

An Online Millionaire Plan

by Dr. Robert C. Worstell

Section 0: Basics

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An On-line Millionaire Plan

Section One: Basics

by Dr. Robert C. Worstell

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Introduction

where this book is headed.

Imagine a world where you didn't have to earn an income. Sure, you worked for what you got, but it was only a few hours each week. You did the hard work earlier and now it's all paying off. You can do whatever you want the rest of the day, with plenty of time and money to do it. Start projects, play golf, do art – anything you want.

In this Internet Ages, you can set your own financial system up to bring you money in exchange for sales you make over the Internet. You don't have to make anything – it's already made. You don't have to prospect and sell people on your product – your website does this. The money you make is automatically deposited into your accounts – for you to spend or reinvest as you chose.

The Internet – if it is properly used – improves efficiency and makes life easier.

The caveat is that this **isn't** for everyone. And it **isn't** free. Some people find it easier than others. And it only works to the degree you really invest yourself into it. You have to have a good product that helps people improve their lives – not some get rich quick scheme which is only a rip-off. And that knocks out about 90 percent of all the books about Internet marketing right now.

At the beginning, be prepared for 50 and 60 hour weeks or more. You aren't going to drop your day job; you're going to start a business in all your spare time (that you aren't using to spend with family).

However, from what I've researched and tested, the results are routine if you know and follow the simple plan many on-line millionaires

have used. The trick is that the work you do accumulates and builds. You are setting up an exponentially growing scene which brings income based on very small inputs. But those inputs have to be put there – and the more you put there, the more you can leverage.

I've been studying up on how to make a million (or 2 or 3 or several dozen or more) by selling and delivering on the Internet. This means I've been doing the dirty work of reading all these hype-filled books (as well as the stuffy academic ones) to weed through and find the actual working systems which drive Internet economics.

What I've found had to meet some strict guidelines:

- ✓ You didn't have to live near a large city with a large population – you can live anywhere you can get Internet access.
- ✓ You don't have to have a lot of money to start with.
- ✓ You don't have to quit your day job, or radically change the lifestyle you have.
- ✓ You don't want to get another wage-slave job at the Internet, either. The idea is to free up your time and give you plenty of money to spend!

And after distilling all these books, tapes, and web pages – a really simple idea fell out.

This is really a fall-off-a-log simple idea.

You work up something which can be marketed, sold, and delivered without you having to touch anything. With computers, the whole thing can be set up on semi-automatic and so you need to do almost nothing except amuse yourself by checking your bank account online.

Really, it can be that simple.

This all started from needing to scratch an itch. Actually, the problem was that I am intensely creative and get very frustrated in having to work day jobs to make my spending cash. Seems I'm usually able to do things better than my bosses and so it isn't long before I'm completely bored and frustrated to tears at any job short of running the company myself.

On top of this, I live in the country – on a farm. I had done some studies years ago that anyone in a rural area should be able to equalize their incomes through using the Internet and available broadband connections.

Rural areas have lower costs of living, so the jobs pay remarkably poor as a result. They are set to keep you in the traces – “they only pay as much as you won't quit”.

But I was still on the cash-tight end of the scale. So, I used my peer-to-peer connection to find a few hundred books and programs and added on some fairly large hard drives to hold all the stuff I found. Then I made time to digest all these.

My study program is simple. Read a lot of great and not-so-great books and find the common points they all share. Then really study the best of these. Then distill the basics and edit them into a book – this book.

The reason this book is better than the ones I read is that you don't have to read all those books or do all that research. You have in front of you a digest of what is needed to start from nothing and take it to something. You also have the benefit that I've tried all these suggested ideas myself. Everything in this book can be made to work – it all depends on you, your hard work at the beginning, your ability to see it through.

The testing and review has made this book take longer than it should have – but that's the guarantee. If you really understand and apply the concepts in this book exactly, then there is no reason on God's green

earth that you don't have several million in income coming to you right now. Again, it's up to you. The only guarantee I can make is that you will get out what you put in. If you create and sell and deliver a product which has a help value far in excess of what you charge – then you will receive income and returns far in excess of what you put into it.

What you aren't seeing in this book are anything on PPC or advertising in general. Simply because to be effective, you have to have deep pockets from the get-go. The premise of this book is that you and I don't have or need a lot to get going. Another thing you won't see is any of these hot SEO tricks to get you in the top standings. You will see some very simple and direct efforts that if done for long enough will have you in the top standings quickly enough.

What you are seeing in this book is the steps I am taking to make my own route to millions. The base we are starting from is having a day job (or two – remember, I farm) and a half-decent Internet connection. Plus some knowledge of how to put an HTML page together and keep my computers running. As my career on the West Coast left me with no retirement or benefits, for the most part, I started with nothing. I didn't have much to invest except my time. As I was already well into middle-age, I also had to spend this wisely.

While much of my own story will unfold through this book, the reason I wrote this was to help you make yourself an astounding success through your Internet connection – and your hard work at achieving that goal.

So this is how I'm making myself a millionaire and how you can, too.

I wish you luck in what you do and how you do it.

Basics of Becoming an Internet Millionaire

Internet Marketing is a mixture derived from many different offline strategies and techniques. And the best of these are the ones which have survived and will actually earn you money.

Mailing lists, for example, come from bulk-mailers, who have used these successfully for years. The CAN-SPAM act has put in the rules on this area, enabling honest mailers to make a good living provided they stick by the rules.

But just because it's being done on the Internet, it doesn't mean that it's illegal or "cowboy" or anything else. The basics of business offline are also the basics of business online.

So we are covering, briefly, what you have to know in this area to succeed.

One of the key points is that you treat what you are doing on the Internet as a business. Means you have a schedule, means you have a budget, means you keep track of expenses, means you do all the usual things a business does. And in that way, you actually succeed at this.

The government even gives you tax breaks for this. But the key reason they take away business tax breaks is that the person is using it as a hobby, not a business. The businessperson is constantly looking for ways to improve increase his income. The hobbyist is generally looking for a distraction from life, an entertainment venue.

The rest of us are treating this time off from our day job as a way to make a better income than our day job could ever produce.

A way to become rich through using the Internet

- 00. Get a presence on the Internet*
- 0. Drive people to your site*
- 1. Capture every identity you can*
- 2. Find out what these people really want*
- 3. Sell them a solution to that problem*
- 4. Continue selling them similar solutions*

What are you doing here?

You may have wondered occasionally about the reason humankind was put here – or how we managed to find ourselves in this current scene. Whether we were put here by Divine inspiration or evolved by remarkable circumstance and good luck – that is beyond argument here.

The key point is that we are here and there are reasons as individual as each of us which drive us.

It is up to you to know and follow your own dreams. Second to that is to not place yourself across someone else's dreams.

There is no real reason each of us cannot dream large and have that dream occur around us – excepting only those limits we have placed on ourselves. And where we recognize that we placed those limits, we can move them or eradicate them.

You can be, do, or have anything and everything you want.

Now, this isn't just someone shouting down a rain barrel (or into an empty cave). All of this has been subjected to very historical and scientific research by the most ancient of philosophers and religious prophets, right up to the most modern professors and researchers in quantum physics.

If you get a stack of religious books, add in a stack of self-improvement bestsellers, throw in the classic philosophers – you will find common themes and statements to all of these. You will find simple laws and basic operating systems which form and guide our actions. These laws and systems have been in place as long as humankind has walked and breathed on this earth.

And you can find them.

I did. And I'll tell you about some of them here – as we go along through this book.

This bug to find out the basics of this universe bit me at an early age. I followed it through my rural upbringing over into the West Coast, where I worked in many professions while I studied counseling and consulting in all my spare time. I practiced at this and became very good at helping people solve their problems.

In middle age, however, I became dissatisfied with the corporate structures I had been part of and relocated back to my rural beginnings to help my aging parents.

It was here that I began to make sense out of that voice, that urge which had been pressing me on through all my years. In the relative quietude of rolling fields and creeks, I began to understand how to listen to that voice.

It showed up when I was walking one day, accompanied only by the farm dogs and my walking stick. Stopping by a huge, hundreds-year-old tree, I suddenly found peace. It was like having the wind just drop right out of your sails and suddenly be left coasting along, alone out on the calm, balmy ocean.

And as I started reflecting on this, it left – crowded out by my very thoughts. But this incident made me think. And think – and think some more.

I had been looking for this internal peace my entire life and had chased it across both coasts – but hadn't even known what I was chasing. I still didn't understand it. I knew I needed to know more.

Since I had never started college, and “the best” local jobs seemed to require a college degree, I went back to school at a local community college.

Here I found that Academia had built not just one Ivory Tower to defend its hold on knowledge, but a tower for each of the major bodies of thought as they had described them. And these towers were silos in themselves, not talking with the other towers or sharing their information.

But I did. Forced to study in each tower (as part of being “well-rounded”), I found in them keys which unlocked hidden rooms in the other towers. Algebra and Geology unlocked Economics. History unlocked Science. Each, in turn unlocked the others and helped them make sense as a whole system, not individually as single parts.

I began a study (several really) to unravel the 40-some year journey I had traveled thus far. There were many things which I had studied, yet no cohesive whole statement or theory which said, “This is what it is all about.”

I knew that one could obtain peace of mind wherever one was – city or country. But I had no way of telling people how to get this for themselves. I knew some people had gotten rich and famous, but many hadn't. I knew that for the most part, people lived lives of Thoreau's “quiet desperation” and didn't really have answers to questions I had been asking all these 40-odd years.

So I said to myself, well maybe some of these books unlock others – and no one person has all the answers. I then began to read and download others until the walls of my room were over-filled with books that dripped into piles on the floor and my hard drives had to be emptied onto CD-ROMs which built into their own unsteady stacks to make room for more data.

Eventually, I narrowed down all these authors into a handful of dead ones who had been outrageously successful in their own life, while telling people how to be successful in theirs. I wrote a book as part of that study and then left it sit – so I could see if the seed I planted would sprout.

I then continued my studies to get my sheepskins, since I found that making good grades was fairly simple and I was getting some government support to remain a poor student. As well, being able to work only part time was far less stressful than trying to make sense of corporate policy and foibles at the various jobs who wanted to hire me full time.

Another study gave me an interesting theory of how people actually think and how they make sense of the world around them.

A tertiary study involved enabling rural communities to become prosperous through improving broadband capability (see, the academia nomenclature still resides somewhere in my veins).

As I started getting to the end of these studies, I realized that I was never really going to fit into corporate or factory or warehouse or laborer positions. But I had to make a living somehow.

So I poured my studies into some Masters and PhD molds, paid these off with a credit card I couldn't pay and finished up my work.

Then I started writing. And writing, and writing. I found a great place called Lulu.com where I could publish for free. So I published and edited and published and published some more. But for all their online excellence, I soon realized that I needed to market my way out of where I was. I was making all of \$30 a month in book sales. That wouldn't pay for the credit I'd stacked up, nor rescue me from my day-job drudgeries.

This book, then, starts up where my others left.

It is my studies of marketing and my own real-world application which make me rich, famous, and a success. I took my own best advice, and that of those same do-it-yourself writers I had studied – and now I'm making the world of my dreams become reality.

And you can follow my steps as I do.

You have to have a dream and a purpose for living.

Easy said, but most people don't – or bought the hype that they should quit wasting their time on dreams and imagination.

Actually, the real losers are the ones who keep telling everyone around them to be practical.

Everyone has special skills and their own particular dream(s). Everyone has their own special purpose for being here on this planet at this time. Everyone reading this book has picked it up for some reason, with some lesson to learn. As everyone is a student, everyone is also a teacher.

I drew caricatures at county fairs for several summers. Doesn't make a lot of money, but it made as much or more in 20 hours than working at 40 hours in entry-level warehouse positions. Anyway, some person came up one day while I was drawing and marveled at how I could draw. “I could never do that,” he said.

I replied, “Well, everyone has different abilities. But you probably can do something that I wouldn't begin to know.” I sized him up. “You can probably fix car engines or something I have no clue about.”

“You got that right – I can strip down and rebuild an engine in two to three days and have it running better than ever!” he proudly related.

“And there you go. When they came out with auto-electronic-everything, I was left in the lurch. You can fix car engines. I can draw. Different strokes for different people.”

He had followed his own passion into a high level of ability in motor mechanics. I had kept drawing and practicing and studying artwork until I got good enough to be kept busy all day drawing people into cartoons that would make them smile or laugh out loud.

You have to be able to listen to that voice inside you which tells you that you are really good at this and should stick with it. You have to have an ear to hear that voice that says, 'Hey, this feels good to me – I should keep going down this line.'

And then follow the hunches you get and the coincidences that show up. For me, people kept giving me pencils and paints and blank paper. I kept working at it, in spite of myself. And even though I found that I could write and spill words on blank pages as easy as paint or carbon, I still know that all this writing doesn't get the art all welled up inside me any closer to release.

But I also know that the messages I have inside are not all pictures – there are word versions, too. And so you have my earlier books and this one. Each one better than the last. (And wait until I come out with the illustrated ones...)

You have your own purpose inside you and you have to listen to that voice to find it. When it starts talking to you, take it seriously and act. That is what the universe is telling you to do. Act on your hunches, on your intuition. As you practice listening to these, they get more accurate. Like intuition is a muscle or skill – the more you use and exercise it, the better you get at it.

In order to get rich, *you have to follow your dreams*. If you want more money coming into your life, you have to use your best skills to their fullest.

I've studied all the greats in this field: Hill, Troward, Wattles, Covey, Peale, Haanel, Dyer, King, and many others – they all say the same thing in different ways. ¹

1 Here's the short prescription for success:
a. Study Napoleon Hill's "Think and Grow Rich" - particularly the second chapter.

My studies have all been reproduced in my books.

You start with your own purpose and take it from there. This means you are going to have to un-learn quite a bit of learning you've swallowed over your life. Because those people around you are dead set into that current odd-ball schema that people should simply work for their industrial masters – sit down, shut up, enjoy your TV, and rack up your credit cards.

Nowhere in the modern Western educational system (or anywhere else, actually) are people taught to think for themselves. Usually only a handful of truly independent people are able to break out of that well-established mold. And those people – where they truly listen to their intuition and follow their dreams – become rich and successful. All of them.

No, this isn't in the press – because it isn't controversial. People getting better doesn't make news. Healthy people who make tons of income legitimately aren't headlines makers. (Makes you wonder why you are still listening to and reading these guys, eh?)

But you can read the biographies of rich, successful people and study those who have studied successful people (like Napoleon Hill) and you will find they all use similar patterns of operation. The first of these is having and knowing their own purpose – what they are trying to get done on this planet here and now.

They are rich because they produce very useful products and people think their products are valuable enough to pay well for them.

Sure, there are details on how to produce, market, sell, and service those people to offer them something to buy. I go over the details

b. Study Wallace Wattles' "Science of Getting Rich", particularly the summary.

c. Get a copy of Earl Nightingale's "Strangest Secret" recording and listen to it. (All of these are available on-line as free downloads.)

d. Follow what these authors say to do. And study these regularly.

of this that I used to make my own fortune in the pages after this. I don't pretend to know every detail from every type of production, marketing, and distribution program.

But I know that as you follow your purpose, you will be given hints of what steps to take. As you need information, it will show up for you – or how or what you have to get in order to succeed. This doesn't mean you won't be doing some long hours or committing yourself to some very hard work in order to make your success.

But I will tell you that there is no reason for not succeeding. Your only limits are those you agreed to. So quit agreeing and start succeeding.

Now. Today. Start.

As Brian Tracy says:

"More than 90% of your success will be determined by your "reference group." Your reference group is defined as the people with whom you habitually identify and associate, most of the time. You are like a chameleon in that you take on the attitudes, behaviors, values, and beliefs of the people with whom you associate most of the time. If you want to be a successful person, associate with positive people. Associate with people who are optimistic and happy and who have goals and who are moving forward in their lives. At the same time, get away from negative, critical, complaining people. If you want to fly with the eagles, you cannot scratch with the turkeys."

**Marketing Goals and Purposes - Self
Analysis questions.**

If I could do anything with my life, what would it be? What is my passion? What is my dream?

If I were living my dream, what would I do with each of the 24 hours I've been given in each day?

If I were living my dream, what talents, skills, and abilities would I use to live a full life, and maximize my income potential?

If I were living my dream, how would I use my financial independence to create a dream life for myself and my loved ones?

If I were living my dream, where would I live? What would my home be like? What would my lifestyle be like? What would my friends be like?

If I were living my dream, how would I share all that I have with others?

If I were living my dream, what would my Core Purpose in life be?

If I knew I couldn't fail, what would I do?

Another Why you're on the Web

The other reason you are on the web is to continue scratching your own itch. If you are on the web just to "make money", you'd be better off doing door-to-door sales. Most web enterprises fail. Because, like life, you have to really be dedicated and stick with it.

Also, most successes have a whole string of failures before they hit it big. Like life, there is a long runway sometimes before take off happens - and some have to figure out how to build that runway and the plane which uses it (much less learn the techniques of flying and airplane.)

Someone else might buy or rent a plane from someone who enjoys building them, pay for lessons, and then pay for the opportunity to use someone's runway. Of course the money to do this comes from an earlier job which the person was successful at, already.

It all goes back to doing something you really like to do and giving away your service or product to someone else who really wants it - enough to give you exchange you for it.

Your USP

As you develop your product, you'll develop your Unique Selling Proposition (USP).

This tells the viewer why you are unique, proprietary and something they can't pass up (scarcity).

Essentially, it tells your potential customer that you don't have competition - you're it. You are the only one with this solution. It answers that critical question... Why should potential customers buy from or hire you?

To develop your USP, do the following steps:

- 1) Given that you know all about your solution (and have experience trying it out personally), write down what service you offer.
- 2) List out all the benefits you can think of - then write the rest of them. No features, just what good this service does for the customer.
- 3) Identify your unique feature. Boil this down. What makes you stand out, what tells the customer to only buy from you? If you don't know, or can't find out - hit the drawing board again. Either you haven't tested your solution for all its worth, or you are trying to sell a commodity. There has to be something that make you distinctive. Get it written down.
- 4) Boil this all down into a tight summary. It has to motivate your buyer, so it needs to take into account the emotions and the particular needs of someone who has experienced the problem you've solved. Get this all into one tight elevator pitch. Work up several versions of this. You can test them by survey. The thing is to have something, a single phrase, which identifies and differentiates you from anyone with a similar product.

Then you'll be ready to really roll out your products to your list.

But don't let anyone tell you this is hard or difficult to do. As each of us is born on this planet, no two of us are exactly alike. Not even "twins". The hardest thing we have to learn to do (and our government schools spend at least 12 years teaching us this) - is to **conform**.

The old Industrial Age wanted people doing the same job over and over and over – and our modern factories and warehouses have this same demand. They want to hire people to do certain set jobs, they don't want to hire individuals.

Henry Ford was noted for observing that it was too bad they had to hire a whole person when all they needed was another set of arms.

So: be yourself, be unique. Offer your unique solution to the world. Sell it to as many people as you can. Benefit the world community by being the unique person you have always been.

Your product, your niche

"The best way to get what you want in life is to give other people what they want." — Zig Ziglar.

The number one principle to follow to achieve success is "always offer the product the customer wants to buy." If you have the right product at the right time, marketing is a no-brainer.

Most other marketers go for the huge markets, looking for a knockout punch. But the huge markets are generally overcrowded with competitors selling very similar products to customers who are bombarded with product offers every day.

In the niche markets, the customers rarely see new products for their specific niche, and when they do find something, they sit up and take notice. That's because someone finally created a product which promises the benefit they've been looking for.

The biggest mistake I've seen Internet entrepreneurs making is trying to sell either the wrong product, or the same product that everyone else is trying to sell. It's not that people can't make money doing this, but since you are selling a commodity, it is the buyer that sets the price.

And products aren't the only thing that are commodities. The corner grocery isn't there because they were selling the same thing as the other corner stores – and at similar prices. When you start selling only commodity items, you become another commodity store. May the store with the lowest prices win.

