

Secrets My Mom Never Told Me About Internet Marketing  
[www.jamesmaduk.com](http://www.jamesmaduk.com)

# Welcome!

## About the Author: Over 400 Multimedia E-Books!

James Maduk is an engaging and exciting platform speaker and entrepreneur who has developed, marketed and run multiple profitable online businesses for his clients and himself since 1996.

A prolific author, he has authored over 400 multimedia e-books. A frequent guest speaker at national conferences and seminars, he teaches small business owners and independent professionals how to start, build and grow their business online. You can find his articles and commentary in business magazines like Entrepreneur, Small Office/Home Office and Small Business.

James has more than 20 years of sales and marketing experience. His step-by-step approach covers every aspect of winning online. He is the author of numerous highly successful e-books and multimedia training sessions including: [Get Ranked First On Google](#), [Build My List](#), [52 Products in 52 Days](#), [Blogging Secrets](#), [Build My First Web Site](#), [Small Simple Steps](#), [Multimedia e-books](#), and the complete series of "[52 Secrets](#)".

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It's a known fact - the best salesperson is "sold" on what they sell. Learn about web marketing and experience how the powerful multimedia learning system included inside "Secrets My Mom Never Told Me" that sets it miles apart from other "me too" manuals. When you're ready you can take advantage of a unique opportunity. Because your personal endorsement is worth its weight in gold, all I'm asking you to do is forward a copy to your personal and business network.

If you have a web site, e-zine, or are part of an organization that could benefit from "Secrets My Mom Never Told Me" you can [earn up to 65% in commissions](#) just by letting others know about it. All you have to do is join my affiliate program.

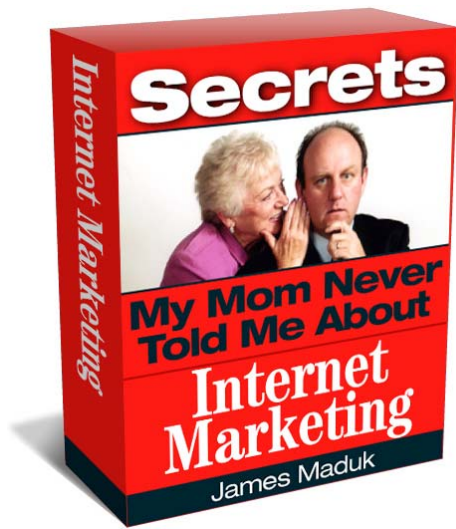
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Ian Traynor

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1. The Internet isn't static, why would this book be? I send out an updated version of the e-book each month. When you register you automatically get free updates.
2. I've included some special video gifts for you. When you register your copy, you get special access to [a 60 minute Virtual Seminar](#).

## ***Upgrade This Multimedia E-Book!***

**Upgrade this Multimedia e-book and Immediately Gain Access To An Additional 85 Hours of Step-by-Step Audio and Video Instruction!**

For a small monthly fee, you may choose to upgrade the “free” e-book. Throughout the book you will see tables in yellow that contain online links to a huge library of marketing videos, audio interviews and computer screen captures.

### **Videos - Introduction To Get Ranked First On Google**

 **ROLL VIDEO** : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** Watching this series of powerful videos is the most important thing you can do before you get started building your sites. Think about this for a second, you could spend hours, days, and weeks of hard work to build a fancy website, but without any traffic, you're dead in the water.

Following the steps I lay out over the next 4 hours of content you will be able to flood your sites with free traffic. Do the work once the right way.



A screenshot of a Windows-style dialog box titled "User Name and Password Required" with a red 'X' icon in the top right corner. The text inside says "Please enter your user name and password for this content:". Below this, there are labels for "Server:", "Server Message:", "User Name:", and "Password:". The "Server:" label is followed by the text "loki2.canadacast.ca". The "Server Message:" label is followed by the text "LOKI.ContentRealm". The "User Name:" and "Password:" labels are followed by empty text input fields. At the bottom of the dialog box, there are two buttons: "OK" and "Cancel".

A valid username and password is required to view the video training.

If you wish to watch the video portion of the book you can get the details by clicking the: **Buy Now!** - [Click Here To Create A Valid Username and Password](#) link at any time.

\*Read, listen and watch every video. Skipping over sections is the same as trying to bake a cake without using all of the ingredients.

**How To Get Full Value From The Multimedia E-Book :** If you are just starting out, wait until you have read through the entire book once. Doing so assures that some of the work that you do will not be a waste of your time and perhaps money. There are hundreds of options available to you when you start a web site and an early commitment to a single option will limit your choices when it comes time to profit.

1. Don't skip any of the steps.\*
2. Watch and listen to all of the multimedia sessions - that's where the meat is!
3. Do the work!

**What you need to view the video training sessions:**



"Secrets My Mom Never Told Me About Internet Marketing" is really a "Multimedia E-book". When you start the first page, you'll know what I mean. You need a copy of Real Player for Windows to listen to each of the lessons. To see if you have RealPlayer installed properly [click here](#).

As the page loads, your browser will tell you if you have RealPlayer installed. If you don't have Real installed, follow the link to a free copy.

I've included hours of multimedia content in this e-book. I've included it with links to my Real Server. That way you don't have to download an e-book that is 50 MB's in size. It also means that you can listen and watch with a basic 28k modem connection.

Each lesson has up to three choices: *Screen Capture*, *Whiteboard and Audio* or *Audio Only*.

#### **How Do The Video Courses Work?**

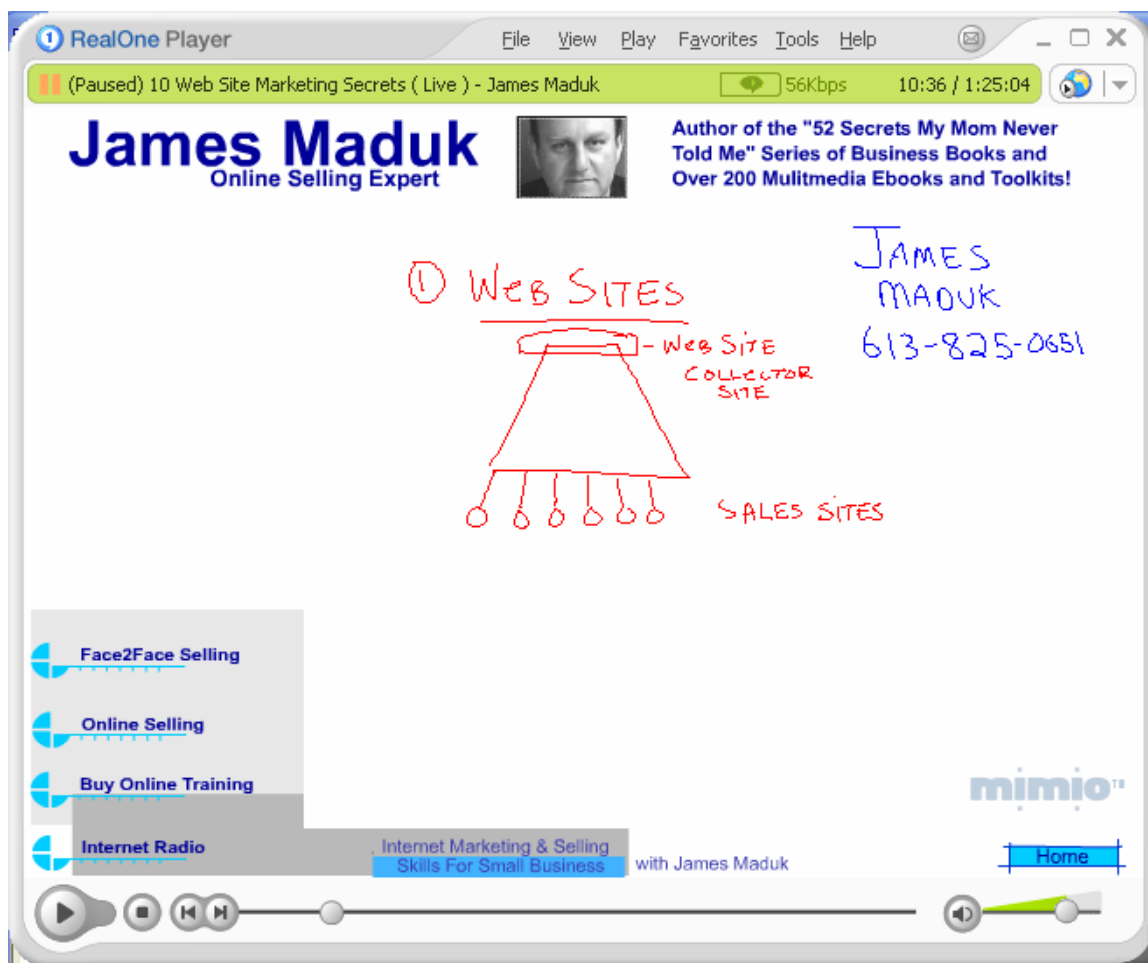
I teach each lesson in a Virtual Classroom format, which means you literally join me in front of a whiteboard at a live seminar. Watch, as I visually diagram out strategies. Listen, as I provide a complete explanation and key points in full detail. It's exactly the same as being in the room with me.

The first time you try the whiteboard link, your RealPlayer will automatically install a small software plugin. This will happen one time only - the first time you try the link. Click on "Yes" or "OK" to install the Mimio plugin, Real Player does everything for you from there. When the Mimio plugin has installed itself, go back and click on the "whiteboard and audio" link again. You will now see the whiteboard and hear me speaking.

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A whiteboard session looks similar to this:



If you have any problems getting these links to work - call me immediately and I'll walk you through any setup issues you might have. The whiteboard and audio links will only work with a PC - Apple does not support the whiteboard function. Move your mouse over the links in the Real Player interface to visit some of my sites and services.

As an update to the original Multimedia e-books I've added "Screen Captures". When you try to view a screen capture by clicking on the "Screen Capture" link in any of the sections, Real Player will show you exactly how to complete the task - on your screen. I use a program called "Camtasia" to capture my computer screen and voice as I complete a task. Watch the screen capture and then try the same thing on your machine. This is by far the fastest way to learn!

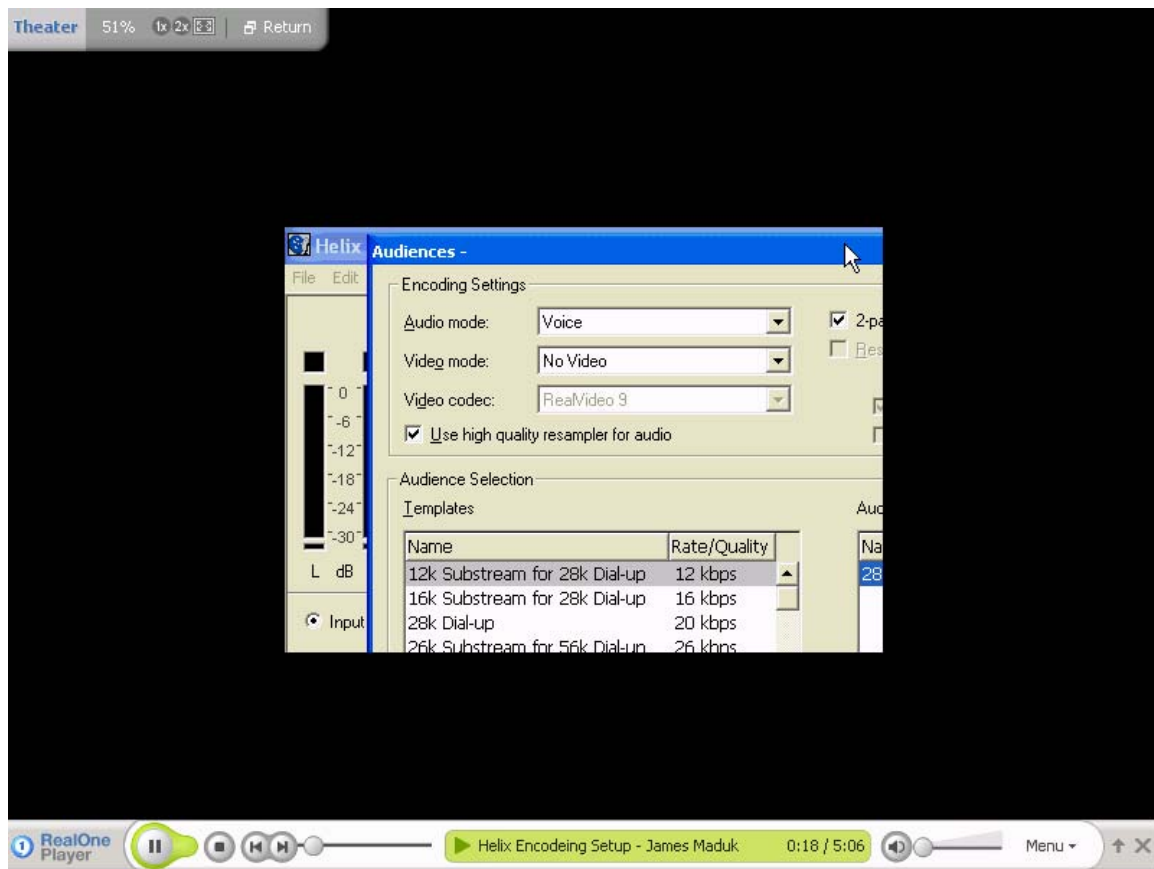
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Similar to the Whiteboard, the first time you try the Screen Capture link a small plugin will install - this is a one time only event. After the plugin installs, you'll be able to watch every screen capture just by clicking on the link.

I set my computer screen to a standard screen size of "800 X 600". To view the screen captures properly with Real Player make sure that you have the Real Player software on your PC set to "theater mode" and the image size to "100%". You can do this with the View | Theater Mode menu selection or hitting the F9 Key. If the screen looks fuzzy or too small move your mouse over the top left corner of the screen capture image in the Real Player software.

If a Screen Capture or Whiteboard Isn't applicable to the topic you'll get a message letting you know that there isn't a session available.



In the image above you can see that the player is in "Theater Mode".

However, if you look at the grey box in the upper left hand side of the image you will see the screen size is set at 51%. Use your mouse to click on the 1X image in the upper left corner of the graphic and it will automatically set itself

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to 100%. If you have problems just call support. The number is (613) 825-0651.

[Click On This Link To Check Your RealPlayer Setup, And Watch The Free Demo Videos.](#)

I've create a special page that tests your Real Player settings. All you have to do is click the link above to test your setup. Once you are on the page look for the DEMO links:

**Try These Demos:**

- ⌘ [White Board Session](#) - Check out this Virtual Seminar Using A White Board and Audio
- ⌘ [Screen Capture](#) - A 1 hour training sessions on Cold Calling
- ⌘ [Radio Interview](#) - Real Cool Example of What Can Be Done with Online Radio

If you have any problems follow the support options on the page and someone will help you out!

[Click On This Link To Check Your RealPlayer Setup, And Watch The Free Demo Videos](#)

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# Forward By Master Marketer Joe Vitale

Who knows it all, anyway?

By Joe Vitale

I'm embarrassed to reveal how little I know about online marketing. I'm embarrassed because I'm considered a so-called guru in marketing. After all, I've written a dozen books on marketing, I have several tape-sets on marketing, and I'm one of the early pioneers of Internet marketing. Yet I'm continually amazed by all the new things I learn about how-to make a living online---things I wish I had known ten years ago.

Back in 1995 I didn't think anyone could make a dime online. The Internet seemed like a joke. Then I almost accidentally started making money online and quickly changed my tune.

Back in 1999 I never thought anyone would buy an e-book. Then my first e-book became a global best-seller and I again sang a different song.

Back in 2000 I didn't think anyone would spend money to learn anything over the Internet. But by then I was wise enough to take a gamble. I announced the world's first e-class, changed \$1,500 per person, and made \$25,000 in less than a week. At least by then I had learned to test my ideas and hunches.

In 2001, when the country was shaken by economic woes, I wondered if making money online would still be an option. As it turned out, online sales increased. People actually preferred to buy online, in many cases. Again, I learned.

And now here we are, nearing the end of 2004, and along comes James Maduk with his warmly titled book. When he asked me to review it for him, I was hesitant. I thought it would be just another rehash of all the other marketing books out there. But then I reminded myself of all my errors in judgment over the years. I decided to give his book a look.

I was stunned. I was again reminded of how little I know about online marketing. James talked about BLOGS---I had never even heard the term---and about radio shows heard over the web---which I had heard about but didn't know how to do. Those two ideas alone were eye-openers.

That's not all James had to say in his book, of course. I read his book and discovered the ins and outs of marketing online as it can be done by small businesses. That was the key. As James himself points out in this book you now have before you, the vast majority of books are not aimed at people in small business. This one is.

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I wish I had this book ten years ago. I would have made more money sooner, had fewer headaches, would have been flamed less, and would have a lot happier memories to tell you about.

Read James' book and learn. Read it and get rich in your own small business run right there on your computer.

James will show you how.

-- Joe Vitale

<http://www.mrfire.com>

# STEP ONE: GETTING READY TO SELL ONLINE



# Start Marketing Online!

If you are a small business owner trying to find out how to earn money online, you are going to need something. Good Luck!

Do you believe me?

Do a search on Amazon.com for "Internet Marketing for Small Business". You will find six titles with one remotely close to being on target. Why did I look? Frankly, I was embarrassed. As a sales trainer and professional speaker I have been a student of selling for 20 years and until recently have not been able to generate any revenue with my online efforts.

This book outlines the steps that I have researched, tried and tested over the last 6 years. I have subscribed to, purchased, interviewed and tested the ideas that top Internet marketers, small business owners just like you, are using today to earn more than a living online. I have taken those steps and mapped out a process that will work for any small business.

They work for me, a small business owner, and they will work for you.

Why for the Small Business Owner?

Because the small business owner has finally wrestled control away from an IT department, we are no longer waiting a month or two for simple changes to show up on our websites. The creative geniuses don't want us to muck up their fancy interface and snazzy graphics.

Whoever is ultimately responsible for generating revenues from the website has the control! If this is not the case in your small business, the time is now. Ask yourself a simple question, "If your website were a salesperson, would you fire it?"

When businesses really started getting involved with websites it was the information technologists who ruled the roost. Technical gurus worried about web servers, bandwidth, firewalls, feeds and speeds and expensive software solutions to manage all the data and the hardware and software was the mantra of the technical gurus. We need java server pages, and big databases to take care of this flood, let's build a robust technical solution that makes it easy for us to manage. The "sales and marketing types" were just happy to have a site.

Companies reasoned that the robust technical infrastructure and a logical presentation of all the information would give the smart and well-educated buyers all they needed to make an informed decision.

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Larger companies sunk tons of money into preparing for the windfall of traffic and sales. You may have heard a saying in the high tech industry, “if we build it they will come”.

With the advancing technologies came the web designers with cool implementations of bleeding edge graphics and design. Every site turned into an attempt to do something bigger and better than the competition. Flash animations, landing pages, complex navigation hierarchy and a highly graphical interface became the rage.

A company was often judged by the “look and feel” of its site, not by the value that it provided. People in the marketing department finally had a say in what happened on the website, except it took a month before they saw anything change. Then it took a creative artist and the technical department to manage the site.

We all know what happened for most Internet businesses that followed the standard evolution.

1. They raised a ton of money.
2. They hired or contracted out a big technical firm or web development shop to build a really cool site.
3. Next, they made sure that the infrastructure was prepared to handle the avalanche of money that would flow from the site.

The companies that did not learn fast enough are gone. The ones that did make it got big enough to turn into a big business with traditional big business advertising and marketing budgets.

And then there are the small businesses.

They do not have the money to sink into large advertising budgets. They do not want to give outside experts control over part of their business. They are willing to experiment continually until they find what works and they have a passion for what they do.

#### What You Will Need

Forget about “Build it and they will come”! I wrote this book for the small business owners who want to earn money with their websites. They want their online businesses to be a vital part of how they sell and market their products and services.

## Good Looks vs. Good Results

I am asking you to make a decision right off the bat. You can pay to have a site that looks good and does not sell, or you can follow the steps in this program, create, and manage a website that earns you money.

The first time I went to see a motivational speaker he talked at great length about how some people choose pleasing methods over pleasing results. If you have a goal of earning money with your website then follow the steps. If you are more interested in looking good and being on the bleeding edge of technology then this program is not for you.

Internet marketing is the process of carefully testing the market with measured-results strategies until it “clicks” and makes a nice profit. When you have the right strategies for your business, you simply duplicate the process over and over and over.

Think of it as fishing. You try different “bait” until the fish start biting like crazy. Then you stick with what you know is working. At that point, it is up to you to decide how many times you want to cast your line.

Most web developers do not want the sites that they create for you to be measured by sales results. Can you imagine that? A web development and graphic artist wants to win awards for “art” - they created with your time and money - that may or may not sell anything. If you think otherwise ask one if they would accept payment through the proceeds of the website sales.

Internet marketing for small business is meant to be effective. It is not designed to win artistic awards. It is simply created to work as your “virtual salesperson” and make you rich. So the approach that we’ll learn in this book is more like this: Build it, then publish valuable information about your area of expertise, send specially formatted e-mail and sell your products and services online.

## Your Investment

Selling online requires an investment on your part.

You have to be comfortable around a computer. In fact, I am going to suggest that you learn how to alter and manage your own websites.

You have to invest a little bit of your money. There are some costs involved. Internet marketing is not free. However, it can be inexpensive to start and maintain. We will look at great ways for you to leverage what you already know and do, and convert that valuable information into customers.

You have to invest some of your time. Your website will work 24 hours a day 7 days a week, yet that doesn't mean you have to spend that much time with it. Recognize that the more time you do spend, the faster you learn what works for your business.

Let's Clear Up Some Misconceptions First

1. **You have to be technically competent:** You do not have to be a technical guru to create, alter and manage your own websites. If you can write a letter with a word processor, you can design and manage your own websites.
2. **Everyone is getting rich online:** Not everyone is getting rich with Internet marketing. In fact, the opposite is true, especially if you try to follow the footsteps of the big businesses you surf and read about. There is a special Internet marketing process. The business' that are actually earning money online use it and that is what we'll cover.
3. **You need a web designer to create websites:** I have heard it thousands of times. Create a sticky, interactive site to build community and a relationship with your visitors. Make sure the site is interactive. Build a brand and then customers will come to your e-commerce catalog and order online. Rubbish! All you need is a simple, clean content-rich site that captures e-mail addresses and search engines.
4. **All you have to do to sell online is become a member of one of those "Small Business e-commerce Malls":** Your ISP has a large portal with a small business marketplace. As part of your monthly Internet access fee, they give you a free e-commerce enabled spot in the mall. Do not join the mall. The only ones who are making money with online malls are the mall owners. Joining a virtual marketplace with other small business is a no-no. Not only will you be billed for the privilege, not all the traffic that is promised to be in the mall is going to end up in your shop. Do not waste your time or your money.

These are just some of the ideas that we will cover over the next 5 sections. Remember everything that follows is something that I am using in my business or have personally tested. Will it work for you?

Yes! It's a process that can be duplicated and works for sure. Every small business that I looked at used the same steps. How each business implemented the steps was different. That part is up to you. I will provide you with the tools but it is up to you if you want to use them.

## Videos - What You Need To Start Marketing Online

Play Video: [Click Here to Start the Video Screen Capture](#)

Play Video: [Click Here to View The Whiteboard Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 90 minutes

**Description:** How are you going to take payments online? Where are you going to host your web site? What's an autoresponder and why do I want one?

With so many different options deciding on the right pieces of technology and hosted services for your business can be a daunting task. I created this 90 minute screen capture and whiteboard video training session to answer your questions about taking payments. Specifically we'll cover:

- Shopping Carts
- Taking Payments Online
- Affiliate Program
- Web Hosting
- Payment Gateways
- Merchant Accounts
- Email Clients

Are you going to be taking subscription payments? Do you think you might want to in the future? The way that you take payments can have deep implications to the success of your business especially if you are using a hosted shopping cart link 1Shopping car or Quick Pay Pro. Learn from mistakes as I give you a behind the scene looks at services like:

- PayPal
- ClickBank
- 2Checkout
- 1 Shopping Cart
- QuickPayPro
- Authorize.net

Plus much more...

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# Chapter 1 - Your Customers

Every business book will mention them. Many business people talk about them. Some may even be able to describe them. Few will actually market to them.

You will be told to get exact demographics and psychographics.

Who knows who your customers are, let alone what they are like? Here is a real secret; your potential customers may not be that smart. In a global network like the Internet there are a large number of surfers who may not be as business savvy as you. Focus on the ordinary person as the baseline customer. Design pages, e-mail, processes and your business around simple and easy-to-use ideas. Assume that most people will be relatively unfamiliar with the Internet.

Simple is better when it comes to Internet marketing. How do we know this? Check out Computer Stupidities at <http://rinkworks.com/stupid/> for a list of recently asked online support questions.

"I'd like to buy the Internet. Do you know how much it is?"

"How much does it cost to have the Internet installed?"

"Can you copy the Internet for me on this diskette?"

"I would like an Internet please."

"I just got your Internet in the mail today..."

"I just downloaded the Internet. How do I use it?"

"I don't have a computer at home. Is the Internet available in book form?"

"Will the Internet be open on Memorial Day tomorrow?"

"Are you sure that the Internet isn't closed for the night?"

I know people may be a little behind when it comes to being connected to the Internet, so let us take a look at some e-mail questions from the same site. Again from "rinkworks":

## **Key Point**

There is no perfect customer online and the visitors that you do get to your site are not as smart as you think they are!

**E-mail sent to a mailing list server:** I have tried to unsubscribe, but a message appears saying that my user's name is incorrect. I have been using the same name for 77 years and should know whether it is correct or not."

**The following letter, received in an e-mail:** "Apparently I have read-only access with the e-mail, but my boss would like me to be able to send messages as well. Is there any way this can be established with my account?"

Or the customer that complained:

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**Customer:** "I get this error when I check my mail. It says, 'There are no new messages.'"

A free service that I subscribe to called "Wordtracker" sends me the 500 most common search words for the past week. These are taken from various search engines across the Internet and stored in a database of over 350 million search terms. ([www.wordtracker.com](http://www.wordtracker.com))

This week's top 20 are:

1. google
2. ebay
3. yahoo
4. april fools
5. hotmail
6. sex
7. pictures
8. jokes
9. lyrics
10. hotmail.com
11. dictionary
12. yahoo.com
13. maps
14. song lyrics
15. games
16. www.hotmail.com
17. attorney
18. kazza
19. prom dresses
20. search engines

Looks pretty sophisticated, don't you think?

According to Nielsen NetRatings analysis of Internet access during January 2002, of the 172.8 million Americans with Internet access, 55.5 million did not go online at all that month.

All this to say - you need to have a pretty good idea of the market that you intend to sell to.

### In a Perfect World

In a perfect world, we would all have the right product for the right market. A perfect product for the Internet is one that:

- Has a big profit margin
- Is exclusive to you

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- Can be delivered digitally or by download
- Is easier for the customer to get online than through traditional methods of purchase
- Is needed by a large market and must be purchased on a regular basis

Will you find a perfect product? No, it is not likely.

Do you need perfect customers? Well, you do not need them. They need you. Your job is to attract and engage them in a sales conversation. In reality, you will not find a lot of "perfect customers". Internet marketing for Small Business is about attracting and engaging customers who only come close to being perfect.

### **Start with the End in Mind**

Traditional marketing says the more specific you are about your target clients, the better. With the right promotions, pricing, places to sell, and product mix you will know how to speak to them, how to write for them, what to offer them and how to find them. While this exercise has value for your traditional business, using it online is futile.

There is a better way. The problem is traditional marketing approaches are backwards for your online business. Every year a million other small businesses add their sites to a list of a million before them. These sites are all your competitors and only a tiny fraction of them generate any real revenues on a consistent basis.

### **The Wrong Way**

1. Have a successful business offline.
2. Pay a web designer to build a website.
3. Decide to sell online.
4. Pay a ton of money to a web design firm to set up e-commerce and a shopping cart system for your site.
5. Try and find out how to get traffic and visitors to the site.
6. No sales.

This is the worst way to sell online. Follow these steps at the risk of destroying your financial health. I followed those steps when I started my online business and I see the same mistakes each day by businesses with and without money.

The focus on a certain type of customer is important to your business, especially in the early days when the paychecks might not be coming as often as you would like. Have you ever bought something new that you thought was unique only to find that it wasn't ..... after you brought it home? The easiest example is a new car. What kind of car do you notice a lot more of when you get home from the dealership? Yours of course! Lots of people have the same

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model as you, some even the same color. Where were they before you bought? They were all there; you just did not see them.

The same can be said for your perfect customers. They are already there, in the market that you **must first identify**. It is your focus on a market that already exists that will allow you to “see” them. The Internet marketing process reverses the traditional marketing process.

### The Right Way

1. Come up with a saleable idea for a product or service. Your online product does not have to be tied directly to an existing product or service.
2. Put 100% of your efforts into testing the market you think might need the product. If you cannot sell it online, if customers are not interested in paying money for whatever you decide to sell, don't go any further. You do not have anything to sell. You have an idea that is a flop.
3. Follow the five steps to match the product, market and buyers ready to pay.

This is a gross simplification of course; there are more steps and lots of tactics and strategies to apply. However, the important thing to note is that you have to test and confirm that a market or niche exists, in which people are ready and willing to spend.

#### **Key Point**

Small Business Internet Marketing is about fulfilling the existing demand for an existing product or service. Do not waste your time and money on “demand creation”!

Look back and you can see the companies that followed a traditional approach to marketing. They started online with an idea and money and they finished online with an idea and no money.

### **Staking Your Claim**

Working hard, having a good product or top-notch customer service is not enough these days. Even if you have a list of satisfied customers to market to, it is not sufficient for a successful online selling strategy. In fact, a good product and top-notch customer support are the minimum standard for a small business that wants to make it online.

Online there is no room for the ordinary. It is not even enough to stand out from the crowd. What is required is being special and unique. On the Internet, there is no such thing as the only game in town. The next town is only a mouse click away.

In the past, a small business worried about competition. That type of competition is concerned with differentiating your products and services.

Online, that type of competition is not an issue. Everyone is on the same playing field with the same products and services.

The goal for a successful small business Internet marketing strategy is to become so tightly focused that people seek you out, you begin to be perceived as special and an indispensable part of a customer's life.

You know you have this focus when you are niched. Do not confuse a good niche with a market niche. A small business that is successful in creating this level of focus also creates a lifestyle niche, one that meets your goals on a professional and personal level. A great Internet niche gives your small business an engine to produce the results you want in your life and in your pocket book.

I have been involved in small businesses on the inside and from the outside and I can tell you that 99% of them do not have a good niche. They do not control how they are perceived or what distinguishes them. As a result, they have fallen into a business and not created one.

Not picking a niche lets a niche pick you and will result in the end of your business or continued disappointment. Finding your online niche, therefore, is not an option. It is a decision you must make. You decide or it decides.

If you decide, you have to pick between finding a niche and developing a niche. I am going to suggest that a perfect business does not come gift wrapped with a big bow around it. You have to work at it. So let us start crafting a good niche, and deciding what it will stand for.

#### Deciding On Your Niche

Here are some ideas that you may use to help when designing a niche. Keep in mind what you are good at, what you enjoy and your area of expertise. Consider what you do and how you do it. Is there something special about how you do things? Can you leverage your present strengths instead of fantasizing about the perfect product and customer?

#### Consider These Types of Niches

**An unfilled niche:** Offline marketing teaches "Find a Niche and Fill It". Is there a product or service that your customers are asking for today that no one else can provide? What are they asking for? What would they like? If you have time and are persistent look for an unfilled niche online. Otherwise move on.

#### Key Point

Do not waste your time creating or looking for a new niche to fill. Small businesses are best at taking advantage of poorly filled niches!

**Poorly Filled Niches** While unfilled niches are time consuming and expensive, poorly filled niches are exceedingly common. How do most people find an unfilled niche online? Personal experience! Stay on the lookout for business opportunities in your back yard and then test the market for your idea.

**Creating New Niches** If you have time to spare, look for a new niche. If you have money to spare, create a new niche. Some small businesses have been successful creating a new niche online. In relative numbers, however it is a small amount.

Fully understanding the niche that you decide on means you are able to answer these questions:

1. How do I know what I should be selling?
2. How do I know if someone wants what I am selling?
3. How do I get the right message out to the right people at the right time?
4. If I do sell this product, how can I create a business where price is not an issue?
5. How can I protect my business from copycats?
6. How can I grow my business over time as my niche changes?
7. How can I grow my business around a single niche but have multiple profit centers?

How well you do answering these questions determines your success through all of the other steps. If you cannot answer these properly, it does not matter how successfully you “do” Internet marketing. Your business will falter then fail.

■ The mission statement of your company should reflect your niche.

■ It is not just specialization, it is being special. Specialization pertains to a field. Being special pertains to how others perceive you when you deliver a product or service. How do you do it differently? What is unique about the way you do business.

### Reverse Engineering Your Market

You are already sold! It is the market that you are trying to serve that you need to influence. Following a traditional approach results in a market definition that includes:

**Demographics** - What kind of company is it that you sell to? Is there an industry description that includes size and location? For individuals you might want to find out what kind of income level, gender or education, etc.

**Psychographics** - While demographics deal with physical issues, psychographics looks at the mental profile of a potential customer. What kind of values do

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they have? What category of interests do they focus on? This becomes a buying profile for the market when you can match a psychological profile to the market's wants and needs.

**Problems/Opportunities** - Why do they need your services? What benefit do they receive if they use you? What is not working or what do they want to work better?

**Distribution of Your Products** - Finally, you need to know where you can find them. Where do these companies/people cluster? What do they read, where do they network, and what form of mass media is connected to them?

After you have an idea about a product or service and the niche it might fill you need to find out how much demand there is. Traditional marketing strategy might have you create plans around the above list. Each of the plans are designed as a strategy roadmap for the product, promotions, pricing, place (distribution), publicity and any other Ps that you want to add on.

While these types of plans are beneficial to an offline business, online you can save time and follow your competitors who are doing the work for you. Want to find out about target markets, customer profiles and existing solutions? Research your competition online and follow the links to partners, vendors and customers. You can quickly build a detailed profile of a market and its potential.

If you have not already done so, download or register for these four key pieces of free software. These powerful applications provide you with valuable business intelligence. The better the information you have, the smarter the decisions you will be able to make. These tools come in handy when it comes to keeping track on your competitors, customers, industry and what is happening online in the search engines.

