites were running one. If you want to earn big profits from yours, then you should start one as well.

The second most common marketing method was to go for ezine advertising. Although member sites have had mixed results with opt-in email advertising with companies such as <http://www.postmasterdirect.com>, they all have used ezines successfully. They especially look for low cost ezine ads to use.

As for all other types of sites, pay-per-click search engines are another top ranking method. While search engines require a little too much time and effort for most membership publishers, pay-per-clicks are much better. Since membership sites have built-in backend profits (from the monthly and yearly renewals), they can be very profitable sites so can bid more than the average web page.

A surprising method that has worked well for many sites has been banner advertising...particularly under their keywords in the major search engines. For example, the membership site was on Dreamweaver, then would purchase banner ad impressions under that keyword in major search engines such as Yahoo. The higher long-term income rates for member sites are one of the keys to this.

Submitting articles to ezines can be another successful method since you should have a large amount of content available. Just take bits and pieces of your paid content and turn it into articles for ezines. Then use your resource box to tell people how they can find out about the rest of the information in the online membership site at _____.

You should make this a regular promotional method. Try to send out a new article to the ezines once every month. It's much easier for you than the average writer since you should already be producing so much content for your members.

Internet X-Factor Quick Start

Guide for Ezine Publishers

Introduction: I separated up ezine publishing because there are some additional challenges for ezine publishers as a business. There are also some additional profit centers not always available in the other types of businesses.

Every ezine publisher will be one of the other types of businesses as well. For example, I publish an ezine...sell information products...receive over a dozen affiliate checks each month...and have a membership site. The ezine is the catalyst to all of the other profit streams for me.

Email Follow-up Strategies: My ezine is programmed to send out a 5 day email course with the purpose of signing up members for my membership site. The goal through this series is to try to break even on generating my opt-in email leads.

I then publish an issue every 7 days (every 14 days in the summer). I'll create articles for my ezine and then send the best ones each month out for publishing in other ezines.

The top of my ezine includes an ad for one of my products. Right below the main article will be an ad for my Netbreakthroughs site. I'll then have classified ads which are mostly my own ads and ads of contest winners. I rarely sell ads since I earn more profits from running my own.

The average ezine earns their profits from:

- Selling Advertising Space.
- Selling Their Own Products and Services.
- Endorsing Other People's Products.
- Promoting Affiliate Programs.
- Promoting Their Membership Site.

Maximum Profits System: The biggest challenge of running a regular ezine is coming up with the content...and the ads to run. If you really want to have a popular ezine, then you should focus on trying to produce some of it yourself. If you only publish other people's content, then you're limiting your own brand message to your subscribers.

Besides coming up with content, you also have to come up with ads. Some ezines sell advertising as their primary income source. If you're not selling your ads (or if you don't sell out your inventory), then you'll have to keep posting new ads.

For my ezine I find that sales start declining on any offer after the 3rd time the ad is published. I then have to find a new product to sell or reposition it in a new way. For example, I keep publishing ads for Netbreakthroughs because I can keep publishing new ads about each new piece of content added.

So I find myself signing up for a lot of affiliate programs to make it easy to have new ads to continually place. This leads me to receive a large number of affiliate checks...which I definitely appreciate. It can be a little bit of a pain to keep having to search out new offers for your list. It's very profitable work.

Lead Generation: Just about every method I've talked about up to this point can be used for building your ezine list. You can place ezine ads. You should submit your articles to other ezines for publishing. You can hang out in discussion boards. You can purchase pay-per-click search engine listings. Co-registration services work naturally for ezines.

You'll also want to participate in a lot of joint venture methods for building your ezine. You can trade ads with other ezines to build subscribers. You can trade thank you pages. For example, I've had 4 other publishers and I all put thank you messages and recommendations for each other ezines to new subscribers. Everyone received extra subscribers.

Kris Stringham started the <http://www.ezinehits.com> web site and had publishers all participate in building lists together.

You'll find that just about any profitable online advertising method can be used for building large opt-in lists...Especially refer back to our chapter in this ebook on building opt-in lists.