If you look at the trends, the top 100 sites, the top 10 downloads, you'll see the things that people want. And you'll also see where the worst competition is located. Because competition depends on commodity solutions.

If you sell to your niche - and get there first - people will buy your product and you will gain the advantage of being 'The Name' in this niche that others compete against. Or you will command that niche so solidly that there is no way for anyone to make any money except by creating cheap knock-off's. Your loyal customers will continue to buy and recommend your product because of its inherent quality.

In Trout and Reis' book, "22 Immutable Laws of Marketing", the bulk of their work involves commanding these large markets. They say here that the first to enter a market controls the bulk of the sales. The second entering the market is known to the buying public, but has far less than half the sales. The third, fourth, fifth, et al - aren't even known to the public and have to divide around one-tenth of the sales between them.

One interesting point they make (and this book was written before the Long-Tail phenomenon of Internet markets was discovered) is that markets/niches will sub-divide over time. So this means new leaders can assume these new niches.

A study of fast-food chains will give you all sorts of niches which developed when originally there was only McDonald's.

Creation Versus Competition

But there is this point of Creation versus Competition. Nightingale said of his Nightingale-Conant Corporation that they had no real competition, only copy-cats and also-rans, which were more validating than bothersome. They were trying to copy N-C's success, and not doing all that good a job at it. Because they weren't creating their own product line.

Nightingale-Conant created a whole industry, starting from Earl's Gold recording, "The Strangest Secret". And they are still, hands down, the only real force in that industry. Now that niche might have

subdivided into smaller niches, but overall if you want the best and latest in motivational audio – you look to Nightingale-Conant.

The same could be said of any niche product line today. But if there is “competition”, it means that there is a lack of original creativity.

You could even say that this book is entering into a very overcrowded field, filled with also-rans and wannabes. True. And that is the reason why I’m writing this book. Not to compete, but because it is so overcrowded that it ceases to make sense any more.

There are tons of books and, well, stuff out there that is being sold to people to help them with their Internet Marketing lives. But really, there is only a few handfuls at the top – and these don’t really compete, they compliment each other.

I’ve mentioned Corey Rudl and Robert G. Allen. The first created a premier Internet Marketing Course anyone could follow. The latter created a line of books based on his own studies, first in Real Estate and then branching into information products distributed via Internet. But having both on your book shelf only gives you a greater command of the subject in front of us.

Jay Abraham is known as probably the top Marketing expert in the country. Yes, he talks a bit about Internet marketing. But he is more about the core principles of multiplying your income potential through Marketing – the Internet is just one of the multiple avenues he’s studied.

And you can go to experts who made a living through Advertising, such as Olgilvy and Collier. Or you can find the top names in Search Engine Optimization. Or you can find a single name who tells you how you can make the most money out of Google’s Adsense.

Now I tell you in this book to stay away from advertising and SEO. I tell you to build web pages which only consist of two or three pages to begin with – not to build megaliths (though I’ve personally helped build one of the largest multi-media corporate sites back in the late ‘90’s when Netscape still ruled the browser niche).

But people make lots of money through advertising, and help lots of people optimize their websites for search engines – and many mega-corporations have incredibly large websites. But then, eBay didn't get big by advertising and grew its website only as it had products to sell on its auctions.

The point is that these leaders in all these fields did so out of their **creativity**, not because they wanted to compete.

People who compete are running in a race where they don't stand out from the crowd. You have a bunch of runners, or swimmers, or ball-players who all dress the same and follow the exact same rules and are on the exact same regulation playing field.

They are just another commodity.

The real world isn't like that. Now, you can make something uniform in its construction or assembly so that it becomes a commodity. In Ray Kroc's Hamburger U, he taught his McDonald's franchise holders exactly how to create the perfect French fry and to build a standard, high-quality hamburger. And now you can get pretty much the same McDonald's meal from coast to coast – baring only regional and seasonal qualities in the beef they use.

But right now you also see a shake out in the major burger franchise companies on this planet. The niche is splitting apart. One is selling tremendously big burgers, with fewer items on its menu. Another is selling real family value and concentrating on its chicken sandwiches.

And there are now coast to coast sandwich shops which tell you you can have a very filling low-fat submarine sandwich. Another says you can get filled up on eating soft-shelled Tacos.

All these sub-niches of fast-food have their niche leaders. But they are niche leaders because they are creating, not because they are competing.

This book really only was created to scratch a certain itch: I needed to learn how to market because I didn't have any money to hire a publicist or marketing firm. I had books to sell and a personal demand to make more money going into business for myself as I couldn't stand working in factories, warehouses, or at corporate or government jobs.

And I stumbled into finding how millionaires made themselves that way.

But I could care less how many other books there are out there about making yourself a millionaire. I do care that people find this book and buy it and use it to make themselves rich – or at least comfortably, financially independent.

To that, I welcome the “competition”. As long as they tell the truth. But I had to write this book because there is a lot of very shoddy advice being given out there – a lot of partial answers. Few are pulling the whole thing together into a single package that makes sense and works.

And one thing that has taken this book so long is that I've been testing everything as I go. You won't find a principle in this book that I haven't found written or stated in probably a dozen locations before I wrote it down. I took each of these principles and tested them for myself to see they worked before I started writing them down for you.

Yes, the jury is still out on some of them. But I've seen where they have worked for others (like Allen and Rudl) and so I include them.

But these key individuals Create their Success and then Wealth finds them. Those who are merely competing have a much tougher and less-rewarding time of it.

Basics of Internet Marketing

Internet Marketing is a mixture of many different offline strategies and techniques. And the best of these are the ones which have survived and will actually earn you money.

Mailing lists, for example, come from bulk-mailers, who have used these successfully for years. The CAN-SPAM act has put in the rules on this area, enabling honest mailers to make a good living provided they stick by the rules.

But just because it's being done on the Internet, it doesn't mean that it's illegal or "cowboy" or anything else. The basics of business offline are also the basics of business online.

So we are covering, briefly, what you have to know in this area to succeed.

One of the key points is that you treat what you are doing on the Internet as a business. Means you have a schedule, means you have a budget, means you keep track of expenses, means you do all the usual things a business does. And in that way, you actually succeed at this.

The government even gives you tax breaks for this. But the key reason they take away business tax breaks is that the person is using it as a hobby, not a business. The businessperson is constantly looking for ways to improve increase his income. The hobbyist is generally looking for a distraction from life, an entertainment venue.

The rest of us are treating this time off from our day job as a way to make a better income than our day job could ever produce.

Robert Allen laid out the simplicities of Internet Marketing success:

"The most important marketing advice you can ever receive is as follows:

"Find the right audience.

"Ask people what they want.

"Give it to them."

Marketing: The Relationship

Marketing, as has been said, is a relationship. It is all about carrying on a conversation with your buying (and soon-to-be-buying) public.

This conversation isn't any one-shot deal. The real profits of any business aren't made on the first sale. You want to build up a lasting relationship with the customer. You anticipate their wants and desires, deliver a quality product, and then ideally repeat the process every two or three months.

This is different from the "silos" which the larger businesses (Microsoft, IBM among others) build so that the customer is locked into their particular product line. Henry Ford thought this way when he would only produce black cars and trucks, even though people wanted colors. He thought he owned the industry and could dictate to the buying public. Both Microsoft and IBM have learned otherwise, though they still hold large "market shares" of their perceived "customer base".

Those quotes are because those ideas are very old school. As Doc Searls pointed out in the ClueTrain Manifesto, there is a new wave coming. It is the niche wave.

You only retain your buying public to the exact degree you fulfill their wants and needs with your particular solution. Once you have failed to fill those needs, you're replaced by a better product. That's the way it is.

And that's why you have unique, original products and services. You have to stay unique to your niche and best in that niche. The easiest way to do this is to do something you really love, something that you could do forever, something that provides you with constant challenge. You need to be able to grow through the product-line you create.

This keeps you unique, keeps the data coming from you unique - something your customers can't get anywhere else. And you have to keep delivering. Shakespeare, Louis L'amour, Jack London, Stephen King - these mastered their particular genre and kept producing high-quality work routinely. Something they alone could deliver.

If you don't love what you do, do something else. Success is not about money, it's about time, freedom, and choice. You provide service that people want and you get your success by accomplishing your goals. As you achieve your success, as you deliver your service, the money will come in. That's the way it work out.

Earl Nightingale said it best in his Gold recording, "The Strangest Secret".

"Your success will always be measured by the quality and quantity of service you render. Most people will tell you that they want to make money, without understanding this law. The only people who make money work in a mint.

The rest of us must earn money. This is what causes those who keep looking for something for nothing, or a free ride, to fail in life. Success is not the result of making money; earning money is the result of success - and success is in direct proportion to our service.

*Most people have this law backwards. It's like the man who stands in front of the stove and says to it: "Give me heat and **then** I'll add the wood." How many men and women do you know, or do you suppose there are today, who take the same attitude toward life? There are millions.*

We've got to put the fuel in before we can expect heat. Likewise, we've got to be of service first before we can expect money. Don't concern yourself with the money. Be of service ... build ... work ... dream ... create!

Do this and you'll find there is no limit to the prosperity and abundance that will come to you."

The point about money

Money only represents the value of the exchange. What service have you been providing to the community around you?

Being rich is being able to

- 1) Make more than you spend,
- 2) Keep what you make.

Real wealth is to be able to reinvest your earnings to provide more service. Money is an energy flow - you manage this flow, not stop it. So excess income you have should be re-invested to provide more services, which in turn will provide more income (provided you manage these profitably).

Let's look at this scene from a very pragmatic approach. You are trying to make yourself a millionaire (or several times over). There is a lot of money around out there. More is being created every day than people actually use up (that's what really causes inflation). Beyond that, there is a great deal of this changing hands all the time, every second you breathe.

What you are trying to do is simply create an income flow (or set of flows) which bring you a pool of money which you can use to help people solve their problems better. Sounds altruistic, doesn't it?

Money isn't a lump sum of stuff that just sits in the bank and gets bigger.

You earn money by providing service that people want. The more they want it, the more valuable it is, the more you can earn.

What we aren't saying here is "making money" or "getting paid". For this isn't work as you have ever known it.

You are doing what you've always really wanted to do, what you "have been put here for". And that's how you earn the money, the millions you've been wanting.

There's no problem with you having a lot of money - as long as you know what you are going to do with it. Exactly what you are going to do with it. Because a sack of money is really just a sack full of paper. But money invested so that it will generate enough to send 100 kids through college - now that is a valuable use of money. When some celebrity spends money in Africa to build a school because she could do more with money there than in America - that's a valuable use of money. Sending billions over to medical research instead of to your kids - that's a valuable use of money.

Andrew Carnegie (and others) made a deal with God - help him get rich in the first half of his life and he would spend the rest in giving it away. And he is known for setting up libraries across the US in small towns and big.

Why did John D. Rockefeller and Bill Gates both get into full-time "giving it away" mode after they made it rich big-time? Because they had nothing really valuable left to do.

And that's the point of all this. You aren't on this planet to "get rich" or anything else. You are here, more or less, to help everyone around you improve their lives and to live better ones. How you do that is up to you. Whether you accept this or not is also up to you.

But I can tell you that the road to getting rich is paved with good actions, not just intentions.

So go out and get all the money you can - right now, today, this moment. And know what you are doing it for, what you are going to do with it.

That's just the way it is.

Eight Habits of the Wealthy You Can Adopt

Michael Masterson – in his “Automatic Wealth” relates:

"Early in my career, the time I spent thinking about money was strictly pragmatic: how to get it.

"But then I started to think about wealth more analytically: what it is, how it's created, and how it disappears. And so I've looked back at what I've done (both good and bad) and the lessons I've learned from others. And this is what I now believe: There is no one way to become rich. But there are a number of habits that some people develop that give them an almost supernatural ability to earn money and build wealth.

"I'd say these people have the following characteristics in common:

- "1. They work hard.*
- 2. They are good at what they do.*
- 3. They have multiple streams of income.*
- 4. They live in (relatively) inexpensive homes.*
- 5. They are moderate in their spending.*
- 6. They are extraordinary in their saving.*
- 7. They pay themselves first.*
- 8. They count their money."*

The 5 keys you have to have to be successful on-line

1. What you produce and sell has to have real value. No one goes to a rip-off artist twice (except maybe to get their money back).
2. You are going to have to have an ‘online presence’ - meaning people have to know you, what you do, and have a way to contact you. You have to hang out an on-line shingle, just as you do in any business. Your web site, your email address, all these add up to what you are and how you are known.
3. You have to make and keep a schedule – like any regular business. You have to time-compartment your day and week so that you are actually concentrating on your on-line business as a business. If you just start doing something else when you get bored, or take a few days off when you get tired – how are you ever going to get the money rolling in?
4. You have to be in it for the long haul. Everything has a ramp-up. Ray Kroc figured that his 40 years of sales lead up to his discovering the McDonald brothers, their special French fries, and his own fortune and fame.
5. You never quit going to school. Learning is constant. Professionals are always studying up and improving their craft. You are no different. There are many, many more things to learn – if not in your field, there are related fields which need study and can give you insight on all that you’ve already learned. Whether you simply download them or pay for regular courses – just keep learning.

Financial strategy

0) You are running this as a business. Successful businesses have positive cash flow – they make money. Keep that in mind. You are successful. You can make a living, you can make a good living, and you can make your fortune – as big as you want it. But it means you are looking to make a positive cash flow (income greater than outgo) with any thing you try – count the beans before you invest to make sure you get back more than you put in, if not now, eventually.

1) Don't quit your day job. This is (for now) where you make your living. Get as good as you can at this and really do your best on this job. You need it to finance all those bills you currently have.

2) Make a budget and stick to it. Include saving some each week - about 10 percent if you can. And tithe weekly as well. Make sure both of these are in your budget. Make your expenses fit into your budget, don't expand your income just to match what you are spending. When you get extra from somewhere, sock it away in savings, or for your childrens' education - or somewhere you can't get to it easily. Live within your means.

3) Now, you start your own business instead of a second job or looking for overtime. If you've read Kiyosaki/Lechter or Allen or anyone along those lines, you've seen that there are tax benefits in owning your own business.

4) When you get income from this business, keep it in this business. Re-invest it in books or products or services which actually make the business do better. Or sock it away in its own savings account, so you can build it up for later big purchases. Remember, this business is where you make your fortune. Treat it like a business, not a hobby.

5) Once your income from the business really starts growing, then keep stashing it away and/or investing it in making the business

grow. Don't take a salary right off– that would just put you into another earned income scene where you will have to pay Social Security and Income Tax. Buy and read books on what to do with all this dough - re-invest it in other income sources.

6) Finally, when you are making enough income to keep the business(es) operating on their own, and you have enough stashed away to operate your business (and pay your own living expenses) for several months with no income at all, AND you are making more part-time than you do full time - only then consider quitting your day job. I said CONSIDER. You make have substantial benefits built up, and that job may be paying for quite a bit of your lifestyle. The idea is to replace all those benefits and income with your part-time business BEFORE you quit the job which is bringing in that income and benefits. Better safe than sorry.

7) Now that you're working for yourself, doing what you like, and business is rocketing because you can (if you want) work at it full time - now write a book on what you know and get it published (in your spare time). Sell in online as an ebook, on Lulu as a hardcopy, or on Amazon. Get some radio interviews going in order to market it - and use the data you've found in this book to get a bestseller on your hands.

8) You can see that whatever you now do in your spare time is going to be icing on the cake. And you can use what you earn in that new spare-time activity (it's not really work, is it?) to invest in other high-return investments. Now you're on your way to your second fortune...

9) None of the above has to take a long time. Some people have become millionaires within a few months – most have taken longer. The trick is to know what to do with the exponential growth you are going to be experiencing and the flood of income coming your way...

Questions the public asks

Key questions the public ask – to themselves, if not you:

- What's in it for me?
- How can this help me?
- What are you up to?
- What kind of information are you coming out with?
- How good will it be?
- When can I get this?
- How much will it cost?

Multiple Streams of Internet Income

The idea is to start off with a niche you know, some personal solution to a problem you've had, some itch you've scratched.

Then you either expand that niche, or take on additional niches, or both.

Corey Rudl tells about having multiple streams of income and how he does it:

You can make a lot of money targeting niche markets.

As mentioned before, I have found that the easiest way to make money on the Internet is to diversify your interests. In other words, have a couple of non-related products marketed to a niche with each making a little money every year. Each may only make \$10,000 a year (like my Dr. Stewart's Tape package), or \$12,000 a year (like my Buy/Build Specialty book), or may make only \$40,000 a year (like my emblem business), or \$150,000 a year (like Car Secrets Revealed). And this is only to mention a few businesses I am involved in... can you see the potential here?

Once you add up the incomes however, you can have an easy \$100,000 income in short order. Since everything is automated, it is not much more work (beyond the initial set up and marketing) to run one online business as it is to run four or five.

Rudl ended his book by stating that his annual income was now several million a year, and that he had needed to hire several people to take over the simple functions which had made him a millionaire.

Final Notes

In the world of business, there is no magic formula that will guarantee success every time you promote an idea. You've probably heard the saying, "opportunity knocks but once". Don't believe this nonsense.

Opportunities are around every corner! All you need to do is visualize the potential and tap into it.

Many people will be skeptical when you enter the business world. Don't advertise your plan for success... just do it! It is okay to express your ideas and get feedback, but if you express how wealthy or successful this may make you, others will be cynical.

Most people do not believe that wealth is a lifestyle choice within their control. Indeed, many believe the only way to get rich is to win the lottery or rob a bank. They will never be as enthusiastic about your future plans as you are.

Other people's skepticism may be enough to kill your desire to pursue what may have been a fantastic opportunity. Ted Turner was asked what he attributed most to his success. His reply was "Early to bed, early to rise, work like hell and advertise". This course attempts to promote that philosophy, combining hard work and technology for success. It is so easy to work smarter and more efficiently by automating your business instead of just working hard. Take advantage of this, be efficient, and don't get too caught up in all the technology. Use the KISS method (Keep It Simple Stupid).

For those who have serious business experience behind them, I urge you not to let the simplicity of this presentation frighten you away. The techniques I present here are the same methods that earn me hundreds of thousands of dollars per year as a one-man operation working a few hours a day from my home (please note that as my online

businesses have expanded to over 4.2 million dollars in sales every year, I have had to hire 6 new employees to take over some of the daily tasks).

You don't need a lot of money to get started; you need commitment, desire, and will. You don't need any advertising experience. You need the willingness to learn, and to apply the methods and techniques I have shared with you.

Income multipliers

Jay Abraham, marketing expert, has this formula for multiplying your sales exponentially:

1. Increasing number of clients
2. Persuading these customers to buy more in their orders
3. Encouraging these customers to buy more frequently

More customers. Larger orders. More often. Simple, eh?

Most businesses only work on 1) above. However, if they took the time to really service their clients and build trusting relationships, they would wind up with 2) and 3) as well – and often referrals from these very satisfied clients, which brings them more of 1)

This actually expands on something I discovered during my research for this book.

You want to be able to multiply your income, not just add to it. Multiples will give you exponential growth; linear just slowly increases income – but only if you're lucky or very clever.

The rough formula I had was Job x Clients x Orders equal Income. (Profits = Income minus Expenses).

The guy in the day job with a 40-hour week or a fixed salary is working at $1 \times 1 \times 1 = 1$. Getting a second job or overtime is $2 \times 1 \times 1 = 2$. You can only work so many hours each day at the one job you are doing. Having your spouse work is then $3 \times 1 \times 1 = 3$. But your expenses go up as you are paying a babysitter and the government is taking more money out of your paycheck for taxes – so your profits aren't really increasing linearly, you've got them to increase slightly and you have less time for yourself and your family as a result. Family stress and strain are appearing.

Now, start a business at home instead of getting another job. Your expenses are less because you are allowed certain tax deductions for having a home-based business. But you are still linear, not working in multiples. But you are with your family more, working in more comfortable surroundings – and you are your own boss.

Your business opens a line of information products in a certain niche and gets this profitable. If you add in several more ways to get customers, then you are multiplying the effect.