**At a bare minimum install:**

1. The Alexa browsing companion. Do your research with a powerful spy tool. This browser add-on gives you a behind the scenes view of any website. Find out who owns the site, their contact information and a ranking of how popular the site is and how much traffic they get.  
[www.alexa.com](http://www.alexa.com)
2. The Google Toolbar. Get a "Google search" at your fingertips for every site that you visit. You can also highlight keywords in the page you are visiting and see the ranking of the page in the Google index.  
[www.google.com](http://www.google.com)
3. The Copernic Meta Search Software. Copernic is a free software tool that searches a number of search engines simultaneously. Instead of having to visit all of the different search engines, you can type in the word, words, phrases or questions directly into Copernic and it will do

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the looking for you. The results are presented in a nice clean fashion and can be saved for future reference.

4. Use AltaVista's "link" command to find out suppliers and customers who are linked to your competitors. [www.altavista.com](http://www.altavista.com). To use link visit the AltaVista website and search for link://www.thewebsitenamehere.com. Instead of searching for web pages, AltaVista presents you with all of the sites that link to the URL that you have included.
5. Finally, use the Trackengine Service. This free service tracks any changes in web pages and sends a notification by e-mail. This allows you to keep current info on your competitors and your industry. Visit [www.trackengine.com](http://www.trackengine.com)

Do not ignore this part of Step 1. Find out where an online market exists, where customers are spending their money, what problem they are solving and if you can solve it better, faster or cheaper before you go any further. Keep in mind these points during your search:

1. Customers always let you know what they want with their money. Follow the money. Find out what customers are paying for now before you invest your money in where you think they might spend. Ask them. They will tell you. If you do not hear the answers that you want or expect, learn from any mistakes that you make, and do not make them again.
2. Remember specialization and being special. A small business with a small budget can adapt quickly in an existing market. A big company with a ton of money can attempt to create a market. Even a big budget does not guarantee success.
3. Simple equals faster. A more complex idea means a higher profit margin. Simple = Speed. Complex = Profit. You cannot break these rules, so do not try. Think simple. Small businesses always do a better job at going fast.

Decide on your niche now, and a niche will not decide on you. After you have decided on a product and made sure there is a market, go back and answer the traditional marketing questions. Build your plans, document the demographics and psychographics. Then identify the big problems customers are willing to pay to solve.

### Building Your Profile

You know something about products, markets and customers. Now it's time to complete the loop and confirm that you are a good fit for the opportunity.

Central to effective Internet marketing is a message that connects directly to the needs of those customers who want to buy what you sell. Your profile and your perceived uniqueness are developed by taking a hard look at you and your

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company. Making sure that your message to the world is consistent with who and what you are as a company and an individual takes an investment of your time. The upside is that a tight message and consistent corporate profile matched with marketing to a niche market and its customers brings a huge return on investment. The small businesses that **KNOW** who they are and what they do are always successful. On the flip side, if you cannot get your profile and the niche profile to match you're dead in the water online.

On a piece of paper, create a draft message that buyers in your online market will understand. This profile includes these details:

#### About You

**You:** Who are you? What is your purpose?

**Service:** What business are you in? (that you provide)

**Clients:** What people do you serve? (demographics and psychographics)

**Needs:** What are the needs of the clients you serve? (problems, predicaments and pain)

**Competition:** Who are your competitors?

**Differentiation:** What makes you stand apart from your competitors? (uniqueness)

**Benefits:** What are the core benefits a client receives from your service?

#### What You Do

When someone asks what you do, how do you respond? Here is a time-tested format that gets the attention and interest you want. This profile ideally creates a compelling message that explains exactly: who you are, what you do, for whom, why they would want it done, and, finally why they should let you fix their problem. In your traditional business, it is referred to as the "elevator pitch".

Type out this pitch/profile and tape a copy to the side of your computer monitor, memorize it, etch it in stone, do what ever it takes to commit it to memory.

Here is the format:

**Target Market** - The market that you have identified. This lets your listener know your offering is for them, not someone else.

**Problem** - In a single sentence, explain the problem and pain your market is suffering from.

#### Key Point

If you do not know what you stand for online, how do you expect your potential customers to know? Your success online is determined by your understanding of your "Big Fat Claim"!



**Solution/Benefit** - Tell them the solution and benefit to the problem you just articulated.

**Uniqueness** - Tell them what makes you different from your competitors.

### The Elevator Pitch

Here is an example of a profile.

"We show small businesses how to generate real revenues on a daily basis from their websites."

"These days the biggest challenge for a small business is getting customers to visit their website and spend money with them without having a big business budget to spend on marketing."

"Research tells us that more than 99% of small business websites cost money each and every day, yet a small portion of Internet marketers are generating huge revenues consistently selling the same products and services into the same markets."

"What gives them the advantage is the way in which they are marketing their business online."

"Since 1996, I have been researching and testing the tactics and strategies used by these marketers and applying them to small businesses. It is that same, tested, five-step process that we use to show you how to generate real revenues on a daily basis."

## Chapter 2 - Your Web Site

This conversation takes place daily for small businesses. I am sure you have heard it before. Whenever people get together and talk about business, I hear these comments. "You need a cool website. I know a great web designer who can build a really phenomenal site for you. I saw a site they did for another company and it was amazing. I have never seen anything like it. The graphics and layout really stand out and it's easy to find out everything you need to know about them".

When businesses' matures and they consider themselves web savvy, the topic changes slightly.

"I've got my Internet presence up, now I need to get my site selling for me. Do you know anyone who can get us set up for e-commerce?" or "We need a catalog system and shopping cart so we can do business online". The common reply is, "Oh, you need a web developer then. A web developer can integrate backend systems, and tie accounting to the e-commerce engine and shopping cart system".

If the business has an existing marketing department, they will recommend a branding strategy with cool flash animations, and interactive tools to make the website sticky.

How much have they spent at this point? Who knows? The common theme is:

### Selling Online Is Different

The first thing I noticed successful small businesses doing online confused me. It was different from what I was accustomed to in the corporate world and unheard of in the press or trade journals. What was it that had me confused? It was the number of websites that many of the small businesses had. The Internet Marketers that were doing well had multiple sites that seemed unrelated.

All of the successful Internet Marketers that I studied has multiple websites designed to sell single products.

One of the more adventurous of the successful Internet marketers that I researched wrote about a website that gave away \$100.00 bills. It was not a hoax, they did everything right. They registered a domain name and had the site indexed by search engines. As matter of fact, they even advertised the site online. Guess how many bills they gave away?

#### Key Point

Ask your web designer if they will accept payment from the sales on your small business website. It doesn't matter what you sell or how great your website looks. What works for established online businesses never works for small business. Selling online is different!

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Zero - No one took them up on their offer. They could not give the \$100.00 bills away.

The purpose of the experiment was to determine how best to persuade and influence online shoppers. The offer was a failure, but the experiment was a success.

The most important fact they learned was that the number one reason online business is different is people do not trust you online.

Everyone lies online. With so many websites making outlandish claims online, buyers are generally afraid to believe anything they see online. It is that defense wall that we all use to protect our money and ourselves.

You have to earn the permission to sell before you even start.

A product such as free \$100.00 bills will not sell if you have not earned the right to communicate to that individual online. Here are my Internet marketing minimum prerequisites.

**You need all of these just to play the game:**

- Establish your credibility.
- You have to prove beyond a shadow of a doubt that you and your offer are believable and legitimate.
- Most importantly, the customers need to know why. Why should they do business with you and why are you providing so much value in your offer.

Online persuasion and influence start with earning your customers' trust and building business rapport. These are the minimum requirements for online business.

So if giving away \$100.00 bills is not easy, how are you going to get people to pay money for your goods and services online?

What can you sell on the Internet?

To this point, we have looked at products, markets, customers and your business profile. It is time to make a final check and look at what is being sold online. What is it that actually sells online?

#### **Key Point**

If you cannot sell something in the real world what makes you think you can sell it online? Do you have a documented sales process that outlines specifically how your customers will decide to give you their money?

While I wrote this book for entrepreneurs and small business owners who already have a product or service to sell, you can certainly benefit by reviewing how you got here.

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I am assuming that you are already passionate about what you do, and that activity is producing either products or services. As always, selling and marketing these goods and service online will leave you with four options.

- You can Buy & Sell Existing Products
- You can Sell the Products & Services of Others
- You can Provide & Sell Your Own Service
- You can Create & Sell Your Own Product

These options or a combination of options can be sold successfully online. Review the characteristics of a perfect web product:

1. A profit margin that makes business sense, the higher the better.
2. Exclusive rights to resell the product or provide the service.
3. A no or low cost non-physical product that can be downloaded directly by the customer.
4. The product or service is attractive to the customer online. It is easier or more effective for the customer to purchase it on the Internet instead of through a traditional offline method.
5. Appeals to an identifiable market of people that is online.
6. Must be repurchased or can provide a stream of income.

The more people who need and want what you are selling, the better. In the case of the established small business owner, it might be best to start by only marketing a subset or category of your traditional business online. If your business is already successful offline, it is easy to test only a portion of your business and make sure that you understand the unique dynamics involved in marketing online.

There is a final hurdle. We are not out of the woods yet. Whatever it is that you decide to sell, continue to test! Understand that if you cannot sell it offline you cannot sell it online.

### **Do You Have a Proven Sales Process?**

If the product exists in the real world and you sell it today, document the existing sales process. When I consult with any company, the first question that I ask is, "Do you have a documented sales process"? Can you tell me what the sales process is? Less than 10% of ANY business can produce an accurate, documented sales process. The result of not knowing how things are sold in any business is evident in the websites that you visit and the e-mails that you receive.

The biggest obstacles are trying to sell a product that no one wants or the absence of a real sales process! The business owner who does not know which is broken will have a hard time fixing it.

A low-demand product and poor sales process with no strong benefits will not sell online or offline. Make sure that if you cannot sell it on the net, you could sell \*SOMEWHERE!\*

Internet marketing and the sale of products and services online is a science. It requires that every step be followed. It is too easy to forget this, because the methods of Internet marketing are so much more interesting than the basic premise of how to sell a product or service. Remember I asked you to decide on pleasing methods or pleasing results earlier? If you know anything about me, you know I base all of my sales training on process.

So do not pour your passion and your small business into:

1. A no demand product or service.
2. Really bad sales collateral with no benefits.
3. A non-existent and inaccurate sales process.

#### Key Point

99.99% of small businesses online suffer from no existing demand for their product, no compelling benefits and no sales process. Without these, the right technology and unlimited traffic will not guarantee sales online.

According to some Internet marketers anything can be (or probably already has) been sold on the Internet. If you have been online for any time now, and have an e-mail address, you will know that someone has attempted to sell just about everything.

### Finding Saleable Products

When it comes to Internet marketing and selling for small business, there are two options. You can sell your own products and services directly or you can market someone else's products on their behalf and share in the profits.

Often this relationship is called "an affiliate" relationship. You use your e-mails and websites to send people (traffic) to another person's website that is selling the product or service that you are marketing. Special software takes care of tracking who was sent to the site and where they came from. If the traffic you sent ends up making a purchase, you will receive a portion of the sale amount

Both small businesses and large traditional businesses have affiliate programs. For example, I have an affiliate program and so does Amazon.com.

## Are You Serious About Internet Marketing?

Selling for someone else leaves you with no control and a lot less money. If you are going to be in business, be in business with your own products and services. At some point, to be really successful online, you have to share your own products and services.

Having your own product lines is like owning your own house. You can rent the same house and have the same place to live but in the end, you are left with no real investment in your future. Choose to be a landlord, not a tenant.

All of the strategies and tactics that we talk about can be used if it's your product or someone else's. However, if you are really in business, you are going to have to have your own product or service to sell online.

This does not mean that you shouldn't sell anyone else's product. However, I am suggesting that you have at least one of your own products to sell.

### Key Point

If you are really serious about earning money online you have to have your own products and services to market.

It does not mean that the product has to be finished before you start. You can start and test the ideas on other people's products first and continue to build your website and add members to your customer and prospect e-mail lists.

What kind of products can be sold on the Internet? High priced items, low priced items, products and services from all sorts of industries can all and have all been sold online.

## Test Before You Take Your Next Step

What did your testing and research reveal? Is there a market for what you want to sell? Is there a problem that people are willing to pay to fix? How much are they willing to pay? How do you know?

What problem are you solving? If you could produce a product or service that fixes that problem or need, could you produce it at a point that you could earn a profit? Have you checked for any competitors? How are they set up online?

- Do you have accurate estimates on the market size and makeup?
- Is the product or service something that can be promoted online?
- Is there any exclusivity?
- Are there any copyright issues that need to be addressed?
- Can you turn a profit?
- Are there any legal issues that you should be aware of if you sell the product or service?

If you have done your homework and research, you will be left with a great corporate profile and niche definition. You can honestly say you are the premier maker of widgets in the world.

There still might be a problem. Why are your customers going to buy? You cannot afford to forget the basics of persuasion and selling. What people really buy is the feeling that they have when they use what it is that you sell. They may justify a purchase later by reciting technical and logical details. However, it is an emotional relationship with your customers online that persuades and influences their decisions.

### Always Selling To One Person

Your audience is always a unique individual.

How many times do you check your e-mail and browse web pages with someone else? Think about it, next time you check your e-mail or visit websites. You are usually by yourself.

Now take a look at how most websites are written. They are usually written in the third person plural. What this means is that you were talking at someone not to someone.

#### Key Point

There can only be one person on your website at any time. There is only one person online. Write all of your marketing messages to that one unique person.

No matter what anyone says and no matter how many people are on the Internet, direct your Internet marketing towards a single person. You have to assume that every word and every frame and every sentence is for a specific individual.

Your job when it comes to your website, to your newsletter, to your e-mails, and every bit of marketing collateral your customer sees, reads, hears about for use should have come from you. It should be your unique voice and your own personality.

All selling is the transference of emotions. You may be a small business owner, an independent professional or a website owner. If you want to persuade and influence another person online, you will do it with your personality. Internet marketing can be a feeling that you bring to everything that you do online. By allowing your personality to show up in an e-mail or a web page, you are in a position to transfer your emotions and really influence the behavior of the reader.

Your online persona arouses the emotions of that unique person that is visiting your site. Internet marketing success comes when a visitor reads your e-mails and they feel you speak directly to them, in your own voice. The better you are at telling it like it is, the more effective all of your Internet marketing will be.

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If you use focus on features, technical jargon, industry terms, or slang words that don't portray who you are, your online business will fail.

The vocabularies of the Internet should always be for a single person. It is that individual that you must persuade and influence. Build trust and rapport as a first step to your customer giving you an e-mail address, filling in a form or purchasing a product or service.

Step 1 is about writing for, building for and designing for an audience of one person. Look again at your plans. Are these products, markets, customers and strategies going to work? Does it make sense for you and your business?

The goal is to match all of your marketing materials (online and offline) to this niche market and tested market.

### What Customers Really Want

Big business websites suffer from a common problem. They cannot pass the we-we test. The only people that want to know about you or your company are the employers and competitors. The people that count are the customers and they only have two questions. In every buying instance, retail, business or personal, people make choices on a number of personal criteria. However, before they even weigh the criteria you have to answer two questions.

#### Key Point

Visitors to your website only have two questions. Before you sell anything to them, you have to answer the questions. If you do not answer them in the first 30 seconds, you have lost them forever.

The two questions every customer has are:

1. What does this mean to me?
2. What should I do?

That's it, that's all. After they can answer these two questions, they will start to evaluate a choice and make decision.

#### Key Point

Online customers only buy from you if they trust you. A big business buys trust with online and offline advertising and branding. A small business earns trust over time by creating a conversation with a person!

3. Can I trust this person?
4. Can I trust this company?
5. Do they have my best interest in mind?
6. If I do buy, will it really give me what I want and need?
7. If I do make a decision to buy what will other people think?
8. Finally, can I afford it right now?

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Let us go back to questions 1 and 2. Surf to a business website (especially high-tech) and count the number of times you see the word “we” on the first couple of pages that you visit.

**We do this. We are that. We can help you. We can fix things.**

Add them up. If there is more than a couple, they have failed the we-we test. The royal “we” does not answer the first of my two questions.

What does this mean to me?

A benefit is what it means to the visitor of the site. Every page you create needs benefits that are applicable to the purpose and the unique visitor of that page.

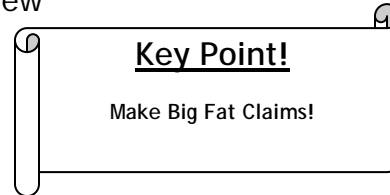
In fact, there are a number of sites that track the number of “we’s” in a site. Try one now at <http://www.futurenowinc.com/wewe.htm>

Making sure everything is working and in place allows you to finalize Step 1. You should be in a position to make a Big Fat Claim.

## Chapter 3 - Your Offer

### You have to Stake a Claim

In January of 1848, James Marshall had a work crew camped on the American River at Coloma near Sacramento. The crew was building a sawmill for John Sutter. On the cold, clear morning of January 24, Marshall found a few tiny gold nuggets. From those first few nuggets came one of the largest human migrations in history, as a half-million people from around the world descended upon California in search of instant wealth.



The excitement around the discovery of gold grew quickly. By the summer of 1848, outlandish stories about fabulous discoveries came back to the East Coast from the gold mines at Sutter's sawmill. In fact, everybody was talking about "Gold! Gold!" The buzz got so bad that soldiers began to desert. Ordinary citizens were fitting out trains of wagons and pack-mules to go to the mines.

What was it that caused people to act so decisively, to pack up and travel from one side of the country to the other? It was a single bold idea, a Big Fat Claim!

Selling your products and services requires that you make some claims that engage your visitors. A claim is something that follows the attention step and is part of the "interest step" in the sales process.

Your job in this interest step is to get the prospective customer to focus on what is important to them. After you have grabbed their attention, they need to know logically why they should give you any more of their time.

So how do you engage them further? How do you make sure that they will continue to give you their time?

Pull all of your research together and create a **BIG FAT CLAIM**.

A Big Fat Claim is engaging because it builds an image in the mind of your potential customer. They actually see, and hear themselves living as if the claim was true. If you have some good Big Fat Claims they will want to find out more about what you have to say. They are hungry to hear and see more.

Now I am not talking about an elevator pitch or features and benefits at this point. The claims that you make highlight specifically how you can provide value to your customer. Increased sales, reduced cost, saved time, higher productivity, and reduced workloads are all examples that might interest your prospect.

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Every product or service that you offer should have a specific Big Fat Claim. It's a single idea that you can use as a reference point.

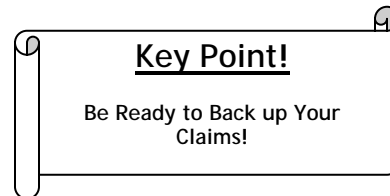
"We can reduce the time it takes to complete your payroll each week by 20%."

"I can show you how to save 50% on your ....."

"We can increase the number of leads you convert to sales by 25%."

"We can reduce the time you take administering your Computer Network by 20%."

**Make sure every claim that you make can be backed up.** Have you earned that result for a previous customer or are you making an educated guess? If you cannot back up the claim, do not make it.



### Common Big Fat Claim Mistakes

1. Trying to Close the Sale in your Big Fat Claim. The purpose of the Big Fat Claim is only to create interest. You want the prospect hungry to hear more of what you can do for them. If you try and prove beyond a shadow of a doubt that you are the only solution for them, you will lose them.

2. All features, No Benefits. What is in it for them? A claim does not make reference to the features and details of your product or service. The claim contains the biggest potential benefit specific to the prospect you are talking to.

3. No Meat. It is a BIG FAT CLAIM. A claim with no substance will fail to create any interest. In addition, no interest means your visitor or prospect will tune out or click away from your site. The meatier the claim that you generate the more interest and more qualified the prospect becomes.

4. Making the Wrong Claim. This mistake is easily preventable by knowing your audience. The wrong Big Fat Claim simply will not work. The key is to know your market and how your product or service represents the ultimate solution for them.

5. Making a Generic Claim. Making a claim that is big, meaty and meets the requirement of your market is not enough. If your competitors can make the same claim or if your benefit is readily available you are wasting the customer's time. Make claims that include uniqueness and you gain a competitive advantage.

6. Unreal or General Big Fat Claims. The tabloids are filled with them. So is the SPAM e-mail you receive on a daily basis. "Make a fortune" or "earn six

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figures" overnight. Instead of creating the intended interest, these claims trigger doubt, disbelief and inaction. Once bitten, twice shy. If you are going to make a bold claim that you may think is questionable you can create interest by being specific, with actual numbers that also appear to be more realistic.

This interest step makes your claims important. Too many sales people make the mistake of jumping this step and try to present a solution before they have really connected and a tiny claim does not get the attention of the visitor. A wild claim with no proof sends the prospect away. A proper Big Fat Claim has to be big enough to get attention and have enough valid proof so that it is believable.

The worst thing that a small business can do is load the website with generic products and services....just because you can. The glare of the huge Internet market can blind the small business owner. While the competition is intense, the sheer size and absence of business barriers are especially suited to a small business who maintains a niche focus and persistence.

## Next Steps

What is next? Understand that this is only the first of five key steps. Step 1 provides you with a solid foothold where you can push forward to the next step.

Complete the following before you move on.

1. Download and install free software tools to help with your research.
2. Decide on a niche that fits with your personal and business goals.
3. Look for products or product ideas in your small business.
4. Confirm an existing market and customers. Reverse engineer the existing market.
5. Document your corporate profile and write out an elevator pitch.
6. Document a sales process for the products that you have decided on.
7. Test and research your ideas in your market.
8. STAKE A BIG FAT CLAIM

## Use the Right Tools

Every artisan has favorite tools. They just feel right and no matter what the job is, they use those tools to get the job done. Some of the tools are used for more than one job while others are used in specific jobs. A small business that wants to market on the Internet requires some standard issue tools.

You do not have to fill your toolbox with all of them. There are some that are a must, while others are good to have. A couple will require an investment on your part. The others are free of charge.

1. A HTML editor creates, publishes and manages your websites. Try Microsoft FrontPage, or Macromedia's Dreamweaver. My personal choice is FrontPage.
2. You are going to want to track your website visitors with [www.stats4all.com](http://www.stats4all.com) or [www.webtrends.com](http://www.webtrends.com). If you host your own websites, like I do, FrontPage includes most of the same reports.
3. Want to keep track of where your website shows up in the search engines? What is going on in discussion groups and on your competitors' sites? Subscribe to [www.trackengine.com](http://www.trackengine.com) and you can get a daily report with all the changes e-mailed to you.

## Videos - 5 Steps To Online Success: An Overview

### Introduction to Web Marketing For Small Business


 ROLL VIDEO : [Click Here to Watch This Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 30 minutes

**Description:** How to get started online is a 12 hour course that gives a great overview of the entire Internet Marketing process. This is the introduction to the 4 part series that was done as a live seminar over 4 evenings. Each 2 hour session included live question and answer from the participants.

### Your Online Business Model

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 155 Minutes

**Description:** This is the first "How to Get Started Online" session.

It covers the different business models and introduces some of the technology you need to get started. It lasts about 2 hours and 35 minutes and was originally presented live. This means you may have to use the slider in RealPlayer to move the presentation ahead a couple of minutes at the start.


The content from this session comes from a number of my other products including: Sales Page Hosting, 52 Secrets My Mom Never Told Me About Internet Marketing, Autoresponder Sequences

**Topics Covered:** Shopping Carts, Payment Gateways, Merchant Accounts, Email Software, Web Hosting, Autoresponders, Affiliate and Ad Tracking plus links to Free Tools and Resources.

The second part of this session looks at how you set up your business. In the online world of online business - One Size Doesn't Fit All.

After this session you'll understand how Internet Marketing can work for your business. The content for the session comes from Internet Marketing for Small Business, Build My List, Email Marketing Secrets, and Mini Course Profits.

**Products: What are you going to sell?**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration: 130 Minutes**

**Duration: 2 Hours and 20 Minutes**


This is the second "How to Get Started Online" session.

This session is all about products. It lasts about 2 hours and 20 minutes and was originally presented live. This means you may have to use the slider in RealPlayer to move the presentation ahead a couple of minutes at the start.

Inside you'll learn: My 5 Step Product Creation Formula how to Create, Capture, Edit, Encode and Distribute. If you don't want your own products learn the 7 Steps process to getting the resale rights to the products you want.

**Session Content Comes From: Multimedia E-books, 52 Products In 52 Days, WebCast Riches.**

**Web Copy and Conversion**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

This is the third "How To Get Started Online" session. This session is all about Web Sites, Sales Pages and MiniSites. In the 2 hours and 10 minutes you watch you'll learn web copy

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secrets.


Web Sites, Sales Pages and MiniSites - Learn the Web Copy Secrets of Selling Online

Topics covered include:

- Headlines and Teasers and Gurantees
- A Bonus Pile-On That Makes Offers Irresistible
- Coupons and Up-sells Options
- Embedding Hypnotic Commands and Suggestions Into Your Web Copy
- Testimonials, Bullet Points and Graphics
- How to Use A Sales Copy Template For All Your Sales Pages

Session Content Comes From: VirtualSelling Secrets, Sales Page Secrets, Sales Training For Small Business.

Traffic: How do you get the right people to your sales pages?

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 150 Minutes

**Description:** This is the forth "How To Get Started Online" session. Traffic - even if you have the best product in the world, if you don't have enough of the right people visiting your site you're dead in the water.

Topics covered include:

Finding and Picking the Right Keywords  
Using Other Peoples Traffic  
Traffic exchanges  
Safe Lists and other Dangerous Gimmicks  
Autoresponders  
Affiliate and Ad Tracking  
plus links to Free Tools and Resources.

Session Content Comes From: Get Ranked 1st On Google, Joint Venture Traffic, Blogging Secrets, Press Release Secrets.

# STEP TWO: HOW TO USE YOUR MAIN WEB SITE

## Chapter 4 - How to Build a Collection Site

### Only Two Reasons

Do not let anyone tell you otherwise. There are only two reasons your customers are online.

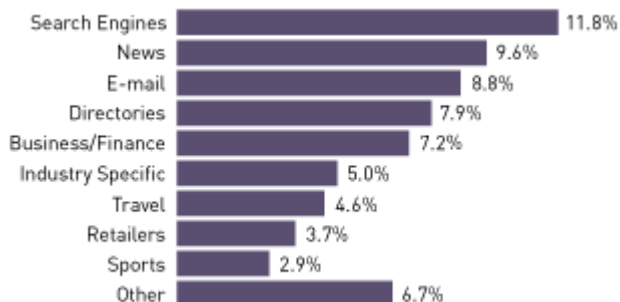
1. They check their e-mail accounts. The Internet's "Killer Application" is e-mail and will continue to be e-mail. Watch what someone new to the Internet does when they are online. Check e-mail, then surf. If you work in an office, you probably already have a routine around checking your e-mail. If you are connected at home, what do you do just before bed? Check your e-mail! It is addictive and everyone online is hooked.
2. They are looking for information. People surf websites looking for information that is of specific interest to them. Remember that when it comes to your specific site and the information that you provide. Either they know about your site or they do not know about your site. What this means is that your valuable information isn't valuable to them unless they are looking for your site specifically, (they know about it) or your site places high in the search engines or directories so they find it during an online search (they don't know about it).

#### **Key Point!**

There Are Only Two Reasons  
People Go Online!

In fact, I picked a recent survey that pointed out business owners use the Internet more as an information source than as a channel for buying goods and services for their business. In a recent survey, retailer websites barely made it into an entrepreneur's top ten web categories.

### Top Ten Sites Visited by Small Business



Source: [Small Business Technology Adoption Report](#), Warrillow & Co., November 2001

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## Feed Search Engines - Capture E-mail Addresses

Internet marketing for small business is a two website sales process. If you are a big multinational company that has spent a mint on building a brand and you can afford to build a complex e-commerce shopping application, by all means sell on your single site.

If you are a small business with a limited budget and have bought into e-commerce on your website, give me a call when you've spent all your money and still cannot turn a profit online. I know. I have been there.

### **Key Point!**

Optimize Your Main Site for  
Search Engines and Capturing E-  
mail Addresses!

The only sale that will be made on your main website is by the visitor. In fact, you are the only one who is doing the buying.

The purpose of the main website is for you to buy the valid e-mail address and the right to continue to communicate by e-mail with the visitor that you want to have as a customer.

Let me say that again in a different way. You are buying the right to continue a sales conversation with the visitor. You are going to give them valuable information in return for their e-mail address.

The second purpose of your content site is to become a honey pot for the search engines.

Collect as many e-mail addresses as you can. Provide tons of information about your niche and selling proposition in a manner that looks great in the search engines and directories.

## Developing Your Theme

Search engines work hard at improving the value of their searches. When a person searches for a keyword or phrase, the engine does its best to bring back as many relevant pages as it possibly can. What this means is that the search engines now place more value on the relevance of the actual content. In earlier days, it was enough to create a technical environment that made sense to the search engine.

In the past, Internet marketers could get by with html tricks, meta tag spamming, special doorway pages, and optimization for individual search engines. Today a search engine checks to see if the actual content, the meat of the site, is relevant to the actual search query.

Search engines continue to improve at making sure that a search actually returns something of relevance. That's why a site that focuses on a theme, a

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specific niche or topic, will rank higher than any page that is using webmaster tricks to get a high ranking.

Searchers want information. The search engines want to give the searchers the most accurate and valuable information available. Our theme site provides both of them with what they want.

How do you know when you have a theme? Go back to Step 1. Remember I asked you to come up with a Big Fat Claim? Were you able to come up with a single phrase that described your business?

Your Big Fat Claim and your website have to be in sync. Look at your website. If a search engine came to your site and went through all the text, the links into your site and the links out of your site, what single phrase would it use to describe the site? Would it be your Big Fat Claim?

The phrase you came up with and the phrase the search engine comes up with have to be the same. If you get the theme right, you get the search engines right. If you cannot boil your theme down to a single phrase, stop and look again at your business.

It is your ability to focus on a specific problem and solution for a known market that determines your success. This is true offline and online. Remember what I said about what it takes to be successful selling online in the first section? If you cannot sell a product or service in the real world, what makes you think you will be successful selling it online?

Pick a niche and stay with it offline. Pick a niche and overfill it with content online.

### Vertical or Horizontal Themes

What happens if you cannot get your website's essence or theme down to a couple of words or a single sentence? What happens if there really are 10 good keywords that describe your small business?

You have to make a choice between a Horizontal and Vertical Theme.

If you cannot come up with a single theme and you find you really do have two independent and separate content themes then you should register new domain names and make independent "Vertical Theme Sites." If you do not separate them, you can kiss your search engine traffic goodbye. Because your site is no longer high when it comes to relevancy, you will suffer from a lower ranking than you should have.

#### **Key Point!**

Set Up a  
"Theme Site" as a Collection  
Point for E-mail Addresses and  
Search Engines.

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Apply the same tactic to two sites and you will rank high for relevancy in both instances instead of poorly for one.

A horizontal theme may apply when you have complimentary themes. In this case, you can keep the same domain names but physically separate portions of the content in the site to reflect the complimentary themes.

I ran into this problem when I first started. How could my main site support the two themes that I had identified? Initially I was interested in “Online Sales Training” exclusively. If you had done a search on [www.google.com](http://www.google.com) for “Online Sales Training” you would have seen how successful I was at creating a highly relevant site.

When I first started the problem for me was that my main domain, the one with my name in it, did not support my training and professional speaking careers in the search engines. In fact, I did not rank well at all. I created complimentary themes around Internet marketing in separate directories on the same domain.

[www.jamesmaduk.com/knowaboutjvs.htm](http://www.jamesmaduk.com/knowaboutjvs.htm) is different from [www.jamesmaduk.com/subscribers/](http://www.jamesmaduk.com/subscribers/), which has a slightly different theme from [www.jamesmaduk.com/affiliates/getlinks.htm](http://www.jamesmaduk.com/affiliates/getlinks.htm). This approach allows me to build relevancy in two key areas across a single website domain. It is a horizontal approach.

The bottom line is that relevancy in content is key for search engines. Do your homework first then decide how many theme-based sites you need to give the searchers and the search engines what they want.

## What Customers Actually Search For

Your site has tons of great content. What are the visitors searching for? Why not find out before you commit your business to a theme.

### Live Search Displays

The following search engines include free pages that show real time search results. That means you get access to real time marketing information. Here are some examples.

The “Ask Jeeves” search engine has a “Peek through the Keyhole” feature that gives you the top questions that are being asked on their search engine. Try it now at:

<http://www.askjeeves.com/docs/peek/>

### **Key Point!**

Most People Don't Search for  
What We Think They Search  
For!

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Below is a recent example.

1. Music Lyrics
2. Maps
3. Games
4. Online Dictionary
5. Jokes
6. Britney Spears
7. Driving Directions
8. Weather
9. Baby names
10. Usher

Some of the other search engines include similar features. These include:

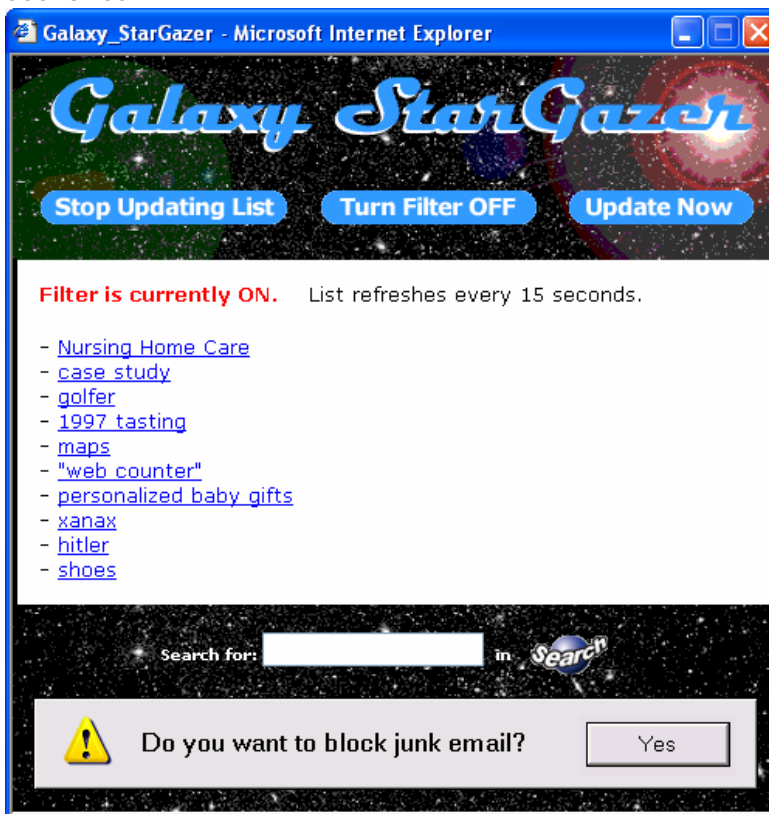
Search.com <http://savvy.search.com/snoop>

Galaxy StarGazer <http://www.galaxy.com/info/voyeur.html>

Mopilot LiveSearch <http://mopilot.com/index.htm?go=live.php3>

Yahoo Shopping: What's Selling Now <http://st8.yahoo.com/OT>

Take a look at Galaxy StarGazer and the screen will refresh every 15 seconds with real time searches. Here is a screen capture that shows a recent listing of searches.