You move from 2 income sources \times 1 set of customers \times 1 set of orders ($= 2$) to 6 income sources \times 1 set of customers \times 1 set of orders ($= 6$).

Now, let's get that all on automatic and move into another niche of information products and use all these new ways to get customers. You now have 12 income sources \times 2 sets of customers \times 1 set of orders.

You've just moved from 2 to 6 and then to 24.

Add in Abraham's strategy of increasing the size and frequency of the clients' orders, and you get something like $12 \times 2 \times 5 = 120$.

See how this multiplying effect makes your income go exponential? Now note here that you are still working your full-time day job and have invested your part-time hours into your business (which is now starting to make you more than your day job...)

You increased your income by improving the effectiveness of your time, not by taking even more time away from being with your children or taking needed vacations, etc. Your income has gone up 120 times while your time invested has remained the same. (And when you can replace your day job, you'll be able to reinvest those 40-plus hours however you choose...)

In this Online Millionaire's Plan, I tell you more than eight different inexpensive ways to get potential clients for your business. None of them require much investment to get started with. But those eight marketing routes multiply your income each time.

Once you have the sales pages and mailing lists and sales funnel and all the rest built for your first product line, you can stream line this down to an efficient work-flow. Get most of it on automatic.

Then add another niche. Get a product for that list, apply the same tactics and strategies for your first niche. Add in all the eight or more marketing strategies.

You've just moved from
2 (day job and 1st niche business) x 8 x 5 = 80 to
3 x 16 x 5 = 240, tripling your income potential.

If you were making, say \$24,000 a year salary working in a factory as a supervisor, you could then go to \$48,000 with your own business and a single source of clients, buying the minimum from you. And then you could take it exponential, making possibly \$5,760,000 (240 x \$24K).

That's the math behind this system, how it is pretty simple to make your fortune online.

Now, of course, "your mileage may vary." And you will have to prove it to yourself. But Corey Rudl did exactly that. In a quote earlier in this book he mentions 4 niches he was operating to bring him well over \$100,000 annually (having quit any day job) and within a short time was making just over \$4 mill a year.

And right now, in the set-up we currently have, anyone can do this same thing, take this same route to their own millions.

That's why I wrote this book. It was too exciting to keep to myself.

What do you use to catch your fish?

Like any successful fisherman, the Internet entrepreneur has many poles in the water - or a baited string of hooks - or many traps. The fisherman with only one pole out there is just enjoying the rest it provides. The fish harvester goes at it with a net. The single-pole fisherman is lucky to come back rested and with dinner. The fish harvester brings his catch back to the market, where he is sells it for a handsome sum and supports his whole family while putting money in the bank.

You will need to have many different ways people are led to your site. This book goes over the key ones and you will probably find more as you go. Don't depend on a single pole to catch your dinner. Always have many lines in the water.

Joe Vitale wrote these now famous words, which say so much about making your own fortune:

The Five Steps in Spiritual Marketing.

The first is to know what you don't want. Most people are real hung up on what they don't want. They're always complaining, they're gossiping, they're saying they're hurting, they don't have money, they don't have the health that they want. They're stuck on this stage.

And I'm saying, **Step One is know what you don't want**, because you use it as a springboard to **Step Two, which is know what you DO want**. That's a very powerful single step.

I have learned about the power of intention. Intention can reshape the universe to your will. And it comes from making a decision for what you want, which is Step Two in Spiritual Marketing.

Step Three is to get clear, meaning that if there are beliefs within you saying that "I don't deserve the things that I want," or "it's not possible to get the things that I want," or "there are other things that may have to happen before I can have what I want," those are all beliefs. Get those beliefs out of the way so you're streamlined to go for what you want. And Step Three is all about that; that's getting clear.

Step Four is feeling right now what it would be like to have, do or be the thing that you want. So if it is to drive the new car or live in the new house or have this particular romance, this relationship, feel it. Feel it as if it's happening right this minute because the more you can feel it right now, the more you turn yourself into a magnet for the thing you want. And it will start to come to you as you start to go to it. That's Step Four, feel it.

Step Five is let go. Step Five is let go, because so many of us are still trying to struggle with life and make things happen, and I've actually found the escalator through life. And the escalator through life is these five steps that I put under the title of Spiritual Marketing.

"A MILLIONAIRES SECRET"

This classic story has been floating around the Internet probably since it started – and has everything to do with what we are attempting to accomplish.

Washington DC was nasty as could be. As I sat on the bench waiting for my bus to arrive, I couldn't wait to get back to the backwoods of Louisiana. I had almost sat in a pool of blood that was on the far end of the bench and I was ready to go. I truly hoped people coming to visit our country don't make DC one of their stops.

Anyway, before my bus arrived I was approached by a nicely dressed elderly gentleman in need of directions. I told him I had no idea what he was looking for as I too was just passing through. To this day I'm not sure why, but we started talking as if we had known each other for years.

We talked about life, people and eventually the conversation turned to business. It was here that the gentlemen saw something in me, I suppose, that made him feel like sharing what he said was the greatest secret ever told. He said everyone had heard it but almost no one paid any attention to it, even though it was the one thing that could bestow a fortune upon any man or woman who used it.

My ears where definitely starting to perk up. Something about his tone told me this man knew from whereof he spoke. And I wanted to know what the secret was with a passion. He must have sensed my anxiousness because at that very moment he gave me a warning that was almost a scolding.

I'll try to recount here as best I can the rest of our conversation...

Man: "Do not make the mistake of shrugging off what I am about to tell you because you have heard it before. No doubt you have heard it already from at least one person in your life. You may have even heard it many times. Do you have any aversion to religion Mr. Says?"

Me: "No I don't. I don't believe many preachers know what they are talking about or even what they are trying to teach, but I do know the Bible has a lot of great knowledge in it."

Man: "Good. I would not want you to discount what I am about to tell you because it does come directly from the Bible. But its applications reach far beyond what most people can conceive of. It will take thought, intense pondering on your part, to begin to get some inkling of its power."

"This simple secret, when applied to business, will draw money to you as easily as water runs down a mountain. Even a fool can apply it and prosper. When applied to relationships, it will create more friends than you can handle" (laughing heartily)

Me: "What is it, I'm dying to know now?"

Man: "Patience Mr. Says, Patience. I will not give it to you as it has always been repeated by fools who have no respect or knowledge of what it even means. No. I will give it to you another way."

"What type of business are you interested in?"

Me: "Well, I'm dabbling in Mail Order right now. I would like to place ads and sell books."

Man: "Fine. Fine. Mail Order it is. Let me tell you how to create a fortune in this Mail Order. All you have to do is create the product you want to buy"

Me: "I don't understand"

Man: "You will"

"You see, you are your market. Whatever you want, there are millions of other people wanting the same thing. That elusive product you are looking for is the product millions of others are also looking for right now."

"All you have to do is create the product you want to buy, the product you yourself have been looking for. Once you have this product, what would you want the sales message to say so that you know this is the product you have been looking for?"

"If someone else were selling this product, what would you want the ad to say, what would get you to buy this product?. When you have that answer, that is the ad you want to create."

Me: "I see" (hesitantly)

Man: "See the business across the street here? Pizza. I could triple the business that place does inside of 10 minutes. That's what I do by the way" (smiling)

"All I would do is walk into the business as a customer. I would sit there and imagine all the things that could be done to me that would make me a loyal customer to that business for life. What could they do for me that would make me feel this way?"

"Once I had the answers to that question, I would implement them across the board. Every customer would be treated the way I had imagined. And without any doubt what so ever that business would triple the profits it now makes."

Me: "I think I know..."

Man: "Wait, you don't really know anything yet. That's the problem with people. They brush something off because of where it came from or because they heard it many times. Leave that for fools. You won't "know it" until you have deeply pondered it and put it to use."

Me: "Ok"

Man: "What I am telling you has power undreamed of. The simple words used to describe it cannot contain it. Does not do justice to it, and has been prostituted by blabber mouths who let wisdom fall off their lips with not even a single brain cell grasping what they are rambling about."

"What I am telling you is Law, not man's Law, but the very Law's of nature herself.

It's the way things work and those who truly understand it rise to the top in every field known to man."

"What people don't understand is that it applies to everything. This secret can be applied with virtually every step you take, everything you do, every word you speak and everyone concerned profits by it."

"If you are a writer, write like you would like to be written to"

"If you are a salesman, sell like you would like to be sold to"

"If you are a speaker, speak like you would like to be spoken to"

"If you want more love, then love like you would like to be loved"

"If you want more friends, be the friend you would like to see"

"When you infuse everything you do with this secret it takes on a magical power. Businesses dominate the market, books become best sellers, leaders attract huge and loyal followings."

"How would you like it?"

"How would you respond to it?"

"How would it make you feel?"

"Those are great questions to think about every time you do or create something.

You will get into the hearts and minds of everyone who comes under your influence if you will first think how you would have it done to you."

"I'm certain you already know the quote from the Bible I'm referring to. But don't repeat it, just ponder it and practice it."

Me: "I do. But I've never thought of how it could actually apply to everything in life. I too was one of those fools who passed it over without so much as a second thought. I really want to thank you for sharing this with me."

Man: "It's been a real pleasure talking with you Mr. Says, have a safe journey home."

And with that, he was gone. The funny thing was, as I was riding home on the bus I realized I never got his name, nor do I remember ever giving him mine. Maybe he saw my luggage tag. I'm not sure. It really doesn't matter. What does matter is that

I've profited from that advice for the last 15 years.

I'm not even really any good at it either and I've still pulled in huge amounts of money. Especially from the Internet. This is one place this knowledge can really shine. People have always asked me my secret. How come the Warriors is still here, with the same products, with all this competition, after all these years?

This one simple secret is the answer. I always ask myself how would I like to be treated by this company? What would I like to see? What would I like to get? How would I like to be dealt with?

Those simple questions are all you have to answer. When you do get the answers, put them into action and watch what happens.

- Create The Site You've Been Looking For
- Write Like You Would Like To Be Written To
- Sell Like You Would Like To Be Sold To
- Talk Like You Would Like To Be Talked To
- Deal Like You Would Like To Be Dealt With
- Create For Others What You Would Like Created For
You
- Excite Others The Way You Would Like To Be Excited

The End

Running Your Online Business

*The trick to running your business is to **run it as a business**. The following pages have a great deal to say about various topics and really don't cover every single basic of business there is. What is covered here are some details which are key to Internet Marketing, most of which don't occur in the common ebooks, special reports and websites you find, either paid or free.*

But this book is just one step in your education as a marketer. And it will always be a work in progress, as the Internet is constantly changing and evolving faster than books can be written – but I'll never expand this book to become an encyclopedia of hints and tips on Internet Marketing. It will always be just a stepping stone.

Let's get right into running your new business...

Every product has a Marketing Checklist

Each product you create on-line should have a marketing checklist - which can start even before you finish the product (which isn't advised). This checklist covers all the points we will be discussing in the sections of this book. This checklist is based on the steps I've outlined for myself as I use Lulu.com to publish my books. I give you this now so that you can have basic organizational steps laid out for you in order to schedule your days and weeks – so you can get everything done:

- ___ Blog entries (even as the book is being written) with appropriate links to publisher.
- ___ Squidoo “lenses” created from the blog entries – with many links and interactive modules included.
- ___ “Social Bookmark” each key blog entry and Squidoo lens as you go.
- ___ Press release when book is completed, when book is sent to publisher, when book is converted for Amazon, any milestone (like starting the book at all)...
- ___ Autoresponder series (ecourse, not just a single special report - although the book might have several of these). Includes squeeze page and ThankYou page.
- ___ Articles written and posted/accepted. This is a continuing work - but 50 on each product posted to at least 50 article directories each would be a minimum to start with.
- ___ Release special reports derived from these articles to build a viral marketing line. Blog and Squidoo these, with link for download after opt-in to your mail list.
- ___ Sales Page (needed for affiliates, but also for a "more data")
- ___ Download site (again for affiliates)
- ___ Ads for other products included in last pages of product (your book)

_____ Radio Interviews: Media release packages devoted to your product.

_____ Attend Book Fairs, local festivals and give out your web address via brochure. Make sure you get email addresses so you can send them their bonus for signing up. Sell books directly (discount on bulk purchase from Lulu.com) or sell only the download. You could even burn these to CD and sell for a special festival price (today only)...

Now, all of these can be spread out over the course of writing your book - as long as you keep your reading public in mind. You can do a PR release when you have the bulk of the research done along with your USP (which can change) - saying "a new book is being written and author is seeking assistance from (niche public)..." or similar. You can have a newsletter which is written weekly about the book's progress, along with a special report (only available for a limited time) from the book's research.

Your articles can be written as you get through the book, pointing to special reports available only through subscription to your newsletter...

Your Affiliate program probably has to wait until the book is done, but you can post and sent out media kits regardless, even if this isn't your first book - getting radio interviews and giving a website page so people can get the special reports and preliminary chapters.

Now you also then have pre-release versions (particularly if you are asking your readers to help with proofing - with a reward of the final PDF). And those who sign up for the special reports get a pre-release special price for advance copies of your printed book (for a limited time period before you finalize it). That's a great way to get reviews, as well.

Then you repeat this sequence when you make another version of the book - like the Amazon version.

So you could write a series of books and then come back and revise each book to include additional data. Brick-and-Mortar publishers often do this with the hardback and then paperback editions. The latter

often has updates not found in the hardback. Their marketing plan is to make all possible money from the hardback and then continue with the paperback, milking each version for all they're worth. (Publishing with a Print-On-Demand publisher like Lulu.com enables you to update and republish within minutes.)

The Internet allows us to include the readers in your research and writing phase - particularly if you blog and article-market the book as you go along. This means you are going to have to actively write it - but you might get blog-comments as you go along to help you. On following books, you can then email subscribers about the event (giving them a nice bonus in the process) so they will visit your blog and help with the research and writing (at least cheering you on...) You are making the writing process an event in itself. And of course, the radio personalities would love that angle...

Sources to drive traffic to your lists - and what not to use

1. Articles

These are always short, to the point, and have a link to your squeeze or landing page. These are the most effective if they are really written by you.

2. Viral ebooks

Your giveaways also have your link(s) in them. Based on your articles, these are special reports which can be given away to others - and you can also include resale rights in them, just as added incentives.

3. Affiliate programs

These are people who do your advertising for you. They link directly to your sales page and so create sales directly. Means you also need an opt-in on your sales page so you capture their email after they buy – as well as when they don't.

4. Radio interviews

These will get spikes in interest, as people go to your landing page to buy your product. Of course, your landing page also has to have an opt-in, so you can get these people also for later sales.

5. Joint ventures

Only if you have tried the product for yourself and truly like it and use it. Otherwise, it's not true that you "highly recommend" it. And your readers will find out that this stuff is a bunch of garbage and opt-out.

6. PPC or ezine or any type of ads

Generally - **don't**. Advertisements are impersonal and don't build relationships. They work only if you have a loaded shotgun

and a barrel full of fish. And those barrels are the most expensive to pay for. Since you don't build relationships, they don't know you and won't buy anything from you unless they really, really like your product. Advertising can work, but it's an expensive addiction.

7. SEO Gimmicks

Nope. Your best SEO is article marketing and effective landing/squeeze pages – and knowing what keywords you naturally use. Forget about various keyword stuffing, link farms, and other fads. Goes for link exchange as well. Write great articles and people will put them on their sites, which improves your rankings on various search engines.

8. Blog

You keep telling your story as it happens. Regardless of whether anyone comments on your posts, the search engines hold blogs highly as they have fresh content. Also, this is a great source for articles. In blogs, you link to everything you talk about - so when you speak in generic terms about how to do something, you link to a product you sell (landing/sales page).

9. Your email signature

Always include your landing page as part of your signature in every email you send to people.

10. Using other people's lists to start out

Nope. Keep your day job and build your quality list from day one. The reasons are above - people know you and trust you. Mailing to someone else's list won't get the results from getting people to find you. It takes some time, but spend it writing articles and blog entries every day, as well as pitching radio stations to have you as a guest. And meanwhile, work on your next product to sell - have it ready for the upcoming flood of traffic.

11. Squidoo

These lenses (as they are called) are a great source for links and are fairly highly regarded by Google. Some have built their list entirely through Squidoo lenses.

12. Offline marketing

Some can be a plus for lead generation and direct sales. Radio interviews fall under this, but you can also do conventional mailings and also attend tradeshow or local festivals. Mail out your web page and collect email addresses. Good for lead generation.

13. Social Bookmarking

Social bookmark everything you post on the web – at least the major stuff like key blog posts and Squidoo lenses, your Lulu storefront, etc. Bookmark on as many networks as you can.

14. Forums and discussion groups

Takes some time to do well. Build your credibility by giving good advice and open-handed help. Ensure you leave your link to your opt-in page as part of your signature.

15. Tell a friend.

Make sure a “tell a friend” script is on your blog and every page you have an opt-in form. You want to help people refer others to your product.

The bottom line of a website – and how to make one

Here's my tips and strategy of building web sites:

- 1) Don't reinvent the wheel
- 2) Offer real solutions to real problems
- 3) Create and sell only what you can physically deliver.

A website, according to what I've studied, is simply a set of sales pages - held together by an index, which is linked on each page. The graphics are minimal and shared between the pages. And yes, there are tons of people who make money building huge websites – money we don't have and don't need to get started.

There was and is a theory that you build huge content-rich sites which bring tons of traffic to your site. These you monetize through selling advertising – but depend on how many “eyeballs” you continue to attract.

However, the most effective monetization occurs when you have a very simple page and invest the bulk of your time and efforts to driving traffic to one or a few pages.

You want to leverage a minimal investment into a maximal return.

The design:

Each page has it's own domain name (probably a subdomain.domain.com name) so it can be linked directly and cheaply.

Each sales page has a "thank you for ordering" page.

Sales is either through Clickbank or through Lulu.com (where I sell my books and yes, it's free).

Each (every single) page has opt-in newsletters AND ecourses.

Means all pages are static, so they are VERY search engine friendly. And they have associate links, which then link to the key sites and blogs your core business requires.

And realize that your ThankYou page becomes another sales page, linking to other squeeze pages or sales pages you have.

Don't forget your error pages – each of these can sell products and capture email addresses.

Why paid advertising simply doesn't work

*"Increasingly, people are skeptical of what they read or see in advertisements. I often tell clients that advertising has a built-in 'discount factor.' People are deluged with promotional information, and they are beginning to distrust it. People are more likely to make decisions based on what they hear directly from other people: friends, experts, or even sales-people. These days, more decisions are made at the sales counter than in the living-room armchair. Advertising, therefore, should be one of the last parts of a marketing strategy, not the first." —Regis McKenna, *The Regis Touch* (Addison-Wesley, 1985)*

Simply put: The best way to succeed in business is to run such a wonderful operation that your loyal and satisfied customers will brag about your goods and services far and wide, referring new customers to you. Instead of spending a small fortune on advertising, it's far better to spend the same money improving your business and caring for customers you already have.

Add to this is that you provide the best information about your product over the Internet, in addition to any local directories and participation in your local Chamber of Commerce and any other local business clubs.

If you do all of your business over the Internet, then your reputation is based on your delivery - plus paying attention to forums where your product and name come up. A few quick words here - and staying in the conversation - will win believers, especially when you are honest about the flaws your product is known to contain or exhibit.

Most conventional ads don't work.

False and misleading ads really don't work.

Valuable products (that work) work.

Good service works.

Value paid for and received (promptly) works.

Referrals by happy (and loyal) customers work.

(If you want the bottom line on this, read the Cluetrain Manifesto. It was written by professional marketers who had studied their craft from bottom to top – and became painfully honest about it.)

In their very able book, “Marketing Without Advertising”, Phillips and Rasberry make the argument that businesses are better off investing in the quality of their services and delivery rather than paid-for advertising:

"• Advertising is simply not cost-effective. Claims that it produces even marginal financial returns are usually fallacious.

"• Customers lured by ads tend to be disloyal. In other words, advertising does not provide a solid customer base for future business.

"• Dependence on advertising makes a business more vulnerable to changes in volatile consumer taste and thus more likely to fail.

"• Because a significant percentage of advertising is deceptive, advertisers are increasingly seen by the public (both consciously and unconsciously) as dishonest and manipulative. Businesses that advertise heavily are often suspected of offering poor quality goods and services."

They also tell the statistics that most of American businesses don't use or don't even see the use of Advertising. Mostly because they are small business owners, the single entrepreneur up against the world.

Neither do they have the money for advertising, they also know that they get their customers from repeat business – built through quality production and service. And good customers send them more customers.

Customers gotten from ads aren't loyal and are their own headaches to turn into such. Phillips and Rasberry mention this:

Perhaps the worst aspect of traditional advertising, one apparent to anyone who runs a retail store, is that customers who respond primarily to media ads don't usually return. The same truth has been discovered by magazines and publishing companies that rely heavily on junk mail solicitations to sell their wares. The fact is that customers recruited through scattergun advertising techniques such as TV spots, newspaper ads, direct mail, contests, unsolicited telephone sales and Internet freebies rarely come back.

As I'm gearing this for you to be able to start up on the cheap, with what you can scrape and save out of your household budget – and telling you to start a business instead of getting a second time-sucking, wage-slave job – I'm telling you to *leave paid advertising strictly alone*. Don't even put it on your plate at this point.

How Marketing Fails

In the “ClueTrain Manifesto”, Levine, Locke, Searls & Weinberger expose the story of how corporate marketing is becoming unraveled at the sleeves by the Internet. An excerpt below tells how this is happening:

"The first markets were markets. Not bulls, bears, or invisible hands. Not battlefields, targets, or arenas. Not demographics, eyeballs, or seats. Most of all, not consumers. The first markets were filled with people, not abstractions or statistical aggregates; they were the places where supply met demand with a firm handshake. Buyers and sellers looked each other in the eye, met, and

connected. The first markets were places for exchange, where people came to buy what others had to sell -- and to talk.

"The first markets were filled with talk. Some of it was about goods and products. Some of it was news, opinion, and gossip. Little of it mattered to everyone; all of it engaged someone. There were often conversations about the work of hands: "Feel this knife. See how it fits your palm." "The cotton in this shirt, where did it come from?" "Taste this apple. We won't have them next week. If you like it you should take some today." Some of these conversations ended in a sale, but don't let that fool you. The sale was merely the exclamation mark at the end of the sentence.

"Market leaders were men and women whose hands were worn by the work they did. Their work was their life, and their brands were the names they were known by: Miller, Weaver, Hunter, Skinner, Farmer, Brewer, Fisher, Shoemaker, Smith.

"For thousands of years, we knew exactly what markets were: conversations between people who sought out others who shared the same interests. Buyers had as much to say as sellers. They spoke directly to each other without the filter of media, the artifice of positioning statements, the arrogance of advertising, or the shading of public relations.

"These were the kinds of conversations people have been having since they started to talk. Social. Based on intersecting interests. Open to many resolutions. Essentially unpredictable. Spoken from the center of the self. "Markets were conversations" doesn't mean "markets were noisy." It means markets were places where people met to see and talk about each other's work.

"Conversation is a profound act of humanity. So once were markets.

"The advent of the Industrial Age did more than just enable industry to produce products much more efficiently. Management's approach to production and its workers was quickly echoed in its approach to the market and its customers. The economies of scale they were gaining in the factory demanded economies of scale in the market. By the time it was over we had forgotten the one true meaning of the market, and replaced it with industrial substitutes.

"In The Third Wave, Alvin Toffler wrote that the rise of industry drove an "invisible wedge" between production and consumption, a fact Friedrich Engels had noticed over one hundred years earlier. As production was ramped up to unheard-of rates, the clay pot of craftwork was broken into shards of repetitive tasks that maximized efficiency by minimizing difference: interchangeable workers creating interchangeable products.

"In the market, consumption also needed to be ramped up -- not just to absorb the increased production of goods, but also to promote people's willingness to buy the one-size-fits-all products that rolled off mass-production lines. And management wasted little time noticing the parallels in efficiencies they could achieve all along the production-consumption chain. If products and workers were interchangeable, then interchangeable consumers began to look pretty good too.

"The goal was simple. Customers had to be convinced to desire the same thing, the same Model-T in any color, so long as it's black. And if workers could be better organized through the repetitive nature of their tasks, so customers were more easily defined by the collective nature of their tastes. Just as management developed a new organizational model to enhance economies of scale in production, it developed the techniques of mass marketing to do the same for consumption.

"So the customers who once looked you in the eye while hefting your wares in the market were transformed into

consumers. In the words of industry analyst Jerry Michalski, a consumer was no more than "a gullet whose only purpose in life is to gulp products and crap cash." Power swung so decisively to the supply side that "market" became a verb: something you do to customers.

"In the twentieth century, the rise of mass communications media enhanced industry's ability to address even larger markets with no loss of shoe leather, and mass marketing truly came into its own. With larger markets came larger rewards, and larger rewards had to be protected. More bureaucracy, more hierarchy, and more command and control meant the customer who looked you in the eye was promptly escorted out of the building by security.

"The product of mass marketing was the message, delivered in as many forms as there were media and in as many guises as there were marketers to invent them. Delivered locally, shipped globally, repeated inescapably, the business of marketing devoted itself to delivering the message. Unfortunately, the customer never wanted to take delivery.

"During the Industrial Age, the movement of materials from production to consumption -- from flax to linen and from ore to musket -- was a long and complicated process. Potentially vast markets had potentially vast distribution needs. The development of new transportation systems eased the burden, and global systems flourished. Even huge distances could be spanned so that products could be delivered efficiently. Inexorably, business began to understand itself through a peculiar new metaphor: Business is shipping. In this shipping metaphor -- still the heart and soul of business-as-usual -- producers package content and move it through a channel, addressed for delivery down a distribution system.

"The metaphor was effectively applied not just to the movement of physical goods, but also quickly applied to the packaging and delivery of marketing content. It's no surprise that business came to think of marketing as simply the

delivery of a different type of content to consumers. It was efficient to manage, one size could fit many, and the distribution channel -- the new world of broadcast media -- was more than ready to deliver. The symmetry was perfect. The production side of business ships interchangeable products and the marketing side ships interchangeable messages, both to the same market, the bigger and more homogeneous, the better.

"One problem: there is no demand for messages. The customer doesn't want to hear from business, thank you very much. The message that gets broadcast to you, me, and the rest of the earth's population has nothing to do with me in particular. It's worse than noise. It's an interruption. It's the Anti-Conversation.

"That's the awful truth about marketing. It broadcasts messages to people who don't want to listen. Every advertisement, press release, publicity stunt, and giveaway engineered by a Marketing department is colored by the fact that it's going to a public that doesn't ask to hear it.

"Marketers felt this truth in their bones, and learned to cloak their messages, to disguise them as entertainment, to repackage the content as regularly as business learned to vary this year's product line. Today, we all know and have come to expect this. We are even disappointed if it's not well done. Commercials disguise themselves as one-act plays, press releases play the part of important stories, and advertising masquerades as education. Marketing became an elaborate game between business and the consumer, but the outcome remained fixed. As sophisticated as marketing became, it has never overcome the ability of people to smell the BS behind all the marketing perfume.

"It is not hard to understand, then, that "business is shipping" at times felt more like "business is war," another pervasive metaphor. We launch marketing campaigns based on strategies that target markets; we bombard people with messages in order to penetrate markets (and the sexual

overtones here shouldn't be dismissed either). Business-as-usual is in a constant state of war with the market, with the Marketing department manning the front lines.

"Consider the distance we've come. Markets once were places where producers and customers met face-to-face and engaged in conversations based on shared interests. Now business-as-usual is engaged in a grinding war of attrition with its markets.

"No wonder marketing fails."

This is why people distrust ads today. They've become savvy customers again – they've kicked off the traces of consumerism and become themselves.

And so the rise of "Permission Marketing" as Seth Godin named it. For our use, it means asking them for their email so you can send them offers.

Those offers are – surprise – soft sell, not the latest "Madison Avenue" psychobabble subliminal poltergeist theory for motivating people to buy.

People are expecting to be marketed personally – to them in their niche, not them as a mass of robot-thinkers. Corporations not only don't get this, they can't implement it. So it's you and I on the small stage who have the duty – and the profits.

And that is how we make our fortunes, great and smaller.

Not through massive advertising or stupidly executed spam – but through precisely targeted and personally requested emails.

Why does Spam and Bulk Mail Seem to Work?

There is a widely known, widely studied, and little-mentioned fact that a small percentage of people will buy anything you offer them. It's about 3-4% of your total list. If you sell something at a high enough price compared to the cost of your marketing, you can turn a profit, regardless. Upwards of 20% will buy something from you – once – regardless of how good or poorly it's made. Most people simply throw the advert away, or delete the spam.

The more you send out, the cheaper it gets to send it. Spam only requires servers, which can be gotten through illicit viruses sent through – you guessed it – spam emails. After the CAN-SPAM Act, several high-profile spammers were brought to justice and fined/jailed. Not that this made a dent in the amount of spam that is still floating around the web.

Because spam seems to pay for itself. And because not all countries have cracked down on spammers. You'll see a great deal of spam currently coming from outside the US (or from US spammers who operate from computers outside the US). But the world community doesn't like it – and you'll soon see other countries cracking down on this as well.

Meanwhile, just keep tagging all spam as such and your email program will keep handling the bulk of it as it can. (Thunderbird does a decent job, as does Gmail and Yahoo, from personal experience.)

Bulk Mail and other offline marketing is useful for generating prospects, but these prospects must then be turned into loyal customers, which is it's own science and art – and requires its own mailing list so you don't confuse these with people who buy consistently from you.

However, building relationships and using marketing as a conversation (not as a one-way gas-bag advert clubbed over the

prospect's head) will give you much higher response and sales percentage than anything else known currently. That's why I only tell people to start with mail-list building – and to build their own list first.

How to Make More Money by Simply Changing the Price

A Special Report on Pricing Strategies

The Rules of Pricing

The thing to know is that there are a few rules to pricing which make sense. If you know these few rules, then you can play with them to get the best sales for your product.

You may start out by asking, “What is everyone else charging for similar products?” That’s not a bad place to start. However, your price doesn’t have to “beat everyone else’s out there” for you to get sales. He’s done his own figure-out on what he can charge for his product and what it’s worth to him, plus what his public thinks it’s worth.

You aren’t there to “beat the competition”. You are there to offer a valuable solution to people with a similar problem and get rewarded for the value you deliver.

You have a truly unique product. Competition and Price-Wars are for commodity products. When you buy gas for your car, you use a product which is interchangeable in most any car or truck. So you look for the best deal. But you may choose a more expensive brand if it makes your car run smoother. Or buy certain oil as it will extend the life of your engine. (Spend money on little stuff to save money on big stuff.)

Your job is to produce a very unique product that enriches peoples lives in a way not done in a very long time, if ever.

Competition is simply a trick to distract people from being creative and delivering value. It doesn’t exist in fact. The better product, the best delivery of service, always wins out. If not immediately (and it

might take considerable corporate change), eventually the best idea will win out. But you can take some short cuts to speed up the process, like marketing – and part of that is making sure your price is what people think it should be.

Rule 1: Pricing Really Is Finding Whats in Your Buyers' Minds.

That is what pricing really is: setting the value of your goods in light of what people *want to believe* its worth to them. And no amount of subliminal or obnoxious advertising will change that concept. Your buying public will only change it based on their own experiences.

Of course, you then have to deliver goods which are that quality or preferably better. Deliver something worse – and they'll never come back to you again (except for a refund).

The bottom line to making your own fortune is to buy low and sell high. This is leverage. Manufacturers cut their assembly line, packaging, and shipping costs to the bone (while maintaining strict quality control) and then price what the “market will bear”.

This is why Information Products on the Internet are so in demand. You spend some time editing a piece together and save it on your server. Then you charge for the permission to download. You don't have to remanufacture anything again – just pay your web host to keep it available for downloading 24-7-356.

A recent ebook I purchased showed how not to do this. The web page told me it would tell me hard-won secrets from a long career in the industry. And I could have their book for only \$9.95 – price was right, and it was accessible. Two things: 1) they didn't get my email so they could send me more offers, and 2) it was fourteen pages long, half of these ads for their products – and the other half I had already found on various web pages.

Will I ever redistribute this ebook? No. I will extract the data I want and then delete it. They had a chance to sell a great intro product and have it go around the net as a viral product, but they are too grounded in the brick-and-mortar way of things to create and offer a truly great ebook.

While I won't buy from them again, how they got my money was a valuable lesson. They used *keywords* which developed trust and a *low introductory price*. What they should have done was also get my email and then say that this ebook was just the tip of the iceberg – more was available if I would just buy their next product...

Most of the texts I've studied on pricing deal with how to make money with a commodity product. And their strategies are pretty sound overall. But we aren't dealing with commodities. We are dealing with your product and its unique qualities.

Creating a market for your product (market-ing) means capturing attention and requiring action. You are grabbing a portion of your publics' mind by how you tell them about your product. Pricing is just one part of it, but a key part. The more you make, the easier it is to tell more people about your product. The more valuable they consider your product, the more they will tell others about it – which is the best marketing you can get.

Rule 2: Price determines what its worth in the mind of the buyer.

Premium products command premium prices. If you have a great premium product, don't be afraid to bump the price up. You do not by any means have to beat a competitors price to be competitive, in fact, by putting your price up, it's quite possible that you'll outsell your cheaper competition. Because a higher price screams quality.

Don't for one moment believe you have to have the lowest price to make any sales. That's just not true, you just have to have the best

sales system, and of course a premium product if you really ever want anyone to buy from you again.

The first and (sometimes only) question which runs through everyone's mind is: "What's in it for me?"

The next question is: "Will this guy give me what I need to improve my life?" Even though no one seriously frames the question like that, this is what they are actually looking for.

Only then do you get into whether that person can afford it – which is all whether she thinks she can afford it, not how much money is in her purse, her bank accounts, or available on her credit cards. You are working to get her agreeing that 1) Your product is good for her and she wants it, 2) It's affordable and she can buy it now.

That's leads to the third question, "How fast can I get it?"

Instant gratification. While this has become a catchword for our current sped-up civilization, that drive has always been there. Many large department stores used to ship to the clients' home so fast that their truck would be in the drive waiting for the customer to open the door – or the product was waiting out in front of their garage (or service entrance) waiting to be unpacked and set up.

Today's information products enable instant download. So you pay on line and then download directly to your computer. One of the poorest products I ever bought on line made me wait three days until he could send me the download address – no automation. And the product was also so full of restrictions that I couldn't do anything with it when I got it – didn't improve my life very much. So I never bought from him again. When he started offering me another similar item at a higher price, I canceled my subscription to his autoresponder.

You want to price what people think its worth and then deliver as quickly as possible *that* quality or *better*.

Rule 3: Cheap Prices means cheap goods

Not so surprisingly, if your price is too low, people look at you and wonder why the heck you're charging that tiny amount. If your brand-spanking-new piece of advanced technology software is really as good as you say it is, why does it only cost ten dollars? Never price yourself so low that you think people will look and think wow that's a quality-sounding product, look how little it costs! Because that's not what they're thinking at all. They're saying, "Wow, look at how little that costs. There can't be that much to it", or asking what the catch is.

So in effect, all you're doing here is adding even more value to your product through a higher price. It might be the same product, but I tell you it's much more likely to sell more copies at a price that someone might look at and think that it's reasonable, or average – than a product someone might look at and “fall off their chair” at how cheap your product is.

If you have a better product, you put a higher price tag on it. The experimentation and playing around to find the right combination of offers, deals, follow-up and pricing options can come later.

Rule 4: Never tell anyone your product is “cheap for what it is”.

Here's a no-brainer. Never, ever, describe your products as cheap. Competitively priced yes, the best price for that service yes, cheap, no way. That just devalues your product completely. People don't want cheap. They want value at a reasonable price that they can afford – and think is worth it.

You are also telling them that yours is just another in the commodity line-up. Lots of others are selling that book or gizmo for far more – so why don't they save themselves some money and buy it from you?

You're telling them if they look around some more, they will find some one who is giving that same product away as a bonus when they buy something else. You are telling them, in fact, to keep looking – to go away.

Rule 5: Offer a choice in payments

Something else that's rarely done, especially in the world of online marketing and info products, is offering different price plans from the get-go.

Even with the simplest of single sale info products such as this, you're presented with options. The more the better to be honest. Whether you're a high ticket item offering smaller chunks to be paid at extended periods, or a low priced membership site that does the opposite, and offers a lump sum that gives access for three months, six months or even a year.

Affiliate programs such as ClickBank are now arranging this with their programs – so your prospect can be charged monthly over several months for the product they ordered. Perfect if they are buying a course to be delivered over several months. But especially at Christmas, this enables their credit card limits to be stretched over several months-worth of payments.

Remember, the sales process is all about answering the customers questions, and squashing their fears or any problems they may come up with in their minds for not buying your product. It's no good you selling someone on something and then they find out they don't have the payment option they want. Make sure you add multiples of these. It's simple, if there's anyone out there with a website that only offers one payment option, they're losing sales. Don't let this be you.

Rule 6: Never ignore the people who purchased from you before

Never ever, no matter what you do ignore the people that have purchased from you before. It's not hard to come up with ways to reward them.

These people are the most important of all. You've already got them on your lists, they've already bought your stuff, which means they're willing to spend money, and of course they trust you, and they're serious about wanting more information, or the products and services you offer.

You want to keep the customers that are buying from you happy, and you want to stay in touch with them. If you don't go out of your way to please them, you'll have to go out and spend wads more on finding new customers. Look after them, because they'll be with you for a long time to come and will form the base of a successful business from the word go.

Rule 7: Avoid free trials

Avoid free trials *unless you're aiming for lead generation*. The problem with free trials is that you'll attract all sorts of freebie seekers, and just like I don't want anyone here that doesn't want to make a successful business of themselves, I'm sure you don't want people wasting your time either, taking up valuable resources and just picking something up because it's free.

On subscription sites, it's far better to charge a small amount for a short trial, say one to three dollars for the first week simply to sort those people out that are coming to you just because they can, and those that are coming to you because they're serious.

There is a growing trend of selling \$7 books for an email address and the chance to offer them something else. This is very good business

sense. You don't have a list cluttered with freebie-seekers who aren't trying to realistically buy anything from you. You're better off with a list which started off buying something from you.

The trend of trial-version, feature-limited, or time-limited software has nearly run into it's end game as well. Sell them a "Lite" version with a great feature set. Put an expanded feature list under the "About" column of the menu. Tell them that they can get the better feature set when they upgrade. And ensure you get their email when they download your free version. But nothing turns off a buyer than having to uninstall a program when it quits working – or finding you simply can't do something. Always give *good* value and always offer *even greater* value – for a price.

You only give away something as a lead generation technique. But again, you have the hurdle with this list of getting them to buy something small and then building them up. If you've never tried this, give it a go. Sell them an introductory product or service and get their email so you can offer them other, more high-priced goods.

Rule 8: Don't be afraid to experiment with pricing strategies.

I can understand how you might be worried that customers that bought your product costing them four hundred dollars would be annoyed that they receive an e-mail for a special seasonal offer cutting that cost in half, but it seriously doesn't work that way. You're not offending anyone by doing this, and it's the only way you'll come up with new techniques and tactics yourself, through testing.

The fact is real world businesses do this all the time. They have super sales, then they put prices up at Christmas time and particular times of the year when their products are going to be more in demand, discount things daily, add and remove discounts and so on. It's not a wrong thing to do, it's not unethical, it's business. And if your customers

have ever left their houses to go and purchase something from a store, they'll know this too.

If you need some extra cash, why not offer a limited number of members, a long subscription at a discount of a month or so throughout the year? I have to say this one works real well, and I had a large percentage of my member base from my previous site hand me large up front wads of cash that I could put to good use making more cash. If I'd left them at their twenty dollar per month fee, I might have made an extra few hundred dollars, but at a slower pace.