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## Keywords that Describe the Theme of Your Information Site

Your themed information site, the main site that you will use to bring in traffic and collect e-mail addresses, needs to be rich in something called “Keywords”. Keywords are the words and phrases that are sprinkled throughout every page in your website that the search engine indexes. This index allows the search engine to put websites into categories and organize its search findings. When a potential customer searches online, the Keywords that you used in your website play a big part in whether your site will show up in the search engines results. Which keywords you choose can determine if your website is included in a search engine, what ranking your pages receive and how it is displayed during a search.

Most search engine optimizers would agree that one of the most important things you can do for your website is to target the right keywords. If you target the wrong keywords, you may get lots of traffic but no conversions to sale, or no traffic whatsoever. Either alternative is disastrous for an online business.

### Finding Keywords

Now that you are serious about finding a good keyword, where do you start? There are a number of free tools that will help you find and analyze potential keywords that you have chosen.

#### **Key Point!**

Picking The Right “Key Words”  
Can Make or Break Your Internet  
Marketing Strategy!

1. Google AdWords Keyword Suggestions: <https://adwords.google.com/select/main?cmd=KeywordSandbox>
2. Lycos 50 <http://50.lycos.com/>
3. Yahoo Buzz Index <http://buzz.yahoo.com/>
4. Good Keywords <http://www.goodkeywords.com/gkw.htm>
5. Keyword Counter <http://www.keywordcount.com> gives a quick count of the number of times your keyword appears on your pages. You can also compare your keyword density with that of your competitors.
6. Keyword Wizard <http://www.keywordwizard.com> does live searches on major search engines and so you can see the Top 5,000 keywords and phrases used by people.
7. Wordtracker Software <http://www.wordtracker.com/freetrial.htm>
8. WordSpot <http://www.wordspot.com>

What exactly is [Wordtracker](http://www.wordtracker.com), and why is it so important?

With “Wordtracker”, you can plug in some keywords, and the web-based service will give you ideas for additional keywords that might work for your business.

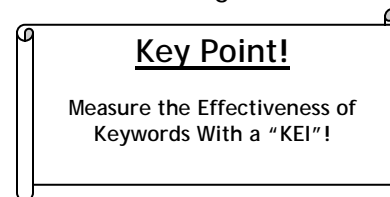


The service will also tell you how competitive those keywords are (how many other web pages have been optimized by using those keywords and how many people have actually searched for those keywords in the past 24 hours at each of the major engines.

When it comes to picking your keywords, your goal is to choose a word or phrase that does not have a huge amount of competition but that (hopefully) a large number of people are searching for. This is where the KEI comes in. KEI, which stands for Keyword Effectiveness Index, refers to the number of times a keyword has appeared in Wordtracker's data compared with the number of competing Web pages.

The KEI is vital because it points to which keywords would be most effective for your theme based content site when it comes to search engines.

In other words, the higher the KEI, the more popular your keyword phrases are, and the less competition they have. According to Wordtracker, a "good" keyword to target is one that has a KEI of around 100, but an "excellent" keyword to target has a KEI of over 400.



My site [www.smallbusinessheroes.com](http://www.smallbusinessheroes.com) has an Internet radio station and it focuses on the small business/home business audience. The higher the KEI ranking, the more effective the keyword will be.



No.	Keyword (Why quotes? Click here)	KEI Analysis	Count	24Hrs	Competing
1	"Internet radio stations"	2088.153	4449	144	9479
2	"Internet radio"	1219.467	11475	371	107978
3	"home based business"	35.271	2146	69	130568
4	"home business"	22.855	3444	111	518974
5	"business opportunities"	11.055	2442	79	539442
6	"small business"	6.530	3470	112	1844018
7	"Internet marketing"	3.641	1331	43	486499
8	"marketing"	3.196	5749	186	10341629

Do you notice anything about the list? Which score higher, single words or phrases? Search Phrases! Here is why:

1. Single word keywords are way too competitive. A search for "sales" in any search engine will probably generate hundreds of thousands of pages. Getting your site ranked in the top two pages of a search engine is next to impossible.
2. Most search engine users have realized that they can get pages that are more relevant if they search for phrases rather than individual words. Statistical research has shown that most people are now searching for 2 or 3 word phrases rather than for single words.
3. Single word keywords will not get you targeted traffic. When people search for "sales", are they looking for a sale or how to learn how to sell?

Look back at your Big Fat Claim. How can you tie your keyword phrases to your Big Fat Claim?

Use the [WordTracker](#) service and look for specific niche related words. Try to think of keywords that apply to specific areas your product or service is designed to serve.

## Usability and Web Site Navigation

There have been loads of studies done on website effectiveness over the short life of the commercial Internet. You will find proof that your website must be set up in a specific way for it to be effective. Some examples that I found include:

- On average, a user will only wait 20 seconds for a screen to download.
- Only 10 % of users scroll beyond the first screen.
- It only takes 2-3 clicks before a user gets frustrated at most sites.
- 79% of users only scan a web page.
- Most surfers will only scroll down 3 - 4 screens.
- 73% leave after 3 mouse clicks.
- 83% leave a site frustrated.
- Poor navigation is the biggest complaint, not poor content.

I am sure you would agree with this assessment if you were searching for some specific information on a website.

The usability experts quoted in these assessments are probably right when the browser was looking for specific information. Unlike a larger corporate site, a small business site provides information on a single niche and is designed to capture e-mail addresses. It is not meant to answer every question your visitor might have.

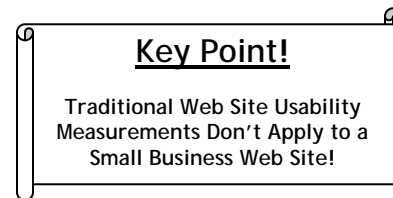
These studies never looked at what is required to capture e-mail addresses, rank high in search engines and then sell products and services online.

I have three categories for websites. The first two are the common sites that you hear about in traditional business discussions.

The majority of websites are “Information Sites”. The sole purpose of this type of website is to inform the visitor. Information sites are dedicated to personal interests or a company and its products and services.

As these sites mature, they become “Buying Sites”. A buying site is one where the business uses the website as another distribution channel. It allows its customers to use the website as a place to complete a sale. These sites support a customer who has already made the decision to buy what the company is selling and just wants to confirm information before completing the sales transaction online.

The visitor knows specifically what they want, whom they want to buy it from and how much they are willing to pay for it.



Usability and navigation rules apply to “Information” and “Buying” sites.

Finally, there are “Sites that Sell”. Like a virtual sales person, these direct sales pages persuade and influence the customers. This type of website engages the senses of a buyer, enrolls them in a sales process and then compels them to make a purchase online.

These sites are ideally suited for small businesses because:

- The customer may not have been looking specifically for your products and services.
- They did not have their mind made up to buy what you are selling when they entered the site.
- They didn't have to find the site with a search engine
- You did not spend tons of money advertising to get them to a site that sells.

## Building a Collection Site

This is the part of Internet marketing where some people just give up. Whatever you do, read this section and think about how it applies specifically to you.

To be a techie or not to be a techie, that is the question.

You need a website to become involved in Internet marketing, that is a given. What you do not have to do is figure out how it works and I do not intend to teach you how to manually code a site in HTML or how to figure out how to create custom graphics and design for your site. There are lots of other books with a wealth of information about how to do that.

Take the time to look at my site [www.jamesmaduk.com](http://www.jamesmaduk.com). I get compliments about that site from other small business owners all the time. I will get questions like, "Who did your graphics?" or "How did you get the navigation all set up?" While I would like to say that I am a gifted and creative web designer, the truth is that I have not created any of my 70 sites. Every single one of them was started from a free template.

I use a Microsoft product called [FrontPage](#) that came free as part of MS Office 2000 professional. Every site is created with the help of a wizard and a template in the standard FrontPage software. The navigation, the graphics, the look and feel, the layout, the buttons, everything you need to create a website is already built into one of the many templates.

Adobe has a similar product, so does Macromedia and there are lots of other free software packages that you can use to create your own site. Visit [www.tucows.com](http://www.tucows.com) or [www.download.com](http://www.download.com) for a listing of HTML editors and you will find tons.

All of these programs work in a similar fashion. You pick a template, a layout and the way you want the buttons to look and work. The program does the rest.

Some of you might be saying, "I don't have time to figure out another piece of software" or "That stuff is still too technical for me". That is OK.

Call on your regular web designer or hire a freelance web person to create the site for you USING FRONTPAGE. Do this so that you can be involved when you want or need to. If they will not use the program that you choose, find another person to do the work. Let them know that you are going to be keeping the pages up-to-date or at least want to have the option of maintaining the site yourself once it is built.

The real value of these programs is not in the creation of your website. It is the fact that you can change pages or add pages any time you want. It is just like using your word processor. When you are online, you can open up any page on your website, make changes and then save it. If you have new pages that you want to add, you can publish them to your website without having to wait for a webmaster to make changes.

### **Key Point!**

Taking Care of Your Own Site is Important and Cost Effective!

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Once your site is set up, you are in control. You can test, alter, change, add and manage the information that is on your site.

You either create a site or have someone create it for you. Whichever you choose, make sure it is accessible with an HTML editor like FrontPage.

For FrontPage help, visit FrontPageTools. It has templates and training for novices and beginners. [www.frontpagetools.com](http://www.frontpagetools.com)

I've included links to my "Build My First Web Site" videos on the following pages. The video course is *easy to watch and detailed enough* for any of the tasks you will need to include on your site.

To use FrontPage requires that your Internet Service Provider or hosting company supports "FrontPage Extensions". I have not run into a company that does not, but it is always a good idea to ask.

### Kill Flash and Splash Pages

Adobes Flash is a powerful tool. Used for sophisticated animation and interaction online, it can provide some really entertaining sites. Graphically rich, compelling multimedia presentations are almost always done by web designers using this application. In larger businesses with marketing departments, you hear the cry for a consistent corporate "branding".

To make sure the corporate message gets out and the company can be branded, you often find it used on websites as a "landing or splash page". A landing page is the animated introduction that plays before you get to the real website you want to visit. It is often the one that takes ages to load and hopefully has a skip intro button.

Because flash provides such a rich multimedia environment that works well on the web, there are more and more websites that are done entirely in flash. This allows the designer to control the graphical look of the site as well as use the interactive features of flash to provide robust site navigation.

#### **Key Point!**

Do not Waste Time or Money on  
Flash or Fancy Graphic Web  
Tricks!

If you are a small business owner who wants to sell online, never use flash. It is a colossal waste of time and money.

If you want to entertain your guests for free and win awards for web design, go for it.

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There are a number of major reasons you do not want to use Flash.

1. As far as the search engines go, your website may not exist or, at best, there is nothing on your main page.
2. Try to change your website by yourself. Do you know flash inside and out? If you have an outside graphics designer coding the flash work and graphics, you have now lost total control of your website.
3. Big businesses with big budgets and big marketing departments worry about branding. Small Business owners worry about selling. When was the last time you bought a product or service because you were entertained during the presentation?

Bottom line: stay away from Flash

## Videos - Build My First Web Site

Play Video: [Click Here To Start The Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 15 Minutes

**Description:** More than a basic intro, this section sets the stage for "Build My First Web Site". I've included some of my thoughts on where the market has been, where it is today and where it's going to be in the short term.

You'll get an overview of all of the sessions and some basic Web Site Building Tips. If you've never used RealPlayer before or want a quick [refresher take the time to watch this introduction](#) to web video so that you get the full value of these whiteboard and full size screen captures.

### Session 02 - Let's Buy A Template?

Play Video: [Click Here to Start the Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 8 Minute Screen Capture

**Description:** Don't know where to start? The easiest way to get going is with someone else's work. Watch this session as I purchase and then download a complete web site template online.

This is a FrontPage template; however I've included resources to Dreamweaver and other basic templates that anyone can use.

The templates I use include all the pages, graphics, navigation and formatting that you need to get started. Better yet there is a great collection available starting at \$15.00!

Take a look at some of my sites like:

<http://www.parentsguidetoinstantmessaging>

<http://www.learnmagictricksonline.com>

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[www.jamesmaduk.com](http://www.jamesmaduk.com)

<http://www.teleclasspresenter.com>

<http://www.buildmyfirstwebsite.com>

Notice anything?

Try <http://www.jamesmaduk.com> and  
<http://www.smallbusinessheroes.com>.

### Session 3 - Open Up Your Template

Play Video: [Click Here to Start the Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 10 Minute Screen Capture

**Description:** You've installed your template on your hard drive, now what?

In this 10 minute session I'll show you exactly what to do when you install your template on your hard drive. You'll learn how to open the template, where to find it and how to start editing your copy before you publish.

I also go over the different pieces of FrontPage, including menu choices and some of the different views available to you.

Make sure to watch this session before you commit to publishing your final site.

Why? Because your hard drive isn't a web server with FrontPage extensions installed, some of the advanced features found in FrontPage aren't available. My personal strategy is to publish and then edit on the live site instead of doing it on the hard drive local version. That way I have all of the resources available. It only takes a couple of minutes from start to finish and I'm up and running.

Play Video 2: [Click Here to Start the Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 15 Minute Screen Capture

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**Description:** Ever wondered where to put your templates? Where should you install them? What should you name them?

We'll those questions are all answered in this additional 15 minute session!

#### **Session 4 - Publish Your Template - You Have A Live Web Site!**

**Play Video:** [Click Here to Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 7 minute Screen Capture

**Description:** Ready for the big day? Publish your site without mucking around with FTP. FrontPage makes it really easy to publish your web site. You don't have to know a thing about FTP or web servers, all good web hosts have FrontPage extensions installed as part of your basic web hosting package. Watch this session and see how I take the FrontPage template that I purchased and "publish" it directly to my new domain. It only takes a couple of minutes from start to finish and I'm up and running.

You can too!

This 7 minute screen capture follows the steps as I pick out the pages I want to publish from my hard drive. If you've had to figure out difficult to understand FTP settings before, you'll recognize how much time and effort this simple system can save you.

Here is your chance to publish along with me.

#### **Session 5 - You've published a site, now what?**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 14 Minutes

**Description:** You Published Your Site - Now What? In a previous session I showed you how easy it is to publish your web site with FrontPage, in this session I'll show you how easy

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it is to make changes to your live site!

If you can use a word processor, if you can type with one finger, you can make changes to your site - without having to ask an expensive web designer to help you out.

With a simple login you can make all the changes you need to the text on your newly published site. In fact you have full control, you can add, delete, edit, and change everything about your new site as soon as you watch this session.

Watch this session and see watch how I login to a new site with FrontPage and make changes to the default text that comes with the template that I purchased for <http://www.teleclasspresenter.com>.

It only takes a couple of minutes from start to finish and I'm up and running.

You can do the same!

This 14 minute screen capture follows the steps as I add titles and change some text on the main page of my new site.

Here is your chance to publish along with me.

### **Session 6 - Make Quick Navigation Changes!**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**[Buy Now!](#)** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 5 Minute Screen Capture

**Description:** FrontPage makes it really easy to update page names and even your entire site navigation.

With a simple graphical tree view of your site you can drag-and-drop any page in your site and automatically update all the navigation on all of the pages.

Watch this short screen capture and see how easy it is!

Follow along as I change page names, titles and the navigation on my new site.

Here is your chance to publish along with me.

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## Session 6 - No Template? Want a Simple Site With Tables?

Play Video: [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 15 Minute Screen Capture

**Description:** I'm trying to create a real simple page or web site, nothing fancy, one that doesn't fill up the entire page, kind of like a newspaper column.  
Show me how to set up a single page web site.

This 15 minute screen capture goes through a couple of examples that teach you how to create your own brand new site and background or use someone else's existing site as a starting point.

I'm not suggesting you copy another site directly, however you can use combine your own text, style, and formatting to create a derivative work.

I've used FrontPage 2003 to demonstrate how simple this can be. FrontPage and Dreamweaver work in a similar fashion so you should be able to follow the directions in the screen capture no matter which software you use to edit your HTML.

## Session 7 - The Easy Way to Insert Graphics and Pictures!

Play Video: [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 18 Minutes

**Description:** Want graphics and pictures on your web site? Then watch this session. It can't get any easier than this. Everything you need to know about adding and inserting graphics on your FrontPage site is in this session.

This 18 minute screen capture follows the steps as I insert and format graphic files directly into a live web page. In addition to just inserting the file, you'll learn how to resize, add hyperlinks, and add alternative text to your image files.

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It doesn't matter if you are creating a site from scratch or using a template, if you need to know about graphics in FrontPage watch this session.

#### **Session 8 - Want to know if a domain is available?**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** Got a great name for your web site and want to find out if the domain is available?

Then watch this session. Follow me as I check on some possible domain names for some of my sites. This screen capture follows the steps as I search for the right name and double check to make sure it's not already registered.

If you've watched the 'Get Ranked First On Google' videos you know how important a great domain name is. Don't get stuck picking a winner, watch this video.

#### **Session 9 - Create Floating "Popin" Windows (these are immune to popup blockers)**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 13 Minutes

**Description:** Don't you hate popups? Who doesn't?

I don't when they are MY Pop-Ups! Why? Because Pop-Ups rock when it comes to grabbing the attention of your visitors and then capturing their email addresses. Today with many toolbars, blocking traditional Pop-Up marketing tactics there has been a scramble to find a way to utilize the attention grabbing effectiveness of pop-ups with a technology that can't be blocked.

So called DHTML pop-ups are the answer, but there's a problem. The privilege of using these new unblockable pop-

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ups has been limited to marketers who shell out a ton of cash for stand alone software.

Until now that is!

Then watch this session. It can't get any easier than this. I found a [free resource](#) that creates these DHTML Pop-In Ads for you on the fly.

This 13 minute screen capture follows the steps as I create the actual Pop-In using the [free resource](#)

**Learn How To Install Scripts - This example installs the floating Popin we just created.**

**Play Video:** [Click Here To Start the Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 8 Minutes

**Description:** Don't Know How To Install Scripts? You'll find it easy after you watch this video. (This video may not work well if you are on dialup - because there is a lot of movement on the screen I had to encode it at a higher quality.)

Two simple cut and paste steps is all you need to install a free Floating Pop-In. Yes the same type of pop-up that you need to install to guarantee that users can't block your attention grabbing offers.

The ones that you need to use in order to grow your list!

It can't get any easier than this. I found a [free resource](#) that creates these DHTML Pop-In Ads for you on the fly.

You can see how they work at  
<http://www.teleclasspresenter.com> and  
<http://www.jamesmaduk.com>

**Session 10 - Name Your Pages Correctly**

**Play Video:** [Click Here To Start the Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

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**Duration:** 11 Minutes

**Description:** Learn how to add page titles and name pages properly in the navigation with this simple video.

Sometimes getting the navigation to work correctly in FrontPage can be a challenge. Why? Because many users get the "page title" and the "page name" confused.

Watch this video and learn how each one is set and where they show up on the page and in your sites navigation. Even if you use templates you'll want to learn these distinctions as you manipulate and update your sites over time.

**Session 11 - Don't spend a bunch of money on Flash Audio Buttons - Add them for free!**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 30 Minutes

**Description:** I've been creating multimedia training sessions for over 5 years. With all that multimedia experience, I hate to see people pay too much money for something that shouldn't cost as much as it does.

You don't have to pay for audio on your web site. Follow this screen capture and see how I add audio to a web page. You can use the same steps as often as you want whenever you want to add a testimonial, personal message or detailed instructions using an embedded flash player and an MP3 file.

This 30 minute screen capture goes through a couple of examples that teach you how to create add the flash file and point it to your saved MP3 file. You are free to download the flash player from the link below.

I've used FrontPage 2003 to demonstrate how simple this can be. FrontPage and Dreamweaver work in a similar fashion so you should be able to follow the directions in the screen capture no matter which software you use to edit your HTML.

[Flash Player](#) - Right mouse click and choose "save as". This is the file that you'll have to upload to your web server.

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*Cut and Paste the Following Text:*

```
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=6,0,0,0"
width="120" height="20" id="player" >
<param name="movie"
value="http://www.yourdomain.com/flashcontrol.swf?src=http://www.yourdomain.com/nameoffile.mp3" ref>
<param name="quality" value="AutoHigh"> <param
name="bgcolor" value="#e8e0c0">
<param name="_cx" value="3175">
<param name="_cy" value="529">
<param name="FlashVars" value="-1">
<param name="Src" ref
value="http://www.yourdomain.com/flashcontrol.swf?src=http://www.yourdomain.com/nameoffile.mp3">
<param name="Loop" value="false">
<param name="AllowScriptAccess" value="always">
<param name="DeviceFont" value="0">
<param name="EmbedMovie" value="0">
<param name="SWRemote" value>
<embed
src="http://www.yourdomain.com/flashcontrol.swf?src=http://www.yourdomain.com/nameoffile.mp3"
quality="AutoHigh" bgcolor="#e8e0c0" width="120"
height="20" name="player" type="application/x-shockwave-flash"
pluginspage="http://www.macromedia.com/go/getflashplayer" loop="false"> </embed></object>
```

Make sure to change the bold text to reflect your domain name and the locations of the flash and mp3 files.

#### **MP3 Software:**

I use video software to create my mp3 audio files, but you don't have to! Here are a couple of inexpensive/shareware software programs that allow you to convert audio files into mp3's. I found these at [www.tucows.com](http://www.tucows.com). Be very careful when installing shareware or freeware. If they are ad supported you may end up installing additional adware components that I don't recommend. The best audio software that I've used is [Sound Forge](http://www.sony.com/SoundForge) from Sony (previously Sonic

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Foundry).

#### Full Service Web Audio Software:

If you are really serious about adding audio to your web site and want to do it professionally, I recommend [Sonic Memo](#). It's a full service resource that includes additional buttons, more flexibility and professional templates.

<http://www.webmarketingforsmallbusiness.com/sonicmemo.asp>

Session 12 - Using Paysystems as your credit card gateway? Watch as I create and then insert a "buy me" link into an order page.

Play Video: [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 10 Minutes

**Description:** Paysystems is a common credit card gateway. If you don't have your own merchant account or don't want the hassles of getting one, take a good look at [Paysystems](#).

Paysystems will work as a standalone shopping cart or with most other systems like, [QuickPayPro](#) or [1 Shopping Cart](#).

Session 13 - Using PayPal to take payments online? Watch as I create and then insert a "PayPal Button" into an order page.

Play Video: [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Get Access All The Video Courses](#)

Duration: 15 Minutes

**Description:** PayPal is the easiest way to take payments online. If you don't already have a PayPal account follow this tutorial as I show you how to open an account and set it up to take web payments.

This is by no means everything you need to know about [PayPal](#), but after the session you will be able to add PayPal buttons to

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your pages and accept credit cards and [PayPal](#) payments online.

#### Session 14 - How to Add a "ClickBank HopLink" to Your Pages?

Play Video: [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 13 Minutes

**Description:** [ClickBank](#) is any easy way to take payments online - plus it comes with a "ready made" affiliate program.

You need to set up your ClickBank account before you can actually get paid, but this video will show you what you have to do to your pages and order links for effective use of this method of taking payments

#### Session 15 - Want To Hide Files From Prying Eyes and Search Engines?

Play Video: [Click Here To Start the Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 15 Minutes

**Description:** This is a quick trick that lets you hide files and directories from prying eyes. It's especially useful when you are selling digital goods like e-books which your paying customers download from your website.

I'll show you how to set up your web server so that you can stop visitors browsing your folders and how to stop search engines from finding private files on your site.

#### Session 16 - Meta Tags and Other Page Properties!

Play Video: [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 10 Minutes

**Description:** You've probably heard about "Meta Tags". This session goes over meta tags.

You'll learn where they are, what they do, and what you should enter into them.

Don't worry it's simple stuff and they really aren't as important as they use to be. At least as far as search engines like [Google](#) are concerned.

### **Session 17 - Where To Host - What You Need To Know!**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 16 Minutes

**Description:** Do you have a web host yet? Did you get a free hosting account when you purchased Internet Access?

Find out what you need to know about hosting your site, The questions you should ask, and what the hidden traps many "freebie seekers" fall prey to when they tie themselves into a "low or no cost" web hosting account.

This is very important if you are serious about building a web business.

Why?

Because I guarantee that you'll have more than one web site after you get going. Picking the wrong host can cause major headaches for you later when you try to coordinate your internet business.

Take it from me. I have 78 sites!

### **Session 18 - Hosting Control Panels - How They Work and What They Do!**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

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**Duration:** 10 Minutes

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**Description:** Want Control of Your Site?

Did you know that a good host probably has a great “control panel” that gives you full control of your web site?

You can add domains, ftp accounts, email addresses, plus add advanced settings like password protecting pages and directories on your sites.

**Session 19 - Hosting Control Panels - Uploading your site without FTP!**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 5 Minutes

**Description:** Confused by FTP and other web software?

Did you know that a good web site hosting company has a built in “control panel” that gives you full control of the files and directories on you site?

A good control panel is important for easy file management.

Watch as I upload a site and manage a site using my hosting “control panel”.

**Session 20 - How to Collect Form Information!**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** This session shows how to add a simple form to your site. I’ve included two examples.

The first example shows how to add an “opt-in” email capture form.

The second is a little more advanced. It shows how to add a “contact us” form to a page. In fact it’s part of the template

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you should have already purchased.

You'll even learn how to send the results of the form to a database or email address.

### **Session 21 - Advanced Links - HTML Names and Redirecting Visitors!**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 10 Minutes

**Description:** Ever wanted to "redirect" a visitor? Don't worry if you don't know what that means. I'll show you why you may want to hide a "real" link and how to do it in this session.

Most marketers who include affiliate links as part of their business use these techniques to "cloak" or "shorten" long file names.

This is a basic session and will help if you are just starting out and want a little more background on how to name your pages and sites properly.

### **Session 22 - How To Insert HTML Fragments!**

**Play Video:** [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** Some times when you purchase a third part service you are required to add a small "HTML fragment" to a page or pages on your site. An example might be for capturing email addresses and subscriptions for you autoresponder. Perhaps you are using a "Payment Gateway" to take credit card orders online and that service requires that you add a button to a page.

This session shows how to add these "snippets" of HTML code to a page so that the third party service works properly.

### Session 23 - How To Update a Page From A Database!

Play Video: [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 7 Minutes

**Description:** If you have a database full on information you should consider using the database to “publish” the information on you page. Why?

Because making changes in the database actually changes the content of the html pages. Watch this 7 minute session as I update a database to fix a spelling error. I could have added new pages, changed the content or even changed the entire look of every page generated by the database drive page.

### Session 24 - No More Broken Links!

Play Video: [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 8 Minutes

**Description:** For a webmaster there is nothing more embarrassing than a broken page link. This session shows you how to make sure you don't have broken links. Plus I'll show you a special way to use the control panel and make sure that you can benefit when you do have a broken link!

### Session 25 - Add a Background To A Page

Play Video: [Click Here To Start The Video Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 5 Minutes

**Description:** Have you ever wondered how to get those eye-pleasing backgrounds to show up on your web site? Watch this short session and I'll show you a quick trick that makes it easy to add any graphic image (big or small) to the background of any of your web pages.

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## Chapter 5 - How to Attract Search Engines

An entire industry has grown up around the idea of making your website show up high in the search engine rankings. They are called "Search Engine Optimization" companies, SEO for short. A good SEO firm will make sure that your website ranks highly and that the text description the search engine provides for your site makes people want to click on the listing and actually visit your website.

Big business is spending big bucks on SEOs right now. The search engine is the lifeblood of the big business. A big business that spends buckets of money on building a brand needs to rank in the first two pages to make sure that their branding and advertising works.

So what are the tools the SEO firms use and how do they apply to the small business?

To play with the big guys focus on three optimization areas.

1. Meta Tags
2. Link Popularity
3. Keyword Density

### Key Point!

Search Engine Optimization  
Focuses on - Meta Tags, Link  
Popularity and Keyword  
Density!

### Meta Tag Tools

Meta tags are special "Html" tags inserted in the web page for explaining to the search engines what the page is all about. These tags are not visible to the user but occasionally some search engines display Meta description tags in their results.

### Meta Tags Basics

Meta tags go in the <HEAD> </HEAD> segment of your html document and are especially for search engines.

The important Meta tags from the search engines' point of view are the "Description", "Title" and "Keywords" tags.

### Meta Description Tag

Description: Some search engines use the content of the description tag as the site description in their result and look in the description tag for keyword matches

Syntax of Meta Tags

(Check Everything Twice Before Finishing)

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<META NAME="Description" CONTENT="Enter Your Site Description Here About 150 Characters">

### Meta Keywords Tag

Description: This tag is not shown. It only tells the search engines what keywords are important for the particular page.

#### Syntax of Meta Tags

(Check Everything Twice Before Finishing)

<META NAME="Keywords" CONTENT="Enter, Your, Site, Keywords Here">

Normally you separate keywords in Meta tags with a comma. The search engines understand a "comma" as "Or", while a "space" is taken as "And".

### Meta Tag Optimization Tips

You should always arrange the keywords in the Meta tags in order of importance.

When you have several occurrences of the same words in the Meta tags, use different capitalization such as: promotion, Promotion and PROMOTION. The general rule of thumb, however, is to keep everything in lower case.

It is also a good idea to add common misspellings of some of your keywords into your Meta tags if you have some room. For example, promotion could be spelled promotion by someone who is typing fast.

### Other Meta Tags

You can also instruct the search engine robot/spider how to index your site using the robot's META Tag. This is what it looks like:

<META name="robots" content="noindex, nofollow">

What the tag above does is tell the spider not to index the page that it appears on, and not to follow the links on that page. Here is a complete list of attributes for the robot's tag:

**index** - this is the default setting, the page is added to the search engine database

**noindex** - the page is not added to the search engine database

**nofollow** - the spider doesn't follow the links on that page

**none** - same as "noindex, no follow"

To use any of these attributes simply, replace the "noindex, nofollow" text in the example above with whatever you want to use. If you need to use more than one attribute, separate them with a comma.

## Other Meta Tags Resources

Website Garage <http://www.websitegarage.com> does an analysis of your website's Meta tags and then makes suggestions on how to fix them.

ABS Meta Tags Analyzer <http://www.scrubtheweb.com/abs/meta-check.html> is a great tool that checks the overall quality of your html coding. It also checks to see that the title tags are set up properly and takes a basic look at your Meta tags.

## Link Popularity

Link popularity, which refers to the number of links pointing to and from related sites, is considered by many search engine experts as the most important element of a site's relevance in search engines. Do not confuse link popularity with site popularity, which refers to click-through popularity, and how long visitors remain at the site when they get there.

There are three types of links that will increase the link popularity of your site; internal, incoming and outgoing links.

### Internal Links

Internal link popularity refers to the number of links to and from pages within a site. Make sure you cross-link your important related pages back and forth. This will help build up your site's theme (used by search engines to categorize the theme of a site). By doing so, you are telling search engine spiders that those are the most important pages of your site. Cross-linking your pages also helps the search engine spiders find and index the most important pages quicker, especially if some pages are buried deep within your site.

### Incoming Links

Incoming link popularity refers to links pointing to a site from other related sites. In addition, there are two types of incoming links:

1. Links from sites you control. You can control your site's theme by setting up several small related sites, and then cross linking them all together, including links back to the main site. Select keywords that describe the theme of the main site and use those same keywords to link to the main site from the other sites. The reason behind this is that some of the major search engines, such as Google, place a great importance on the text used within links.
2. Links from sites you do not control. There are two ways of finding sites to link to yours. The best way to get other sites to link to yours is to ask them politely. The way to find likely candidates is to ask those sites that link to your competition.
  - a. Finding sites that link to your competition. Did you know that search engines can tell you which sites link to your competition?

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To find out, visit your favorite search engine and enter, "link:" followed by the competitor's domain name (with and without "www"). For example, "link:theirdomain.com" and "link:www.theirdomain.com." (Quotation marks not required.) To check the link popularity of your own sites, simply replace "theirdomain.com" with your domain names.

- b. Finding link partners in directories. Do not forget that all the sites listed in the same category as yours in the major website directories, such as Yahoo, LookSmart and the Open Directory Project, are ideal link candidates too.

Once you have compiled a list of related sites, add a link to them in your site. Then send an e-mail to site owners informing them that you have linked to their site and politely ask them for a link back to your site. Do not forget to tell them about the benefits of exchanging links in this manner.

#### Finding Sites That Accept Site Submissions

Another way of finding sites to link to yours is to find sites that accept site submissions. To find such sites, visit a search engine, such as Google, and search for: "add URL" and "your keywords."

Replace "your keywords" with those related to your site. Include the quotation marks to ensure the search engine only returns pages with the exact search phrases you enter. Also try replacing, "add URL" with one of the following sets of search phrases: add site, add link, add a URL, add a site, add a link, submit URL, submit site, submit link, submit a URL, submit a site, submit a link.

You can also find site submission pages by searching for the actual page. So, try replacing the "add URL" search phrase with addurl.html, addsite.html, addlink.html, etc. Try using hyphens or underscores too: add-url.html, add-a-link.html, submit-url.html, add\_site.html, submit\_a\_site.html, submit\_a\_link.

You can also try replacing the ".html" extension with others, such as ".htm," ".shtml," ".cfm," etc.

#### Outgoing Links

Outgoing links refer to links pointing to other related sites from your site. Search engine spiders that visit your site's outgoing links and determine that the content of the sites you link to is related to the content of your own site. This will improve the theme rating of your site. Some search engines now place a huge importance on a site's theme in determining its relevancy.

It is important to name your internal and outgoing links carefully. Since keywords are important in determining the relevancy of a page, it is essential that they are used throughout a page.

The page title and headings should always include the keywords describing the page. So should the page headings.

Naming the page with the same keywords can help. In turn, the visible link text used on other pages to link to the page should use the same keyword phrase as the page name. For example, if the title of a page is "speaking engagements", then the page name should be "speaking-engagements.html," or "speaking\_engagements.html." Make sure you include a hyphen or underscore between each word. This will ensure that search engines index each word as a separate keyword. Do not pack all the words together. For example, don't use "speakingengagements.html". You should also make sure that all links to that page use the link text, "Speaking Engagements." You notice how everything fits together?