There's nothing wrong with you adding discounts to the end of five or six day follow-up messages, so on and so forth. Nothing wrong with that at all. In fact, there's nothing wrong with changing your price on your main page without any warning or notice. Don't fall into the trap of worrying what previous customers are going to say, because seriously, this happens in the real world all the time. I know in all my experimental days I've never had someone come to me and shout or complain because I pulled a quarter off the price a day after they bought it. If you have a quality product, that's good enough, not to mention you owe it to yourself to try different methods like in the above examples until you get things dead perfect.

Rule 9: Nothing is fixed in stone

If you want to succeed and get your price just right, without being 'cheap' you have to do a little work. A little research and a little brain work. Understand that it's not about being cheaper than anyone else, it's about pricing your product correctly depending on competition, who you're aiming your product at, it's quality, and your research and tracking results.

By now you should have a clear idea how much you want to charge, and how you're going to go about it. If you have, great. Just remember, the price you put up there on launch day doesn't have to be

set in stone by any means. It's there to be tinkered and played with by you until you feel it's correct, and your testing shows you that it's correct.

It's not what you think it's worth, it's what your buying public *knows* it's worth.

More about pricing your product for plentiful profit

There are a lot of misleading data out there about how to price something. Most of these are based on having a commodity product, not a niche product.

The core datum is that people will pay what they think it is worth. Robert Allen surveyed his mailing list to find out (by email) what they were interested in and what they would pay. The largest majority of people, in every case, picked the two highest amounts out of four.

Commodity pricing has all these theories about how to enter a market with a low price, or undercutting your competition. or pricing against your cost of production, etc.

Niche pricing is all based on the quality of your service. Your price has to reflect what people think about your product. Reversely, a too low price will make them think it is cheap - a slightly higher price induces more respect.

I've collected the below data from several sources:

1) Use the right number. Some prices just sound like less money. 99 cents sounds a lot cheaper than a dollar. \$9.95 seems a lot cheaper than ten dollars.

Humans buy on emotion first, rational thought second. If they can say "and it's under \$50," it's one more plus for you.

End your price in a 5, 7, 8, or 9 and be on the right side of human nature.

Eric Mitchell, involved with the Pricing Society, observed these rules of rounding off prices, based on his market research...

- For Prices up to \$10... It makes more sense to use \$0.99 rather than \$0.95. Respondents' reactions are the same for both numbers. So why leave 4 cents of profit on the table?

- Odd price endings like \$0.74 can sometimes cost sales. They cause some confusion in the customer... \$0.74 just doesn't "sound right." For Prices from \$10 to \$100... ".95" and ".75" price points are much better received than ".99". In this price range, there is a resistance to ".99" because it is often viewed as a "greedy" price point. Think about a restaurant menu... the special of the day is usually set at \$12.95, not \$12.99.

- For prices above \$100... It's better to deal in "whole" dollars. From the customer's viewpoint, \$149 is a more acceptable and cleaner price point than \$148.95.

- When you price a professional service, price in whole dollars. Choose \$50 per hour rather than \$49.75. You are not the bargain discount - don't cheapen yourself.

Reception (of a price) is based on perception (of that price).
Make it positive!

Pricing Points and perceived Value

- a \$19.95 price will always outsell \$12.95
- a \$29.95 price will always outsell \$19.95
- other price points are \$39.95, \$69.95, \$97.00, \$197.00, \$297.00 and so on (these ones have to be tested to see which one will pull better for you).

This is due to "perceived value". If you present your product or service with a lot of perceived value, you can always get more money for that product or service. The concept is that most people think that if somebody sells something for more money... that product or service

must have more value, better features, more information, or better quality (or whatever applies to your product or service). That is why you can get away with charging more.

Once you get over \$97.00, the most efficient price points are at every hundred ending at the 97th dollar. This has been proven by millions of dollars in advertising tests in direct marketing by Ted Nicholas.

You will have to test which price brings in the most profit for your product or service. For example, you may find that if you sell it for:

- \$29.95, you get 8 orders per 1000 visitors to your site,
- \$39.95, you get 10 orders per 1000 visitors to your site,
- \$69.95, you only get 5 orders per 1000 visitors to your site.

As you can see, the \$39.95 price pulls the greatest number of orders, but is not the most profitable. If the production cost of the product or service is \$15.00, per 1000 visitors you are making \$119.60 at the \$29.95 price, \$199.60 at \$39.95, and \$274.75 at \$69.95 price (even though you sold half the quantity of units at this price compared to the \$39.95 price).

Make sure you look at the profitability of price points, not just the quantity of sales.

2) Bundle to increase value. You want to bundle additional stuff in with your main offer if you possibly can.

We all love to get something for nothing.

Price for the combination. Grouped products should fit together. Throwing a free half-dozen hot peppers in with a dozen oranges wouldn't make sense. Offering a sample of different apples along with the citrus would.

By assigning value to the individual pieces, the customer will start adding up the total value of what they are getting. Of course you can help by adding these up and then crossing it out - giving them your low, "today only" price. One author says it's more powerful if the price of your bundle equals the price of the most expensive component.

Vacation packages go this route. While your air tickets alone would cost you dear, if you could get all travel, hotels, meals, tours, and show tickets all advertised for the price of two tickets - now that's a bargain!

While some say the bigger the bundle the better, you can overdo it. How many times have you started skipping down the page because obviously there's some catch - or those supposed prices aren't real?

3) Discounting is a double edged sword. While we all like a bargain, it's only a great bargain against a price we actually value it at.

Traditional discounts are for pre-releases.

Quantity discounts are also traditional, particularly for shipped goods. (Multiple downloads of the same file doesn't make sense. But three downloads in a series by the same author or publisher would.)

Sam Walton built his Wal-Mart on the basis that a person will buy a lot more for a little less - making the profit much higher for the merchandizer. Again, this works with commodities, but can backfire in a niche market.

Beverly Hills is an example of niche markets. All these stores strive to have "exclusive" products and price them as such. Each store is a niche in itself. Supermarkets feel they have to "compete" with each other on prices instead of exclusivity. If they competed on personal service and quality (specially in offering locally grown food) they'd find a customer loyalty far beyond a few pennies less per pound.

You have to define why you are discounting before you simply give away the store. Sometimes you should actually be raising prices to

give your product (and yourself) more credibility. Just discounting by itself may mean that your product has become a discount.

Some books get so discounted that you feel you could wait another month and it will be in the bargain racks - for only a dollar!

4) "Reverse Discounting"

Setting your price too high is also a route to few sales. Now you can play both ends against the middle by initially placing the price high and then offering a deal because "you got the publisher to give you a volume discount as demand showed they should do a bigger reprint run". (If you are publishing through print-on-demand, this obviously would be a lie.) Or pricing it lower for a special event, in honor of a holiday, or some other plausible excuse.

In the publishing industry (brick-and-mortar), most books are published first in hardcover, which barely breaks even, but gets the print exposure and the author does book signings, etc. Then they are later released in paperback, where the sales really rocket. So the initial run is kept low, both on economics and to create demand (as the bookstores constantly run out). Then a much bigger paperback print run is ordered (providing the hardbacks did indeed sell out) and the price is dropped considerably. If the hardbacks don't sell, then there is no paperback version.

As a note, extra value is added to the paperback version, by updating the text or adding in an extra chapter or update. People who bought the more expensive hardback may also want to get the paperback, just for that perceived value.

If you do truly have a unique product that no one can copy, you can encourage demand - especially through auctions. But that particular subject is far from this book.

5) The Infamous "Plus S&H". "Plus shipping and handling" is a phrase which can kill sales. Have you ever had second thoughts when

you tallied up the order and found yourself paying a lot more for those few books or items you wanted to buy?

The worst sales I've ever seen on the auction sites is where some fool thinks no one will notice them charging \$10 or \$15 for "shipping and handling" when the U.S. Post Office will pick it up at their home for \$4.95 or \$7.95 - and even provide the boxes and wrapping materials for free!

Of course, if you're shipping digital products directly by Internet connection, S&H are free!

Just tell them, "Shipping and Handling Included." (You can even put a smiley at the end so they can get the joke...)

6) Price Sensitivity or "Elasticity". This is what people will pay. It's entirely determined by what they think your product is worth to them.

If you increase the price by one percent and lose half your sales, your product is price-sensitive, or "elastic".

If you can double the price and you and sales hardly falter, you have a price-insensitive product - or "inelastic".

(And only God knows how those academics started calling them like that - but maybe that's what our government pays them for, to sit around and make up names for things...)

The "inelastic" products can be charged the moon – like gasoline to commuters. "Elastic" products are probably commodity-based, or you need to tell people more of what they get out of them.

The product that are worth any price:

- deliver important **benefits** to the customer.

- are unique in ways are understood and **valued by the customer.**

What ultimately determines your price is always what the product is worth to the customer. Your customer must profit from your solution to his problem.

The burning question from every customer is, "What's in it for me?"

The closer your product is to being "just like everyone else's" makes your sales more sensitive to your pricing.

The more valuable and unique - the less your sales will depend on your pricing.

A note here on bundling - don't cheapen your expensive products by lowering the products. Give away your commodity-type products to encourage them buying your most expensive item. You don't offer a "free Rolex with every Timex sold today!"

With the above data, you can study all sorts of advertising to find out who is selling commodities and who is selling real value.

Additional tips

1. Compare your product to other favorable items.

A whole book (and near sub-culture in marketing) was based on comparing your product to define it in the publics' minds. This was “Positioning” by Reis and Trout.

The whole point was to define something by comparing it to something what was known. When you introduce something new, say it runs as fast as a Mustang, or grips the road like a Jaguar. There are thousands of ways to do this, and they don't have to be fair comparisons.

No one seriously wants to ride a horse or a wild cat. But the romance of these comparisons (like the “Marlboro Man”) carries on.

When you say your product is like, or better than, or an improved version based on... you are helping the reader figure out what you are all about.

This is really the basic behind keywords. Most people use certain words to mean certain things and then search for them with those words. Why do they say to have your copy keyword heavy? For the robotic search engines, not the people who read the text.

But you will craft your text to compel the reader to find out more. And in that crafting, you will use other keywords, which compare to what they are looking for. If you put these together skilfully enough, the buyer simply skips down to the “how much” part and clicks to get his instant gratification by buying your product.

And all you did was compare your product - artfully.

2. Define a niche, capture it, and hold your lead.

Reis and Trout later came out with a book called “The 22 Immutable Laws of Marketing”. The first nine of these dealt with being first to market and top of your field – as few remembered who number two was and the rest fought for crumbs under the table.

This book was written before the Internet and the “Long-Tail” of sales and marketing was discovered. That Long Tail says that there are more sales to niches than there are to the product leaders in any category.

Reis and Trout's 10th law, “Over time, a category will divide and become two or more categories.” So they saw the trend. They dealt mainly with the “old school” idea of being market leaders in a hugely competitive field – and disregarding people making a very tidy living under the table sweeping up crumbs.

You might know that Ray Kroc made more millionaires out of his suppliers than he could count. A rising tide raises all boats, not just the big ones. (Frankly, the little ones can get out of the harbor faster and get out to where the fish are biting, even though they can't carry as much cargo.)

Our use here is precisely to figure out how to market to those who don't want the whole meal – just the a bit or piece here and there.

You capture a niche as the leader of that niche. Then you either expand into similar niches (like the “Chicken Soup” books) or become the leader in another niche with a different product you also produce.

3. The real game is to capture identities and don't let go.

The biggest problem with most sales books and manuals is that they lose sight of the fact that you are always, always, always selling only to one individual at a time.

There was the fabulous fiction that you attracted people to your website in droves and then the money would roll in.

Not if they never bought anything.

Another fiction was that, “But we can make money with advertising.”

Not if they never bought anything. Why return to a site which doesn't give you anything you can use to improve your life?

“But we give a way a lot of valuable free stuff...” And who pays your bandwidth if you don't sell something to pay for it? One author called people who come for the free stuff “tire-kickers”. (In real life, they are known as party crashers, loiterers, bums, rip-off artists – you get the drift.)

A site which has a 10 percent sales volume to a 100 people a week makes more money than a site with no sales and 100,000 people a minute. And which site has more bandwidth expenses? And how are these paid for?

Why are Google AdSense ads popular? Because they give apparent value of targeted ads to the viewer. People click on these to find more information.

But there is a wealth of knowledge on how advertising is mostly a scam factory – because there is an apparent mass of people don't know what they are doing or what sales and marketing are for and why.

Jay Abraham goes over this point (and over and over) that people are just following the same tactics in their industry and so can only achieve a partial increase in their income – if they are lucky and work themselves to a frazzle.

Insanity has been defined as applying the same techniques over and over, but expecting different results each time.

If you know the principles behind how and why something works – and are willing to look into other apparently disrelated industries and businesses to find and understand what their underlying principles are – you can geometrically increase your income. That is how Millionaires are made.

Your idea in Internet Marketing and Sales is to capture all the identities you can and don't let go. I cover techniques on this later. The main point here is that you want people to give you their email address voluntarily and then sell them your product. And then sell them more. And keep selling them more.

This is really the old, old datum a local car repair shop owner told me, “I only survive on repeat business. You have to treat the customer right so he comes back – again and again.” That show owner was situated on the edge of a small town – but he was expanding.

Because he provided great service and continued to sell to the customers that came in the door, again and again.

You want to invite the customer to buy something by providing value to that person. Then sell something else that person can use. And continue selling stuff they can use.

Look as Book-of-the-Month Club. And all the subscription-based services which used their example as their own business plan.

4. Why reinvent the wheel - SWIPE.

A Swipe File is simply a collection of ads, mail pieces, components of mail pieces, headlines, phrases, coupons, etc. If something grabs your attention, file a copy of it – if only a scrap of paper.

This means coupons, headlines, examples, typefaces, everything you run into that affects you. If it can make you stop in your tracks, it will make someone like you stop in their tracks.

And remember – we are selling your solution for your problem to people like you with the same problem. What interests you will probably interest them.

Now you don't use these exactly like they are written – you apply them to your own scene. But take the good sales pages you've bought things from. Print them out (no matter how long) and see how they were put together.

Then build your own page and test it out.

One thing which I've run across (or has run across me) over and over is that there are only a few actual operating principles in this universe. Once you get the basics, then it's just tweaking them for your particular application.

Take fiction writing. Really, there is only one basic plot which has made every blockbuster and legend on this planet. Joseph Campbell worked it all out in “The Hero with a Thousand Faces.”

Now if you look this up, you'll find literally hundreds of discussions on what a basic plot is, and how there are 7 basic plots, and 22 basic plots and so on. However, only one plot is found in every myth and legend on this planet – and when applied artfully to blockbuster movies such as “Star Wars”, it continues to break all records.

Like gravity – if you quit trying to disagree with it, you'll have less bruises and sprains in life. Learn what it's all about and you can FLY, using old bicycle technology and some canvas on a light wooden framework.

Swipe file – get a folder and start putting stuff into it. When it gets too big, put a rubber band around it – and keep it in its own drawer.

Then when that drawer gets full, organize it into a small (or large) filing cabinet.

But quit working so hard. As Issac Newton pointed out, you can see farther when you stand on the shoulders of giants.

5. Your headline makes or breaks your ad

This is what people look at first. You can write all the finest and best sales copy in the world, but if you don't get them to stop turning the page (or clicking back), you'll never get them to read it.

Cory Rudl points out:

" Keep these key ideas in mind about headlines:

- should telegraph the promise of a positive benefit*
- usually should emphasize the best, strongest benefit*
- can emphasize two, even three benefits*
- helped if it also stimulates curiosity*
- must be easily understood (no fancy words)*
- grammar is unimportant*
- should stand alone*
- is roughly equivalent to the first selling statement you'd make if making the pitch in person or on the telephone."*

His point of having the headline stand alone is a great test.

Write or print your headline in the middle of a sheet of paper. If you wrote only the instruction: "write for more information" below it – would it draw lots of response in a classified ad?

Rudl also recommends studying “The National Enquirer”, based on its track record for sales. It has fascinating examples of headlines and copy (if you read the **ads**, not the articles – especially the ones about UFO abductions and celebrities.)

There is tons to study and learn about headlines, copy writing, and effective graphic design. Get tons of books (or save weight by downloading them) and read and study these. But don't buy the “conventional wisdom” - look for examples where they worked.

Look for the basic rules which repeat in the bulk of these books – which explain why these examples worked.

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And I'll be going over most of this data again, later in other sections of this book. The point here is to give you an overview and paint in broad strokes so we can fill in the details together – later on.

Influence, Marketing and Sales

In this section, I'm including a basic sense of what we are trying to do with our words in order to enable the customer to buy our product. There are phrases like "sales resistance" and "closing" and "prospect conversion" which describe all sorts of things – and probably mean two different things to two different people.

The basics are the same:

- ✓ *You have a solution to a problem*
- ✓ *That solution is beneficial to others*
- ✓ *You want to tell them about its benefits*
- ✓ *Others want to buy something that benefits them*

Everything else is simply getting from here to there.

But some very smart people have done some very interesting work down this line – which is what I'm about to tell you all about...

Some "secrets" of building your pitch page

Here's the short version of tips to get the prospect into a buying customer:

1. **Tell a story.** Get their attention and hold it.
2. **Tell them why** - you can always butt into a long line by giving your reason, but no one will let you in if you just ask them to let you go ahead of them.
3. **Give specifics.** Ivory Soap is 99 44/100 percent pure. Where you have actual statistics showing how your product works, use them.
4. **They can handle the truth** - if you tell them about it, warts and all. Where you have faults, lay them out and how to handle them. Honesty begets trust.
5. **Answer objections before they are raised.** This is the reason for FAQ pages. Incorporate the key questions into the body of your text. If you have to go to a FAQ page, you can also make it a "special report" and get their email address.
6. **Curiosity Killed the Cat** - but sold the mystery novel. Leave them hanging. One approach to this is to list the solutions and the page number they are found on in the book - but don't tell them how in the sales page. Sell Sizzle, but don't deliver Steak until it's paid for.
7. **Scarcity** - limited time offer. Artificially short supply increases demand.

Two masters tell how to influence humankind.

Robert Allen found a scientific study which gave reasons for key marketing principles that always work. That study was by Dr. Robert Cialdini, "Influence: The Psychology of Persuasion".

Dr. Cialdini laid out six principles:

1. Reciprocation
2. Commitment and consistency
3. Social proof
4. Liking
5. Authority
6. Scarcity

Reciprocation - give someone a gift and they want to give you one. With every free offer you give, always enable the person to pay you back in some way. Leaving their e-mail address is one. Including an ad for a low-cost service is another - or also include an ad for your main service, which gives them a choice of how valuable they think your initial free gift is.

Commitment and consistency - get them to take a baby step and they'll want to take another and another. They also expect that once you've held their hand, you won't let them fall - you have to be consistent, too. Once a person takes a step toward a goal, they will be more likely to continue. You're opt-in is one such commitment. As you

allow them to be consistent with their goal, they will take another. Build inertia in your buyers and not let them stop.

Social proof (consensus) - people like to follow the crowd. Humankind is a social species. We like to know what other people like. They want to buy a popular product - a common solution that others have found workable. If you are starting a new product, then tell how products like it, or products it was based on, have helped "countless thousands of individuals just like you to succeed." Allow people to herd.

Liking - people elect politicians because they are most like them, not because they are able to do the job. Sales people who make the customer feel appreciated, who build up their esteem with honest compliments - these people get the sale more easily. Don't send a drill sergeant out to sell vacuum cleaners. Again, the honest smile and honest compliment will win the customer, not insincere flattery. People want to like other people in their herd. Humor can help here, as will being included in a common goal. Build rapport.

Authority - the general always commands the troops, regardless of whether they like it. Credibility is one factor in this. Build your authority in their mind and they will be more likely to follow your request to "buy now". When people deal with experts, they can put their trust in them. If you only deal in absolute truth, you will win loyal followers.