## Link Quality

The quality of the links is just as important, if not more important, than the number of links to your site. The types of sites you should concentrate on getting links from include major search engines (Google), popular search portals (MSN), website directories (Yahoo and Open Directory Project), high-traffic sites, news sites (CNN), weblogs and sites related to your site's niche or theme. Search engines consider links from major search engines and portals as a big "thumbs up" for your site.

### Incoming Links Mistaken as Link Popularity Boosters

There are two types of incoming links that some people mistake as links that will boost their link popularity:

- Pay-Per-Click (PPC) search engine links, from Google or Overture.
- Links from affiliate programs, such as ClickBank or Commission Junction.

Unless you host your own affiliate program on your own server and the links point to your theme site, those incoming links do not boost your site's popularity. Links from PPC sites and affiliate programs actually point to their own sites, which then redirect the visitor to the correct site.

#### **Key Point!**

Links From Other Web Sites is  
More Important Than Being  
Popular!

### Link Exchanges and Farms

Never use links from link exchange sites and link farms. Link farms are networks of heavily cross-linked pages on one or more sites, with the sole intention of improving the link popularity of those pages and sites. Many of the major search engines consider such links as spam, so stay clear of these types of links.

A better strategy is to create your own directory pages on your website. Creating your very own personal directory pages provide high value links going

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out of your site, valuable resources for your visitors and if done correctly can provide all of the important incoming links that you need for a high search engine ranking.

Linksmanager.com is a service that quickly organizes all of your links in categories and makes reciprocal linking with other sites simple. The service is free for the first 30 days, followed by a monthly fee depending on the number of categories you include. Better yet, you can get the service for free if you refer one new customer each month.

### Conclusion

Do not underestimate the influence link popularity plays in the ranking of your web pages. It is actually possible to achieve a top ranking almost entirely on link popularity alone. So spend time improving your site's link popularity.

### Keyword density

Think of one or two main keywords for your site, and make them appear 5-6 times each on your front page.

Some search engines will look for "keyword density", meaning how far apart the keywords appear. Some will only look at the first 200 characters of your site, and count the number of times the keyword appears. Others will index a bit from the top, middle, and bottom parts of your website, and search those areas for keywords. Generally, 2-5% of the text of your web page should be made up of the keywords.

#### **Key Point!**

It Pays To Be Dense. When it Comes To "Keywords"!

## Video Course - Get Ranked First On Google

### Introduction to Getting Ranked First On Google

Play Video: [Whiteboard and Audio](#) or [Audio Only](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

**Duration:** 13 Minute Whiteboard (Original) and 7 Minute Whiteboard [Revised Introduction](#)

**Description:** Setting the Stage, what you need to know.

I've also included an [updated introduction](#). To clarify things I've come up with some names to describe how the steps work together.

I'll introduce "Google Gates" "Theme Maps" and a "Site Mesh" as pieces to the puzzle. In each of the new sections, I've tried to make the ideas easier to understand and to implement.

### Do Your Homework

Play Video: [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

**Duration:** 24 Minute Whiteboard and 49 Minutes in Two Screen Captures.

**Description:** STOP HERE! If you miss this section, you've wasted your time and money. Done properly, picking the words and phrases that your customers will search for is the most important thing you can do.

Think about this for a second, you could get traffic or you can get targeted traffic. Following the steps I lay out over the next 4 hours of content will get you increased traffic from Google. However, the amount of research that you do will determine the quality of your traffic.

**Bottom line:** I've included tools for you to use and advice for picking the right key words and key words phrases that you can

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focus your efforts on.

Learn what you do and why in the BoardCast sections. All you need to do is follow the action steps. Watch how to use the tools and how it's done in the live screen captures.

Screen Captures ([View the Screen Capture](#))

Search Term Suggestion Tool and Google AdWords

Patterns and Live Searches

Keyword Search Tools

Google Toolbar Alexa Research

Free Software to Download

Choosing a Domain Name with Keywords [Download Now](#)

Category Finder Software [Download Now](#)

Good Keywords Software [Download Now](#)

Site Popularity Meter Software [Download Now](#)

### Understanding How Google Decides to Rank You

Play Now: [Whiteboard and Audio](#) or [Audio Only](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

**Description:** There's over 100 Criteria that Google uses to rank your page. How do you know which of those criteria to focus on and how leverage what you know without cheating?

**Duration:** 30 Minute Whiteboard.

### What Text Should You Include and Where Should You Put It?

Play Video: [Whiteboard and Audio](#) or [Audio Only](#)

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**Duration:** 21 Minute Whiteboard and 12 Minute Screen Capture

**Description:** As the saying goes, it's not necessarily what you say, it's how you say it. It is the same thing with the Google Search Engine. Find out what content you should include in your site and where you should put it.

The [screen capture](#) includes a great example. I searched for fresh lobster and found a great site that has done a wonderful job of using content, formatting, and text links to get high rankings for a number of key word phrases.

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I counted three # 1 rankings and two top 5 rankings for a competitive commodity category.

### How Do Links Work with Page Rank?

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Duration: 20 Minute Whiteboard.

**Description:** Let's clear up how links and link popularity works on the Google Search engine. Once you know how links work, you can start to take leverage your strengths and manage your weaknesses. If you're unsure of how you want to organize your Google Gates this 20 minute session explains why using MiniSites is the most effective way improve your ranking in the engine.

### Create Your Google Gates

Play Video: [Whiteboard and Audio](#) or [Audio Only](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

Duration: 7 Minute Whiteboard and 10 Minute [Screen Capture](#) Shows

**Description:** Let's clear up how links and link popularity works on the Google Search engine. Once you know how links work, you can start to take leverage your strengths and manage your weaknesses.

### Deciding How to Connect Your Google Gates

Play Video: [Whiteboard and Audio](#) or [Audio Only](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

Duration: 30 Minute Whiteboard and 7 Minute Screen Capture - How to Do a [Framed Google Gate](#).

**Description:** If you understand how to create a Google Gate but aren't sure how to link these pages together, I'll give you three different models in this session.

I've also included some examples for businesses who want to earn affiliate commissions from the sale of other people's products. What you have to decide after this session is how

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you want to organize the Google Gates on your web site.

### Building a Theme Map

Play Video: [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

**Duration:** 8 Minute Whiteboard and 7 Minute Screen Capture.

**Description:** Unlike a "Site Map" - a page with hyperlinks to all the other pages on a site, the "Theme Map" is a page that contains links to all of the Google Gates in your theme.

Create a page that contains links to each MiniSite/Subdomain/Standalone Page that you created. Remember each of those pages is a Google Gate that is set up to win a #1 ranking for a specific Keyword Phrase.

Format the content and the name of the of the "Theme Map" page using the same rules for any other content page that Google would index.

Use the method that suites your web site, I use a SSI or server side include, you can cut and paste the "Theme Map" or even include the map on the main page.

The purpose of the "Theme Map" page is to connect or mesh all of the Google Gates. Remember there must be a link to the "Theme Map" page from the main or index page of the same site. This way the Google Engine will be able to index it when it spiders all of the links on the main page.

### How I Meshed My Sites for Improved Link Popularity

Play Video: [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

**Duration:** 18 Minute Whiteboard and 10 Minute Screen Capture.

**Description:** This is how I build my mesh using SSI (server site includes) to duplicate the links to all of my sites on hidden or background pages. The following session provides a newer description of the process.

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## Tying Google Gates Together Into a Site Mesh

Play Video: [Whiteboard](#) and Audio or [Audio Only](#) or [Screen Capture](#)  
**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 14 Minute Whiteboard and 15 Minute Screen Capture.

**Description:** You've decided on Keyword Phrases and how you want to organize your site. Next, you created Google Gates for individual Keyword Phrases and a Theme Map with links to all of the individual Google Gates. This session explains how to tie the Google Gates to the Theme Maps.

### Linking from the Google Gate to the Theme Map with a Hidden Link

On each Google Gate, we want to add a hidden link to our Theme Map. I've shown an example with FrontPage where I've changed the style of the hyperlink. If you don't use front page you need to set up a CSS (Cascading Style Sheet) to set up a link on your Google Gate page without looking like a regular hyperlink.

You do this to change the hidden link color to match the text color and remove the underlines - the link looks like the rest of the text. [Watch an example now.](#)

### Things to Avoid

Play Video: [Whiteboard and Audio](#) or [Audio Only](#)  
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**Duration:** 8 Minute Whiteboard.

**Description:** These are common mistakes - Don't make them! I'll be adding some case studies. In the next update, I'll be adding some examples from well done pages - that rank highly, and poorly done pages.



## Get Ready To Rank

Play Video: [Whiteboard and Audio](#) or [Audio Only](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

Duration: 23 Minute Whiteboard.

**Description:** Put it all together. Here's a step by step plan with all the things you need to do to get a Number One Ranking on Google

### Your Action Steps

Play Video: [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Captures](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

Duration: 11 Minute Whiteboard and 10 Minute Screen Capture.

**Description:** I've tried to make things as clear as possible in this revised action plan. Start where you are with what you have. Be patient and follow the steps, over time your rankings will improve each time Google updates its index. If you've ever wanted to see where you are going to rank in the next public version of the Google search engine, check out the [Google Dance](#).

It's encouraging that many of the sites that I studied did when only implementing a couple of these tactics. Better still; the sites that used them consistently ranked in the top 10 for multiple keyword phrases.

## Chapter 6 - What Content Should You Include?

### Niche Information

Pack your information site full of information. Visitors are looking specifically for "How-To" information. That is what you should give them.

Create text heavy pages that are rich in your keywords. Remember how the search engines work and what they are trying to do for your visitors. They provide links to pages with information about the key words that the visitor searched for.

What content do you have that is "keyword rich" that could be used? The following examples may apply to your business.

### Case Studies

Do you have past customers successes that you can write about? What kinds of solutions have you created for your customers? Was there anything unique about how they use your product or service? What about how you implemented the solution? Did your implementation provide added value for your buyer?

Case studies do not have to be long. Use a common, consistent format that lets the readers know exactly what they are getting. You can use the SPIN formula to describe what you and the customer were up against. (Situation, Problem, Implication, Need). Write a paragraph describing the situation. Next, explain what the specific problem was for the customer. Go into some detail about what that problem means to the customer, and the implications of not getting it fixed. Finally tell what the customer wanted to have happen. Once you have done this, you are free to explain how your product or service fixes everything.

A case study can carry a lot of weight if you include testimonials from the actual customers. Ask them in an e-mail to explain in their own words what their problem was and how things are going now. This builds credibility and gives you valuable feedback from real customers on how well you are doing.

### Whitepapers

A white paper is sometimes called a "position paper." This 5-15 page document provides the reader with your vision as a company. It can be used for positioning your company, product lines or services. It lets the reader know what you and your company stand for and answers the question, "Why should you do business with us?" A good white paper lays it all out, explains what your good at. It confirms your positioning in the market, and what makes you stand out from the competition. And finally, the opportunity you provide your potential customers and the costs they might incur if they do not consider you.

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When done well, a White Paper makes a powerful piece of sales collateral. Make two copies available. Create one as a Microsoft Word Document that visitors can download (make sure to capture the e-mail address) and another as a standard web page.

White Papers that are downloaded can travel quickly. Make sure that the Word or Adobe PDF version includes links to your main theme site. Give any reader an easy link back to your site where they can get more information about you and your offerings and you have the opportunity to capture their e-mail address.

### Reports and Articles

Can you write 400-500 words about the proper use of your products and services? Of course you can! Each week write a short How To tip, Ideas, Top 10 or True/False article. Tell a story and use your personal experiences during the past week of business as a place to start. Use plain conversational language that is easy to read and to the point. These articles can be given their own web pages, or used in your e-zines (electronic newsletter).

The number of short articles you write will grow quickly; before you know it, you will have enough to craft a special report. Take 10-20 of these articles and combine the ones that have content that is similar. Create a small e-book or PDF file that your website visitor can download. If you are more ambitious, you can even start to sell these reports and create a new revenue stream.

### Newsletter Archives

Keep a complete archive of all of your newsletters and e-zines. This is a simple way to add tons of keyword rich and link rich content to your site. You can cut and paste the complete text or past e-zines and create a simple page for each edition. Keep all of these pages in their own directory with an index page that points to every article. What this allows you to do is submit your [www.yoursite.com/archive/index.htm](http://www.yoursite.com/archive/index.htm) page to a search engine or directory. This directory is great for attracting search engines now that you have got lots of e-zine articles that are keyword rich and full of relevant web links listed.

### Surveys, Polls and Interviews

Want real information from real customers? Ask to interview them. You can even do this online with services like [www.surveymonkey.com](http://www.surveymonkey.com). Survey Monkey allows you to create online surveys, collect responses and then analyze the results.

If you just want quick answers to simple questions use [www.tadpolls.com](http://www.tadpolls.com). This free service allows you to get quick feedback by asking a single question on your website. You complete a form online, which generates the quick poll and possible answers. The website creates the html code that you need to add to

your site. TadPoll does the rest including the response rates and statistics from your poll.

You can expand your market by interviewing executives from suppliers or partner companies. Find out what is new and exciting with complimentary products and services. This helps your customers keep up with trends and leading edge news. You can record the interview over coffee or ask if you can use a partial transcript online. Either way you get more good content for your website and the search engines.

## Online Information Events

Any event is a great way to provide valuable information to your prospects and customers. Making regular presentations online provides regular content for your website. It will contain loads of text that is rich in your keywords and it gives your visitors a reason to come back to the site. In addition to their visits, creating or participating in events gives you another opportunity to capture an e-mail address, and contact your customers on a regular basis by e-mail. If you get good at it, you can also turn them into a great revenue stream.

Free events all require that the visitor registers. When you are starting out, the main goal is the capture of the e-mail address. Later when you have successfully grown your list you can evaluate whether charging for events makes sense for your business. In every event, make sure that the content is available to educate the customer.

Online events can come in two forms: Live or On Demand.

The creation of the two types of events is identical. It is only the delivery that is different. Most website hosting companies or ISP's are not set up to deliver Live Events online. So if you want to deliver a live event, you will either have to host your own or use a company that specializes in delivery of live web broadcasts. While any online event requires planning and some technical resources to complete, the live broadcasts can be challenging so I recommend that you concentrate on 'On Demand' events until you are comfortable with presenting online.

The actual event or presentation can be presented in any combination of rich media. Rich Media consists of text, audio and video. If used effectively these events can convey large amounts of relevant information in a short period of time and give a professional image to any organization.

### **Key Point!**

Information Events Are The Easiest Way For Small Business to Stay Current In The Minds of Their Prospects And the Media!

There are many different tools available for making presentations online. Some are free, some can be quite expensive. Some require that your users

have software installed on their machines; some formats automatically install the needed software when the user visits the presentation page.

Holding virtual conferences for e-learning, sales presentations, marketing events, customer support, or partner collaboration are all possible uses for an online event.

An on demand event just means that you create a presentation one time using the media that is appropriate for you and then make it accessible to your visitors on a web page. While it should be a public page on your website, you can either password protect it or do not include public navigation links to it. Publicize the new event and then collect e-mail addresses from those who wish to view it.

Check with your ISP to see if they allow you to host audio or media files on your website. I haven't found any that did not! Experiment with some of the following types of events and consider whom you are targeting as a customer. The majority of home users still access the net with a dialup account.

These are just some examples of what you can create as online events. Balance great information with an opportunity to visit your site and you will build a loyal following of prospects. Better yet events build a buzz around you and your company that can further increase the traffic to your site. A series of well-timed events can capture e-mail addresses, educate your prospects and pre-sell.

## Easy Events

1. Microsoft PowerPoint makes it easy to save any presentation as a web page. If you are using FrontPage as your html editor, you can even save it directly to your website.
2. Windows XP has an add-on for PowerPoint and FrontPage called Microsoft Producer. I downloaded it free from the Microsoft website. <http://office.microsoft.com/downloads/2002/producer.aspx> Producer uses PowerPoint presentations and Audio/Video in an easy to use template. You choose what audio or video you want to include with the presentation and then save it to your website. Audio can be added with just a regular sound card and cheap microphone. Adding Video requires a home video camera to be connected to the computer
3. RealNetworks includes free tools that you can download and create easy presentations as well with PowerPoint. I use Real Presenter, and Real Producer to convert PowerPoint presentations to online events that anyone can watch. Both of these programs are template driven and easy to use. They are available for free on [www.realnetworks.com](http://www.realnetworks.com) if you want to download them and try them out.

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4. My favorite online event is something called a BoardCast. In fact, I do one almost every Monday morning. The BoardCast works exactly the same as if you were with me in a boardroom. I use a product from Virtual Ink called a MIMIO. This device uses a microphone and a piece of hardware that clips on to a standard whiteboard. I give a 10-15 minute presentation, writing on the whiteboard and explaining the key points as I diagram them out. Using free Real Player software that most home computers come with, you can listen and watch exactly what I write on the whiteboard. The great thing about this format is that it is designed to work with a standard dialup Internet account. Everyone who is online can view it. Visit <http://www.webmarketingforsmallbusiness.com> and register to see a BoardCast for yourself.
5. Audio files are easy to create and distribute. Microsoft and Real Networks both provide free tools for the creation of audio files. You can convert any type of audio file into a format that your visitors can download or just listen too online. I have done a number of audio only events successfully. In fact one of them turned into my own radio show on News Talk Radio 580 CFRA in Ottawa.
  - a. Interview past customers. Ask them for examples of how they are using your product or service.
  - b. Interview industry experts. Ask them to give advice on how your product or service may be used.
  - c. Narrate product evaluations and save them.
6. Share MP3 Files. File sharing and swapping of MP3 files is a great way to spread the word about your products and services. Anyone can create MP3 Files with inexpensive software such as the Real Networks advance RealONE player. The Advanced RealONE player includes the ability to record on your sound card. This means that all you have to do is plug a Microphone into your sound card, read your presentation or do your interview and then save the file. You now have a MP3 file that everyone can listen to. You can even hook a tape recorder up to the plug at the back of your sound card and use taped interviews as part of the audio content.
7. Collect enough audio files and you can even create your own Internet Radio Station. Tune into [Small Business Heroes](#) now and you can listen to mine! All I did is collect all the interviews and talks that I have done and then I created a play list. Your ISP can help you set this up.

## Testimonials

In one of the first sections, I said that trust and business rapport were the two keys to selling online. The right kind of testimonial is the most powerful way for a small business to build the required trust and earn the right to do business online. If you say it, it is only a claim. If someone else says it, it has got to be true.

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Buyers are funny about whom they believe. Sometimes the source is more important than the actual information. You can see examples of this on TV and in the print media.

You may have heard the term “advertorial” or “infomercial” before. If you have not read one, you have probably seen one. These marketing approaches are designed to make an advertisement look like a TV interview or like a news article. The advertiser purchases space and then is interviewed.

Reporters or well-known celebrities are paid to do the interviewing. The result is a packaged story on how great the company, product or service is.

The reason advertisers do this is because the celebrity or impartial reporter has an implied trust with the readers. The viewers assume trust, thinking that if this trusted third party says the company is great, then it has to be true.

Even though most consumers recognize this type of advertising, it still works. If it did not work so well there would not be any late night TV.

The problem online is that there are just too many websites making too many false claims.

What does this mean to the small business Internet marketer? Do you have money to pay for a celebrity endorsement? Do you have the money for advertorial and late night TV spots?

Things get worse if you are an online small business selling products and services that require the customer to think about giving credit card details over the Internet. Would you not you ask yourself, “Is this business legitimate? Will I get what I ordered?”

Big businesses leverage their traditional advertising channels and large budgets to buy proof before the customer gets online. The customer already trusts the brand.

The small business must use testimonials that are real. A real testimonial means the potential buyer knows that:

- There are real people that they can contact who bought and liked your product.
- Even though you are not a big brand, you are a real business.

The testimonials are the “proof” for all of the claims that the website makes. It is the evidence that the customer looks for before they even consider doing business with you.



When you get real testimonials, you will find that two things will happen immediately.

1. The number of e-mail addresses that you collect on your main theme site will increase dramatically
2. You will be able to charge more for your online offering and convert more of the visitors that you do get.

#### How to Get Real Testimonials

A real testimonial requires two distinct parts. The testimonial has to be something that a real person would say. Remember word of mouth is the best way to influence, not word of marketing department. In the case of real testimonials, it is more important to be a real person instead of a real expert.

Specifically, what you need in any testimonial is the person to talk about how you have benefited them. What have they been able to do because they have your product or service? How has it helped?

So the next question is "If I need real comments from real people how do I get them when most real people hate to write them?"

Answer; Survey your customers on a regular basis in your e-zine.

Definitely be open about the fact that you are seeking reader quotes and stories to use in your e-zine. However, instead of asking people to say how much they like your product/service or e-zine, ask them how they would use them.

You do not need a lot of subscribers to answer. You need real people to tell their stories, and lots of people like to tell. Use open-ended questions to get the feedback.

"How would ... help you grow your...? Give me an example of how it could do that?"

Also, ask for their name, e-mail address, and ask permission to use their comments. If they have a website, include that as well. Finally, please make sure to thank those who give you feedback and let them know if you plan to use it.

If you are just starting out, take the "FAF" route. Look up any of your friends, family, peers or industry experts and just ask for a quote. You can also ask friends and family for referrals. Tell them what you are looking for and ask if they know anyone who would be appropriate.



## Where to Use Testimonials?

Rank your testimonials in order of importance and categorize them along product or service lines. Assign the highest ranking to a “famous person” quote or a well-known individual from within your peer group or target market. Use your testimonials prominently on your main theme and content site; create a pop-up window linked throughout your entire site. I also recommend dedicating an entire page or site wide border to your testimonials.

In step four you will find another reference to the use of testimonials. In the case of your selling site, you will be using as many testimonials as you can fit into the copy. Collect as many as possible and sprinkle them as often as possible through the copy. Highlight them in groups with different text or background color to bring attention to them.

If you are using a pop-up to capture e-mail addresses, make sure that testimonials are included in the pop-up window. Test to find out which testimonials add to the number of e-mail addresses that you capture.

## FAQs and BLOGS

Having your keywords prominently displayed throughout your website is important. An easy way to do this is through a FAQs page.

A Frequently Asked Questions page started as more of a technical support page. Instead of tying up valuable technical support staff, the webmaster posted all the common support questions and the corresponding answer or fixes to each question on a single page.

Include sales and marketing questions and answers in dedicated FAQ pages to add high value content. The search engines will also love these pages because they will be full of highly relevant keywords.

### Key Point!

Blogging Is An Easy Way To  
Improve Search Engine  
Rankings!

A frequently asked question approach also works on e-mail. If you are not sure what to write in your newsletter, consider using common customer questions. How did they decide to buy from you? What were the criteria that they used to decide? How many different ways can a product be used to accomplish a specific task?

The Q&A approach allows you to control the answers. You provide and present them in a helpful way that is believable and builds trust. Consider including testimonials in these pages to further build your trust with potential customers.

## BLOGGERS

A new approach to content can be found at [www.Blogger.com](http://www.Blogger.com) . A BLOG is a short form for web log. Savvy marketers are hosting their own BLOGS and keeping a running journal of the daily customer interactions and ongoing sales and marketing information.

A BLOG is easy to update and builds your status as an expert as the amount of content grows. Here is one that I set up but didn't use. Notice the domain is not my own, it belongs to "blogspot.com". <http://virtualselling.blogspot.com/> You may also visit my new "branded" BLOG, [Bloggng For Small Business](#).

You are building a relationship with an individual web visitor. Someone who wants to know that you are real and that they can trust you. Updating your BLOG with real live experiences of the people in your company and writing it as a real live person instead of a company will make a big difference in how you are perceived online.

Write in a personal style on your BLOG and let the visitors answer their most important question. Can they trust you?

## Site Map

Make sure that your information theme site contains a Site Map. A Site Map is a single page that contains links to every page in your theme site. The Site Map page should always be directly available from you home page. Visitors to your site love a single page full of relevant links when they are looking for specific information.

Out of ignorance, I found out that search engines love them as well. I had named all of the pages in my first website "Online Sales Training" and while experimenting with FrontPage I automatically created a Site Map (Table of Contents) page.

Imagine my surprise when I found myself ranked in the top spot for a search on "online sales training" on some of the search engines. What page had been indexed? The table of contents page that had been created by FrontPage had included the titles of every page three levels deep on my site. They were all named "Online Sales Training"!

### **Key Point!**

Use a "Site Map" or Google Gate as a Search Engine Magnet!

The search engine had found a page that had a high keyword density and had links to every other page on my website. This single page allows the search engine to "spider" its way across every link on your website to get a thorough view of what your site is about. Submitting your Site Map page is a good idea when submitting to search engines. Make sure that you title your pages with

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your keywords and phrases and always keep a Site Map page on the top navigation level of your website.

## Videos - How To Profit With a Blog

### Intro To Blogging For Profit

Play Now: [Whiteboard and Audio](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** More than a basic intro, this section sets the stage for "Blogging for Dollars". I've included some of my thoughts on where the market has been, where it is today and where it's going to be in the short term.

You'll get an overview of all of the sessions and some basic Virtual Seminar housekeeping information. If you've never used RealPlayer before or want a quick refresher take the time to watch how I've modified the interface so that you have links to some of my websites and you can even send me mail - right in RealPlayer.

### What is a Blog?

Play Now: [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 7 Minute Whiteboard - 8 Minute Screen Capture

**Description:** This session tries to give a little definition or history of the Blogging phenomenon. It's probably more important to recognize what a Blog "Isn't", rather than what it is.

### Why Is Blogging Important to Marketers?

Play Now: [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 17 Minute Whiteboard and Audio, 10 Minute Screen Capture

**Description:** Blogs have a unique psychology - one that makes them very useful for marketers. In this section I take a look at Blogging Psychology and how it applies to online selling. When you look at your Blog with this new perspective you'll start to see some new sales avenue open up.

#### **Resource Links**

Search Engine Results and Blogs. Just before I published this multimedia e-book I was doing a search on one of my keyword phrases on Google. "Multimedia E-books" is a phrase that I use for my multimedia e-book "Voices into Profits". Watch this additional 6 minute [Screen Capture](#) and you'll see how important a Blog can be. If you search for multimedia e-books you'll find that I have 10 pages ranked in the top 50 pages - and two of the top ten pages are pages from one of my Blogs!

#### **What are the types of Blogs?**

Play Now: [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 12 Minute Whiteboard and Audio plus 8 minute Screen Capture

**Description:** How are you going to earn money with your Blog? Find out in this session.

I go over 4 distinct models that you can use as a starting point. Are they the only ways to earn money with your Blog? Of course not! However they lay the foundation for what I think is the biggest opportunity any marketer has ever seen.

Find out what that is in this session.

#### **How Do I Start A Blog?**

Play Now: [Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 24 Minutes

**Description:** Watch Live as we actually go through the process of starting a Blog. You can visit it [here](#). The Blog we start is a free hosted service from [www.blogger.com](http://www.blogger.com). I go over some of the features of this service and log in to the administrators section to show how you actually add content to you Blog.

While this Blog is “hosted” by a third party, I also have a number of my own Blogs. The best one to view is [www.bloggingforsmallbusiness.com](http://www.bloggingforsmallbusiness.com) .

**Where’s The Beef? What Should I Put In My Blog?**

Play Now: [Whiteboard](#) and Audio or [Audio Only](#) and [Bonus Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 48 Minute Whiteboard

**Description:** While a lot depends on the type of Blog you want to run, there are some key tactics when it comes to Blog Marketing. This whiteboard session goes over the key “Blogging for Dollars” tactics and shows how each applies to the type of Blog that you have decided to run.

Remember, all of this is based on some assumptions. Do you have a niche or focus for you Blog? What Are you customer like? What part of the sales process are you using the Blog for? What do you want to have happen when they visit? Are they existing clients or first time visitors?

Some event ideas include: Books you’ve written or reviewed, appearances at events, accomplishments, Ezines you are starting or new issues, free classes, free demonstrations, free samples, fund raisers, contests, polls, charity events, participation in 3rd party events, mini courses, special reports, joint venture deals, offline events, radio appearances, TV appearances, rallies, promotions, speaking engagements, special events, workshops, seminars, trainings, trends, tours, exhibits, tie-ins with you or your company.

I also go over some ideas you should consider from a technical point of view.

**OK - I want to Go All Out. What Should I Do?**

Play Now: [Whiteboard and Audio](#) or [Audio Only](#) or [Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 21 Minute Whiteboard and 12 Minute Screen Capture

**Description:** Ok, you've got the picture. You understand where you can make things happen - or do you? In this session we'll look at some unique technologies built into most of the "installed" Blogging software and see how it is going to dramatically change the way we market online. At this point you may end up making choices about your business model, not about whether you want to add a Blog to the mix. It's a decision between going for the quick buck or using a unique marketing tool that will build your business over time. My suggestion, think long term - build your business!

Pay close attention to this session. Time and a small investment now can save you from big expenses early on and provide you with a recurring payday later on down the road.

**Resource Links:**

See the resources section specifically the section on Newsreaders and Syndication

**What Are The Exact Steps To Follow?**

Play Now: [Whiteboard](#) or [Audio Only](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 9 Minutes

**Description:** Do you think you're ready to Blog? OK start! I've shown you how to start a Blog. We've gone over some of the longer term issues and ideas, now is the time to think about how you can use a Blog as your primary marketing tool. In fact, after this session you'll see how easy it is to build your online business around a "Blogging Strategy".

In this session, I lay out a complete step-by-step process for  
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you to follow. Take the time to watch it a couple of times and you'll have a universal roadmap that gives you specific directions for your business.

**How Do I Get To Use My Own Domain When I'm Using Blogger or LiveJournal?**

Play Now: [Screen Capture](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** Most marketers love their domain names. I have 45 of them that I hand picked. Links, traffic, branding and name recognition are all important for a marketers long term survival.

That's why a free Blogger account can cause problems. Unless you host your own Blog, you are stuck with the "domain name" of the company or service that hosts your Blog. Watch this simple session and I'll show you a neat service that completely removes this barrier. Now you can have your own domain and still use a free/3rd party hosted service.



## Chapter 7 - How to Capture E-mail Addresses

The most important element of your main theme site is its ability to capture e-mail addresses from visitors. Technically, there are two ways to do this. One is using a web form or web application on your website. The second is using an e-mail link.

Whatever method you use to capture the e-mail, it is mandatory that you assign an additional category to the e-mail address. **You have to track where you got the e-mail address.** This point is essential; you need to know how you got the e-mail address at all times. This prevents you from being accused of sending an unsolicited e-mail.

To use a form you must be able to access a CGI (Common Gateway Interface) directory on the server. Or if you are using FrontPage, the server your sites are running on must be able to process ASP pages (Microsoft's Active Server Page Technology) or have the FrontPage extensions installed. I use ASP pages and a FrontPage form for a number of reasons that we will look at later.

A "mailto:" hyperlink is the other way to capture an e-mail address. Remember when someone e-mails you they send their e-mail address with the mail. By embedding a mailto hyperlink in a web page, the only thing the visitor has to do is click on the link. This will start their e-mail software with your e-mail address already entered into a message. While this method may be easier for the visitor, it does have a drawback for you as a marketer.

Depending on their ISP or e-mail service provider, you might receive their e-mail address without their name. Use this method as a bare minimum.

### Forms, Entry/Exit Pop-Ups and Pop-Unders

Pop-up windows are small secondary windows that launch themselves when you come into a site or page, when you leave a site or page.

#### **Key Point!**

Pop-ups and Pop-unders Will  
Always Capture More E-mail  
Addresses than a Simple Form!

Speak to the web designer and you will hear that a pop-up window simply annoys your prospects, and will reduce your repeat visits. Esthetically, the pop-up window takes away from the look and feel of the site. You will not find a pop-up window on a web designer's site.

Do not get hung up on the "pop-ups are obnoxious factor". If they are more effective at capturing e-mail addresses use the tool. The designers are wrong. The best way to capture e-mail addresses at your content site is by using pop-up windows. In fact, a new type of secondary page called a pop-under is gaining some momentum. A pop-under page opens a second browser window

underneath the main window when you visit the site. Going to one website opens two distinct web pages simultaneously.

There are a number of variations on this tactic; however, all of them have one purpose: to capture your e-mail address. It used to be enough to have a place on every page for the visitor to subscribe to your newsletter. A simple "enter your e-mail address here" and "subscribe to my e-zine" was all it took to get people to sign up. That approach is not nearly enough today.

A recent report in [www.marketingexperiments.com](http://www.marketingexperiments.com) gives a great example of why you should use this tactic.

Remember earlier we said the visitor to your website is selling their e-mail address to you. This secondary window is what you use to let them know what it is you are willing to pay for the right to market to them in the future.

The real question for the small business is how much difference a pop-up subscription window will make on the number of people who give you their e-mail addresses? What is the ratio of unknown e-mail visitors to visitors who willingly trade their e-mail addresses?

What can you trade for the e-mail address? While most websites use a free newsletter subscription, my experience tells me that it is not enough. Think of offers like: Sweepstakes, Low Price/Clearance Alerts, How-To Articles, Top Ten Lists, Reports, or Industry Data. What does your customer find valuable and how can you solve their problem?

The bottom line is that the pop-up and offer have to capture the e-mail address and preferably the name of the visitor.

Make sure that you use a pop-up or pop-under window on your site. The marketing experiments site found that a simple pop-up window increased the number of new subscribers by 190%. More importantly, there were no complaints.

The reason there are no complaints is because the pop-up is not an advertisement. Done properly, the small business site has staked a claim to a niche and is giving the visitor a chance to access the information they are looking for. It gives the visitor the opportunity to exchange their e-mail address for something that is of value to them.

- A pop-up also helps you qualify or disqualify your customers from future offers. By changing what you are providing in the pop-up, you can easily determine the quality and interests of the visitors to your site.
- Using a pop-up requires testing and measurement so make sure you track the ratios of visitors to sign-ups during a pop-up campaign. You can also

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combine offers. For example, use one type of a pop-up window when with a unique offer when a visitor enters a page. Use another pop-up window with a different offer when the visitor leaves the site. This is what I do on my main site. When you visit a window offering my e-zine subscription pops up, another page actually loads in the background which offers a free virtual seminar by e-mail.

- Pay special attention to the wording of the offer. In earlier times, a straightforward approach worked well. Enter your name and e-mail address and subscribe to the newsletter. Today you need to be explicit about what they are signing up for and what you will do with their e-mail address after you have collected it.
- Secondly, start applying the sales website language structure to the pop-up windows. Users are becoming numb to traditional freebies and giveaways.