Scarcity - is what drives shoppers crazy on Black Friday, that they annually stampede when the doors open at 4 am. And pity those poor people who got knocked down every year. There is an Internet equivalent two days later, called "Black Monday" when people return to work to look for bargains while they should be doing their jobs. Both phenomenon are driven by scarcity. Ebay sees the same effect when the price on certain items skyrocket just before the deadline approaches.

I looked up an older set of principles to see how these might compare. Abraham Maslow wrote a paper in 1943 called "A Theory of Human Motivation". This theory contends that when people have met their basic, physiological needs, they will then work to satisfy their higher needs. Maslow based his study on exemplary and successful people.

Maslow's work explains Cialdini's later research, and why sales works at all.

People work to fill their basic physical needs first. Breathing, drinking, eating, eliminating waste, and having sex are basic needs of any person. If these are not met, you can find physical pain occurring.

After these comes physical and emotional security. Security from crime or violence, security of job, security of finances (pay check and savings), security of family, security of health, and security of personal property. You have to be safe in what you own and where you live and where you work. Worry is found where these are not resolved.

Social needs are next. These include friendship, sexual intimacy, and a supportive family. Belonging to groups and being able to give and receive love from others is a very prized solution. This gives the reason for bitter divorces and hatred of those who betrayed you.

Esteem needs then follow. All humans have a need to be respected, to have self-respect and to respect others. This is not just fame and glory. It also involves confidence, competence, and achievement. While you can be personally secure in your own self, it doesn't hurt when someone pays you an honest complement. See the actual strengths in a person and tell them so - they will feel better for it.

Cognitive needs - acquiring knowledge and understanding. There are many phrases which say, "When you quit learning, you die." We are all seeking to understand the world around us.

Aesthetic needs - expressing and appreciating beauty. People like to have beautiful surroundings and to look beautiful themselves. They will help people around them to become more beautiful. Beauty is more than skin deep.

Growth needs - we don't stop growing as we get older. The need for evolution is constant and a basic drive. One is always seeking the next

level. It's just the way this universe is set up. Plant a seed and watch it grow.

Self-actualization - be the best you can be is not just a slogan. At the highest level, people are trying to make the most out of their native abilities and achieve the purpose that drives them in this life. We all seek to be our best - at whatever we've chosen to do and become. We all can't be Einstein's or Bill Gates, but we can be the best person we know how.

Maslow had a great deal more to say about his theory. And you should explore this on your own. Wayne Dyer, who studied under Maslow, is a great help in this area - through his tapes and books you can learn many, many things about yourself and the world around you.

Our use of this is also to see how people work - what makes them tick.

Comparing Maslow to Cialdini, you can see that while Cialdini seems to be picking the cherries of the sundaes, the picking is done with great care. With Maslow's theory as a base, you can also identify your customer and see what they are most likely to want next.

You might even see where your product fits in the grand scheme of things and write your copy with this in mind. As well, studying both of these authors might give you an idea for what type of product you should create and offer next.

A note on curiosity that you may not know...

Curiosity is a constant force in humanity. And it should run through your copy from the headline down to the final P.S. When you look over good sales letters (Collier and Vitale have good books on this) you will see the artful story teller never give away the ending. When you read really good novels (Charles Dickens, Louis L'Amour) you really only go from one cliff-hanger to the next. You never find out what happened to the hero until the middle of the chapter - and by then he is up to his neck in the next adventure.

Always leave them wondering - and ask them to buy your product (or stay tuned) to find out... People love a surprise.

Were you surprised?

How you look in your customer's mind

Marketing experts have long used the acronym **AIDA**:

1. **Attract** their Attention..
2. Hold their **Interest**.
3. Help them **Decide**
4. Enable **Action**

Your headline, your copy, your layout – this is all the presentation of your product. You have to think through a step-by-step order in developing your presentation.

a. **Know your product.** If you don't make it yourself, then get a copy of it and play with it, take it apart, abuse it. Find out how it works, what's so good about it and also it's faults – as well as how to fix it when it breaks. Goes for books, underwear, anything you intend to sell.

b. **Define your market, your niche, and your public.** Know the demographics of who you are trying to sell to. (Remember, “selling” is really just helping people find – and buy – what they already want.)

c. **KISS – Keep It Stupidly Simple.** Layout what you would say to that potential buyer over a cup of coffee or a beer. Figure out how you would tell him about all the solutions this product has for their lives. Figure out how to tell him how he can afford it and why it's worth that much. Adjust the sequence of what you would tell that guy (or gal) to keep their interest and help them decide and buy.

d. **Take a break.** Write it all out, put it face down on the table and then take a walk or go play a round of tennis or golf. Then come back and read it like you just came across it in a magazine or a search engine. See if it sells you. If not, repeat a-d above.

Words that sell, words that stop, words that count.

There are certain words that have the power to turn prospects on and motivate them to buy. Some examples of words that make people want to read on are:

Free, Love, Safe, New, Benefits, Right, You, Alternative, Security, Sale, Now, Value, Fun, Save, Gain, Money, Happy, Advice, How to, Discover, Introduce, Easy, Your, Proven, Penetrate, Suddenly, Proud, Healthy, Guarantee, Natural, Fast, Precious, Secret, Solution, Magic, Comfortable.

Some words to avoid because they make people want to stop reading are:

Buy, Difficult, Death, Obligation, Wrong, Failure, Decision, Fail, Bad, Deal, Cost, Sell, Taxes, Liability, Worry, Loss, Hard, Contract

Always have “you's” and “yours” outnumber the I's and anything else. Talk about them, not you, your company, or something not part of their lives. “Your product will ship in 2 days.” Not, “The product...”

Dr. Frank Luntz, wordsmith for many successful political campaigns, laid out the theory of writing for people to their expectations. His take: “It's not what you say, it's what they hear.” From his book, “Words that Work,” he reveals these words which should be used due to their power:

Imagine, hassle-free, lifestyle, accountability, results (can-do spirit), innovation, “the right to...”, patient-centered, investment, “casual elegance”, independent, peace of mind, certified, All-American, spirituality, financial security, “a balanced approach”, “a culture of ...”, straight talk.

He also mentions the “R” words: renew, revitalize, rejuvenate, restore, rekindle, reinvent, rebuild, redesign.

No doubt you've seen many examples, not just in politics, but also in successful advertising where these words have appeared.

Why you tell the prospect to “Buy Now”

What makes “buy now's” so effective is the “Fear of Loss.” . After you've told them that you have all these great benefits for them – and they believe you – you tell them that unfortunately, you can only offer them for a limited time.

You are giving them a window of opportunity in which to act. If they don't utilize that option, they will lose that chance to improve their life forever – or at least at that price.

And it's no exaggeration that on the Internet, if you pass up a deal, you may never find it again. You might be able to find something similar, but unless you bookmarked that particular page, however you found it the first time may never take you there again.

Essentially, you want them to strike while the iron is hot – to decisively (or impulsively) bring out their credit card and buy your product before they leave that page. Because **unless you've captured their identity**, you also probably won't be able to offer that person your product again – the sword cuts both ways.

Three Wants All People Have

From reviewing some old tapes of Earl Nightingale, I found this nugget:

People want three things in life:

1. **Recognition**
2. **Diversity** – or change
3. **Security**

Recognition is an easy one – people like to be treated like people, not cattle, or another station on the assembly line. (The ClueTrain excerpt above shows how “Big Business” violated this – and still do.) People have their own lives, which are important to them. All “manners” and customs are actually built around this single idea of recognizing the importance of people around you and acknowledging this.

Diversity/Change is how we learn. The most effective and “lucky” people are those who seek out different people, places, and activities in their lives so they can compare and contrast their own habits and patterns against these new ones. Entertainment is also in this category – perhaps the reason our American film industry got its start during the Depression. People wanted something more than the misery pauper-dom had forced on them, as well as needing to work in factory jobs for the rest of their lives based on the fear of never getting another job. (See Napoleon Hill’s “Think and Grow Rich” for a description of how deep this fear became rooted in the American psyche at that time.)

Security is something we all look for – the idea that some things can be trusted to remain the same. And we aren’t talking about Death and Taxes. But a person should be able to earn and set-aside enough to

have all their needs taken care of, both now and in the future. Nightingale pointed out in his famous “Strangest Secret” recording that only about 4 percent of any graduating class will make that happen. And I don’t see that these statistics will change in our days of “401-K’s” and Social (In)Security. But it doesn’t mean the bulk of humanity doesn’t want it. They want it badly. But anyone has to work out how to accomplish every goal they want – and then work that plan – in order to achieve it. Most people simply don’t.

The use of these three points is invaluable in Marketing. The best service you could provide to your customers and clients would be to provide all three – or tell people how they could accomplish these for themselves.

In your mailing list actions, you can see why you need to put the first name of the individual in your subject line. Recognition.

Your offer has to be interesting and different. Diversity.

And you need to guarantee everything you sell – and deliver on that promise. Security.

This is all on top of writing in a personal style and answering all the personal emails you receive honestly and promptly.

These are the three core values behind Relationship Marketing.

Adding Value

Another way to increase the “want” of the customer to buy is to increase the value of the goods offered.

There is **your** value, derived from your manufacturing costs and sweat equity. There is **perceived** value, which is how the product is presented – this is in the customer’s mind.

This section is to take up that last frontier of marketing and how you can add value and so increase sales, income, and profits.

There's a lot of ways of pulling this off, and they're forever changing, and marketers are coming up with more and more innovative ways to add value to their products.

It's worth watching in fact, next time you find yourself reading through a sales letter or some ad copy, look at how they add value to their offer using things that aren't directly related to the product itself. Watching (and copying/swiping) how others do things on their sites is one of the most valuable cost-free and pretty much effort-free way of doing things. It is part, in fact, of your ongoing education.

When you see a great sales page, copy the whole thing into a file on your computer. That goes for squeeze pages and anything else you find yourself gravitated to. What works on you will work on your customers, potential and existing.

Cut-off dates and limited numbers.

Arbitrary cut-off dates are probably the most widely used out of all of these methods, and they seem to still be working. All this requires is

notification of your low price only being guaranteed until a particular date.

These are great words to use, because if you do decide to extend the deadline, you'll find that you can without causing a stir.

Way too often recently I've visited sites that say the price will be going up for sure on a particular date, but it never does, and the date magically moves forward each day. Not a good way to be doing business I can assure you. This is catering more to the impulse buyers rather than adding value. Such jobbers would do a better deal by replacing that page with another product – or putting up a big banner across the page, “Sorry, Sold Out” and then say, “...but we do have this similar product you may be interested in while we restock...”

The limited numbers method.

Only allowing a limited number of people into the site at a particular time, or only allowing a particular amount of people to buy at a particular price. Again, quite widely used, and both catering to impulse buyers as well as adding value, depending on which method you're using.

People have run subscription sites where only one hundred are allowed in at any given time. This is quite popular, and the admin's have had people even emailing in to find out when the next person is dropping out – so they could get in.

You'd think they were losing money, but that didn't happen. They started this scene because they wanted the site to run on mostly automatic so that they had time to get into other projects. While you can experiment with raised and lowered numbers, its worth a try. This generates some fascinating word of mouth – provided your service and product quality otherwise are superb.

The hugely widespread and popular “standard testimonial”

A standard section of text either throughout your sales letter, down the side of your navigation bar, on a separate page or a database of happy customers works without a problem and goes a long way to cementing in your customers minds that your product is good.

This is especially true if the person or people writing are well known and respected in your field. In the book-publishing industry, this is the age-old back cover blurbs, or front-page paragraphs by celebrities. Get in contact with at least one well known, mail them a copy of your product for free, and ask them what they think of it.

This has also been extended to audio and video testimonials. These mostly work in high bandwidth situations – both giving and receiving. But they seem to be effective. I wouldn't personally get into these right off, as you have to watch the quality and also have a good hosting program.

One way to get this going would be to set up at a trade show or even a local festival and let people see your product, then record what they are saying – or even just take notes you can edit into a testimonial later. If you can get these people's email, this would be a great investment.

But that's what trade shows are for, aren't they. And that's why county fairs and local festivals allow booths to be set up for a small fee – so people can flog their products. Make sure you have plenty of brochures and business cards printed with your website address on it. (Too often people make mistakes or otherwise write their email's illegibly. If they go to your site, you'll get it correct as they give it to you via a double opt-in.) So grab your testimonials and email addresses as you go.

Standard bonuses.

All you're doing is offering up some sort of bonus with the purchase of the product, again adding value. Generally these are known as something directly related to your product, or even better, something that will benefit you as well as the customer getting it for free.

Ecourses or special reports (or ecourses based on a special report) are prime examples here. If they buy your product, you throw in the ecourse and special report for free. And that's easy to set up on your autoresponder.

Links are the key here. You give away a product which is branded with your website. That product helps the consumer in some way, but links right back to you. If you can also "award" them resell rights, (and perhaps give free sales pages with it) to them, then they can start pitching it with their own product. Oh, and did I mention you can "brand" it for them – for a price – keeping your own website links on it?

People have even sold a bunch of bonuses together with no central product. Usually these have some sort of theme. I've seen a selection of ebooks on Poker put together, as well as several on Health and Self-Improvement. PLR articles and ebooks do this quite a bit. You sell them the idea of reselling these.

On the converse, make sure the product you offer as a bonus actually does add value to your product. Otherwise, you come off as shoddy and cheap – and they won't come your way again (except for a refund).

A general rule for you.

Sometimes you can get into the situation where you've really thought about it, dug about and tried to find something to add in as a good worthwhile bonus to try and tip customers over the edge and to get more of them buy your product, and you honestly can't find anything that fits the bill. In this case, go with nothing or create an original info product yourself.

No bonuses are better than one that puts all your customers off.

Discounts as a bonus

What not to do example:

“Get your hard hitting, intensive training course, entitled 'Improve Your Fishing', consisting of two CD's packed with audio and video, showing you all the tricks, tips and tactics in use today by some of the most successful fisherman in the world!. Order now and get this proven course worth over \$2500 for a measly \$300. In fact, I'm so confident that it's going to help you, I'm going to knock the price down further. You can get all this expertise in one place for an amazing \$49.95. Order your copy now!”

Makes the product look like a defect. If you bought a big-screen TV that was dropped from several thousand down to \$200 or \$150, you'd think something was wrong with it – and the entire store was rigged with overpriced junk.

The reason for having a FAQ page, and testimonials, and bonuses in general is to help the customer get over her sales resistance. That's the reason you have to have a sales letter page at all. There's a wide difference between giving the customer a bargain and planting a question in their mind that something is wrong with your product. Discounts aren't bad on their own, but in this type of circumstance, they are going to kill your sales.

I saw someone getting out of their eBay business and posted all their Resell Rights goods up on a forum for anyone to download. Immediately people wondered if there was something wrong with the goods or if they hadn't bought the rights... all sorts of questions. This is exactly that scene – something too good to be true. (Of course, I merrily downloaded all I could, thinking that I could either study those sales pages and/or research how people bought this stuff – all while possibly making... money to offset my web host expenses...)

Another bad example is asking for a newsletter sign-up and then giving away E-book 1, E-book 2, E-book 3, E-book 4, Software 1,

Software 2, Software 3, Software 4,5,6,7 and so on. Now on the surface this might seem like adding value to the point of people not being able to refuse, but honestly, are people signing up to their free newsletter for the freebies or for the content?

I got onto a string of these, all tied together as an effort to get affiliates to sign up. Every time I clicked on a link, here was another offer of free downloads with Resell Rights. I ended up subscribing to a dozen different sites and getting downloading 30-40 different packages within about 20 minutes. But the funny thing was – I got no follow up. I didn't know what all I had signed up for and if I did get anything from these guys (and all their affiliate sites looked remarkably similar) I could opt-out just as fast. Do I respect these guys? I don't even know their name. They blew a perfectly good opportunity – and probably hundreds more – all on automatic.

What you get in those cases is a list full of freebie seekers. (Myself included.) And, as above, you'll get a lot of opt-outs once the freebies quit. I've pointed out otherwise in this book that it's worth selling one of your ebooks for \$7 and a couple of free bonuses (like a complementary course that goes along with the ebook) in exchange for their email address. You get a list full of people who have bought from you.

A list full of freebie-seekers have to be brought up to buying. You can't just string them along with perpetual freebies. Like they have an addiction – and when you put any pressure on, they'll opt-out. Which means your having to work on designing emails and sending them to special sales pages which will convert them. List quality is your next concern right after having a list at all. So you might as well work on them both at the same time.

If the person is only there for the freebies, then they aren't very valuable to you, are they? At regular intervals, you should survey them so you can serve them better. They will then give you data, which is valuable to you. Some people need more sales than others. If the free-rider doesn't buy something within a year, then you can use the data you refine your sales pitches and newsletter blurbs – but just for that list polluted

with freebie-seekers, not for your regularly-buying customers, who have different ideas and keywords.

But don't cut the freeloader loose. As long as they don't opt-out and the email continues to be valid, you're on the road to a sale.

Example three: Don't waste your links. You might have seen this one, as it's becoming more and more prevalent. Opt-in for a money-making opportunity. Sounds like a great sales letter. When it gets to the ebook, it sends you to another page (which opens in its own window) which offers some software which has another link and so on. You can end up with having a six or more windows open (Firefox will open another tab and suppress most pop-ups) and no clue how you got there.

Keep your sales pages on target. Keep your out-bound links to nil or one or two (like a FAQ page that itself only links back to the original sales page). And make these pages only link back to your original sales page.

If you have a FAQ which answers questions for several products, copy a version of that FAQ for each sales page – don't try to link them all to that one. You'll lose potential customers and sales.

As in all Internet Marketing, Keep It Stupidly Simple (KISS). Link only where you have to. Add bonuses which make sense. Say only what you need to.

One final point about bonuses and sales pages. Keep them short and to the point. I've had to scroll down through countless testimonials and bonuses to get to the bottom line of how much they wanted. I was sold at the get-go and only needed to be told how much. But by the time I had to scroll down all over the place to get to the bottom line, I had rebuilt my sales resistance. So link several times within your sales page to enable the person to buy instantly.

It doesn't have to be some old e-book you have stashed in a corner of your hard-drive. You can also offer an MP3 of a recent radio interview, or a text file of addresses with links, or a screensaver. You

could offer anything that adds value. Even a free personal consultation – but this gets expensive fast, unless that person just dropped \$500 into your bank account.

One of the current rages is to offer personal coaching or tele-seminars. They can pay extra for the manuals, or you could give them and MP3 recordings away for free. Or sell them a copy of the videos/MP3's on a DVD after they are completed – or if they missed it...

Add a discount option now or in the future

If you can control your ecommerce shopping cart, you can add discounts for certain items, or overall when they buy a certain percentage. This bonus can increase your sales, if you have an ecommerce system as opposed to single sales pages.

I've also seen discounts added on check out as a surprise bonus. I was ready to pay \$57 and the price turned out to be \$37.

Your long-term customers can be given discounts, by sending them a time-limited password. You've probably seen this on various sites. You can do it too.

While we are on this subject, don't forget you can give bonuses after they buy, as well as cross-selling them. Your ThankYou page should be another sales page, or at least link to one. And you can also enroll them in an affiliate program, which gives them a return on sending customers to you. (I've got a whole section on affiliates – so you can flip to that section now, or just keep reading ;).

Nothing in business is set in stone.

No rules that exist now will exist forever, nothing that works now will work forever. As the old saw goes, "The only thing constant in this universe is change." And everything alive on this planet is seeking to evolve.

Same is very much true for the Internet. Keep your eyes open and save copies of great sales pages to your hard drive. See how the “big boys” are doing it and figure out if this will work for you and how you can implement it. Constantly work to improve the quality of your presentation and product. But when something is working well for you, stop changing it. Instead, work with another line and adapt that sales page to it.

The key part to adding value is to add value. The only rules that apply to this area are the ones which work and keep working for you – not someone else - you.