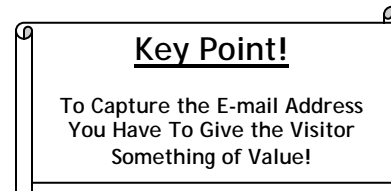
Some other ways to capture a visitor's e-mail address are by making your newsletter sign-up form visible on every page. Contests or surveys can also be used to give the visitor a reason to give you their e-mail address.

The most common tactic being used these days is the give away. Usually a downloadable report, e-book or other valuable information is provided in return for the potential client's name and e-mail.

While all of these work to some extent, there is some resistance on the part of more sophisticated web surfers. Frankly, a free report or book might not be enough to bribe the prospect anymore.

### Capture Incentives

Due to the above reasons, creating your own opt-in E-mail database is not an easy task. In addition, because of privacy concerns and the fear of spam, many people are reluctant to give out their E-mail address without a good reason to do so. These fears can be soothed by creating a strict privacy policy and sticking to it. However, it is harder to convince your visitors that it would be in their best interest to reveal their E-mail address to you. Fortunately, there are some time-tested solutions available for that problem as well:



1. Arrange a sweepstakes with an attractive grand prize, for example one of the more expensive products sold on your site. Require everyone who wants to enter the draw to give out his E-mail address and agree to receive occasional E-mails from you. To get the best possible results, it is advisable to declare that the winner will be contacted via E-mail and needs to claim the prize within 7 days in order to receive it. By doing so, you will eliminate the problem of people giving out bogus E-mail addresses in order to avoid receiving advertisements.

2. Use the number of registrations as a give away. Ask visitors to subscribe to your newsletter and in return, every 100<sup>th</sup> registration wins a prize.
3. Open a discussion forum on your site. By only allowing registered users to post, you can collect e-mail addresses and deter pranksters from writing abusive messages at the same time. However, if you decide to use this method to build your list, be very careful. Sending advertisements too frequently to the regulars of your forum may cause them to move elsewhere and thus reduce the traffic to your site.
4. Start publishing a newsletter. Although it requires quite a bit of work, an interesting newsletter quickly gathers subscribers and increases the size of your e-mail database. An additional advantage of having a newsletter versus a simple e-mail announcement service is that you will be able to submit to the multiple newsletter directories on the Internet.
5. Continue to allow everyone to access most of the content on your site, but also add a "Members only" area that contains articles or other information that is valuable to your visitors. Give out free memberships, but require members to register, reveal their e-mail addresses and allow you to send them an e-mail advertisement every now and then. This idea is especially suitable if you are eventually planning to charge for some of the content you provide. The step from requiring your visitors to register to requiring them to pay is smaller than moving from giving everything for free to fee-based access.
6. Whenever you ask your visitors to give out their e-mail address, remember to offer them the possibility to join your opt-in mailing list at the same time. Do you have a form on your site that allows the visitors to contact the webmaster or the sales department? Perhaps you have a Tell-A-Friend script that asks for the sender's E-mail address and name? Both are excellent opportunities to suggest subscribing to your E-mail announcement list or newsletter. If you want to gather a sizeable list of E-mail addresses from your visitors, you should not be afraid of trying hard to get them. Just keep in mind that there is a fine line between being persuasive and being annoying. Do not cross it.

### Pop-up Script Tips

There are multiple ways to make your pop-ups more user-friendly. Here are some of my favorites. Try them out and see which ones work for you.

1. Imagine this. You arrive at a site and a pop-up ad appears. Being a veteran web user, you close it quickly and continue investigating what the site has to offer. When you open the next page, the same pop-up comes up. Again, one click from your mouse and it is gone. On to the next page and the darn thing pops up yet again! Now you are getting annoyed and start looking for the exit. OK, you probably did not have to imagine that. If you have been on the web for a while, you are likely to have experienced it. Having the pop-up appear once did not feel as bad, but when you had already looked at it and decided that you were not interested in what it advertised, having it come up again and again made

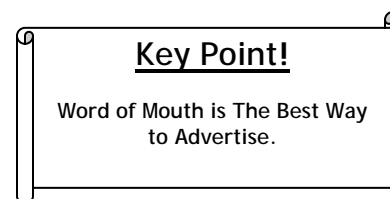
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- the site seem very unfriendly. The moral of the story? Use cookies to identify your visitors and limit the amount of times the same pop-up is shown to the same user. Although it is claimed that, on average, a person has to see the same ad several times before he will react to it, enough is enough.
2. Do not use more than one pop-up on a single page. Using multiple pop-ups is unlikely to greatly increase the response rate to your advertising, but it will ensure that the patience of your visitors wears thin a lot faster. A horde of pop-ups appearing at the same time may crash some browsers and slow older computers down to a crawl.
  3. Consider launching your pop-ups at the moment users exit your site rather than when they arrive at it. This is likely to make your advertisements seem less distracting, because at that point your visitors have already finished using your site and found the information they were looking for. If you choose to use exit pop-ups, remember that they offer an excellent opportunity to retain contact with a visitor that may otherwise be lost in cyberspace. A pop-up to bookmark your site or subscribe to your newsletter is likely to work better at this stage, as the user has already seen that you run a high-quality site.
  4. Just like all other forms of advertising you use, your pop-ups should offer content that is relevant to the topic of your site. For example, it is a much better idea to have a pop-up that sells subscriptions to Sports Illustrated on your Boston Bruins fan site than a pop-up for an Internet casino. Not only does it get a better response rate, but it also makes your site look more professional.
  5. Every time you add pop-up advertisements or adjust existing ones, keep a close eye on how your audience reacts to the changes. Your visitor count, the time an average visitor spends on your site and the number of pages viewed per visitor is all-important meters that will promptly notify you of any possible problems.

## Tell a Friend

How many times have you wanted to let a friend know about a site that they should know about? Want an easy way for other people to be able to do that on your site?



These "tell a friend" scripts give your visitors an easy way to send their friends an e-mail with your website link already included in the e-mail.

Visit <http://www.tellafriends.com/> to get a customized script for your website. All you have to do is cut and past a hyperlink into your pages on your website and these free services take care of the rest.

## E-books

I have included e-books as a way to capture e-mail addresses for a secondary reason. While an e-book can be used to educate and pre-sell your prospects, it can also be used as a mobile website.

An e-book, for those who have not read one, is a digital book. Two types are popular, "Adobe Acrobat" and then an "executable HTML book". You need to purchase software to create both types. Acrobat has free "reader" software and the "HTML book" installs itself on your hard drive.

### Key Point!

People Still Love Any Kind of Book!

I use adobe acrobat software to create my e-books.

Rather than distributing content in an e-book, you can distribute "Links" to content. These links may be to content on your site or related sites. They can be your list of personal bookmarks, additional downloads, free software, etc. and a detailed explanation on how to use the links.

If the content of an e-book is valuable, it will be passed between contacts. Word of mouth is the key distribution method for small business and an e-book is an easy format to transmit within an individual's circle of influence.

So create an e-book that requires an e-mail registration or a request for further details. Write a 10-page report (e-book) on the content that is contained in the links. Then set up the pages or information to be distributed by e-mail. If someone clicks on any of the links, they are directed to your information site. As a result, you have the opportunity to capture their e-mail address or, even better, set up a special e-mail address to reply with the attachment or information they requested. In both cases, the goal is to add their name and e-mail address to your list.

## How to Manage Your List of E-mail Addresses

### Web Based Options

A common option is to use a third party e-mail list service. This type of service is often called a listserv. Designed for managing electronic newsletters, this service allows people to join or remove themselves from your list. It also allows you to send e-mail to the entire list quickly and easily by just sending a single message to your listserv. The software takes care of everything, sending the message to everyone on the list, deleting bad addresses and removing those that do not want to receive your messages anymore. There are many free list services available today. They are free because every message that you send includes one of their ads.

## Purchase ListServ Software

You can also invest in your own list server program and run it on one of your own computers. This removes the ads in the messages and allows you to send personalized messages to every person on your list. The downside is that as your list grows the length of time it takes to send out the message increases.

This can also cause problems if you only have a dial up Internet account. Are you prepared to tie up the phone line for a couple of hours each time you want to send a message to your list?

### **Key Point!**

Your Contact List Is More  
Important Than Your Web Site!

## Contact Management/Your Own Mail Server

I recommend a dedicated contact manager and mail server for your Internet marketing program. There are some really good reasons for this.

### **YOUR CONTACTS THAT INCLUDE VALID E-MAIL ADDRESSES ARE GOLD**

The whole reason you have a main content rich website is to capture and manage e-mail addresses. Your Internet business is only as good as your e-mail list. In fact, your e-mail list is more important than your website. I know of one prominent Internet marketer who has earned the right to market to more than 1 million e-mail addresses. His list is gold. If all of his websites were removed, I guarantee you that he would still be able to earn a huge income with just his contacts and their e-mail addresses.

A good contact manager captures all of your interactions with your customers, potential or existing.

The best solution for a contact manager is one that includes an e-mail client. This means that your e-mail correspondence, sales, appointments, call and to-do items are all coordinated in a single application.

Not only will it send e-mail for you, a good contact manager can send a series of automated and personalized e-mail. As we will learn later, this is the key to Internet marketing. Your ability to automatically send a series of targeted and personalized e-mail over time to your contact list directly controls how successful you will be.

The best part of using a good contact manager is its ability to become a single source for all your contact information. This means every message that goes out is sent to a single person and the content of the message can be unique to them.

### **Key Point!**

Use Contact Management Software  
to Keep Track of E-mails Instead  
Of A List Server!



If you use a listserv, what will you do with any information that you have collected from forms on your website? What about names and e-mail addresses that you pick up from traditional advertising? Having to manually import names and keep separate lists for different products, services, etc. quickly becomes painful.

I run my complete contact database on software called Goldmine. I currently have 39,000 contacts in my database. All of my personal e-mail is generated with it and the best part is that every form on any of my websites automatically creates new records in the database or updates existing contact records.

A contact manager is vital if you are serious about your contact list.

As you grow your business you will also find that a contact manager's ability to categorize and organize your contact list is extremely important. This allows testing and refinement of your marketing as you learn more and become more sophisticated.

Three common contact managers that allow you to do e-mail and automated sequences of personalized messages are: GoldMine, ACT and Maximizer. Make sure to buy and use contact management software.

## Interactive Tools

The idea of "building community" and the goal of using online interaction as a way to foster and build relationships really started with the growth of large portals in the late 90s. The portal business model was based on advertising revenues. If the portal could provide a website that the visitor would return to voluntarily, they could create a community of like-minded users whom the advertisers would want to influence. Initially the portal provided value to the community with content. To differentiate themselves, the portals started to experiment with services that allowed like-minded individuals to interact with each other. These services took the form of Online Chat Session, Discussion Boards and Instant Messaging applications.

If you have enough customers you might be able to charge for access to your interactive tools. I use a free discussion forum and a chat room on my site [www.webmarketingforsmallbusiness.com](http://www.webmarketingforsmallbusiness.com). I use the interactive tool as a bonus. The subscribers are already paying a monthly fee that gives them access to online sales and marketing training. I provide the discussion board as a method for them to discuss common sales and marketing issues. If you cannot monetize the use of these tools I do

### **Key Point!**

Syndicating Content is The Easiest Way to Get In Front Of Other People's Existing Web Traffic!



not recommend using them. They will take more time to administer than the value that they provide.

### Syndication

Want to grow really fast? Get your content syndicated. By including your content in other people's sites you improve the chance of someone finding out about you and your business. Want to see what a syndication service looks like? Third party companies provide a service where you can add content to your site with a couple of simple lines of HTML code. When a visitor opens the page with this dynamic link on it, your page is automatically filled with articles collected from other sites across the web. These articles are organized around categories that you decide when you set up your service. You can look at some high-end examples of third party syndication at [www.isyndicate.com](http://www.isyndicate.com), [www.yellowbrix.com](http://www.yellowbrix.com), [www.screamingmedia.com](http://www.screamingmedia.com), and [www.moreover.com](http://www.moreover.com).

Think about how much leverage you can get with this type of approach if you offered your articles and content to anyone who wanted them. Your articles, reports, audio files, videos, and messages could be viewed on thousands of sites across the web with every message containing a link back to your main theme site.

It is actually not that hard to do. I offer a syndicated service to any visitor who wants to listen to my Internet radio station. In fact, I have also added an affiliate program to my syndicated station. Anyone can have their own Small Business Heroes radio station on their website. As an added bonus, if a listener follows one of the links in the station to my website and buys a product I send a 40% commission to them. It is a great deal for me. I get traffic and exposure to my messages and websites and the site that adds the station gets great content and a 40% split on any sales.

To find out how to add your content to other people's sites, visit William Bontrager's site at [www.willmaster.com](http://www.willmaster.com). William's site is jam packed with great tools to make your site interactive, including a self-syndication script. This simple script allows you to create a link that puts your content on other people's websites. Once you have the script set up you can make it available to anyone who wants to include your content on their website. They insert the HTML code on their website and every time you update your articles, reports etc. they are automatically updated on all of the sites that have a link to your syndicated content.

### Software – Web Applications

Does your bank provide online banking? How many times a week do you visit your bank's website to use this online service? Perhaps there is a web application or software that you can run on your website to provide value to

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your customers. Applications on your website can provide additional reasons for your visitor to stay at your website and may be enough of an incentive for them to give you their e-mail address. The more compelling your web application or web service, the more likely your visitor will provide their e-mail address.

You don't have to be a software programmer to add web applications to your website. There are thousands of free or inexpensive web applications available online. For example visit [www.willmaster.com](http://www.willmaster.com) and you will see a number of ways to make your site interactive with software applications. In the resource section at the back of the book you'll find a listing of sites with scripts and applications that you can add to your site today.

### Membership Has its Privileges

American Express has built its entire business on this premise. In the late 80s a number of studies were done to determine the core Values of consumers. One of the largest of the five main categories that came out of Values and Lifestyles Study - VALS was called the Belongers.



Like the name suggests, the key value or driving force in a Belongers decision-making criteria is the ability to fit in, to be the same and accepted by the group. You see this group of people striving to fit in. They wear the latest fashion; follow trends and struggle to keep up with popular culture. For a Belonger to be successful, they have to be part of the group.

Want their e-mail addresses? Provide a Membership section on your site. Provide a Members Only section with additional content. How do people receive access to this additional content? - With their e-mail address, of course.

You can use a number of strategies with Members Only sections on your theme site. Ask your website host to password protect a directory on your website called /members, for example. Create a simple username and password combination that all users can enter to visit the members section of the website. If you want to get more sophisticated, you can get your web host to set up a special script or form that users must complete before gaining access. In addition to a name, e-mail address, username and password you can ask for as many details as you want. My recommendation is to get the name and e-mail address, enough to start building a relationship, and then grow from there. Unless what you are giving away in the Members Only section is of high value to the customers, intimate questions and what amounts to an interrogation will result in you losing a prospect and an e-mail address.

If you decide to use this strategy, make sure that you actually provide the members with some value added information or services. This is especially true if you set them up as a member and then immediately start sending e-mails trying to sell them something.

If you are going to have a special members section, make them feel special. Include personal attention, additional articles or rich media content as their incentive to join.

You need to promote a Members Site. Make your special members visible with testimonials and endorsements of their products or services if applicable. Have them tell in their own words how much additional value they receive by belonging to the Members Only section.

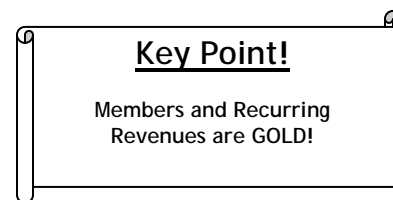
Having a Members Only section can also provide long-term financial benefits. Many websites that started out with the idea of a membership have converted their members to become a recurring revenue stream for their business.

<http://www.webmarketingforsmallbusiness.com> started out as a simple weekly Members Only program. Each Monday morning I did a live online sales training session and then added the training session to an archive. Members were able to review the training sessions, but Non-members did not have access. Once I had enough content in the library, I began selling subscriptions instead of giving away memberships. You can visit <http://www.webmarketingforsmallbusiness.com> to check it out right now.

Membership as a revenue stream gets rid of the once and done syndrome. Instead of always looking for your next sale, consider setting up your revenue over a period of time. Turn a customer into a steady client.

'Members Only' ideas that you might want to consider include:

- Of the Month Club
- Of the Day
- Of the Week
- Games
- Contest
- Video, Audio and Multimedia Content Instead of Plain Text



# STEP THREE: COLLECTING E-MAIL ADDRESSES

## Chapter 8 - How to Grow Your E-mail List

One thing I became acutely aware of as I tried to earn money online was that I did not have enough traffic to my sites. What was worse was at the same time many of the e-mail newsletters that I subscribed to were obnoxious sales pitches, money making schemes, and various other programs guaranteed to bring traffic to my site.

After looking into a lot of them and trying others, I have come to a number of conclusions.

1. Most of these Internet marketers do not know anything about fundamental marketing and the basic principals that have propelled the direct mail industry for so long.
2. The only time you should use a traffic generation program is when you are marketing to the same community of users.

### It is the List, Stupid!

Bill Clinton became President and won an election with the phrase "It is the Economy, Stupid!" You can build a successful online business if you remember this phrase: "It is the List, Stupid". Anyone with a quality e-mail list can earn money online. The top Internet marketers I studied had captured in excess of 1 million e-mail addresses

If I am consulting with a small business owner, I will first ask questions about their e-mail list. Do you have an e-mail list? What is the quality of the list? Where did you get it? How often are you in touch with the customers on the list? How are they sorted? Do you have a list for prospects, suspects and existing customers?

#### **Key Point!**

It is the List, Stupid!


Notice I did not ask. "How many subscribers do you have to your e-zine or newsletter?" An electronic newsletter or e-zine is only one of hundreds of tactics used in Internet marketing. So if it is the list, how do you go about capturing qualified prospective e-mail addresses?

### **Your List Is Gold**

Step 3 is about getting traffic to your main content/theme site. The reason you want this traffic is so that you can capture their e-mail address and they can qualify themselves as a prospective customer for what it is that you sell.

## Videos - How To Build Your Email List

### Introduction to Build My List


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 13 Minute Whiteboard.

**Description:** Get ready for a crash course in list building. This introduction lays the foundation and framework for the next 4 hours of training. I'll introduce you to the format of the toolkit and the various areas we'll cover.

### Some Basic Assumptions

 ROLL VIDEO : [Whiteboard and Audio Session](#)


 ROLL VIDEO : [Screen Capture and Audio Session](#)

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**Duration:** 23 Minutes

**Description:** We have to start somewhere, so I've made some basic assumptions. These two sessions go over those assumptions and outline a baseline that we can start from. I've made it as general as possible, so that everyone can understand and then apply the list building tools, strategies and techniques that follow in later sessions.

### Guarantee Your Success - Do Your Homework First

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Description:** STOP HERE! If you miss this section, you've wasted your time and money. Done properly, you'll be able to guarantee that there is at least an opportunity to build a large and responsive list because you'll know that your potential customers are already looking for the same information that you can provide. This is the most important thing you can do

before you get started building your list.


Think about this for a second, you could spend hours, days, and weeks of hard work trying to build an email list around a specific theme - which no one expressed any interest. Following the steps I lay out over the next 4 hours of content you will be able to build a list. However, the amount of research that you do will determine the quality of your traffic, and the effort required to build it.

**Bottom line:** I've included tools for you to use and advice for picking the right key words and key word phrases that you can focus your efforts on.

Learn what you do, and why, in the BoardCast sections. All you need to do is follow the action steps. Watch how to use the tools, and how it's done in the live screen captures.

Screen Capture Introduction

 ROLL VIDEO : [Tool Screen Capture](#)

 ROLL VIDEO : [Search Term Suggestion Tool Screen Capture](#)

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Patterns and Live Searches

Keyword Search Tools

Google Toolbar Alexa Research

Duration: 50 Minutes

**Understanding Why People Decide to Give You Their Contact Information and Email Address**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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Duration: 30 Minutes

**Description:** It's your first sale! Think about it. How do you persuade a visitor to your web site to give you their email address - willingly? More importantly, how do you get a valid email address from a visitor who wants you to send them more information on a regular basis?

In this section, we'll go over the exact mental process every visitor to your site goes through. This simple process applied to

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every type of interaction with potential or existing customers provides a detailed roadmap that you can follow. You'll learn how people decide to give you their email address and why they refuse to give you their address. Your job is to learn the criteria that people use to decide and then persuade and influence using the criteria you've uncovered.

### What Type of List Should You Have?


 ROLL VIDEO : [Click Here To Watch The Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 30 Minutes

**Description:** Watch this session and you'll be seeing double, triple, even quadruple... This session covers an important distinction for list builders struggling for add qualified names to their contact list. You need lists - the right kind of lists from different sources.

### Introducing the List Matrix!

 ROLL VIDEO : [Whiteboard and Audio Session](#)


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**Duration:** 15 Minutes

**Description:** There are only two types of traffic. Both types of traffic have the potential to add qualified prospects to your list. One type of traffic grows your list slowly. The other type grows your list fast.

This session explains the differences between list traffic types and introduces the ratios you need to know before you start building.

### The List Matrix - The Magic Quadrant of List Building

 ROLL VIDEO : [Whiteboard and Audio Session](#)


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**Duration:** 30 Minutes



**Description:** It's true! What worked online 6 months ago, won't work today. What am I referring too? Capturing email addresses of course. Like an iceberg, there's more beneath the surface than on top. This matrix exposes everything. You'll see what's on top (that usually doesn't work) and what's beneath the surface. This stuff is kept secret.

### Designing Your List Matrix - Choose Your Tactics and Mesh Them Together

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**Duration:** 90 Minutes

**Description:** It's time to cast your net for the subscribers you want. Take a look at the matrix of available options and decide which ones fit best for your business. Once you've got an idea of the strategy you're going to use, it's easy to pick the right tactics.


The goal in this section is to open your eyes to some of the tools you have at your disposal.

Here are some advanced techniques...

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### Implementing Your Tactics


 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 13 Minutes

**Description:** Once you've decided on the tactics and tools you'd like to implement it's time to implement your strategy. Here's a short overview on the tactics, and which ones you need to focus on as you decide where to start.  
Do Your Homework- Act On It!

## Things to Avoid

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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Duration: 28 Minutes

**Description:** These are 11 common mistakes - Don't make them!

## Action Steps

 ROLL VIDEO : [Whiteboard and Audio Session](#)


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Duration: 17 Minutes

**Description:** Put it all together. Here's a step by step plan with all the things you need to do to build your list.


## Common Questions

How do I convert my list members into cash? How do I convert a nonpaying list member into a customer? (27 Minutes)

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How do I get Through Spam Filters? (10 Minutes)

 ROLL VIDEO : [Whiteboard and Audio Session](#)


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What software should I use to manage my email list? (15 Minutes)

 ROLL VIDEO : [Whiteboard and Audio Session](#)


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What software should I use to manage my email list? (15 Minutes)

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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Can you give me some examples of good email capture pages? (20 Minutes)

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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## Chapter 9 - How to Use Free Offers

The fastest way to get traffic to your site is:

**GIVE SOMETHING AWAY...THAT HAS A HIGH VALUE TO YOUR NICHE MARKET  
OR  
GET IN FRONT OF ANOTHER INTERNET MARKETER'S EXISTING TRAFFIC**

Find something, or the rights to something, that your target market finds valuable and then give it away. In exchange for their e-mail address, of course!

Traffic will come to your website in direct proportion to the value of what you give away. The number of visitors and the speed at which that number grows are always in direct proportion to the perceived value of what you choose to give away.

The number one problem small businesses face with their websites is that they do not give away something that their potential customers want. In the eyes of their potential customers, they have not earned the right to market to them. There is not nearly enough perceived value in their give away.

Study the masters of marketing and look for clues. Just because we are marketing online does not mean that the fundamental psychology of buyers' behavior has changed. Before we get into Pushing and Pulling Visitors into our sales engine make sure to revisit:

### **Key Point!**

Give Away Something Other  
Than Your E-zine To Capture an  
E-mail Address!

- Your niche and a unique selling proposition. Do you really know what you are selling and why people are buying it?
- What makes your product or service unique?
- Who your perfect customer is and where you can find them.
- What other products and services share that same group of potential customers? Make sure that you have created a list and done some research on these potential partners.

Do not waste your time with the wrong traffic. Do your homework and you can drive qualified traffic into your sales engine. Skip this step and you will get traffic.... and very little sales.

### Your E-zine

Of all the tactics and strategies available to the small business online, the "Electronic Newsletter" or e-zine is probably the most overused and poorly utilized tactic. Of course I am assuming that you have started an e-zine. If you

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have not, start one today. Next to not having a website, a small business without a newsletter/e-zine is like a business without a website.

### **Your e-zine does not equal Internet marketing!**

Not only are e-zines overused, they are used improperly. An e-zine is meant to inform your valuable subscribers, not punish them with advertisements for your product or services. Recall the two reasons people are online? Check e-mail. Get information. Give them both in your e-mail newsletter!

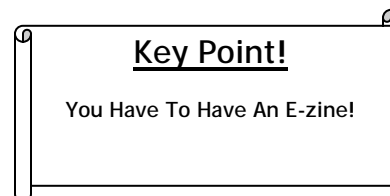
If done correctly your e-zine may be the most effective way you can build your list. If done poorly it can be the quickest way to kill your online business and, despite your best efforts, shrink your list.

#### **The Purpose of Your E-zine**

Understand that your e-zine is in the “build your list” step. Not in the “Sell Products and Services” step. Getting the two confused is the biggest mistake I see small businesses make. Ask yourself which newsletters you stay subscribed to. Is it the e-zine that consistently provides you with new and relevant information that you need or the one that is blatantly trying to sell you something? This does not mean that you cannot use your e-zine to sell. It means that you have to be smart about how you craft your e-zine messages and structure the flow of information to your subscribers.

■ You have to have an E-zine!

Giving away a subscription to an e-zine or online electronic newsletter is now MANDATORY! Almost every small business used the free subscription to a daily, weekly, or monthly e-zine as their e-mail capture incentive. If you are thinking of using your e-zine as your only e-mail capture incentive, do not hold your breath. It does not work.



Why is that?

How many newsletters are you subscribed to? I am betting too many! The longer you have been online, the less you are apt to subscribe. With the total amount of e-mail increasing exponentially in our inboxes, there are only a couple of reasons we will give up our e-mail for a free subscription to an e-zine.

1. If the subscription is from a brand name or someone you already know and trust. If you like all things Martha and you go to the Martha Stewart

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- website you will sign up for Martha's Newsletter. Martha has earned your trust and rapport before you visit.
2. If a friend or trusted third party who is already a subscriber refers the new subscriber to your e-zine, they will subscribe from the signature line in your newsletter.
  3. Your topic is so unique that they believe they cannot get the information elsewhere. And finally...
  4. You have added an overwhelming number of additional free bonuses to entice them into subscribing to the newsletter.

You still need a newsletter, but not as the tool for capturing the e-mail address of new visitors. Design your newsletter to "nurture" the e-mail addresses that you have already captured and notify your list of upcoming events.

The content of your e-zine establishes your expertise (and credibility) and the repetition builds trust and rapport. It plants the seeds for future sales, so take care of it.

**Your e-zine should not be used to sell products and services directly!**

#### 6 E-zine Tips:

Please write something that is important to the people who are on your list! If you do not have something important for them, do not bother. Think about the e-zines that you subscribe to. Why do you stay subscribed? Why do you look forward to them?

#### ■ Good Relevant Content

You do not have to write all the content yourself. You can always reprint another expert's opinion (with permission). Just make sure that whatever content goes in is fresh and relevant and applies to the people who are getting it. Answering common questions can be interesting and helpful.

#### **Key Point!**

Never Use Your E-zine To Sell  
Products or Services!

Not sure what to write about? Keep a small journal of daily customer examples, product or service situations, and customer service issues as topics. When something happens with a customer, prospect, your product or service, make a short note and keep those notes in a scrapbook.

Answer the questions of the existing customers and you will be helping potential customers. How is your product or service being used? What works? What does not? Always remember, your goal is to establish trust and legitimacy. You are real and expert in your field. Build a conversation first, sell second.

#### ■ Change a Portion of the Subject Line Each Issue

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With such a cluttered inbox, it is often difficult to get your e-zine read. To make sure that you do not get deleted each week choose your subject headline wisely.

Some tips include making sure that you personalize the subject line. Each person who gets a copy of the e-zine has their name included in a catchy headline. If you can also include the name of your e-zine as well, that is an even bigger bonus.

Which of these subject lines would you be more interested in reading if you received them on a regular basis?

James, Search Engine Obsessions in this issue of VirtualSelling eNews...

Or

Newsletter

Remember that even if you have killer content it is the subject line and what shows up in the preview window of your customer's e-mail client that determines what actually gets read. Take your time with the Subject Line. Make sure to test and measure the feedback that you get for each issue.

#### ■ Keep it Short

Get to the point. What do I need to know about this topic? Send the finished message to yourself before you send it to your list. How long did it take to get read? Anything over 5 minutes is too long.

#### ■ Give Me My Space

It is annoying when someone does not give you enough space. It happens both personally and professionally when someone crowds you. The relationship started off OK, but you find your self making excuses as to why you cannot give them your time now.

This can happen with your e-zine.

Set a publishing schedule that is comfortable for your subscribers and industry. The frequency should be determined by the shelf life and freshness of your content. If you are in an industry that changes slowly, writing a monthly e-zine makes sense. An example might be the aerospace industry. On the other hand, if your industry is in constant flux, a daily e-zine makes sense. An example of this is the financial services industry.

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## ■ Include Your Personal Contact Info

Your e-zine is for getting and giving feedback. It is about proving that you are real and your business is legitimate.

This is one of the reasons I do not use list serve software. How do you reply to a list address? Make sure the e-mail address that sends the newsletter is real and personal. Allow your subscribers to get back in touch with you, the real person.

Good content in a regular e-zine will generate more responses than you think. Use the feedback to write the next issues.

## ■ Tie the e-zine to Your Main Theme Site.

Events and search engines are key components in this strategy. Make sure your event listing is always part of your e-zine. Keep it up to date and constantly to contact your list with upcoming chances for them to pre-sell themselves. Your schedule of events gives you content for the e-zine, a reason to talk to the customer and another chance to engage potential customers. A regular calendar of events shows that you are a real business, and confident about what you do. You are ready to do business right now and in the future.

Include the e-zine as a separate page of your website. Remember what the search engines like? Content, relevant content, the more the better. Every time you publish a newsletter, include it in an archive section of your theme-based site. If you have been writing e-zine content that is relevant to your readers and your theme site it should be filled with your key words. This is exactly what the search engines look for and will help your search rankings considerably.

## Coming and Goings

When visitors join and leave your newsletter you have a real opportunity to learn first hand about who you are dealing with.

Take the time to set up learning pages when you get a subscription and when you lose a subscription

**The Thank-you Page.** If you are using a form to collect the subscription information from your user, take the time to introduce them to additional information or materials. Most marketers do this pretty well.

### **Key Point!**

People Who Leave Your List Are  
a Great Source of Information!

**Send a Confirmation E-mail.** Send an e-mail to every new subscriber. Set the tone of the newsletter and include crystal clear information on what they are going to receive and how they can control the level of communication. It should contain information about how they can unsubscribe and where to turn

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for customer support. Many of us are using multiple e-mail identities. Include the e-mail address the subscriber is subscribed with as part of this message.

**The Unsubscribe E-mail.** Let people know they have left. Better yet, ask them why. A list has an ebb and flow to it. Some mailings work, others do not. Keep track of what is and is not working and learn from your mistakes. The beauty of e-mail is the speed at which you get feedback. Take every opportunity to ask for it.

#### Technical Considerations

Present your text in an appealing way. Words sell, pictures do not. There will always be an argument for or against different e-mail formats. Should you use HTML formatted e-mail or plain text? **Remember the purpose of the e-mail.** If you are trying to build a brand and provide a certain type of image, give the users the option of receiving their newsletter in a HTML format. Understand that not everyone will be able to read it and that you are adding another level of complexity to the management of your contact list.

Here are some technical tips when it comes to your newsletter.

1. Always use one type of Font in any one page.
2. Use space in between paragraphs.
3. Present your text in headings and sub-headings for easy navigation.
4. Use exclamation marks. This gives a feeling of excitement to the viewer.  
This is only \$19.95.  
This is **ONLY** \$19.95!
5. Indentation of one of your paragraphs or lines draws attention to it. But do not forget to use uniform indentation.
6. IN E-MAILS: In e-mail programs you can highlight text by  
Asterisks (\*)  
Arrows (==>)  
Greater than (>)  
You can use broken line (-----) to box the important paragraph  
Use colors (In some e-mail programs)  
Use emoticons if possible  
Capital letters

#### Additional Ideas

An electronic newsletter is easy and cheap to publish. The result is that there are literally thousands of new ones being started each day. After the initial glow of your niche topic, you will probably have to add some flavor to yours to make it stand out.

Make sure your readers do not tune out. Try some of these ideas to prevent overkill of your niche.

#### Additional Content

- Light Hearted Fillers - Make your readers smile.
- Top 10 Lists. Alternatively, Top 20, 30, 40.... Everyone loves a countdown list of the hottest, longest, tallest, fastest and so on. This will always make for a good and interesting space filler.
- Keep It Personal. Humans are interested in other humans. Make sure that the readers get to know you.
- Votes and Polls. Let the people speak. Everyone loves to know what everybody else thinks. Help them discover by publishing the results of opinion polls or votes.

Adding additional content as your newsletter matures brings two additional benefits:

1. First, you will better entertain your existing readers. They will look forward to publication date and be glued to your newsletter for the future.
2. Second, you will encourage new subscribers by making your subject more accessible to a wider audience. In fact, the more specialized your subject, the more this is true. If your newsletter focuses 100% on your primary subject and covers nothing else, you are unlikely to help draw new people into your fold.

#### E-zine Content

I have recently had way too many conversations with professional business people who consider an e-zine or electronic newsletter as their Internet Marketing or e-marketing strategy. If you take one thing from this book, I hope that it is the realization that your **e-zine is only one of many** strategies that you can use to grow your business.

There is also some bad news when it comes to e-zines. Using your e-zine as the sole method or incentive for capturing e-mail addresses is a sure way to die a slow death. Secondly, if you want to die a little slower, include lousy content. My favorite unsubscribe content is a personal journal approach. Content is king when it comes to e-zines. A recount of events in your day or week just does not cut it for today's how-to starved information seekers.

If you are already rich and famous, build yourself a fan site. If you are a small business trying to engage, educate and enroll cash carrying customers into a powerful sales engine, add real value to every message that you send out.

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If you think your daily musing is really interesting start your own BLOG with [www.blogger.com](http://www.blogger.com). In fact that is a great strategy to create keyword rich content for your site. Just do not use your e-zine as a personal journal if you are using it to capture e-mail addresses.

If you are really short on content you can always supplement your offerings with other people's content. I have included a number of links in the resources at the back of the book where you can find websites with free articles. Although this type of content fills your e-zine, it also requires that you include the link to the author's website. Your subscriber leaves your message when they click on the author's link in the e-mail that you sent. You can also lose credibility as an expert in your chosen field. Of course, if you have articles where your product is mentioned by a trusted third party or leader in your industry, get permission from the author and use them.

## Viral Marketing

Hotmail.com seems to come up every time the term viral marketing is used. The viral marketing approach that Hotmail used resulted in more than 30 million registered users of the free e-mail service when Microsoft made the purchase. Who knows what the number is at this point.

### **Key Point!**

Viral Marketing is not effective unless you have a "Back End"!

Viral marketing is the new buzz-phrase for what old-timers call word-of-mouth advertising. You rely on customers to help spread the word about you and what you do.

It works like this. If you tell two friends and they each tell two friends and so on, pretty soon you have a tidal wave of people checking out your website. It is important because of a number of stats that float around the net from reputable analysts. Jupiter Media Metrics reported that 57% of consumers said that it was word of mouth that made them visit a website. Another research company also reported that 34% of online buyers found out about a new product or service from a friend. The key to any viral model is that it spreads rapidly, is easy to transmit and it is free. However, there is a problem. This all makes sense - 3 years ago.

A small business should forget about viral marketing as a strategy. It is easy to talk about and nearly impossible for cash strapped small businesses to implement. Everyone and their uncle are trying to do something that is viral. A free e-book, a free e-mail service, this free and that free in the hope that what ever is given away will be passed from two people who will tell two people and so on.

Why should a small business forget about it? Viral marketing is only effective when there is a backend. What is a backend? If there is not a way to earn money from what you are trying to give away as viral, do not bother doing it.

To be effective, a Viral Campaign has to generate word-of-mouth advertising and that means whatever you use as your give-away must meet these four criteria:

1. Is the idea new? Can you create a buzz around it?
2. The product or service that the idea provides must be of value to the people using it.
3. You have to make it easy to give away. It should not require work or effort on the part of the person passing it along.
4. Most importantly, can you earn money directly from the buzz and or excitement created by your viral marketing?"

If # 4 is not there, do not bother. My recommendation is to stick with your e-mail capture strategy and forget about viral marketing. Smart small businesses that are serious about Internet marketing do not have time or money to focus on making it big like Hotmail.

## Signature Files

The easiest way to use a slightly viral marketing approach is the use of a signature file in all of the e-mail that you send. An e-mail signature is the last part of your e-mail that recipients read and often the one that they remember most. Savvy direct-marketers know that the P.S. at the end of a letter or under the sender's name is the most frequently read part. So take advantage of this fact. Make the most of your signature!

Most signature files are:

1. Used for Positioning.
  - a. Elevator Pitch: Use a condensed version of the elevator pitch that you created earlier. Use your main theme or the key words that you have based your business around.
  - b. Famous Quotes: Famous quotations, tips or jokes of the day
  - c. Testimonials: If you have a brand name or well known customer, you may want to include a testimonial or quotation from them in your signature file.
2. Used to Capture E-mail Addresses
  - a. Your newsletter: Give them the option to subscribe to your regular e-zine.
  - b. Promote your website: Include highlights of upcoming events and product releases.
  - c. Membership Incentives: If you have a membership component on your main site give a special offer or incentive to check it out.

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- d. A free download: Create an information-packed e-book or white paper, checklist or special issue of your newsletter and offer access to it as part of your signature.

Of course, the Signature File should contain your contact information. How do people reach you? Include your e-mail address, website, telephone and fax numbers.

Your e-mail software allows you to have a number of signature files. When I first started out, I used the positioning approach with every e-mail that I sent and it was probably a waste of time. With a small business and a limited number of contacts, branding is a waste of time. What I wanted was more e-mail addresses added to my list. If you have established customers and a solid customer base use one of the positioning signature files. If you want more captured e-mail addresses and new leads, use a signature file that requires the person receiving it to give their e-mail address if they act on it.

Here are two examples of signature files that I use. Notice, both requires someone to send me an e-mail before they receive the offer.

Listen to Small Business "How To" Information  
Click the Link below and I'll send You the link to my Internet Radio Station  
<mailto:radio@jamesmaduk.com>

Learn to build your business Listen at any time to expert interviews, sales and Internet Marketing information. Listen and Learn - 24 hours a day 7 days a week.

\*\*\*\*\*

Or the traditional format

If you know of others who would like to receive "VirtualSelling eNews" for free, please forward this copy so they can sign up. They can subscribe on the website or by sending a blank message to <mailto:join@jamesmaduk.com>

In any case, make sure to test your signature files and do not bore your readers into ignoring your e-mail signature.

### Mini Courses for Each Product

Instead of providing a single download or information that may be forgotten quickly, you can use a timed approach and provide a constant stream of information over a period of days or weeks. The use of a mini course as a give away or incentive in return for a new visitor's e-mail address has a number of additional benefits. The most important is its ability to pre-sell programs and link to your existing direct sales websites that we will discuss in the next step.

Selling and building a business relationship take time. In fact, you are going to reach the prospective customer a minimum of 7 times before they will consider making a purchase from you. Trust, credibility and legitimacy are earned over time. When you have been in touch with valuable information over time you start to build the trust and credibility that you need to close sales and build your customer base.

The mini course creates a series of customer contacts each with valuable information. Next to being face to face with your customer this is a great way to create rapport.

## E-Books

E-Books provide the small business owner and Internet marketer with a cost effective way to promote themselves online. An e-Book can be used in a variety of ways to provide you with high quality additions to your e-mail list. These additions may come directly from a download of an e-Book on your website and by using a link back strategy. With its vast variety of uses, just one quality e-book development and distribution can produce an ongoing promotional tool that will work 24 hours a day, seven days a week and multiply itself by leaps and bounds. Your e-book and links back to your site can literally be viewed by millions simply by giving it away.

Here are some ways you might want to consider using an e-Book:

- **Marketing:** If you have an affiliate program or a reseller, provide them with a complete sales presentation that they distribute freely on their websites and e-mail campaigns. By including a tracking code with their ID embedded in it, you can quickly track any of the sales.
- **Strict Promotion -** Provide valuable information on a specific subject, product or service to bring traffic to your site.
- **E-zine Archives:** After you have written a number of newsletters, you can create an archive versioned in the form of an e-Book. Include links to your mini-sites and any other affiliate links. Make sure you offer readers who are given the e-book an easy way to subscribe, visit your website, submit ads, etc.
- **Create a Virtual Catalog:** Provide a desktop catalog for your customers to view on their desktop. You can even provide a form to accept orders right through your e-book.
- **"How To" Manuals:** Provide your affiliates with a complete how-to manual for marketing, advertising and promoting your products.
- **Electronic Books:** Writers can offer their books in an electronic version.
- **Web Site:** Create an electronic version of your website to place on disk or view on your client's desktop.
- **Instructional:** Provide an electronic training manual.

Creating an e-book is just like creating a website. Simply create your HTML pages just like you would for your website. Make sure you select a good software package that allows you to include hyperlinks, graphics, search, forms, etc. Keep in mind, the more professional, content rich your e-book, the more exposure it will receive.

There are several software packages available online to assist you in compiling your e-book.

- Hyper Maker HTML <http://www.bersoft.com/>
- NeoBook <http://www.neosoftware.com/>
- InfoCourier <http://www.smartcode.com/>
- WebCompiler <http://www.webcompiler.com/>

Your e-book topic plays a big part in how quickly you can get the book distributed and how many will be passed to other people. It is best to select an introductory subject with a broad appeal. It should still fit into your site's theme and include references to more detailed information in your main site.

Another strategy that results in even more distribution is to include the rights to free distribution. Include a short paragraph on copyright and distribution that allows readers to "feel free to give this free e-book to your visitors."

## Chapter 10 - How to Pull Traffic to Your Collection Site

How do you pull visitors into your site? How do you let potential prospects know you exist? Go where your perfect customer is looking for you. Without big business brand recognition, your customer is forced to look for you. Where do they look for you? Well, they do not actually look for you; they query search engines, search portals and web directories for information that allows them to solve their own problems. Making sure that your website shows up in the first couple of pages when they search is the key ingredient to pulling your visitors to your main theme site. Getting this traffic gives you the opportunity to capture e-mail addresses and build your list. How do you get your web pages into these engines and directories? More importantly, what should you submit to these engines and what will they show the visitors who are searching?

### Search Engines

What is a search engine? A search engine is a group or collection of web applications that has a number of specific jobs. Search engines can:

1. Spider the Internet. This type of application crawls through the Internet going from page to page and following hyperlinks on each page looking for other links.
2. After the pages and links are collected, they are indexed.
3. These indexes can be queried. You type in a request for topics and the engines searches its index and then returns the relevant pages or documents.

Many search engines are advertised. There are only 6 that you need to worry about. Google, Inktomi, AltaVista, Alltheweb(FAST), Direct Hit and Ask Jeeves.

### Search Engine Portal

A search engine portal is similar to a search engine except it does not use its own spider to check Internet pages or documents. What it does do is provide a way to query other search engine indexes.

#### **Key Point!**

There Are Only 6 Real Search Engines!

The major search engine portals include AOL Search, MSN Search, Lycos.

### Directories

A website directory is different from a search engine. A directory is a list of websites checked and edited by real people. A directory is organized into categories, topics and subtopics. Many of the directories supplement their listings with additional pages from search engines.



The major directories include Yahoo, DMOZ (Open Directory Project) and LookSmart.

### Pay-Per-Click Search Engines

PPC or Pay-For-Placement, Cost-Per-Click are some other terms you may hear or see that refer to search engines that differ from a traditional search engine in a number of ways.

1. You can guarantee where you show up in the query the searcher makes based on the keywords that you select.
2. You can guarantee top listings in some traditional search engine listings.
3. You only pay when a search actually clicks on your listing and goes to your site.
4. You can determine a budget and how much you want to pay for the number of searchers that are sent to your site.

The major PPC Search engines are Overture (formerly GOTO), 7Search, FindWhat, and Sprinks.

### Getting Listed

With so many different places to get listed it makes you wonder where you should start. Obviously, you would like to get listed in every search engine, directory, search portal, and PPC search engine but which one should you do first?

Move PPC (Pay-Per-Click) to the back of the list. Because you can target the PPC search engines specifically to your keywords a small business is better to use their limited budget to send any clicks directly to their mini-sites. The purpose of the theme information site is to collect e-mail addresses; the mini-site is to earn money. You can set a direct budget for the number of visitors directly sent to your sales page. If you have the budget for a pay-per-click search engine spend it and track the number of sales you are getting. This is the marketers dream since you get a direct measure of your investment. You spend money for a certain number of clicks, you know exactly how many of those visitors bought, and how much you paid for each visitor. Test and redo your pages and the cost for each visitor until you make money. Come back to the PPC search engines after you have submitted to the others.

#### **Key Point!**

Do Not Use "Pay-Per-Click"  
Search Engines for Your Main  
Theme Site!

Because so many of the engines, directories and portals are interconnected, there are some advantages in submitting to each in a set order.

1. Submit to Inktomi. Inktomi feeds Search Portals at AOL, MSN, iWON, HotBot, OVERTURE, plus other smaller engines.

2. Submit to LookSmart. At first glance, you would think LookSmart would be a waste of time. I have never searched on it so why would you want to submit? LookSmart is powerful because of its partner networks. Looksmart advertises that its listings reach more than 80% of the Internet population.
3. Next, go to Yahoo. Yahoo requires that you submit your site to a proper category. If you are not sure which category you should be under, follow the help files in their submission pages. When you find the right category, look at the bottom of the page and use the "Suggest a Site" link.
4. After Yahoo.com accepts your listing, you can submit your site for free to the Open Directory Project. ([www.DMOZ.org](http://www.DMOZ.org)) Why wait? Because the real people who volunteer their time to create the Open Directory will probably check Yahoo when you submit your site. To submit to the Open Directory you follow the same steps as Yahoo. Find the right category and then click on the add URL button.
5. Next is the FAST or alltheweb.com engine.
6. Google is arguably the most important place for you to submit your information site. Yahoo uses the Google index as its secondary listing. If it is so important, you would think that it should be the first place to submit. However, Google has some unique features that will allow you to rank higher if you wait until last. Google checks to see how many links you have in and out of your site and the quality of those links. Better links will give you a higher ranking. In addition, Google displays your category and description from the Open Directory Index.

### How to Submit

If you are responsible for ensuring that your website is prominently placed in the major search engines, then you will want to familiarize yourself with the many paid inclusion services being offered.

Paid inclusion is not to be confused with pay-per-click search (Overture, Findwhat), which offers sponsored positions in return for a charge each time someone clicks on your website's link. Nor does paid inclusion promise that your website will be at the top of the search engine results. Paid inclusion simply provides an opportunity for a website to be indexed by a search engine on a more frequent basis, typically two to seven days.

If paid inclusion does not promise higher positioning on a search engine, then what are the benefits for the search engine marketer? Well, until the introduction of paid inclusion, it would take a search engine anywhere from four to 10 weeks to refresh its index of websites. The Internet had simply become too vast for the average search engine to visit new sites and add them to the index on a more frequent basis. This slowdown meant that most search engine marketers would have to wait months before seeing if the changes made to a website would impact on their search engine positioning. If the changes

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were effective, that's great. If they were not, it would mean going back to the drawing board and then suffering another agonizingly long wait for the next update. The entire process would take up to six months, with each passing day resulting in more lost revenue.

Paid inclusion, while still in its infancy, provides a search engine marketer with a comparably rapid reaction by the search engines to the changes made at a website. With refresh rates of anywhere from 48 hours with Inktomi and Lycos to seven days with AltaVista, results can be seen quickly. It is now possible to review your current positioning on a website, make changes to your content and then review your results all in the same week. Adding a new product? Thinking of changing the layout of your homepage? With paid inclusion, you can now make the changes to your website and see the impact on the search engines within a few days. It is this rapid turnaround that makes paid inclusion such an obvious choice for people who want to make changes to their website on a regular basis.

So with all of the benefits that paid inclusion brings, you might think that the cost would be too prohibitive for the average website owner. Well, you will be pleased to know that the cost of paid inclusion is very reasonable considering the benefits. The average cost for ensuring rapid inclusion and fast refresh rates is around \$30 per year, per URL. While this can be expensive if you have hundreds of pages on your website (paid inclusion only benefits the page you designate, it does not spider the remainder of your site), it makes sense to at least include your home page, and your Site Map. In addition, most of the search engines that offer paid inclusion also offer multiple page discounts.

Submit:

Inktomi at: [www.positiontech.com](http://www.positiontech.com)

LookSmart: [www.looksmart.com](http://www.looksmart.com)

Yahoo: [www.yahoo.com](http://www.yahoo.com)

Open Directory Project: [www.dmoz.org](http://www.dmoz.org)

FAST: [www.alltheweb.com](http://www.alltheweb.com)

Google: [www.google.com](http://www.google.com)

Whether tweaking your search engine positioning or ensuring that your new products are indexed, paid inclusion becomes a valuable marketing ally. As search engines look for new methods of generating income, you can be sure that others will follow with their own versions of paid inclusion. While many website owners will remain content with the "free submission" and lengthy wait for their site to be indexed, it is clear that if your website is a channel for revenue, you will want to use paid inclusion.

#### **Key Point!**

There is A Right Way and Wrong  
Way to Submit to Search  
Engines!

### Getting Ready to Submit

- Do your homework before submitting. Make sure the site is ready. This is especially true for the directories where a real person is going to check your site out before it gets listed.
- Submit your site by hand. Automatically submitting your website with a piece of software can cause big problems. Submission software can be identified by the search engine. The result is that your site may be banned if it is submitted too often or at least ranked lower than it should.
- Check the guidelines for each of the engines or directories and follow them.
- Check and recheck the topic or subtopic if you are submitting to a directory. If you submit the listing right the first time you have a better chance of being placed correctly.

## Chapter 11 - How to Get In Front of Other Peoples Traffic

How do you grow your list fast? It took me awhile to catch on to this one. Some of the newsletters that I subscribed to grew quickly, some grew slowly, and some did not grow at all. There was not really much difference between the content of the e-zines and newsletters either. Similar stories and offers were being provided by the list owners. In fact, I found that there was often less real content in the fast growing list. How did they do it? How did they create that word of mouth/mouse buzz that is so important to the small business?

Step 3 is about building your contact list. We just looked at building the list by getting visitors to come to you when they search. The other way to create traffic is to get in front of other website owners' traffic. Other website owners are already sending e-mails out and creating traffic for their websites. Why don't you leverage that traffic? Get in front of other sites' existing traffic and capture e-mails and potential customers.

### Special E-zine Tactics

I have 29,000 names in my contact list today. Did I capture all of those e-mail addresses myself? Your contact list can grow exponentially if you use a number of tactics together.

The small business e-zine really started to become popular near the end of 2000. At that time, you could get away with good content and a regular schedule. Everyone was starved for information and a good e-zine spread like wild fire. Two subscribers would forward the e-mail to a couple of friends or business acquaintances and the list would grow quickly. Today the inboxes are getting close to full and finding someone who subscribes on the basis of the content alone is lower. Your list will grow, just slowly.

If you cannot get people to subscribe to your e-zine and capture their e-mail address by them visiting your website, you are going to have to use some special tactics.

#### **Key Point!**

You Can Build Your List By  
Using Other E-zines!

Co-operate with other newsletter publishers to get in front of their subscribers. We will look at a number of ways you can get your list to grow quickly. All of them require an investment of either time or money.

## Submit Your E-zine

If you cannot get visitors to your site so that they can subscribe to your e-zine newsletter, you can let them know about it through some free announcement services. As an e-zine publisher, you can submit your e-zine to an e-zine Directory. This website is designed to provide visitors with a complete listing of newsletters organized by categories. These free directories allow you to post information about your e-zine, how often you publish, if you accept ads, what kind of information you provide and a link that someone can click on to subscribe.

As a reader, you can visit these sites and find a complete listing of e-zines all in one place. Instead of searching for all the websites about a certain topic, you can subscribe to as many newsletters as you want that will send the information to you.

## Write Articles

As well as announcing your e-zine through these lists, you can include any articles that you write in a number of e-zine article directories. The Article directories work in the same manner and are used by a large number of e-zine publishers who are looking for articles to include in their e-zines. After every article that you write, visit one of the following sites and submit. You are required to fill in a form with the title and body of the article. Do not get too concerned about making the text look fancy, you are submitting in a text only format.

Make sure to include a "signature file" for you article. The article signature file is one or two lines that tells the readers' know who you are, what your "Big Fat Claim" is and then provides them with a link to get more involved with you. Use your link wisely. The purpose of submitting articles is to add to your contact list. Use the link for that purpose. Whatever you include in the link, make sure that it results in you getting the e-mail address of the reader. Do you have a free e-book you can offer? Is there a report that gives more detail about the article that you can offer? Set the link up as a Mailto: link. This way if they want more information they click on the link, which sends you an e-mail. At least send them to your main theme site.

The more articles that you submit, the more e-mail addresses you collect. The more article directories you submit to the more e-mail addresses you will collect.

### **Key Point!**

Writing Articles is Great Way to  
Grow Your List!

Make sure to include this article signature file on any article that you post to your own website. Include the terms for usage of any of your articles. Often another website owner will be so impressed with something that you have written that they will want to include it or a portion in a part of their website

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or newsletters. As part of the terms, I suggest that you require that you be notified by e-mail of the articles used. This would include where the article was used and when it was published.

### Sponsor E-zines

Are you subscribed to a newsletter that has the same type of readers that you want to have as your clients? Approach the owner and offer to sponsor an issue. Depending on how the list owner has set up the e-zine, there may be solo offerings, top/middle/end/ placing or exclusive sponsorships. In each case you will have to pay for the opportunity to be in front of this person's contact list.

A solo sponsorship occurs when you write an e-mail that is sent out to someone else's contact list. A simple ad may be 300 hundred characters or five lines of text placed in the top/middle/bottom section of a regular mailing. How good are these ads? It really depends on why you do them. If you want new e-mail addresses for your list, make sure that your ad requires them to give their valid e-mail address in order to receive your offering. You are using the same strategy as if the visitor was at your website. You provide something of value to the reader to pay for their e-mail address. The response you get from your ad is determined by what you are offering and if it gets read.

Depending on the size and quality of the list, this can be an effective way to get in front of targeted prospects. A solo ad should be better than a top ad, which should be better than a middle ad etc.

If you do decide to try advertising in other peoples' e-zines, ask first for some demographic information about the list. If the e-zine is owned by a professional marketer, they will have done some surveys of their readership and be able to provide you with some basic information about their readers (age, sex, job type etc). Not everyone will, but it doesn't hurt to ask.

You also want to find out how often they publish, how many subscribers they have and how many ads they run in any issue. You can also ask if they have any statistics on CTR or click-thru-rate. Do not hang your hat on the Click Thru Rate (the number of people who click on a link in an ad), you have to test your own offers to get any meaningful information.

If you want to grow your list, make sure your ad compels a reader to click on the link and that whatever that link does gives you an e-mail address. When you get really successful you can buy ads in other people's newsletters that send them to a single page sales site. We will learn about those in the next step.



### Purchased Subscribers (Co-registration)

This is the one tactic that actually surprised me. When I first started out building my list there were a couple of e-zines from Internet marketers that grew at an unbelievable rate. One week I would get the newsletter and the headline would welcome "200 new subscribers". The next week the same e-zine would come and an additional 1500 subscribers would be welcomed.

Meanwhile my list was growing by 20-25 people a week.

I took a close look at their websites and I found a couple of secrets. They were buying "Opt-in" e-mail addresses. These "Co-Registration Services" get paid by newsletter owners to find people who want information about your e-zines topic. You tell them how much you want to pay for each subscriber and they will provide you with a list of people who asked to be subscribed to your e-zine.

What you get is a targeted consumer who has an expressed interest in your company specifically and you are able to retain that person's information.

#### **Key Point!**

The Quickest Way to Grow Your List is by "Co-Registration"

You want a bigger list fast. **Pay For It!**

Here are some of the sites that I found. You will also find them referred to as "pay per lead" services or "pay per subscriber" programs.

[www.hiplists.com](http://www.hiplists.com)

[www.officelists.com](http://www.officelists.com)

[www.listpartners.com](http://www.listpartners.com)

[www.worldwidelists.com/](http://www.worldwidelists.com/)

[www.rankyou.com](http://www.rankyou.com)

[www.profitinfo.com](http://www.profitinfo.com)

[www.leadfactory.com](http://www.leadfactory.com)

[www.tucats.com](http://www.tucats.com)

### E-zine Article and E-zine Advertising Submission Sites

Visit the sites listed below. All of them are directories that match by category people who write articles and newsletter/website owners who are looking for content to publish. Last time I checked, they were all free. Some of the directories announce your newsletter to their list. Others announce any new articles that have been added to their catalog. Be sure to note that a couple of them allow for advertising in their newsletter.

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Web Sites for Submitting Your Articles:

- [www.goarticles.com](http://www.goarticles.com)
- [www.bestezines.com](http://www.bestezines.com)
- [www.epdigest.com](http://www.epdigest.com)
- [www.expertarticles.com](http://www.expertarticles.com)
- <http://ezine-marketing.com>
- [www.ezinearticles.com/](http://www.ezinearticles.com/)
- [www.ezinesplus.com/](http://www.ezinesplus.com/)
- <http://ezine-universe.com/>
- <http://ideamarketers.com/>
- [www.marketing-seek.com/](http://www.marketing-seek.com/)
- <http://ezadsuccess.com/>

## Chapter 12 - How to Use Traditional Offline Tactics

Although this book is about Internet marketing, I do not want to imply that traditional offline tactics are not important or to be used. In fact, it is imperative that you use all of the tactics and strategies available to you, whether online or offline.

Most small businesses are already doing a great job of offline marketing. That is why they can compete and win against the big guys. Why not extend and leverage these offline activities by including the capture of e-mail addresses? Remember "it is the list, stupid" in any marketing activity, online or offline, and you cannot go wrong.

### A Hand Written "Thank You"

Network events, face to face sales calls, phone calls, friends and family, kiosks, trades shows and conferences are all places where you can collect a business card with an e-mail address. Add them to your contact list. But do not send e-mail yet.

Use this special tactic for casually collected e-mail addresses. Send a personal handwritten "thank you".

There are a number of things you can do with this handwritten note.

1. Give a referral to the contact. Tell them who the referral is and why you think they should call the referral.
2. Notify them of an upcoming event, give a complimentary pass and offer to keep them in the loop for future news. Follow up with an e-mail or phone call.

Personal follow up is a secret my Mom did teach me, although I have trouble following through with it. Regardless, this one offline activity will generate a ton of business for you if you employ it. You will stand out like a giraffe in a field of mice. Watch what happens. You will be amazed at the referrals that will come your way when you marry this traditional approach to your Internet marketing tactics.

### TeleClass

TeleClasses are a great way for adults to learn online. If you are not familiar with the term, a TeleClass is simply a special phone line that lets more than two parties have a conversation. Often they are called bridge lines and the standard bridges can accommodate up to 30 participants who dial in at the same time to the same phone line. The leader or sponsor of the class then usually uses the hour to inform and interact with the entire group.

While TeleClasses benefits adult learners, there are some great reasons you should include them as part of what you use in your Internet marketing strategy.

For the small business, a TeleClass is a great way to:

- Educate, inform and up-sell existing customers.
- Generate leads and pre-sell potential customers.

Some formats of TeleClass include a single session, or a series of regular conferences. It really depends on what you want to accomplish with the class. For lead generation you can use the "Free Introduction" approach. Market your free TeleClass on the main page of your website. If visitors want to participate, they have to register by giving their e-mail addresses to you.

Clarifying the term "free" is probably a good idea at this point. While you are not charging the participant for a "free" TeleClass, they will be charged a long distance fee. Depending on where they are located, they will have to pay their regular long distance charges that are included on their phone bill.

**Key Point!**

You Can Use The Telephone to  
Educate Customers and  
Capture E-mail Addresses!

#### Free Bridge Line

I use a free bridge line service for my TeleClasses. Visit [www.mrconference.com](http://www.mrconference.com) for details and your own private bridge. MrConference is located in Florida so that is where your long distance charges will be calculated from.

A couple of different TeleClass strategies can be considered. If you are looking for new customers or leads, I suggest you use the Expert model. Have an expert (you) in one of your products or services get on the phone and do a free presentation on the conference line. Case studies, research results, product releases, best use, and how to topics all do well in this one-hour format.

Two other formats you can consider may also include a revenue component. Running a University or Support strategy involves running a series of TeleClasses over a period of time. This strategy tends to be used more on existing customers or contacts as a way to introduce additional products and services that complement what they may already have purchased. Selling to larger companies is also effective in this format. Additional users and influencers within an organization are often included in these sessions. More complex products and services that require multiple people to be educated can benefit from this series approach.

## TeleClass Content

To use the TeleClass strategy correctly you need some pages on your website. Tie the TeleClasses to your events calendar and use the following format. Each class should use a consistent outline.

- Title:
- Who Should Attend?
- What You Will Learn:
- Other Features:

Make sure that the descriptions are “keyword” rich. Remember the content of your main theme site is meant to attract search engines and provide valuable information to your readers. Keep archive pages of all your events. As you become more sophisticated, you can also archive the actual TeleClass. Now what was done as a lead generator and offered for free becomes a potential revenue stream. For example, I created an MP3/real audio/Windows media version of my 60-minute courses.

Whatever strategy you employ, make sure that you require a valid e-mail address with the registration. A simple way to make sure you are getting a valid e-mail address is to set up the registration through e-mail. They send you an e-mail with the subject line “TeleClass Registration” and you return the message with the details of the TeleClass. Include the correct time, phone numbers, any pre-class reading or work and support information in the e-mail. This way you can make sure that the e-mail address is valid.

If you want to take your TeleClass to the next level visit my [www.teleclasspresenter.com](http://www.teleclasspresenter.com) site. This simple service allows you to control a live slide or PowerPoint presentation on your participants browser during the call.

Whatever you do with your TeleClass, make sure that it is TeleClasses. It takes time for you and your prospective customers to get used to seeing the TeleClass offered as an event. Make a commitment to run the same TeleClass over a period of months before you give up on it. For example, run the same class at different times each month or run a series of different classes on the same day of each month so visitors and existing clients become conditioned to you.

## Micro CDs Business Cards

AOL carpet bombed North America with CDs and became the brunt of many table coaster jokes. They also have more subscribers than any other Internet provider in the world.

While you and I cannot carpet bomb North America with CDs you may want to consider making your own CDs or a MiniCD business card. CDs can be made inexpensively on any home PC and you can include collateral and links back to your upcoming events and past articles/information on your website.

The business card shaped CDs fit into a regular CD-ROM drive. In addition to being just like a regular business card, they hold a ton of information - 40 megabits or the size of a small hard drive. There are vendors that provide these types of MiniCD business cards at a reasonable price and what makes them really exciting is how much pass through you can get with their use. Forty megs is more than enough room to include audio and video sales collateral, demo products and other content for your prospects.

If you use a CD format to provide collateral always include:

- A requirement somewhere in the CD for the user to e-mail back to you to get more information or a password that unlocks more information.
- Links back to the important parts of your main theme site, the events page and the content pages.
- Information that is valuable to them. The CD should not be about you and your company. It should be about them and how you can fix their problems.

If you have an outbound sales team or are selling a product/service that requires lots of value added information, this approach will work well. You're paying for business cards already. Find out if it makes sense for your outbound field reps to carry a secret weapon: your Internet marketing strategy on a CD.

## Press Releases

It is often been said that all press coverage is good coverage and that has every small business owner wishing they had more. PR or press releases can be cheaper than advertising, so there is a tendency for a small business to just blast them out.

Why is PR important to your small business? Publicity is the most cost-effective marketing tool there is and it is the only part of a marketing strategy that builds credibility. Many small businesses are innovative up-start companies that are relatively unknown. For you to gain an edge over your competition, it is vital that you build credibility through publicity.

PR is always preferable to Advertising - PR Builds Credibility.

Advertising controls the message while PR does not, and because of this, PR creates credibility. Many times readers see an ad and they know that what they are reading is just overblown hype. Most readers are more likely to trust independent authorities such as reviewers, columnists, reporters or broadcasters. Without a doubt, it is these same authorities who are directly

influenced by good public relations and specifically, a well written press release.

A well written release can dramatically increase your sales, expose your company to the masses, and greatly enhance the image of your business or products. Credibility is the one thing that can win the customer's heart and pocketbook at the same time. Nothing builds more credibility than a well written press release that gets picked up by the media.

**Key Point!**

Small Business Have to Use  
Press Releases Differently to Be  
Effective!

Press releases are the way to go, so start sending them. You will find lots of ways to distribute them online. Many sites will have claims similar to the following.

Use a press release to get the word out to the news media about your company, product and/or service! The most powerful and effective promotion you can get is provided FREE by local and national media for businesses and organizations with newsworthy information. Here is an example of a service that does just that.

"Send your release to over 35,000 journalists and media outlets!

Take the hard work out of submitting your press releases. With a database of more than 10,000 journalists, reporters and writers, we ensure that your message reaches the right people.

Distribute your announcement to applicable media outlets in our database comprising over 30,000 journalists, news desks and media contacts, as well as major wire services and content syndicates.

As a FREE bonus, we also convert your release to a news article and archive it on our website, and submit the news article page to major search engines. Plus, your news is re-distributed to WebClipping.com subscribers at no extra cost!

For only \$300, your press release will be sent to target Channel(s) of your choice including top daily and national newspapers, top industry and segment publications, TV, radio, and top online news sources. We have over 35,000 opt-in journalists (and growing), making our database of subscribers one of the largest available."

There are a number of these services available online that make sending bulk press releases easy. Money, from \$200 to thousands of dollars, will get a press release distributed online. Do a search on how to write a press release and you

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can find plenty of templates to follow if you want to write your own one-page-release.

Most small businesses do not have the money to hire a PR professional so here are some secrets that you should know about.

If you are serious about using the press to build buzz and drive new visitors to your main theme site your first goal is to understand how PR works on the Internet. The format of the press release has changed to reflect Internet time, how reporters become aware of you and finally why they should trust you. Writing a traditional offline press release for online distribution will get you nowhere fast.

I figured this out the hard way. After 6 months of following the advice of experts. I had sent eight excellent press releases across the country using a large distribution list. I even had a business associate who is a big company marketing VP review them before I sent them out. I got one call from a trade journal trying to sell me ad space.

The Internet has rendered traditional made-for-print press releases obsolete.

What is needed now is a made-for-the-Internet press release format. The only purpose of the Internet press release is to get your database of press contacts to go to a direct sales page on your website. It is the same sales process that you use with customers, only you are selling a story and the reason that the press should cover you.

Think of the web press release as a teaser to get a reporter or editor to your website for additional information.

By the end of this course you will have a host of new tools in your PR arsenal and new ways to approach getting name recognition and increasing sales.

You need a new set of tools for Internet PR

#### E-mail Pitch Letters

Never use the traditional written press release format. Use some of these tactics to get the click.

1. Have the URL link to the pitch page in the first line of the Internet release.
2. Use your: What is in it for me, who is it for, and what problem does it solve and why is it different, paragraph.
3. Remember the only purpose of the Internet release is to get them to the pitch page on your site.
4. Bulleted points and a list of benefits would be much more effective.

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5. The press contacts are reading your release in an e-mail or browser window, not a piece of paper. Let the message fit the medium.
6. Use alternate types of story pitch direct sales pages. Try different formats like: standard press release, a Media Alert, a Top 10 List or a direct sales letter.

The bottom line is that you have to think like an online reporter.

Ultimately, the pitch page or story that you want covered has to be about real news and not blowing your own horn. What is it about? What do you do that is of real interest to the public and how can you deliver this story in a professional way?

#### **Key Point!**

An E-mail Pitch Letter is the Best Way to Get Noticed by Your Target Media!

If your goal is to have your website covered in the press, remember that:

1. Reporters do not care about helping you.
2. Reporters are irritated by PR people and they are pretty much sick of it.
3. Reporters do not care about your website, your book, your products or your life story, unless.....you are providing something that helps make their job easier -- that is, a really good story.
4. If you do have a real good story reporters love you; they love to take your calls and will be all over your website, products and services.