Surveys and Searching for Keywords

This section is a short introduction to how you need to find out what your prospective customers actually need and want. You know what solution you offer – how your list perceives that solution is in their mind, and should reflect in the keywords you use in your copy. These ideas they have also influence the look and substance of your solution...

Surveys are the key to sales

Don't Guess What Viewers and Customers Want

When you do a simple survey, you don't have to guess what people are interested in - or why they bought your product - they will tell you.

You can even do surveys before you write an ebook or special report in an area - if you ask a hundred viewers what they most want help with, you'll get a pretty good idea. Take the most replies and write around those common answers.

Another use for surveys is to narrow down general areas. "A lot of people tell me that they would like some more information about _____. What can you tell me is top of your list in this area? -or- What in _____ would you like most to get more informaton on?"

You can do surveys at any time - expecially if you offer a free bonus for doing the survey. They click on the link, fill out the survey, click on submit and get the page with the link to the free bonus. Ethical bribe, works again.

One use for forums is to type in the keyword you are going to use and then add “forum” after it – which will give you top forums for that key word. Of course, that opens you up into the whole world of forums. Checking what is most popular will give you an idea of what they are recommending to each other – and ideas for products you can offer to this area.

You can also type your niche area into a search engine and add "forum" - this brings up the live areas about people talking to your particular niche. Great for homework. While you can sign up for these forums and participate - I think you can get everything by study. I personally don't have a great deal of time to contribute to forums, but will spend research time studying them.

The idea of participating in forums is to establish yourself as a credible expert and also to get your links out to these forum users. Time is money. And you have to love what you do - if it feels like work, then you may have gone down a wrong alley on your path to your fortune.

You can survey for keywords by typing "top keyword searches" into Google and Yahoo. Google Trends has the ability to search multiple terms at once - so you compare top words

One caveat - you are looking for long term, high-ranking terms you can use profitably. While some search terms rise and fall in the rankings, others are consistent. When you are looking for key words to pepper your text with, you are looking for words that rank high consistently - so people will find your pages when searching for that combination of terms.

So those sites on MSN and Yahoo which only talk about the top end of their search histories are feeding you nothing but fads. Google Trends, on the other hand, gives you graphs which cover several years, so you can see how a certain word or phrase has performed over a longer view.

In this case, we want to use the Bell Curve/Long Tail to attract the bulk of the people to your stuff through the search engines. You are

starting at the low end of these two graphs as a new entrant. You want to rapidly move up the slope to gain more financial viability - meaning, you make more money with more eyeballs on you. So you use words and terms people associate with what your product is.

For instance, the three top subjects everyone talks about are health, wealth, and success, right? Yes, but they search for them as health, money, and power - these synonyms rank higher and so will give you more search engine eyeballs.

Reversely, if you are really into celebrities and current events, (and you're really fast) you can get products out and promote them using the top search terms (like Britney Spears) which are pretty consistent. However, you also have overhead in dealing with copyright, trademark, and defamation suits (remember anyone who tried to profit off Elvis?) - but fan sites which are devoted to artists can sell some stuff (probably not likenesses - unless you took the picture)

Remember, what you produce has to add value to this culture (or to a few peoples' lives) in order to have exchange value - that someone will pay you for. So unless you have something valuable to give to someone about Pamela Anderson, Britney Spears, or Carmen Electra, your product might not sell. On the other hand, it might - given the extreme amount of eyeballs which continue to be fascinated with certain celebs.

In making optimal use of your mailing list, you need to survey your viewers and subscribers for what they need and want. In his "Instant List Profits", Fabio Marciano lays this out in some detail:

Survey Says? Conducting marketing surveys

Marketing surveys are invaluable tools for discovering precise, targeted information about your intended audience. This method is so important, there are several companies that have made a business of providing marketing surveys to other businesses for a fee. The good news is, you can perform marketing surveys yourself without paying a dime and still get great results.

Ideally, you would institute a marketing survey after you've built an opt-in list (covered in a later chapter). But you can start mining your market for information even before you have your product ready. Groups and forums are good places to start; or you can set up a free mini-site just for your survey. You can even enlist friends and family to help you out by filling out surveys.

Constructing Your Survey

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

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

A well-designed survey will impress your customers – and that means more sales.

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

Two basic ways to conduct a survey

1) Send an email and (hand) count the replies.

Advantages of this is that it is virtually no cost. You are already paying for the Internet connection, whether you use it or not. You could also put these emails on an autoresponder which people can opt-in to receive.

You can put a link to that on your website or in your bio section of your articles. Some suggest posting that link on news groups or bulletin boards, providing its ok with the moderators.

Disadvantages are that you are hand-counting all the replies and sometimes the replies are slow in coming, especially if you don't already have an established list. (Robert Allen sent his surveys out to his established list, which took over 9 months to build.)

2) Use a Service or Software

If you install a script on your site (many are available), you can build the questions right into the survey and it automatically tabulates them for you. Disadvantage is that you have to set it up yourself, plus the learning curve to get it up and running.

However, once you get this set up, you can make more surveys to your heart's content. Every single page can have surveys on it if you want (and if it's appropriate).

All your thank you pages should have a survey to find out what people most expect to find in your book - the reason they bought it. Corey Rudl wrote a great book with all sorts of stuff on cars and changed his marketing once he found 70 percent of them bought it to find out

how to buy a car at \$50 above dealer cost. That really skyrocketed his sales.

Or you can subscribe to a survey company which will do it for you. Disadvantage is additional cost. Again, if you subscribe to their site, you can make as many surveys as they allow - or you can afford.

One caveat

People have become survey-savvy. They can get into a frame of mind where they will answer what they think you want as opposed to their honest initial response.

One “focus group” in California, after being shown a commercial, actually gave the producers advice on how to improve the production value of the commercial – far beyond what was requested of them. The audience had become professional critics – not an audience.

That’s why surveying people who trust you – your mail list, particularly those who have purchased from you – will probably give you better results.

Using surveys to write a bestselling ebook - the Magic Formula.

- 1) Ask whole lot of people what they're interested in learning or doing.
- 2) Then find out how interested they are. Choose the subject they have a burning desire to learn.
- 3) After that, you find out how much they want to pay.
- 4) Then write it and offer those same people first shot.

Top Search Terms Tools

Some of those I'd recommend:

Google Trends - compare words against each other and look for escalating spikes (waves you can ride if you get on early).

Lycos 50 (<http://50.lycos.com>) - gives top 50 search terms, but also how many weeks they've been on top. Like "poker", "myspace", and "spyware" have 384 weeks in the top 50 (at this writing), so books on poker would be a likely prospect, if you're interested.

Squizzer (<http://www.squizzer.com>) - filtered search results to appeal to (and serve) search engine optimizers and such (like us hard-core top search term fanatics).

Google Adwords (<http://adwords.google.com/select/KeywordToolExternal>) - this can search for keywords which others are using to advertize with, so you can find what keywords are associated with your (or a "competitor's" site) - or just search for keywords in general. Also, try using them against each other. If you already have a site, have Google figure out it's keywords, then check out those keywords for variation. A few hours at this and you should have a good set of synonyms and phrases to work with in your copywriting.

Looks like Google Adwords replaced the old Overture Inventory (<http://inventory.overture.com>) tool, which Yahoo isn't maintaining since they bought the company - at least at this writing.

GoDaddy.com (<http://www.godaddy.com>) - when you have your search terms, keywords, and results you can use GoDaddy to figure

out what to name your website (or get an additional domain name just for that product). I get my domain names from them just because of this function.

What I wouldn't recommend - any site or subscription which only gives you the recent top placements. Unless you are chasing the rainbow of current fads (which some do successfully), then these terms won't be of much use in titling your website or book/product. (Some are Yahoo Buzz, MSN, anything that deals only in fads, aka: "popular culture".)

We are looking for something that you set up once, test and tweak, and then pretty much leave alone to generate income. So we are looking for long term key phrases which you can continue to write articles with - and will continue to rank high on search engines.

While you could write articles with "MySpace", "Britney", and "Carmen" as keywords - you also have to be willing to have these links be temporary sources of income.

The articles you want people to save and to share with friends should contain real, timeless, valuable data. Fads are fads - like the hem length of togas in Greece, they change and expire with age. If you chase fads, you will be working hard to keep up. If you create timeless products and market them, you will be creating a long-term income source which won't fall out of favor - with a little help from you (but note the word "little").

Find your top article directories by typing in "top article directories." I've included some of the most recent (at this writing) lists with the kits this book comes with. But you can find them for yourself. There are even sites which do nothing but track these.

Once you have your top article directories, then search in those directories for the most popular areas and the most popular authors, and most popular articles. This will give you ideas for products, niches, and more information about the products and bonuses you are offering.

Narrow your prospect list to increase sales.

After you do your first survey, or as part of that first one, you can ask if they are interested in buying an ebook or special report on the problem area they just told you about.

Whoever answers to "Yes! I would be interested in buying an ebook on _____ in the next six months" goes into the short list of who is contacted for this product.

There are emotional reasons this works. First, you show you are interested in their opinion. You are showing that you actually care about them instead of sending them spam to buy your next product. This improves the relationship and your credibility.

Second, a simple survey plants a seed in the minds of your prospective buyers. They'll start wondering what you're up to, what information is going to be in it, will it be as good as your other books, when will it come out, how much will it cost, etc.

They will actually start anticipating your book coming out. This is especially key when you start sending follow-up surveys to narrow your information to what the respondents actually want.

You might even get people emailing you to find out when and where they can buy your book, when you haven't even started writing yet! You're creating demand ahead of production - rather than trying to elicit sales based on a book they may not have wanted to begin with.

Make sure your questions ask what you want

The main reason political polls fail is that by asking questions different ways, you get different results.

You don't have to fall into this trap yourself - if you know about it. You must ask questions in a way that give you the answers you need, not the answers you want to hear!

You want to ask questions that actually extract your audience's actual opinions, wants and needs. You also want their emotional response if you can get it.

Yes or no questions get one or the other. Simple, isn't it?

If you ask, "Would you like to get rich?" - you'll get the bulk of the people answering yes. However, you still don't know what kind of book to write about getting rich. There are tons of books already out there on getting rich - and you didn't ask if they would even buy it if you wrote it!

Don't try to get all your answers in one set of questions.

Surveys are a narrow-down piece of work. First, you want to find out which of your email database would answer a survey question. Then, out of these, you want to find out which one's would buy a product from you. Next would be finding what type of problem they have (determines what solution you give them). Then you need to know from them what format they would like it in, how long, what price, etc.

Robert G. Allen gives an in-depth, detailed story of the survey questions he used to make over \$100,000 in 24 hours, in his second, fourth, and fifth chapter of his book. In only 5 email surveys, he

discovered what to offer, in what format, and for how much. His starting subject line: "Making massive amounts of money on the Net". Along with the surveys, he used a great deal of sales techniques which he explains in his book. But by the end of 5 emails over 14 days, he whetted his audience's appetite to a feeding frenzy. (You'll find data on his book, "Multiple Streams of Internet Income" in the bibliography.)

There are three things necessary in all surveys:

1) Give clear, step by step instructions.

A recurring response in surveys is that people like clear instructions, they like to be lead by the hand.

2) Keep your surveys short, no more than 8-10 questions, and probably better would be 5 or 6.

Your time, like theirs, is valuable. And there is nothing more annoying than page after page of questions.

3) Give a gift (bribe) for completing the survey.

People are busy. They are giving you their valuable time. Repaying them for their effort is only fair. And that act builds on your relationship and credibility.

Surveys should be no more than 8-10 questions, preferably somewhere around 5 or 6 questions.

Generally, there are five types of questions. They are:

1. Multiple Choice

2. "Yes / No" - "True / False"

3. "If so, how much"

4. Select all that apply

5. Open feedback

Others may take issue with this, but we are asking a simple, quick survey - not trying to read their fortune.

Multiple Choice

Multiple Choice questions help you to narrow down what people are interested in.

In writing a book, you have a choice of subjects - and later on, you have a choice of titles.

Put those 4, 5, or 6 titles or subjects on a survey and ask them "Which one of these would you be most likely to purchase in the next six months?" If they can only choose one answer, this requires people to choose the one subject/title that really interests them the most.

"Yes / No" – "True / False" and "If so, how much?"

Questions that have only two possible answers are used to let the person tell you their preference between two choices. Such as: "Are you interested in buying a book about _____ in the next six months? Yes or No?"

However, this doesn't tell you HOW interested they are in an area. So a Yes/No question can be followed up with a multiple choice: "If you answered yes to the above questions, how interested are you? Very Interested, Interested, Somewhat Interested, Barely Interested?"

Now you know how strong the interest is. If 90 percent of the people who answered "yes" are also "very interested", then you know you are on the right track - and have a hot potential sales area.

Select All That Apply

These are great for very quickly finding groups of subjects that interest your target audience, or to find how to describe something. The viewer simply checks off what they feel apply to them, out of a long (but not too long) list.

Feedback questions

These free form questions can give you incredible results in just a few words. Again, phrase your question carefully - or not. You can ask, "Is there anything on the subject of _____ you would really like to know about?" Or you could ask, "What subject would you like to buy a book about?"

Additional articles from the files of an Online Millionaire Plan

In compiling the data for this book, I've also accumulated many articles about the various subjects dealing with Internet Marketing. In each section, I'll reproduce many of these that are relevant to what we are attempting. These below are simple basics for use in your own travels toward your Millionaire goals.

Building a Brand Name Online

A brand name is a name that is easily recognized by a large segment of a target market. In actuality, brand name products aren't necessarily better than non-brand name items, but due to greater familiarity, brand name items are perceived to be better and have more credibility. The result is more sales.

The process of creating a brand name, also referred to as "branding," boils down to persistently reaching your target market so that your products, services, and/or company become etched ("branded") into the minds of a significant portion of your prospects.

Yes, you can use the Internet to build brand name recognition for yourself, your company, and your products and services, within your target market. You can do so online by:

- ✓ Focusing on benefits (fulfillment of the wants and needs of your target market) in your branding campaigns.
- ✓ Persistent contact with your market, through a variety of different means.
- ✓ Persistent use of various elements in your marketing that you want to become branded: your personal name, company name, logo, business slogan, domain name, email address, business strategies and concepts, etc.

Persistence also means not changing identities. Once you choose a good domain name, email address, slogan, logo, screen name, or other element that you want branded in the minds of your market, stick with them.

Targeting Is a Key To Success

"Targeting" is a very big key to your success on the Internet.

If you offer the right product to the right audience, you will get orders. It's that simple! The fact is that if you have a decent product to sell, you don't have to use a lot of gimmicks to sell it. All you need is to write a strong sales letter that shows the benefits to the potential customer (which makes them want to order) and then get it out to the audience that wants to buy your product — that is the formula for success! There are two major mistakes that people make when targeting.

First, many people want to serve everyone all of the time. The problem is that they are letting 20% of their prospects take up all their time. In other words, 80% of your customers will come very easily, but there will be a small percentage that you will have to work for or will require a lot of customer service (that is just business). For example, if 20% of your customers are overseas, don't speak English, and have different cultural backgrounds you will need a different approach. You can maximize your potential if you cater to these customers by offering websites and sales messages in different languages, or special incentives or options for foreign orders.

Be creative but don't compromise your efficiency by doing so. It may be the case that these overseas customers require a lot more correspondence to close a sale. They may not feel comfortable buying overseas or they may be more demanding of your time because of long distance customer service or technical problems once the product is received. This can take up a horrendous amount of time and effort.

Concentrate your efforts on the majority of your client base. I would rather work 1 hour a day and make \$100,000 a year instead of working eight hours a day to make \$120,000 a year. Know when to cut your losses!

And don't think your product is suited for everyone in a certain industry. This is the most common and biggest mistake you can make when targeting. It is better to find a niche market and dominate it than trying to market your product to a wide range of people.

In other words if 80% of your client base is American males between the age of 25 and 40 who have an interest in home computing... this should be your target market, not every single human being on the earth is interested in home computing!

It is absolutely critical to have a real target market. It is very easy to lose sight when you are consumed with your own business and products. Thinking that your product applies to everybody or a huge segment of people (otherwise known as "you can't see the trees for the forest") can be costly. You have to define one or a few small target markets that will bring in the majority of your sales.

On that note, make sure to survey your customers to find out why they really bought your product; don't just plan based on why "you think" they might have bought. I cannot emphasize the importance of this — you could find out you have an entire market you were neglecting with huge profit potential.

There is no excuse for not doing this. With the Internet it is incredibly easy to send your customers an email message with the survey attached. Remember, it is the "quality of leads" not the "quantity of leads" that will bring in sales. For example, it will be easy to get 3000 people to request information from an autoresponder when you have a

huge market with no targeted audience. But from this you'll probably get zero orders.

With the same sales letter, a targeted market that requested the information, and only 150 leads, you could generate 6 or 8 orders. You have to qualify them as quality customers and market your product to the proper target audience.

The moral of the story is to watch what your competitors offer and see if you can get an advantage over them (i.e. faster service/delivery, on-site repairs, installation, longer guarantee, free gifts, more personal attention, superior quality, better trained / more knowledgeable employees, gift wrapping, and so on).

And then use that as your main benefit to your clients. And of course, don't ever "bad-mouth" your competition. This is not only bad business etiquette, but it will haunt you later as it dramatically decreases your credibility in the long run. You are free to compare features and benefits and show why you have the better value, but don't "slam" your competition. It makes you look very unprofessional and unethical. If you truly have a better product than the competition, with the right sales letter, the customer will know it.

Miscellaneous Tips for Making And Saving You Money

Your online marketing battle will include a number of different methods in different areas of the Internet. You may have a website, use an auto responder, post classified ads, post articles, place banner advertisements, sponsor lists and newsletters, distribute press releases, and much more. When you start out, it is critical you focus on one and promote it to its fullest extent before moving to the next.

It is better to slowly become profitable by focusing on every issue one at a time, rather than being barely profitable because you are attacking all the issues half-heartedly.

Think about different angles on how to make it easier for your target market to learn about what you have to offer. An interesting example of this is the fact that the NY Times increased its type size and spacing in editorials to increase reading ease among aging baby boomers.

If a customer returns a product, you should process the refund as soon as possible. Don't get upset or disappointed because returns are going to happen. It could happen a lot, or it could only happen a few times a year... but you are guaranteed that it will. By offering a prompt refund in a courteous manner along with a nice discount on future orders, you can turn a refund into another sale.

If you don't have a fax machine, get one. Today is an "instant" society. It is an absolute necessity to have a dedicated fax line when running an online business (you can combine your fax and modem lines if you choose). The worst-case scenario is to buy a fax machine through the classified ads, but having a fax machine is an absolute must if you are planning to start any business.

One of the best ways that I have found to make a client feel special is to send a thank-you card and a little bonus with their order. Depending on the price of what you're selling, this bonus could be as simple as a short informative report (on a subject matter they would be interested in), or as extravagant as a few free goodies. Customers remember this and can become very loyal to your company.

Without a doubt, hire a bookkeeper to do your books every month. A local chartered accountant can charge big money, but a bookkeeper will charge you less than \$50/month. It is not worth your time to learn complex accounting procedures when you can get it done by someone else so inexpensively.

When you see the income statement and balance sheet every month you will be surprised where you are really spending and making your money.

Voice mail is a must in today's society, although many people are still reluctant to leave messages. If used properly, a cellular phone can be the small businessman's best friend. When you are out of the office, you can have your calls forwarded to the cell phone instead of sending them to "voice mail hell".

This way, you don't lose any clients by hang-ups on voice mail because you are always there to answer their calls.

Business Success Tips

Increase your telephone voice energy level by smiling with your face so that it shows in your voice. Even visualize the person on the other end and get used to using a mirror.

Examples why businesses fail:

1. Poor service: being put on hold, "voice mail hell"; failure to reply quickly to calls and email, customers can't get help for orders or problems, turnover time to fill orders takes too long; impatient or rude behavior on the phone or in email, and/or poor quality of product or service.

2. Poor inventory control: popular items out of stock, poor variety of merchandise, and/or too much capital tied up in inventory.