To identify what your story is going to be, look back at your niche and the Big Fat Claims that you can make. Create categories and a series of stories around your claims or niche. Remember, the press is looking for a story that will be good for their readers and editors. They want the readers to stop and say, "Hey, I did not know that. I can use that idea!"

So where do you go from here?

- Develop some story ideas from the reporter's perspective.
- Create a single page on your website with the story idea detailed in full.
- Create an Internet Press Release
- Use your database of press contacts to decide who is going to get your Internet press release.
- Send your releases and track who visits the pitch page and follow up.

### **Your Current Offline Database List**

What other lists do you already have in your business? Do you have a list of customers in your accounting software? How about your support department? What about your technical staff or R&D? Most businesses contain many silos of information about their customers or potential buyers. This may include



suppliers and vendors. Do not leave any stone unturned. Create a single master database of anyone that you have contacted in the past.

This is what the CRM or Customer Relationship Management movement is all about and I can tell you from experience that getting a handle on your customer relationships when your business is small is easier than when you are forced to find out who you are already doing business with.

It is OK that you do not have an e-mail address for these contacts. The important thing is that you have the contact.

## Chapter 13 - How to Use Affiliate Programs

You can sign up to be an affiliate of my company and sell this book online. You can also sell my online training courses if you want. As a vendor I use an associate or affiliate program so more people find out about my products and services. Affiliates sign up for my program because they have customers who need what I sell. Affiliate software binds this arrangement together because it tracks what is sold and where the buyer came from. If the buyer is directed to my websites by an affiliate and purchases something online, the affiliate automatically receives a commission. (I pay a 40% commission on all sales)

An affiliate program is sometimes called an associate program: They were pioneered by such companies as Amazon.com and Ebay. The seller processes all orders, handles shipment and collections and provides a commission to the referring website owner. The affiliate or associate promotes the seller's business through banners and or text links at their site and through advertising via e-zines and other channels.

So you want to start a virtual sales team like Amazon.com and eBay? Should you use affiliates?

No, if work and money are put into establishing an affiliate program that is going to be ignored. An affiliate program requires a consistent effort and some resources. Yes, if you take the time to design it and work at it. Whatever you decide, make sure that YOU can sell your product online before you ask someone else to do it too.

Done correctly, affiliate programs create an army of virtual salespeople and big sales in a short period of time. Like any sales team, you will have affiliates who are serious and those who are not.

A quality affiliate is someone who is serious about building their business with your products and their traffic. It is not free traffic for you; it is a professional business person who you should treat as a partner.

So which type of affiliate program is right for your site?

First off, make sure that if you start an affiliate program or enter one you choose a program that complements your site and appeals to the market that would visit your pages.

### **Key Point!**

You Can Create A Virtual Sales Team Quickly With the Right Affiliate Program!

After deciding on the type of programs you wish to offer consider the following before signing up for a specific program:

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How are you going to explain the program clearly to the seller/affiliate? What are all of the terms and conditions you need in place before someone signs up?

Are the commission rate and the commission payment process acceptable? They have to make sense to you and the affiliate financially. Ensure that an adequate commission percentage is offered and if there is a minimum payment amount that it is achievable. Some programs only pay out commissions when a minimum amount is reached. This may mean months could pass before you receive a check.

How are you being notified when a sale is made? How integrated are the payment processing and affiliate tracking system? Are you notified of new sales and are online statistics available? Most successful programs will e-mail you upon a new sale or application. This is very important for tracking your progress within the program. Online statistics allow instant access to your stats and help you to gauge advertising efforts in real time.

Are you prepared to provide the sales collateral and support materials? Do you provide a turn key system that a serious affiliate can plug their traffic into or are you expecting them to just sell for you?

Is an Associate Program right for you?

The answer to this valid question is totally dependent upon a variety of factors including:

Traffic at your site - Without an adequate number of visitors to your site, you will not be able to attract the number and quality of affiliates that you need to make your program successful. If you are serious about affiliates, you will create a website designed specifically to sell affiliates. In fact, this whole book can be applied as an Internet marketing program to attract, engage and enroll affiliates.

What level of commitment do you have and how much real effort can you actually put into the creation and maintenance of the affiliate network? Your affiliates become another form of a customer and have to be treated as one.

### Your Own Affiliates

Choosing to include a network of affiliates as a means to distribute your products and services can directly affect your business model. Deciding to use affiliates as a primary source of revenue for your company requires dedicated resources and adds a new type of customer to the target market.

You cannot follow affiliates, you have to lead. This means that you must learn and apply all you can about promoting your online business first. If you do not know how or what the affiliates program should be doing, how could you possibly control them? There are a lot of excellent resource materials and learning programs available to those wanting to learn about this alternate distribution channel.

(I will assume you are selling an EXCELLENT product and have a compelling mini-site that converts traffic into customers. Without those, your program is dead.) Your job now is to provide real life practical, helpful affiliate marketing advice and create valid revenue opportunities for your loyal affiliates.

### Sell and Educate

The reason that you have to educate yourself first is that you will lose the affiliates that you attract to your program if they cannot sell your product or service quickly. They will lose interest and give you a bad rap as a program/service that does not work. Give them a detailed blueprint so they can get up to speed quickly and generate revenues fast and you will turn your affiliates into dedicated sales professionals.

Many of the things we take as a given with real customers can be applied to your affiliates.

1. Give them a step-by-step roadmap with concrete examples of how they do business with you. Always provide discounts so that they can really understand what they are selling.
2. Show them step-by-step, with all the precise details they need to learn how your top affiliates earn a good living. Make it as easy as possible for them. Build loyalty to your program by paying bonuses or special commissions to top affiliates.
3. Create a deep loyalty to you and your product. Give special recognition to your high-earning affiliates and publicly recognize them.
4. Use traditional offline communication and events to leverage your online existing business. A simple phone call can turn business relationships into lasting friendships. Remember, you do not just want a collection of affiliates. You want business partners.
5. Solicit feedback from your affiliates, good and bad. As a direct link to your end users, you can learn what they and the customers really think about your products and services. Learn from your mistakes and constantly improve on your programs. You can also visit their sites to see how they market products. Subscribe to their newsletters and read sales collateral. IMAGINE you are an affiliate.
6. See things from the affiliates' point of view. Visit industry message boards and newsgroups. Read what affiliates complain about. They are business people just like you and worry about slow responses to e-mails, late payments, and low payouts. Learn from the mistakes of others.

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7. Affiliates are another form of customers. Do not spam them. Affiliates want valuable information about their business opportunity with you. If you are going to send them something, make it something useful such as tested copy and link ideas. They want to earn more money with you. Show them how.
8. Do you have the right contractual agreement made up? Is it fair? If you were the affiliate, would it make sense?
9. Use software that automates everything: Real time statistics, sales notification, reporting, and commission payments should be done professionally. When you treat them like business associates, you will be treated with respect.

An affiliate program can be very successful for you and the affiliates if it makes business sense for both parties. If you are not sure about using this type of distribution channel, experimenting can be costly. Word of mouth travels quickly and poor treatment of an affiliate network will quickly hurt your bottom line.


#### Leverage Existing Programs and Services

Look to see if you can leverage existing affiliate networks when you just start out. Search for products and services that complement what you are offering and that are already distributed through an affiliate network such as [clickbank.com](http://clickbank.com). Not only can you leverage their network of contacts, you can help educate your affiliates through other existing programs. Other examples are: Ken Evoy's 5 pillar affiliate program and [www.ActiveMarketplace.com](http://www.ActiveMarketplace.com).

To find out more about my affiliate program, visit <http://www.jamesmaduk.com/affiliates.htm>

## Videos - Generate Traffic With Joint Ventures

**Joint Venture Traffic - If You Don't Have Your Own Traffic Use Your Partners!**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 28 Minutes

**Description:** Struggling with no traffic, no email list and no sales? Find out how I created a series of joint ventures that launched a full-time Internet Marketing career!

Joint Venture Traffic is a 9 part course that contains over 4 hours of online training. If you are just starting out and don't have any traffic and you don't know how or why you would approach another marketer this course leads you step-by-step through the process of finding and building profitable joint venture relationships.

- **Stop Selling - Start Partnering** - Selling puts pressure on people to buy from the outside and rarely works in the long term. You can expect a lot of refund requests using high pressure selling techniques. A Joint Venture Using other people's customers means they have already been sold on your ideas or concepts before they visit your site.
- **Explode The Size Of Your Contact List** - A simple joint venture will add hundreds of "opt in" subscribers to your newsletter or contact lists in only hours.
- **Leverage Other people's Brand** - Become known in your target market or in a completely new market using other people's name recognition. This one idea can save you thousands of dollars.
- **Expand Your Network And Duplicate Yourself** - It's not called a "web" by accident. Your business depends on your contacts. The more you have the more successful you'll be. Use other people's contacts to create a buzz that funnels a flood of traffic to your web site each day.
- **Never Worry About Training and Motivating a Huge Affiliate Network** - Although it would be nice to have

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thousands of resellers promoting your web sites it just takes too much time and effort to create that kind of virtual sales staff. Even if you are able to create an affiliate network in the next year that generates some traffic, you have no control over their efforts.

- **Guarantee That Your Message Gets Read** - You don't need to build the trust that your joint venture partner has already earned. When you use other people's traffic they trust you and your message - by default.
- **Never Again Gamble Money** - done correctly Joint Venture Traffic is yours for free. You don't need to spend a cent, no need for expensive ads or marketing budgets when you use other people's traffic.
- **Stop Wasting Your Time** - It's not easy getting the right kind of traffic to your web site. You don't have to waste time finding customers the old fashioned way. Leverage your relationships instead of "Cold Calling" like an old fashioned pushy sales person.

### What Is a JV

 **ROLL VIDEO** : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)


**Duration:** 18 Minutes

**Description:** Last session I introduced Joint Ventures. This session we'll get under the hood to really understand what they are and how they work. With specific examples and case studies that give you ideas on how you might implement a "JV" in your business.

Session 2 is a whiteboard and audio training that lasts 18 minutes. Make sure to keep a piece of paper handy to jot down ideas during the course. Specifically in this session we'll touch on:

- How JV's Work
- Why JV's Work
- What JV's Look Like - There are many different variations on the them of Joint Ventures. Don't limit yourself to the standard "commission split".

### Joint Venture Traffic Session 3 - How To Set Up Your Business So That You Can Use JV's

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 40 Minutes

**Description:** Last session we looked at how Joint Ventures worked. This session builds a framework for creating JV's. Once you have this blueprint you can build any kind of Joint Venture, any time that you need extra traffic.

Session 3 is a whiteboard and audio training that lasts 40 minutes. A solid framework is like a builder's blueprint. When you have detailed plans it's easy to build a profitable relationship with another business owner. In this session we'll answer the following questions:

- What are the pieces of the Joint Venture?
- How Can a JV be structured?
- Is there a checklist I can follow when I'm thinking of a Joint Venture?

### Joint Venture Traffic Session 4 - Give Me One Good Reason

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 20 minutes

**Description:** Last session we looked at a Joint Venture framework or structure. This session shows you how to answer the big question... WHY? Why should I do business with you? Why should I expose my customers to you?

Why?

The better your answer, the bigger and more lucrative your potential JV.




Session 4 is a whiteboard and audio training that lasts 20 minutes. Finding the right reason and letting your partners know what that why is covered.

Give Me A Good Reason:

- Why should I listen to you?
- Why should I JV with you?
- Why should I put you in front of my customers?

### Joint Venture Traffic Session 5 - What Are The Different Types Of Joint Ventures?

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)


**Duration:** 20 Minutes

**Description:** Last session we looked at why someone would want to Joint Venture with you. This session shows you how to answer the big question... What are the different types of Joint Ventures that I should consider? What kind of deal should I look at putting together?

The better you able to answer this question, the more flexibility you have when you go to structure your JV. Session 5 is a whiteboard and audio training that lasts 20 minutes. Finding the right reason and letting your partners know what that why it is covered and leads to the next question...

- What type of JV?

### Joint Venture Traffic Session 6 - How To Structure Every Joint Venture

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 50 Minutes

**Description:** This is a 50 minute whiteboard and audio training session covering the types and structure of setting up your joint venture.

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### Joint Venture Traffic Session 7 - Who Should You Approach? How Should You Approach Them?


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 30 Minutes

**Description:** This is a 30 minute whiteboard and audio training session covering the "doing" part of Joint Ventures.

### Joint Venture Traffic Session 8 - How To Approach Potential JV Partners


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 17 Minutes

**Description:** This is a 17 minute whiteboard and audio training session covers the proper technique for approaching a potential JV partner. Once you've got this down, you'll never have a problem getting in touch with great Joint Venture partners.

### Joint Venture Traffic Session 9 - Your Joint Venture Checklist!

 ROLL VIDEO : [Whiteboard and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 10 Minutes

**Description:** This is a 10 minute whiteboard and audio training session introduces a simple JV checklist that you can follow to make sure that you are successful every time you approach a potential partner. Once you've got this down, you'll never

have a problem putting together profitable JV deals.

### Joint Venture Traffic Session 10 - Joint Venture Trends

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 14 Minutes

**Description:** This is a 14 minute whiteboard and audio training session covers some of the trends that you should be aware of in the online selling world. Position yourself with Joint Ventures to make the most of the next wave.

# STEP FOUR: CREATE ONE PAGE DIRECT RESPONSE MINISITES

## Chapter 14 - What is a Mini-site?

I am constantly hearing this same dilemma repeated over and over again: "What can I do to sell more of my products/services?" Pay attention to the advertising that comes your way each day and you will see exactly what should not be done.

Small businesses often try to compete with the big established brands in their markets. Those who fall into that trap have collateral and messaging that are self-centered and loaded with unnecessary information about the company. This type of marketing is totally useless. In essence, it's a waste of the marketer's time, the company's money and a failure to earn the right to do business with the prospect.

If we tracked every ad or campaign that was produced I am sure we would find that the vast majority of them never accomplish their main objective: to sell the product!

The results that you get from your advertising are not controlled by the dollars you spend. Just because an ad costs a lot of money does not mean it is any more effective than one that costs thousands less.

### **Key Point!**

Make Sales on Your Direct Sales  
Mini-site not Your Theme Site!

Many Internet marketers and small businesses get confused when they are planning to build their online businesses.

In a recent article for paid subscribers, entitled "Trotline Marketing: Spinning off Multiple Micro-Focus Stores" in Web Commerce Today, 11/15/2001 [www.wilsonweb.com/wct5/trotline\\_marketing.cfm](http://www.wilsonweb.com/wct5/trotline_marketing.cfm) Yahoo! Store designer and marketer Rob Snell explains how he is achieving much higher sales and profits in his own and his clients' stores. He does this by finding which parts of their online stores are doing best, and then he creates carefully architected and named micro-focus stores designed to maximize sales. With rare exceptions, mini-sites that are narrowly focused on a clearly defined product niche are much more likely to succeed than broader category stores for two reasons.

1. First, niche sites can provide a depth of products for in a single category that a big catalog site cannot match. The big catalog store can compete on price for the few items it carries, but competing on price is not a winning strategy for small businesses. Niche stores compete effectively on breadth of offering in their narrow space, customer service, and product knowledge. Excellence is an important key to success. It is much easier to achieve excellence across a narrow band than across a huge array of products that are only loosely related to one another.

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2. Second, mini-sites are substantially easier to market effectively. They have a much clearer sense of identity and purpose, and can project a much stronger unique voice. Mini-sites are also easier to market using search engine positioning and PPC (pay-per-click) strategies. A mini-site needs to own a much smaller range of keywords and key phrases to rank high on the search engines compared to a broader site.

A direct selling sales website or mini-site can be compared to a virtual salesperson. Unlike a traditional information site or transaction site, the only purpose of a direct selling mini-site is to mentally take the prospect through the same mental sales process they would follow if they were face to face with a professional salesperson. If your virtual salesperson is good, the visitor will buy on the first visit. A great direct sales mini-site is a master of first call closing.

The offline equivalent to a mini-site is a direct mail piece that you get in the mail. Most direct mail has a single purpose. The sender wants you to do something: The letter ends with a single offer that is supported by the body of the message and a strong headline.

Your mini-site should do the exact same thing. Unlike a traditional website, a mini-site consists of only one page and one hyperlink. You either click on the link to order what has been offered, or you click the back button on your browser. Those are the only two choices. I have been collecting mini-site pages for over a year and have included some of the better pages in the tools section.

#### Domain names

Listen to the experts about what domain name or URL you should use for your websites and you will be told to stick with one URL and an easy structure.

A big company is worried about customers visiting their site. They want you to visit their site and theirs alone. If a big company has a whole bunch of URLs, they will confuse the customers guessing at domain names and lose traffic. A big company with a brand should have only one URL, not several.

Why? Because it helps your customers remember your brand -- and how to find you online. You will be told that consistency is everything when it comes to branding. This consistency of URL is vital because it is mentioned in every campaign. It is your home page, your message, your brand, your company.

If you are a small business, do not worry. Your customers will not be guessing at your name or your brand, as they type a domain name into their browser. They have probably never heard of you. And they probably will not be touched

by all your TV and newspaper ads, billboards and radio spots. They have found you because of word of mouth or word of mouse advertising.

Small businesses do not care about branding. They care about selling.

Your direct sales sites are about selling a product or solution, not about branding a company. Your customers are not going to be guessing at your company name if they are looking for a solution or information regarding a problem that they have. Use a domain name that is part of the solution.

### Key Point!

Domain Names Are not About Branding Your Company. Use the Actual Name of The Product Whenever Possible!

For example I use:

[www.learnmagictricksonline.com](http://www.learnmagictricksonline.com)  
[www.parentsguidetoinstantmessaging.com](http://www.parentsguidetoinstantmessaging.com)  
[www.webmarketingforsmallbusiness.com](http://www.webmarketingforsmallbusiness.com)  
[www.jointventuretraffice.com](http://www.jointventuretraffice.com)  
[www.buildmylist.com](http://www.buildmylist.com)  
[www.handleanyobjection.com](http://www.handleanyobjection.com)  
[www.getranked1stongoogle.com](http://www.getranked1stongoogle.com)  
[www.yourowninfoproduct.com](http://www.yourowninfoproduct.com)

- Multiple domain names are cheap and can be registered easily. I use <http://www.register4less.com> or [www.godaddy.com](http://www.godaddy.com) for all of my domains.
- You can put your keywords in your URL which some search engines like.
- Because you are sending visitors directly to these stand-alone sites with Pay-per-Click search engines and e-mail marketing, you can track and measure your return on investment.

Worry about the sale of your product not the branding of your company. For the small business, one company does not equal one address.

### Pricing

How much should you charge for your product or service online? Charge what the market will bear. I do not know what that is and you will have to find out. Some marketers use complex formulas and algorithms to decide what they should charge. Test the price points that you think will work and then maximize your sales and profits. The great thing about Internet marketing is that it is easy to test different prices. Prices can be changed on the fly and you find out what works and what does not in a short period of time. Never stop testing prices.

A price is useless unless readers know exactly what they are getting. If you have to introduce the price, do it in the same sentence as the offer.

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A price is useless unless readers know what emotional benefits they are getting from the product or service you are offering to them. Remember the visitors' two questions?

What is it?

What does it mean to me?

Answer them first, and then tell them the price.

That is one of the reasons I am not a big fan of shopping cart systems. If not presented properly, a shopping cart looks like a menu in a restaurant. A standard menu is just a big list of all the different dishes and prices. Nothing's being sold; the person ordering is already hungry and has made the decision to eat.

This menu approach causes problems when prospects come to a small business website and have not made up their minds to buy anything. A list of prices is useless at this point in the sales cycle; they do not know what it is they are getting or what it would mean to them if they did.

Make it easy for your new customers to get started. Create special programs or introductory offers that introduce the customers to your products and services. While hitting a home run with every customer that visits your site would be nice, the reality is that if you are a small business you are going to work over time to become a trusted supplier to a new customer. Why not start with a base hit first, build the relationship and instead of making a sale, build a client.

### Bundling

If you are having trouble getting started with clients, consider bundling or adding a premium. A bundle is a group of complimentary products or services with a perceived value that is greater than if they were purchased individually. Every fast food chain knows this: "Do you want the sandwich or the combo?"

Bundling products can also protect your profit margins, increase your revenues and maintain your uniqueness. Be creative with your bundles and your competitors cannot compete. Price objections are also easily defended when your products and services are bundled with additional added value.

If you have bought a computer lately, you know how effective the right bundle can be in swaying your decision. Are you buying a CPU, monitor, keyboard, mouse, hard drive, scanner, printer, memory etc. or did you want to buy the X100 and get a free monitor, Microsoft Intellimouse, inkjet printer and \$1000.00 of free software?

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## Accepting Credit Cards

E-commerce, merchant accounts, and online shopping cart systems are just fancy terms for being able to process your customer's payment for your goods and services online. During the early days of the commercial Internet, the ability to process these transactions was a technical highlight of many sites. In fact, amazon.com patented its ability to allow a visitor to purchase online with a single click.

For the small business there are a number of factors when considering how to accept payment online from your customers. The basic assumptions that I am making are:

1. You do not have or want to get your own merchant account from your financial institution.
2. You are not a programmer and do not want to learn how to become one.
3. You want to find the easiest and most flexible way for your customers to pay for your goods and services online.

There are a number of good third-party web companies that can set up your site to accept and process credit cards. They are generally easy to use and flexible enough to handle the transfer of money in exchange for what you are selling.

### How Credit Card Gateways Work

These third party credit card payment processes for websites allow you to put a "buy now" or order link on your website. By adding a "buy now" button with the script that they provide to your site, a visitor that clicks on the link is brought to a secure billing page which allows them to safely enter credit card and contact details into a form. This third party processor checks to validate the credit card and makes sure that the contact details are filled in on the order form.

If the order is successful and the credit card is processed successfully, the visitor is then sent to a thank you page. If they have bought a physical product, the details of the order are listed. If they have bought a digital product, a link to download the product is provided. As the seller in this arrangement you will receive a notification by e-mail that someone has bought from you and how much has gone into your account.

Everyone wins. The credit card processing company takes a small transaction fee from the amount for processing the order, your customer gets what they want and you get money in your account.

All of these third party payment processors use a simple line of html code that allows you to create these "buy now" links on your site. They all accept the

major credit cards and use a safe and secure web page on which your customer can order.

#### How to Pick an Online Credit Card Processor

The first thing you need to consider goes back to what you are selling. If you are actually selling a physical product that needs to be shipped to a customer you need a company that handles physical goods. If you are selling a service or digital product, there are companies that specialize in those virtual sales where a product is not physically shipped.

You should also know what type of billing you need. Is it a one-time purchase or a monthly subscription?

In what currency do you want to process and complete the transaction?

Do you want to allow for a referral fee or for an affiliate commission to be calculated?

Is the purchase going to be for one item or a bundle of items that requires a cart system?

The companies that I have used successfully include: Paysystems, QuickpayPro, 1Shopping Cart, ClickBank and PayPal.

Each has strengths and weakness and is best suited for a certain type of purchase.

If you are selling digital goods under \$50 and only want to sell single items with a one time payment use ClickBank. It is easy to add a "buy now" link and you automatically get paid every two weeks. One of the nice things about ClickBank is that it has a built in referral system for paying those other businesses that send sales to you.

#### **Key Point!**

You Do Not Need a Merchant Account to Accept Credit Cards Online!

If you are selling both products and services that require sale prices greater than \$50 or have a catalog of different products consider PayPal. I really like PayPal. You can sell items with prices up to \$1000.00. It allows you to sell subscriptions, goods, services and has a built in shopping cart if you have a catalog of products to sell.

To accept credit cards with either of these services all you have to do is open an account with them. Visit the respective sites. When I joined there was a one time setup fee of approx \$50.

ClickBank allowed you to start right away; PayPal requires that you verify a credit card before you could start selling with their system.

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Be aware that the transactions are processed in US\$. This means that anyone anywhere can purchase using a credit card. However, bear in mind their credit card will be charged the amount that you set out in US funds.

Visit the site that fits your sales plans, pay the setup fee and start selling.

## Videos - How I Created 52 Products In 52 Days

### How I Created 52 Products In 52 Days - Session One

 ROLL VIDEO : [Whiteboard and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 22 Minutes

**Description:** An introduction to Information Products and my 52 Products System.

Although the number may seem high, I have created more than 52 products in 52 days! Many of them are in this site!

### How I Created 52 Products In 52 Days - Session Two


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 40 Minutes

**Description:** The strategy behind the system. Leverage your content in multiple formats.

### How I Created 52 Products In 52 Days - Session Three


 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 40 Minutes

**Description:** Like almost all of the courses that I do, this session may be the most important. Do your homework!

### How I Created 52 Products In 52 Days - Session Four


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 50 Minutes

**Description:** Use Free Technology. You don't have to be a tech guru or independently wealthy to start. Use the tools that are available today and build from there.

**How I Created 52 Products In 52 Days - Session Five**


 **ROLL VIDEO :** [Whiteboard and Audio Session](#)

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**Duration:** 15 Minutes

**Description:** More Multimedia E-book Ideas.

**How I Created 52 Products In 52 Days - Session Six**


 **ROLL VIDEO :** [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 50 Minutes

**Description:** A step by step plan that shows you exactly how to create an unlimited number of information products in as little time as possible.

**How I Created 52 Products In 52 Days - Session Seven**

 **ROLL VIDEO :** [Whiteboard and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 72 Minutes

**Description:** A special audio interview that provides a big picture view of what you can do with simple multimedia tools and a little time and energy.

## Videos - How To Create Multimedia E-books

What is an Audio/Multimedia E-book?

 ROLL VIDEO : [Whiteboard and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 12 Minutes

**Description:** This is a basic introduction to the two main types of e-book creation software and the differences between a traditional e-book and an audio e-book or multimedia e-book.

**Resource Links:** I recommend two pieces of software for creating audio e-books. My first choice is [Adobe Acrobat](#), which allows you to create PDF's. Or an E-book Compiler, which is software that bundles together all the components of your Audio e-book and then creates an "exe", or software program that installs on your customers PC. [E-book Generator](#) and [Activ E-book Compiler](#) are both good programs.

**Multimedia E-books - What Are The Different Audio Formats**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 20 Minutes

**Description:** Any audio project consists of two files, (unless you encode a live event which is another section). The first is the raw file or captured file. A raw file usually has a .wav extension and you refer to it as a "wave file". Wave files are huge; an hour of a conversation recorded may exceed 1 Gigabyte. To distribute your audio files you need to encode them. I've included the common types of encoded formats and some of the characteristics of each.


Let me give you an idea of how much space these raw audio files can eat up on your hard drive. My Small Business Heroes web site is the site that hosts my internet radio station. The

40 hours of raw .wav file interviews takes up 30 gigs, almost 50% of my 80 Gig Hard Drive.

Here is a screen capture from the "sound recorder" program that comes standard with Windows. The format says "PCM" which saves a "wav" file. The settings for the sampling frequency are in the dropdown box. The default is 8,000 khz, Mono, which works out to 7KB/second. Play around with different settings and record your voice on your PC.

You'll need a basic microphone plugged into the "microphone in" port on your sound card in order to record your voice. Look in your accessories folder in the start menu, the sound recorder program that comes with Windows should be there.

### Multimedia E-books - Which Audio Format Should I Use?


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 10 Minutes

**Description:** Choosing an audio format is the toughest part of any audio e-book. In addition, making that decision really depends on HOW you are planning to capture your audio content. If you plan to capture audio files from live events you may limit yourself to a single format. If you are working from raw files, you can choose to encode/produce your final audio in every format. The other consideration is on the how you are going to distribute or serve the audio file to your client.

### Multimedia E-books - Session Four, What Do My Customers Need

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 13 Minutes

**Description:** Always provide access to the free software your customers need to play your audio content. I look at the three major audio players in this session and go over some of the strengths and weaknesses of each. RealONE is available for any computer platform. Windows Media Player and Apple

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QuickTime are available for only the MAC and PC platform.

**Resource Links:**

"[RealONE Player](#)" Choose the FREE Version - they offer an advanced player that isn't required.

"[Windows Media Player](#)" Version 9 is the latest version.

"[Apple QuickTime 6](#)" Free Player.

Another popular player is [Winamp](#).


Visit my support page with the [script that checks if the RealONE software is installed](#).

Feel free to copy the script from my page and use it on your web site.

Stupid Questions at Rinkworks

<http://www.rinkworks.com/stupid/>.

## Multimedia E-books - What Is Streaming? Why Is It Important

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 16 Minutes

**Description:** Once you've created your valuable audio or multimedia content you have to deliver it to your customer. The decision you make at this point can change everything about your book. How big the book is (file size), what format of audio you are going to use, what format of e-book you are going to use, and whether or not you have to send your audio e-book on CD.

Pay close attention to this session. Think about how your customers or potential customers will react when you decide to deliver the audio portion of your audio e-book. Do they have a high speed internet connection or are they dialup users? Perhaps they prefer to have the audio files on their hard drive! Delivery questions are important to your project in terms of quality and the physical security of your audio files. How many people do you think will be listening to your audio e-book? Will they be listening at the same time? How important is the quality of the audio?


You'll have to answer those questions after this session.

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## Multimedia E-books - What Do You Need To Know About Security?

 ROLL VIDEO : [Whiteboard and Audio Session](#)

 ROLL VIDEO : [Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 8 Minutes

**Description:** Pay attention! This small session could affect your bank account. You need to decide up front if you want to give people your audio files, or at least provide download access. If you allow physical downloads of your audio work, you lose complete control of the distribution.

Which might work out well for you - think of flooding the market with your audio messages, or, it might stop money from entering your bank account when all your hard work can be downloaded for free on "Kazza".

## Multimedia E-books - Session Seven, What Is A Firewall?

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 10 Minutes

**Description:** If you decide to stream your audio files, you might run into problems with users who have a firewall. Firewalls used to be used by companies exclusively, but now many individuals who are concerned about security use personal firewalls like [Black Ice Defender](#). This session explains what a firewall does and how it can stop your audio files from being streamed to your customer.


<http://www.jamesmaduk.com/systemchck.htm> shows my support pages that I provide for customers who are having problems with firewalls. You'll also notice that I have a script on the page that tests to see if the visitor has the "RealPlayer"

software installed on their machine.

[Windows Media Firewall Support Pages](#)

[Real Networks Firewall Support Pages](#)

### Multimedia E-books - Session Eight, What Software Do I Need?

 ROLL VIDEO : [Whiteboard and Audio Session](#)


[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

Duration: 10 Minutes

**Description:** You can start with the basic sound recorder built in to your operating system or spend thousands of dollars for a professional editing suite. My recommendation is to pick up a basic Home Video Editing package and use it.

For approx. \$75 you can get a capable capture, edit and encoding software which give you professional sounding audio.

### Multimedia E-books - Session Nine, What Extra **Hardware** Do I Need?


 ROLL VIDEO : [Whiteboard and Audio Session](#)

[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

Duration: 10 Minutes

**Description:** Really depends on..... Find out what you need in Hardware in this quick session. The bottom line is that you can start with only a telephone or a microphone and then end up with your own professional studio.

### Multimedia E-books - Session Ten, How Much Is This Going To Cost Me?

 ROLL VIDEO : [Whiteboard and Audio Session](#)


[Buy Now!](#) - [Click Here To Create A Valid Username and Password](#)

**Duration:** 10 Minutes

**Description:** How much is your audio e-book going to cost you? I really don't know. My experience tells me that you'll have to invest at least \$100.00 to get started with a basic audio e-book. If you get serious about audio and creating audio content for your e-books the sky is the limit. I've tried to show you the quickest way to create inexpensive audio content. Your customers might be sophisticated professionals and your approach will be different. Hollywood vs. the basement, it's up to you.

Whatever you decide, spend wisely; costs can skyrocket quickly if you aren't careful, especially on the distribution side. Test your market before you make large investments in a particular audio format, delivery strategy or equipment investment.

**Multimedia E-books - Session Eleven, What Are The Exact Steps? How Do I Create My Audio E-book?**

 **ROLL VIDEO :** [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)


**Duration:** 10 Minutes

**Description:** Here's an easy to follow recipe. Follow these 4 steps and create as many audio e-books as quickly as you want. In fact, I created 52 Products in 52 Days using this exact formula.

While it all starts with creating your audio project, the way that you create your initial audio can affect how quickly the audio e-book is ready for sale.

My preference is to skip the edit and encode steps by creating raw content that is professional enough for distribution. This allows me to create audio e-books quickly and get them ready to distribute in only minutes.

**Multimedia E-books - Session Twelve, What Kind Of Content Should I Put In My Book? What Sells Best?**

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**Duration:** 10 Minutes

**Description:** Content is King! Where should you get your content from? Follow this process to make sure you have a steady stream of content ready for encoding.

### **Multimedia E-books - Session Thirteen, How Can I Capture Phone Calls?**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 25 Minutes

**Description:** Recording phone calls and TeleClasses has to be the fastest way to create an audio e-book. This is an absolute no brainer. I show you a simple process that even lets you double end a phone call where you can earn money when you create the audio e-book, and then when you encode it, and embed it in your exe or pdf. Here is the setup for the Dictation Buddy phone call recorder.

After I completed this session I did find an additional device that you should consider. It works the same way that the Dictation Buddy works AND you can adjust the volume levels for the caller and the guest. It costs a bit more money than the Dictation Buddy but if you are serious about using the telephone or TeleClasses as your audio content it's well worth the price.

#### **Resources:**

Total Recorder Software can convert any sound file back to a raw .wav file. <http://www.highcriteria.com>. The phone call capture device called Dictation Buddy is available on the High Criteria site <http://www.highcriteria.com/product.htm> is the direct link for this product. The cost is approx. \$40.

InLine Patch: [www.jkaudio.com](http://www.jkaudio.com) The cost is approx. \$270.

### **Multimedia E-books - Session Fourteen, How Do I Edit My Audio Files?**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 25 Minutes

**Description:** Ok you captured some raw audio, now you need to polish it. Maybe the quality isn't that great - the noise on the phone line is much louder than you remember it being during the conversation. The phone rings in your studio right in the middle of your recording - should you stop and start over? On the other hand, you may want to compile raw audio content from different places and bring it together in a single audio file. This session looks at some basic audio editing techniques; how to add background music, introductions to existing files, and transitions between clips.

You don't need to become an audio engineer to clean and polish the audio portion of your audio e-book. With some simple tools, you can quickly create professional sounding audio files that you can be proud of and your customers will enjoy.