3. Poor advertising: shotgun or non-targeted approach, advertising budget not based on sales or profits, advertising and sales not tracked, and/or failure to see where your advertising dollar is or is not working.

It's critical that you stand out in the market place. You must position yourself as unique and sell something that no one else offers. If your product or service has a lot of competition, make sure that yours has some sort of extra value and is more beneficial to the potential client than the competition.

Your online business may be operational for months or weeks before you're ready to promote it. When you are ready, hold a grand opening by announcing special discounts or giveaways to the first 500-1000 visitors. Create a sense of urgency. You should make these announcements in the appropriate discussion groups, forums, newsgroups, classified ads, etc.

Finding Hot Selling Products to Sell

In order to locate products that sell online, we need to understand what people already want to buy. Finding a good choice of idea or product is always accompanied by interfacing the demand for the product in the current market and the level of competition or market share that the product will be having in the long run.

“What should I sell? What products are hot selling? These are the questions most people are trying to find an answer in order for them to make the definite decision. And if we really want to know the answer to this question, our only choice is to do some research. There are all kinds of twists along the road that may lead you to think you have a high-demand idea. We must be able to understand and satisfy the need, wants and expectations of our customers on a certain product that they’re trying to buy. This three are called the basic needs or minimum requirements in a purchase. Needs are the basic reasons or the minimum requirements consumers are looking for in a product or service. They are called the qualifying or “gatekeeper” dimensions in a purchase. Wants are the determining dimensions among many choices. Expectations, on the other hand, are values or intangibles associated with a product or service. Expectations are actually part of “wants” but they become extremely important when products or services are not differentiated.

For example, in reading a logic book, university students look for the following: Relevant logic concepts use of simple language, easy to understand and affordable prices. These similar ideas can be applied to Internet Sales as well. After all, the Internet is just another place to sell products. The basic concept of demand is the same there as it is anywhere else, and has been all the time.

Now, the second thing that must be considered in finding “hot” products to sell are the level of competition or the market shares do your product will have. Market share or level of competition means the ratio

of your brand sales versus the total market sales. While companies would naturally define its target competitors, it is actually the consumers who ultimately decide the competitive frame, or the list related products or services that consumers consider when exercising their purchasing power. We must therefore choose the market segment where we can have a potential leadership or at least a strong challenger role. Because the overriding objective of getting into this business is not just to satisfy the needs and wants of our customers but to do so profitably better than his competition. Otherwise, our competition will end up satisfying the customers better than our own interest.

Third factor to be considered in finding hot selling products is finding out the general interest level about the product. General interest in a product helps us to gauge where our demand and competition numbers fall into the big picture. Simply saying, if there isn't much demand for the product, and there isn't much competition, it would seem that it might not be good a good put up for sale. But the research doesn't stop here; there is one last thing to be considered to exactly find the hot selling products that you've been looking for. We must also learn how others are advertising those products. If there are a good number of them doing so, it may mean that it's a good product to get into. Coming to the last phase of the process is analyzing and evaluating all the information that has been collected. We have to look at all of the data we have collected on demand, competition, and advertising, and make decision as how they all balance out.

And here are several factors or aspects that must be measured: (a) not enough demand means not enough people are going to buy (b) too much competition means not enough of a profit to go around (c) too much advertising drives up the price of pay per click ads, and competition as well (d) not enough general interest, combined with low demand, means there may not be a good market even if there is competition trying to make the sales.

How To Monetize Your Traffic So You Get The Most Out Of It

Establishing your own E-commerce site is not like what it used to be. There are thousands of competition that is all too willing to get a bigger share of the pie. Every scheme and method you can find to augment your sales would be very beneficial.

We have got to admit to ourselves. Most of us are into it for the money. We are not going to waste our time and effort just for the fun of it. Many sites would not wait until hell freezes over just to see their profits. While there are some who takes things lightly there are always those who would rather see profit any given day.

It is common knowledge that without traffic we have no business. Like any business, without any customers you don't get sales. Traffic represents all the people that gets a chance to see what you have to offer. The more people who see your products the more people there would be to buy them.

Nobody puts up an E-commerce site that doesn't expect profit. We have a startup capital that needs to be regained. With a consistent traffic, we at least have a fighting chance to achieve that probability. Monetizing your traffic would optimize your chances of making the best out of it.

Making Money out of your Traffic

The best and most proven method of making a profit out of your traffic is using advertising. The internet generates hundreds of thousands upon hundred of thousands of traffic everyday. Most of them are searching for something. While some are just looking for information there is also a good percentage that is looking for something that they need.

The internet has proven to be a very reliable source in finding what was deemed to be a very unsearchable product. The internet has made the world a smaller place; you can advertise a product from the depths of Istanbul and still find a buyer from the center of Philadelphia.

Generating traffic is not an easy task. You have to contend with a great number of sites to generate a good number of traffic flow. But if done successfully this could open up a Pandora's Box of possibilities. One of the benefits is monetizing your traffic flow.

So, to get to the core of it the more traffic you generate the more likely you are considered as a desirable, desirable, in a sense that a good traffic flowing site is easily convertible to profit. Basically traffic equals profit. Advertising is the name of the game; with the good advertising scheme you can use your traffic flow to your advantage.

When you have good traffic you have a good number of potential customers, customers that are willing to pour money into your coffers. Other than that these are also traffic that can be redirected to sponsored links that are willing to pay you for a sizeable portion of the traffic that you have generated.

This scheme is called "pay-per-click". With every click a visitor of your site makes on an advertised link you will be paid. The more traffic you generate and the more clicks that happens would spell to more profits.

Affiliate Programs

Another method of monetizing your traffic are affiliate programs. You can link up with other tried and tested sites and online companies and monetize your traffic by having a percentage of sales generated by traffic coming from your site.

The basic idea is, traffic generated from your site will go to another site that can offer a product that you do not carry. Many programs can keep track and make records of transactions that was made possible because of site linkage.

When purchases are made by customers that was led by your site to their site you get a percentage of that sale. Affiliate programs would give you the benefit of monetizing your traffic without the actual need of carrying or promoting a certain product.

There are so many ways and methods to monetize your traffic. All it takes is a bit of hard work and the desire to successfully launch a profit-earning site. The Internet is a veritable source of information, many tips and guides are offered everywhere in how to monetize your traffic and make your site a good profit earner.

How To Generate Traffic Using Only Free Methods

Putting up a company would of course require a lot of things, to get straight to the point, you need a capital. To make money requires money as well. But of course, with the versatility the Internet offers, there are many ways you could find that could help optimize the potential of your site or business in generating traffic.

While there are ways to jump-start your traffic flows, many sites don't have the resources that others have to generate more traffic for your site. Well, you don't have to spend a cent; all you need is the proper mindset and a lot of eagerness. You also must have the drive and perseverance to do hard work and research to generate more traffic for your site.

How sweet it is to have more traffic for your site without spending a single cent. Now it's a sure thing that many sites have articles that offer tips and guidelines in how to generate traffic using only free methods. Because it is possible, you don't need to spend a single cent, it may take time, to say honestly, I'm not going to beat around the bush with you. You get better chances by paying for your advertisements, but at least you get a fighting chance with some of these free methods I'm about to tell you.

Take advantage of online forums and online communities. The great thing about forums and online communities is that you can target a certain group that fits the certain demographic that you are looking for. You can discuss about lots of things about the niche that you represent or offer. Another great advantage is that you know what you are getting into and you will be prepared.

With online communities and forums you can build a reputation for your company. Show them what you are made of and wow them with your range of expertise about the subject, with that you can build a reputation and build trust with the people in your expertise and knowledge.

You can also make use of newsletters. Provide people with a catalog of your products and interesting and entertaining articles. If you make it really interesting and entertaining, more people will sign up for your newsletter and recommend it to other people. The more people who signs up for your newsletter, the more people there will be that will go to your site increasing your traffic.

Another great idea is trading links with other sites. You don't have to spend a cent. All you have to do is reach an agreement with another webmaster. With exchanging links, the efforts both sites do will benefit both sites. Every traffic that goes to the site could potentially click on the link of your site and visit your site as well. This works well especially when both sites feature the same niche.

Write articles that could pique the attention of people that have interest in your product. Try writing articles that will provide tips and guides to other aficionados. Writing articles that provide good service and knowledge to other people would provide the necessary mileage your traffic flow needs.

Many sites offer free submission and posting of your articles. When people find interest in your articles they have a good chance of following the track by finding out where the article originated. Include a link or a brief description of your company with the article and there's a great probability that they will go to your site.

Write good content for your site. Many search engines track down the keywords and keyword phrases your site uses and how they are used. It is not a requirement that a content should be done by a professional content writer. You could do your on but you have to make content for your site that is entertaining as well as informational. It should provide certain requirements as well as great quality.

Generally, Internet users use search engines to find what they are looking for. Search engines in return use keyword searching in aiding their search results. With the right keywords, you could get high rankings in search engine results without the costs.

All of these methods and more will drive more traffic to your site for free. All it takes is a bit of effort and extended man hours. Learn all you can about the methods depicted here and you will soon have a site with a great traffic flow without the usual costs that come with it.

The Key to a Better Life

Time management is basically about being focused. The Pareto Principle also known as the '80:20 Rule' states that 80% of efforts that are not time managed or unfocused generates only 20% of the desired output. However, 80% of the desired output can be generated using only 20% of a well time managed effort. Although the ratio '80:20' is only arbitrary, it is used to put emphasis on how much is lost or how much can be gained with time management.

Some people view time management as a list of rules that involves scheduling of appointments, goal settings, thorough planning, creating things to do lists and prioritizing. These are the core basics of time management that should be understood to develop an efficient personal time management skill. These basic skills can be fine tuned further to include the finer points of each skill that can give you that extra reserve to make the results you desire.

But there is more skills involved in time management than the core basics. Skills such as decision making, inherent abilities such as emotional intelligence and critical thinking are also essential to your personal growth.

Personal time management involves everything you do. No matter how big and no matter how small, everything counts. Each new knowledge you acquire, each new advice you consider, each new skill you develop should be taken into consideration.

Having a balanced life-style should be the key result in having personal time management. This is the main aspect that many practitioners of personal time management fail to grasp.

Time management is about getting results, not about being busy.

The six areas that personal time management seeks to improve in anyone's life are physical, intellectual, social, career, emotional and spiritual.

The **physical aspect** involves having a healthy body, less stress and fatigue.

The **intellectual aspect** involves learning and other mental growth activities.

The **social aspect** involves developing personal or intimate relations and being an active contributor to society.

The **career aspect** involves school and work.

The **emotional aspect** involves appropriate feelings and desires and manifesting them.

The **spiritual aspect** involves a personal quest for meaning.

Thoroughly planning and having a set of things to do list for each of the key areas may not be very practical, but determining which area in your life is not being given enough attention is part of time management. Each area creates the whole you, if you are ignoring one area then you are ignoring an important part of yourself.

Personal time management should not be so daunting a task. It is a very sensible and reasonable approach in solving problems big or small.

A great way of learning time management and improving your personal life is to follow several basic activities.

One of them is to review your goals whether it be immediate or long-term goals often.

A way to do this is to keep a list that is always accessible to you.

Always determine which task is necessary or not necessary in achieving your goals and which activities are helping you maintain a balanced life style.

Each and everyone of us has a peak time and a time when we slow down, these are our natural cycles. We should be able to tell when to do the difficult tasks when we are the sharpest.

Learning to say "No". You actually see this advice often. Heed it even if it involves saying the word to family or friends.

Pat yourself at the back or just reward yourself in any manner for an effective time management result.

Try and get the cooperation from people around you who are actually benefiting from your efforts of time management.

Don't procrastinate. Attend to necessary things immediately.

Have a positive attitude and set yourself up for success. But be realistic in your approach in achieving your goals.

Have a record or journal of all your activities. This will help you get things in their proper perspective.

These are the few steps you initially take in becoming a well rounded individual.

As the say personal time management is the art and science of building a better life.

From the moment you integrate into your life time management skills, you have opened several options that can provide a broad spectrum of solutions to your personal growth. It also creates more doors for opportunities to knock on.

Free Website Promotion...Why Not?

Can you ever avail of free website promotion? Is that even feasible?

Of course yes! Nowadays, your baby website can amass huge traffic in no time thanks to free website promotion.

How does this free website promotion go anyway? What are things to be done?

1. Enlist your website.

Look for the hottest Internet directories and enlist your site there. This is the easiest and most effective free website promotion tactic. Start with this step and the rest of the good things will follow.

Just don't forget to prep your website and make it all spruced up for a higher chance to get accepted in your directory of choice.

2. Know your forums.

One reason why forums are created is for free website promotion for everyone. Log in, post actively, let them know about your site in every post and you attract instant visitors right there.

3. Write a press release.

Release your writing prowess and start up a press release that advertises your site! This is a free website promotion tactic that you can

do anytime. Type a brief paragraph or two and email it to your friends, colleagues, internet e-zines, newspapers and other media and massive traffic will come to you pronto!

4. Be friendly online.

Free website promotion means you need to be friendly to other webmasters. Why, you ask? So they can link you immediately! Establish contacts and never tire of link requests and exchanges.

5. Write an article.

Say, your website is about your travel agency. Write an article about the perks of traveling or the hottest travel spots in the world. On the concluding paragraph, mention your website in passing. This article works as an advertorial and doubles as a free website promotion approach.

6. Just let the whole world know about your site.

What is free website promotion without the word of mouth? Insert your website, its URL and features in daily conversations and let the good news spread from one mouth to another!

7. Take up a free website promotion course online.

Yes, there are free website promotion tutorials. But don't you know that you can actually take a free website promotion course that can help you out further? Part of the free website promotion program is signing up for newsletters.

When you make a website, you need not pay anything to promote it. You just read it -- there is such a thing as free website promotion!

Three Traffic Tactics that won't Cost You a Cent

Are you constantly banging your head in frustration on not receiving all the internet traffic you would like to get to your web site? Are you tormented from information overload listening to all the latest free website traffic tactics and not being able to understand any of it? Are you dejected of people trying day and night to harassing you to max out your credit card and get loans for Google clicks, and in the process loose your credit score? Are you stupefied by the way your website just dropped out of the Google search results? Or are you just too broke and all you have to rely on is getting some free website traffic tactics?

You can employ website traffic tactics without spending dime. However, knowing how is the real deal. Here's the score:

1. Link it

Of all the effective website traffic tactics that can get you best results, linking to and from other websites is the one of the most widely-used method. Just make sure that the Internet business you are exchanging links with is relatively if not utterly related to your own business. And of course, don't overkill as this might ban you from search engines.

2. Meet Meta Tags

Another way of to acquire your desired traffic for your website is through having your Meta tags contain usually used keywords that target your business. Meta tags help search engines in describing your web page. If you're quite adept with the HTML aspect of your web pages, manipulating your meta tags would be a breeze.

3. Keyword-rich AND sensible content

Writing or acquiring articles that provide solid information regarding your business is one of the best ways. Making use of free keyword suggestion tools such as Overture will help you on which keyword or phrases to work on to better lead more traffic to your website. Making these write-ups very readable and genuinely informative will make you many repeat visitors to subsequently become repeat clients.

Submitting these articles to various article directory listings will provide more visibility for your business as long as you keep your resource box in tact to create for yourself numerous back links.

These methods, if employed properly, will not only make your web site popular but will make you achieve your most desirable result - higher conversion rate.

Best Internet Marketing Solutions Without Overspending

The Internet has made this world an open enterprise. It has become important for companies to further expand their market and their consumer targets. Engaging to Internet Marketing maybe a risk for people who wish to be involved with this type of business.

Ensure that most of your target consumers will surely acquire your product. Consider the best products which will definitely capture their interests and needs. This means that you need to identify specifically who these people are, their location and financial level in the society. Have a marketing knowledge and skill to achieve your goal in the field of Internet marketing.

At the present, you can use varied Internet marketing solutions that are being offered by companies which can be your tool for support to your consumers. This solution maybe email marketing, search engine optimization or creating web pages or sites. Since you need to maximize your return profit, you need to choose Internet marketing solutions that will help you achieve this. These marketing techniques will not cost much since they are very self-explanatory, thus, learned easily.

Email marketing is a common Internet marketing solution. This is a cost effective way of communicating and interacting to your consumers, driving them to visit your website and check out your products. It may be in a way of marketing articles, leading them to forums or newsletters. A newsletter has an advantage of expanding your consumers as more and more sign up on it until you can have a bulk list of emails.

Another great Internet marketing solution is through websites. This is a good promotion strategy to employ since you can display all the necessary information for your target consumers. The website should

capture their interest and be complete since every transaction, from inquiry to payments may take place. All correspondence that will be done online must be well-facilitated by the features of your website.

Another Internet marketing solution is search engine optimization. This is a type of service for your website that you can make use of in order to raise the number of visitors to your site. Once a consumer uses a search engine, your website will rank high in the list of searches which in return will increase your site's traffic.

Considering these Internet marketing solutions, there are different companies offering software products containing one or all of these solutions. It would be a great opportunity to try one of these which will match your financial capability and expected return profit.

Make it Viral

Provide information readers can act on or that stimulates reaction – forwarding it to friends and peers, stimulating purchases or requests for additional information. Make it easy for readers to forward articles and information to peers and friends. Provide a “Forward to a Friend” link that enables readers to forward the Newsletter with a personalized note.

Search

Make it easy to find articles of interest and back issues. Provide a table of contents and links to articles within the newsletter and to resources and past articles on your site.

Personalize

At minimum address the reader by name. The most successful newsletters have a human being associated with them...and a personality. If possible, your Newsletter should be “written by a person” at your company...not the company.

Dumb It Down

Not everyone has the vocabulary that you and editors do. Use words that are easy-to-understand, and if you do use technical terms, provide a definition that people can relate to. There is nothing more frustrating than a definition that makes less sense than the word itself.

Summary

Now you've been brushed by the basics. While I've been months in compiling all this data and years in learning by hard knocks – just enough to know what to include and what to leave out – there could probably be tons more data that is useful and which isn't here.

We have started from the idea of having no money and an Internet connection.

I haven't told you yet, other than in broad strokes, how we will proceed.

It's been important to get our feet wet before we stride out into the deeper parts and start to swim.

Right now, there are at least seven more parts to this book. The next section takes up creating a list and writing articles to invite subscribers to it. There is so much data there that it may become several sections on its own – or I'll cut out the dross and keep it stupidly simple (like I've told you already).

But this section, by itself, gets you head and shoulders above a lot of people starting out with more than we have.

The trick is to review it regularly and study it for differences in what you are doing and what I've suggested you do. Not that I'm a world expert – you will find more shortcuts and better ways as you dive into this world of Internet Marketing. That I can guarantee.

And don't forget to study and restudy Hill, Wattles, and Nightingale. There are a few more authors I could tell you about, but those are the best to start with. (And please visit my Lulu storefront if you do want some more ;)

But for now, I hope you are as excited as I am in getting started and getting this all off the ground.

To be honest, I have quite a bit of work to do in wrapping up this book. There are sections I don't have written other than in my head and on scraps of paper clipped together. And there is more testing to do to blaze this path. I just hope what I still have to do doesn't slow down getting this book out completely.

And after this book, there will be an on-line version, as well as a subscription course – replete with all sorts of great ebooks, MP3's, programs, and other's courses.

Some special bonuses will be some products with resell rights you can start pitching through your articles right away – after you've at least set up a web host and uploaded the sales page...

But that is getting ahead of where we are.

Next up: Building a list and inviting prospects to join it.

See you then.

Robert C. Worstell
<http://gothunkyoursself.com>

Additional Resources

The key resource you should look up is “Dotcomology” by Stone Evans. I’ve made this available with the original download and the newsletter from the “Online Millionaire Plan” site.

Get Robert G. Allen’s “Multiple Streams of Intenet Income”. Well worth any price you pay for it.

A top-end item is the course Corey Rudl created, “Insider Secrets to Marketing Your Business on the Internet”.

I also am compiling kits of various ebooks, programs, MP3’s and other tools, which I am linking to my Lulu storefront for this book.