**Resource Links:**

Cool Edit: <http://www.syntrillium.com/cooledit/>

ACID:

<http://www.sonicfoundry.com/Products/showproduct.asp?PID=100>

Sound Forge:

<http://www.sonicfoundry.com/Products/showproduct.asp?PID=668>

Video Factory:

<http://www.sonicfoundry.com/products/showproduct.asp?PID=490>

**Multimedia E-books - Session Fifteen, How Do I Make My Files Smaller?**

 **ROLL VIDEO** : [Screen Capture and Audio Session](#)

 **ROLL VIDEO** : [Screen Capture and Audio Session](#)


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**Duration:** 20 Minutes

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**Description:** In this session I you'll watch screen captures with different "codecs" that are available to you when you encode your audio file. I've also included a description of "bitrates". The screen capture is from the Real Networks Helix Producer Basic. The second screen is from the Windows Media encoder or any of the commercial editing software that you might purchase.

### Multimedia E-books - Session 16, What Is A Codec?

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 20 Minutes

**Description:** This is about as technical as it gets! A Codec's is the software built into your computer that COMPRESSES your raw audio files when you encode them and then DECOMPRESSES the audio file when your customers play your audio files with.

For example if you use RealNetworks Helix Producer Basic, you will be encoding your raw file with Real Networks Version 9 CODEC.

 ROLL VIDEO : [Screen Capture and Audio Session](#)

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When your customer listens to the audio file with the RealONE player, the RealONE player DECOMPRESSES the audio file and the customer hears your audio. The bottom line is that your customer's machine must have a player that has the "same CODEC installed" as the one that you encoded it on. The current version of RealOne's Codec is Version 9. If your customer has an older version of the Real Player they won't be able to listen to your file because the version 9 codec isn't installed.

To fix this problem, media player software has the ability to download new CODEC's as they become available. You shouldn't have to worry about updating your customer's media player software. Today, you might run into problems when your customer's media player doesn't support the CODEC you

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encoded with. A good example is people who only have the Windows Media Player installed on their machines. If you send them an Apple QuickTime .mov file, they can't play it. If you send them a Real .rm file they can't play it. Microsoft only wants you to use their Windows Media CODEC.

Before you decide on how you are going to encode your files, do some with your potential customers and find out which players they have installed and if they are able to use an alternative player if they need to.

Of all the media players, RealONE is the most flexible. The Realnetworks strategy is "play every CODEC". If you have RealONE installed you can watch QuickTime and Windows media files and all of the latest Real Codecs.

#### Resource Links:


[Real Networks CODEC's.](#)

[Windows Media CODEC's.](#)

[Propaganda from both camps.](#)

#### Multimedia E-books - Session Seventeen, How Do I Embed The Audio Files In The E-book?

 ROLL VIDEO : [Screen Capture and Audio Session](#)

 ROLL VIDEO : [Whiteboard and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 8 Minutes

**Description:** If you don't want the hassles of broken links and streaming audio to your customers, consider embedding the physical audio files directly into your e-book. This example shows you how to create a .exe audio e-book that includes all the files.

#### Multimedia E-books - Session Eighteen, What Is A RAM File?

 ROLL VIDEO : [Screen Capture and Audio Session](#)

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 20 Minutes

**Description:** Open a new document in notepad or any text editor, and then paste the following text into it....

`Rtsp://209.87.234.244:554/videos/show4c.rm`

Save the text file with a different extension, in this case a ".ram".

Choose "Save As" from the file menu. In the "save file" box that comes up make sure to change the "save as type" to "all files" like I've done in the image below.

To finish saving the file type in the new name and the extension you want, in our example you would type in "newname.ram". If you forget to change the "file type" to "all files" windows will name the file "newname.ram.txt" and the .ram file won't work.


To check your .ram file double click on it in the folder that you save it in and RealOne Player will load (if you have it installed). To get this to work on your web site all you need to do is upload the file to your web server.

If your customers are behind a firewall you can make it easy for them to listen by "http cloaking" the audio stream. This means that instead of using the standard " rtsp://, the standard protocol for streaming" you can use a feature called "ramgen". It's still a .RAM file except that the link is formatted differently. Here is an example of a ramgen link:

`http://209.87.234.244:8080/ramgen/videos/show4c.rm`

**Multimedia E-books - Session Nineteen, What Is A ASX File?**

 ROLL VIDEO : [Screen Capture and Audio Session](#)

 ROLL VIDEO : [Whiteboard and Audio Session](#)

 - [Click Here To Create A Valid Username and Password](#)

**Duration:** 10 Minutes

**Description:** Open a new document in notepad or any text editor, and then paste the following text into it.

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```
<ASX VERSION="3.0">
<Title>Eavesdropping with Bob Proctor!</Title>
<Copyright>Full Contact Sales Systems and James
Maduk</Copyright>
<Entry>
<Author>James Maduk</Author>
<Title>Small Business Hero Bob Proctor</Title>
<ref href =
"mms://207.236.110.59/asfroot/bobproctor.wma"/>
</Entry>
</asx>
```

This is a real .asx file from my server. (it may not work when you are trying this) It will launch an audio file from my server if you re-save it with a .asx extension instead of the standard .txt

If you don't know how to save a text file with a different extension you have two alternatives.

Choose "Save As" from the file menu. In the "save file" box that comes up make sure to change the "save as type" to "all files" like I've done in the image below.

To finish saving the file type in the new name and the extension you want, in our example you would type in "newname.asx". If you forget to change the "file type" to "all files", windows will name the file "newname.asx.txt" and the .asx file won't work.

To use this ASX file all you have to do is change the text to reflect your setup. Make sure the location of your media server, your name and the path to the file is correct.

To check your .asx file double click on it in the folder that you save it in and Windows Media Player will load (if you have it installed). To get this to work on your web site all you need to do is upload the file to your web server.

**Multimedia E-books - Session Twenty, Where Should I Server My Audio Files From?**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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[www.jamesmaduk.com](http://www.jamesmaduk.com)

**Duration:** 10 Minutes

**Description:** General discussion on the types of media servers and why you should consider one over the other.

**Resource Links:**


[Helix Universal Server](#).

[Windows Media Server](#).

[Vital Stream](#).

[My Hosting Services](#).

**Multimedia E-books - Session Twenty One, What Are Some Other Uses For Audio E-books?**


 **ROLL VIDEO** : [Whiteboard and Audio Session](#)

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**Duration:** 15 Minutes

**Description:** I'm sure that there are thousands of ways to create audio e-books, and hundreds of ways to use them in your business. I've included a list of the common audio e-book styles and some various ways that you might not have considered using your audio e-book in your business. From revenue generating to lead generation, audio assets that you create during the process of creating your audio e-books help you build your business quickly and profitably.

**Multimedia E-books - Session Twenty Two, What Are Some Traps To Look Out For?**

 **ROLL VIDEO** : [Whiteboard and Audio Session](#)

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**Duration:** 15 Minutes

**Description:** There are four basic traps or places where your early choices may land you in hot water, listen/watch for them now.

**Multimedia E-books - Session Twenty Three, What Questions Secrets My Mom Never Told Me About Internet Marketing**

[www.jamesmaduk.com](http://www.jamesmaduk.com)

## Should I Ask My Media Server Host?

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** Once you've made the decision to have your audio files hosted professionally you need to get the facts from your Web Site Host. Serving audio files isn't the same as serving web pages.

Does your host have servers dedicated to serving audio and video files? Do they have a big connection to the internet so your listeners will never have to wait when your hosts servers are busy?

The costs can add up if you are serious about streaming and providing your customers with valuable audio information. Make sure you know up front how much you are paying for "the bandwidth transferred" and the storage of your files. There is usually a minimum monthly charge for both storage and bandwidth transferred.

## Multimedia E-books - Session Twenty Four, What Does The Future Hold For Multimedia Online?

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 7 Minutes

**Description:** Digital Rights Management paves the way for something called micro payments. This means that you will be able to charge customers for access to any of your media files.

For example, you might distribute your audio e-book free, but use DRM to protect the audio file links. Each time a user clicks on the audio portion your online billing system charges their credit card. Rules in the DRM system are set to charge for a single listen, to purchase and download or combinations of access levels. DRM is going to open a whole new level to publishing your audio e-books.

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## Videos -How To Create Screen Captures

Screen Capture Secrets - Two Hour Live WebCast, How To Capture, Edit and Distribute Screen Captures

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 120 Minutes

**Description:** Screen Capture Secrets - This Mimio whiteboard session was done live and online as a virtual seminar on January 19th, 2004. It's a tiny introduction to the broad topic of multimedia, specifically how to capture, edit, encode and distribute screen captures. I've taken quite a bit of time to make sure that everyone knows the differences between streaming and downloading and how deciding how you want to distribute your content is more important than how you should be capturing.

Screen Capture Secrets - Download Windows Media Encoder

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 5 Minutes


**Description:** Screen Capture Secrets - Not sure where to find the free version of Windows Media Encoder? Follow along with this screen capture and I'll show you exactly how to find it.

**Resources:**

[Camtasia](#)

[Download Windows Media Encoder](#)

Screen Capture Secrets - How To Get Started With  
**Windows Media Encoder**


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 10 Minutes

**Description:** Screen Capture Secrets - This screen capture shows how to set up Windows media encoder for a quick screen capture session. It uses the default install directories and settings and shows from start to finish how to capture a portion of your screen at no cost using free software.

### Screen Capture Secrets - Fine Tune Your Windows **Media Encoder Settings**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 16 Minutes

**Description:** Screen Capture Secrets - Windows Media Encoder can be a little confusing, especially when you are new to webcasting and multimedia. In this 16 minute multimedia screen capture I use Camtasia to go under the hood and look at the properties tab in the Windows Media Encoder Software. Each of the tabs that you should know about is covered.

Watch this to make sure you understand exactly what you can do with this free multimedia encoding software.

### Screen Capture Secrets - How To Recoding Screens With Camtasia Recorder

 ROLL VIDEO : [Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 10 Minutes

**Description:** Screen Capture Secrets - This capture includes the entire screen - even though we really only needed to capture a "program window". The following example includes a similar capture this time I only recorded the "program window". Take a look at both and decide which is more effective.


 ROLL VIDEO : [Screen Capture and Audio Session](#)

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Camtasia recorder is the application that actually captures the screen. It allows you to capture all, areas, portions or program windows. These sessions go over the appropriate setting for each type of capture however you have to decide what the right amount of the screen is for your project.

Remember that the size of your file increases in direct proportion to the amount of screen that you capture!

**Screen Capture Secrets - I Made A Streaming Version, How Come Camtasia Tells Me It's Dropped Frames**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 2 Minutes

**Description:** This short session explains "dropped frame" dialogue box that camtasia presents you with when you create an output file that streams to your clients.

**Screen Capture Secrets - Screen Size and Color Capture in Multiple Output Formats**

 ROLL VIDEO : [Flash Presentation](#)

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This is done in Flash Version 6.0 - I can't protect it with a username and password

**Duration:** 8 Minutes

**Description:** This is the size and color settings screen capture output to a flash presentation. The link will open an html page where the screen capture will play. The actual size of the flash presentation is over 2 Meg. This means that the end user on dial up will have to download a big chunk or this entire file to their machine before it starts to play.

In this next version I took the same file and output it to the Camtasia for Real Video.

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 ROLL VIDEO : [Whiteboard and Audio Session](#)

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There are a couple of things to notice.

The file size almost cut in half - 1.2 Megs vs. 2 Megs for Flash.


The Streaming Version is viewable at 28K - dialup users can watch it without having to download the entire presentation all at once.

The content is secure. You can't keep a copy of the file. If you want a copy of the flash presentation, explore your windows internet explorer temp directory and you will find a file called scssizeandcolor.swf

With RealPlayer set in "theatre mode" you see the screen exactly how it was captured. On the other hand if you embed the flash capture in a html page (default setting in camtasia) you have to scroll up and down/left to right to see the entire screen. This is because the browser window takes up valuable real estate on the screen.

I didn't produce a windows media video for this session. It's just to bit and really doesn't provide any additional value.

### Screen Capture Secrets - How To Convert Your Screen Captures To Flash

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 8 Minutes


**Description:** Screen Capture Secrets - You've probably already seen them... Flash screen captures are easy to do if you know how. This easy to follow step by step screen capture shows you all of the ins and outs of outputting your screen capture to the Flash format.

By default, Camtasia outputs the flash presentation embedded  
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or framed by an html page. While this works well for small screen captures, it causes major problems for a "full screen" capture. Users with their screens set at 800X600 viewing the same size capture are faces with vertical and horizontal scroll bars.

**Duration:** 13 Minutes

### Screen Capture Secrets - How To Use Camtasia To Produce a Real Video

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Description:** Screen Capture Secrets - I don't recommend using this format however I'm including it for your information. In addition I cover some of the differences between streaming bitrates and surestream. These are advanced webcasting terms that are covered in [www.webcastriches.com](http://www.webcastriches.com).

Feel free to play around with these settings and learn what is capable with camtasia. Remember that it's the end users settings that you have to worry about - not what you see on your screen.

### Screen Capture Secrets - Piracy - Where Do Your Files Go When People View Them

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 10 Minutes

**Description:** Do you really know where your files go after someone views them?

If you want to have you multimedia files passed around - don't bother reading this session. If you are concerned about where you files go after someone views them watch this quick presentation.

It show how a quick hunt on your hard drive will give you everyone's MP3 files, flash presentations, even complete videos. If you aren't careful this is exactly what is happening to your paid content.

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Remember that it's how you decide to distribute your content to end users that comes first - not what you see on your screen.

**Duration:** 4 Minutes

### **Screen Capture Secrets - Annotate, Add Captions and Edit Screen Captures Before Distribution**

 **ROLL VIDEO** : [Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Description:** Screen Capture Secrets - This 10 minute screen capture shows you how to add text, graphics, and additional content to a "raw" screen capture before you produce a movie or encode it as a final product.

After capturing the raw file you may remember an additional point or require additional explanation regarding a specific point in the capture. Perhaps there are two places that need attention in the presentation at the same time - how can you call attention to a secondary point after you've already captured the file, you certainly don't want to do it over!

Camtasia studio includes an "Effects" application that allows you to easily add graphics, text boxes and other images over top of the existing screen capture. This way you can edit the raw file before you produce your final output. Whether you distribute on CD or online this easy to use tool can make any presentation a winner.

### **Screen Capture Secrets - Add Professional Menu's To Your Screen Capture CD's**

 **ROLL VIDEO** : [Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** Screen Capture Secrets - This 15 minute screen capture shows you exactly how to create professional Menu's for your finished product.

If you choose to distribute your finished product as a physical product, it will need some finishing touches. Camtasia Studio contains an entire application for creating professional menu systems for CD's

You can add:

- AutoPlay Feature - Insert the CD into you PC and the menu system starts automatically
- Hyperlinks - links to other resources on the web, these can be any page addressable by a URL
- Text Tips - a small bubble menu that gives a description of what the link will do when a mouse is held over it
- Complete Editing - You have full control the graphics, colors, and actions of your finished menu

You don't really need this section if you are streaming your content - but if you decide to ship physical CD's take a close look.

### Screen Capture Secrets - What Are The Right Settings To Use In Camtasia Recorder?

 ROLL VIDEO : [Windows Media Screen Capture Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 10 Minutes

**Description:** Screen Capture Secrets - This windows media screen capture introduces all the different settings available in Camtasia Recorder. I had to do it in Windows Media because Camtasia Recorder doesn't allow you to record it!!!!

Make sure to play around with all the different settings. Different settings are appropriate for different projects - remember its distribution first - capture second.

## Chapter 15 - Why Mini-site Pages Work

What sales process would you want one of your sales people to follow if they were selling to a potential customer? While there are many schools of thought and various descriptions of what a sales process is, my belief is that it is best to understand what is going on in the customer's head. After all they are the making the decision. Why not figure out how they decide and then help them buy that way.

### Online Selling Problems

I can usually tell a professional salesperson from a "closer" by following the process that the salesperson uses. A professional salesperson is easy to identify by their ability to "qualify" the prospective customer. Before a professional salesperson sells anything, they ask questions. They want to know exactly what the customer actually wants and needs. The professional is an expert when it comes to the product or service and wants to be the one to decide if it is worth actually doing a presentation.

No want or need, no presentation. It is that simple.

If you cannot ask questions directly on a website, how do you qualify your prospects?

Do not bother. If the prospect makes it this far into your sales engine, they have self-qualified. If they were not interested they would have removed themselves from your mailing list long ago.

If you have done a consistent job with your newsletter, content site, key words and focus you will be attracting pre-qualified buyers to your mini-site.

Every piece of correspondence you send out gives your prospects the opportunity to disqualify themselves.

### Direct Sales Copywriting

Here are some general guidelines when it comes to adding the copy to your direct selling mini-site:

1. In order to be heard you have to be believed. Remember trust and legitimacy is the goal of your writing.
2. Make every word count. The text must be clear and written for a single individual, your perfect customer.
3. Free is good. Never underestimate the power of a free offer.
4. Make it easy for your prospect to respond. Give them the options that you want for every page.

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5. If you want a certain action you have to tell them specifically what you want them to do.
6. Your strongest “Big Fat Claims” are always your biggest benefits. Use them all and use them early. The reader has to be left wanting these benefits so badly that they will be compelled to take action.

Combinations of words have magic in them. Writing a good single page direct sales website takes time, too much time for most of us. The best thing to do is to take some shortcuts and learn from the masters who have already cut their teeth by writing great advertising and sales copy for traditional direct mail campaigns. Your single page direct sales website is in fact the equivalent of a traditional direct sales letter. It follows the same format and uses the same techniques to influence. A good direct sales letter is

### **Key Point!**

The Same Principles Found in  
Direct Marketing Work Online!

## **Salesmanship in Print**

### **Word Power**

Persuasion, influence and your ability to communicate with pictures will always be at the foundation of your sales conversation. While there remains a fine line between manipulation and influence, do not shy away from the fact that your job is to communicate why your product and service meet the specific needs and wants of the prospect you are working with. Read these questions carefully.

1. Can you open the fridge door?
2. Is the cell phone ringing?
3. Can you change the channel on the TV?
4. Did you know you needed this?

They are questions that require you to mentally experience something before you can answer them.

What does this mean to you? It means that there are ways of giving commands to people without their conscious awareness that they have received a command. Sales suggestions can be made without the resistance you would find with a traditional sales approach.

If you are serious about copywriting, read some books like Joe Vitale’s Hypnotic Writing. And Joseph Sugarman’s Triggers.

Hypnotherapist Milton Erickson used a conversational approach to hypnosis and much of his approach to communication is used by top copywriters.

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Here is an example of how smart words can be used.

"I wonder how quickly **you are going to buy this product.**"

On first read it looks like a simple sentence. If you look at it closely you will notice the embedded command:

" .. you are going to buy this product."

You can even use fonts, typefaces and colors to enhance the effect, can't you?

So how does this apply to you, the small business owner? It means that when you are using words to describe the benefits of your product and service, you need to pay close attention to the words and how they are structured. Saturate your writing with intense, emotionally charged words. Build word pictures.

### Helping the Reader

In a mini-site, a conversation with the reader is more important than conveying valuable information. You need a specific outcome, the sale, and to do that you want the visitor to the site to read the entire text of the sales letter. So how do you keep a long, single page of copy engaging to the visitor?

1. Break up copy with one sentence paragraphs. The direct mail industry has taught us that long sales letter copy sells. Include one sentence paragraphs to make the copy look shorter. This is called chunking. Smaller bites are always easier to digest.
2. Use lists and bullets. Readers scan headlines, sub head, bullets, lists and the PS. Use them. When you started reading this page where were your eyes drawn? They are free. Use them.
3. Use emphasis when appropriate. When you want to draw the eye to certain points and benefits, consider *italics*, **highlighting**, **bold**, CAPITAL LETTERS, font size changes, underlining and indentation. Emphasis is powerful when used properly. Overdo it and the reader quickly gets annoyed.
4. Link paragraphs in a conversational tone. Your teacher is not going to grade you on proper writing skills; your visitor is grading your effectiveness as a communicator. Use the words and or then to start new paragraphs.
5. Turn your word processor's "fragmented sentence" warning off. It is OK to use fragmented sentences in the text of your mini-site. Sentence fragments bring attention to key points and break up copy.

## Build Your Own Swipe File

A swipe file is a term used by copywriters. It is the collection of tested and effective copy, the word patterns and phrases that they use when they are writing words that sell. How do you find good copy? Collect and bookmark websites that you find compelled to order from and take a look at how they have set up their offers. What words did they use and how was it formatted? Cut out sections of copy that you find compelling and keep it in a scrap book for further use.

When you need to write the words for your direct sales website use similar phrases and the same structure of the letter. It is appropriate to "swipe" the structure of a good direct sales letter. However, under no circumstance should you copy the text or phrases directly. If you are serious about building your direct sales letters, mini-sites, visit the websites of Joe Vitale, Jim Daniels and Joseph Sugarman, and look at how they have written their web pages.

### **Key Point!**

Build a "Swipe File" to Save Time!

In fact, that is how I got started.

## Chapter 16 - Anatomy of a Great Sales Page

If you are selling a product or service on the Internet, your words are the most important factor in determining your success. High-tech websites with fancy graphics will not make sales. However, many Internet entrepreneurs spend much more time designing a professional looking website than writing effective sales copy. A professional looking website is a very important part of making sales. However, if your sales copy is weak, your website will be useless.

### The Headline

The first thing needed in any sales page is a heart stopping **attention riveting Headline**. It has to be so powerful that the reader will know beyond a shadow of a doubt that what follows is for them specifically. You only have a second or two to answer their two key questions.

What is it?

What does it mean to me?

The direct sales page will fail before the visitor gets started if the headline is weak. Use power words. Action verbs that help paint a detailed picture in the mind of the reader. A compelling, vivid picture in the mind of the reader will create a highly charged emotional response. And it is the emotions that we must sell to.

- Use as many impact words as possible. An impact word is a simple easy to understand word that quickly creates an emotional response. Make the offer irresistible.
- Make the action words specific and easy to respond to. What is it that you want the reader to know and do?
- Make what you say clear, specific and believable. The visitor has to know specifically what they are getting when they order.
- Finally, build on what you already know about your customers. What is it that they truly want and how are you going to give it to them?
- The offer has to be made better than risk free. The guarantee reverses all of the risk. Compensate them if they are not completely satisfied with their purchase.

There are seven possible strategies for a winning headline.

### Key Point!

The Headline or Headlines of Direct Sales mini-sites are the Key to Selling Online!

1. Tell them exactly what they will get. Give them a "Direct Offer".
2. You can use a "Direct Command".
3. You can tell them the "Reason Why" they should do something.
4. You can introduce "Breaking News".
5. You can use a "How To" Approach.
6. You can pose an "Interesting Question".
7. You can lead with a "Customer Testimonial".

### A Story with Linked Benefits

Tell your story. A story gives the reader the full sensory experience of being there. They feel the good and the bad with you. Feelings and emotions are the language of selling.

If you are not sure what to write, narrate your story into a tape deck. Describe what happened in the exact chronological order. What was the situation you found yourself in? What was the problem? What did it mean to you and what would happen if you were able to fix the problem? Spell it out in great detail.

Next tell how you fixed the problem. Did you use a product or service? What happened? What did you look for and what were the real life experiences you found?

Remember small business is about real people and real life. Not feeds and speeds and techno babble. Get expressive and let people really know what happened. They will respect you and pay you for your experience.

Include a bulleted list in the story that answers the following questions for the reader.

- What is it that they get? (The Benefits)
- Why you are providing the product and services to them and why they need to act now.

If you cannot come up with your own stories, use your clients'. This process is identical to the Case Study we looked at earlier. The more real you make the case study, the more effective the results for your sales pages.

### The Bonus Pile On

I watched a professional presenter at a local department store this spring. He was selling a product that normally was available only on TV infomercials. By the time he had finished his 20 minute presentation I really did not know what he was originally selling. Why? - Because, he very effectively used the "bonus pile on" technique. He used it so effectively that close to 20 well educated adults had bought a kitchen knife for \$29.99.



What they bought and what they took home were entirely different. They got a total of eight different knives, two juicers, a carrying case and knife sharpening stone.

It started off as a traditional sales presentation; he presented the features, advantages and benefits of the knife. Yet everything changed after he told us the price. To remove any sticker shock over the price of a single knife he added 9 seemingly free bonuses. At the end of the presentation, he had changed the criteria for the sales. The customers were not deciding on whether or not they needed a knife. They were deciding on whether they could miss out on so many bonuses. The perceived value of the package was so high by the end of the presentation many were compelled to purchase.

What does this have to do with your website?

Find additional products and services that you can use as a "Bonus Pile On." Think of supplemental products you have that you can add as a "free bonus". Add as many as you can to your sales copy. The greater the perceived value of your offering, the greater the chances the visitor will buy from you. If you are able to bring together a bundle of products and services that the visitor perceives as valuable, you will always move the decision scale in your favor. By giving them so much value, you can completely outweigh their costs. If you tie the bonus pile on with a better than risk free guarantee, you are sure to earn the visitors' business on this visit to your website.

#### **Key Point!**

Visitors Are Compelled to Buy  
When You Pile On Bonuses That  
Have A Greater Value Than  
Item Being Purchased!

### Testimonials

Testimonials provide another great way to reassure your visitors. Blend your testimonials in with your sales message. Avoid making your visitors have to click to another page to view your testimonial. Chances are they will not. By blending your testimonials in with your sales message, you can ensure they will be read.

### Guarantees

You have to make it absolutely better than risk free in your offer before people will buy from you, the small business, online. In the mind of the prospect, you want to eliminate every shred of danger from the thought of buying online from you. As opposed to money back guarantees, you remove the risk and you make it less threatening for people to consider your offer. Your trust and credibility are the major barriers to people doing business with you online. You have no brand like the big guys. A better than risk free guarantee lowers the barrier that prevents visitors from doing business with you.

You give them a compelling reason to buy today without fear of looking bad tomorrow. This increases your sales, word of mouth referrals and can make the difference in how many of your qualified visitors actually buy from your site. When a customer knows that they can buy from you, get their money back and still keep something that they value, that is a better than risk free guarantee.

You should not be afraid of offering guarantees, you already are! What would you do if a customer complained? Tell them to take a hike? Of course not! Every business owner wants to make their customers happy. They know that if they did not they would not be in business. What would happen if some of your customers were not treated fairly? It would not take too long for word to travel that you were a risk to do business with.

A risk-free guarantee works because it puts the customer in control of their buying process. The guarantee removes the natural barrier that buyers erect when they do not feel they are in control of what they are buying. The guarantee builds business rapport, which puts them at ease so that they can relax and be open to hearing your offer.

Here are some steps to consider when you create your guarantee:

1. Look at your competitors. Make a swipe file of guarantees from your competitors' websites.
2. Look at your Big Fat Claim. Can you guarantee your claim? What makes your claim unique and how can a guarantee add to it.
3. Guarantee results. The customer is interested in the results that they receive when they do business with you. Get specific about what those results are for the customer and then guarantee them. Fred Smith wrote a business plan in grad school based on a guarantee. That guarantee is now FED EX!
4. Make it better than risk free. What can your customer keep as a bonus even if they decide later that they have made a mistake purchasing from you.

#### **Key Point!**

Guarantees and Testimonials  
Hold More Value In The Eyes of  
the Buyer than the Actual  
Benefits of the Purchase!

In my mini-sites I include all the bonuses in the guarantee. Why? To remove the customer's risk. Even if they decide to cancel the order, they keep the bonuses. When this type of guarantee is included the customer can't lose by placing the order, even if they decide the product isn't what they want and need, they receive their investment back PLUS they keep something of value.

The bonus pile-on and guarantee work for the seller as well. Unhappy customers are more likely to tell other people about their experience. Using this strategy stops the bad news from traveling to potential customers.

## Deadlines and Limited Availability

If applicable, make sure to mention any order deadlines or limited availability of products or services. Scarcity is a powerful motivator that creates urgency in the mind of the customer. If you decide to inform the prospect that there is scarcity, be honest! There are many Internet marketers that use scripts on web pages that give "pretend" deadlines to offers. These scripts generate a date based on when the visitor goes to the site. For example if you visit the site today, it says the offer is only good for the next 3 days. If you return to the site at a later date, guess what? You still have 3 days. This is an easy way to loose any of the trust and credibility that you have already built.

## Call for Action

Every mini-site sales page has to have multiple links to the order page. A Call to Action is a direct command to the reader TO DO SOMETHING. The purpose of the call to action is to move the buyer to the next step of the sales process. They need to get to the order page to complete the transaction.

A call to action can take many forms and there should be multiple ways for the reader to know that it is time to buy. You do not have to wait for the call to action to be made. Give the reader a chance to order through two thirds of the letter. The bottom of the letter should contain different calls to act, all of them leading to the order page.

Here are some examples from one of my sites.

Act now -- there is [absolutely no risk](#) to you. (More on that in a minute...) As a special bonus I am including the entire course on CD

And if that isn't enough, if you take advantage of this [zero-risk trial offer](#) by November 19, you will also receive as a **bonus**: .....

Or

Since you are still reading this, I'm going to assume you answered **YES**. But saying **YES** is not quite enough. I have shown you how "**SPEED Selling**" can deliver on that promise; I've shown you my first-rate credentials; I have shown you the rave reviews -- [now is the time to act.](#)

Use a P.S.

When your visitor scans your sales message, chances are they will read your headline, sub headlines and your PostScript message. Place your most important benefits within your P.S. message. It will get read.

### Key Point!

Prospects Actually Read the  
P.S. Before the Rest of the  
Page!

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## Order Pages

The order page should always be short and to the point. Restate the main benefit and confirm what the customer is going to receive. Next restate the better than risk free guarantee so that they are satisfied beyond a shadow of a doubt that they can trust you.

Then tell them exactly what you need them to do. Do not confuse them with additional purchase options; start them into the order processing step. If you are using PayPal tell them to click on the PayPal button now. If you use another payment gateway tell them where to click to enter their payment details.

Some advanced marketers will actually attempt to “up-sell” the customer at this point by giving them an alternate priced solution. I am not convinced that this approach will work for all the different price points and types of products and services so I do not recommend it.


## The Exit Pop-Up

I almost forgot this one. The purpose of the mini-site is to close the sale right? What happens if you do not? What happens if someone has come to your mini-site from a PPC search engine and you do not have his or her e-mail address? Should you forget about them?

On all your Direct Sales Mini Sites consider the “on exit” pop-up or pop-under. This is the small technique you used on your themed content site; however use this pop-up “on exit” only. You do not want to confuse the visitor with alternative options while they are on the mini-site. As an incentive for the e-mail address, consider using an e-book, mini-course or a time/features limited trial of one of your products or services.

## Videos - 10 Web Copy Secrets

### Introduction To VirtualSelling

 ROLL VIDEO : [Whiteboard and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 15 Minutes

Description: Selling online is different!

Watch and learn as I reveal the how you can add the missing sales ingredient to any sales interaction. Offline or Online!

### VirtualSelling Secret One

 ROLL VIDEO : [Whiteboard and Audio Session](#)


 ROLL VIDEO : [Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 40 Minutes

Description: A powerful and non-threatening approach to selling comes from understanding why people buy.

### VirtualSelling Secret Two

 ROLL VIDEO : [Whiteboard and Audio Session](#)


 ROLL VIDEO : [Screen Capture and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 37 Minutes

Description: More web copy secrets.

### VirtualSelling Secret Three

 ROLL VIDEO : [Whiteboard and Audio Session](#)


 ROLL VIDEO : [Screen Capture and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 25 Minutes

Description: Web copy secrets continued.

### VirtualSelling Secret Four

 ROLL VIDEO : [Whiteboard and Audio Session](#)


 ROLL VIDEO : [Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 19 Minutes

Description: Why people buy online.

### VirtualSelling Secret Five

 ROLL VIDEO : [Whiteboard and Audio Session](#)


 ROLL VIDEO : [Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 27 Minutes

Description: The fifth web copy secret.

### VirtualSelling Secret Six

 ROLL VIDEO : [Whiteboard and Audio Session](#)

 ROLL VIDEO : [Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 24 Minutes

Description: The sixth web copy secret.

### VirtualSelling Secret Seven

 ROLL VIDEO : [View the Whiteboard and Audio Session](#)

 ROLL VIDEO : [View the Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 31 Minutes

Description: A 1-2 online sales punch.

### VirtualSelling Secret Eight

 ROLL VIDEO : [View the Whiteboard and Audio Session](#)


 ROLL VIDEO : [View the Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 28 Minutes

Description: Bringing it in for a landing!

### VirtualSelling Secret Nine

 ROLL VIDEO : [Whiteboard and Audio Session](#)


 ROLL VIDEO : [Screen Capture and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 24 Minutes

Description: Pile this on for major sales.

## VirtualSelling Secret Ten

 ROLL VIDEO : [Whiteboard and Audio Session](#)

 ROLL VIDEO : [Screen Capture and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 17 Minutes

**Description:** A powerful and non-threatening approach to selling comes from understanding why people buy.



## Chapter 17 - How to Write Great Sales Copy

Take this time to sit down and write an outline for your sales message.

1. Creating a headline.
2. What is the story you want to tell?
3. Why are you making this offer?
4. Layout sub-headings.
5. List your testimonials.
6. What are you giving as a bonus?
7. What are you guaranteeing?
8. Is there a deadline or limited availability?
9. What are you going to ask them to do?
10. Keep a P.S. or P.S.S. ready.
11. Did you prepare your order page with an upgrade option?

The first part of your outline will be your headline. This is the most important part of your entire sales copy. You must write a headline that demands attention and forces your visitors to read on. Most of your visitors will only read your headline. If it does not instantly grab their attention, they will move on and never return. This is where all of the details around your Big Fat Claim come in handy. You know exactly what your customers expect and you know exactly what benefits your product or service can provide.

### Writing an Introduction

Once you've captured your potential customers' attention, you will now need to direct their attention to your introduction. This is where you introduce a story or let them know exactly what you have to offer them.

### Use Plenty of Subheadings

Your next step in creating your outline will be to add sub-headings. Subheadings are basically just smaller headlines used to break up your text blocks. They also provide your readers with important highlights of your paragraphs. Use plenty of sub-headings throughout your copy, as not all your visitors will read your copy word for word. They will simply scan it and only read what catches their attention.

Now you are ready to begin filling in the spaces. When you begin writing your paragraphs, get straight to the point, avoid negativity and hype, and write in small sections. Vary the paragraph sizes and limit each paragraph to four or five lines. If you feel that your paragraph will be longer than four or five lines, try to use bullets to display important points. In addition, write in an everyday language that everyone can understand.

Make sure you use plenty of white space. White space is the empty space between your paragraphs and around your text. You do not want to overwhelm your visitors with a solid page of black text. Nothing will make them click away faster.

Pack your sales copy with benefits from your headline straight through to your order form. Make sure you do not confuse features with benefits. Features do not sell... Benefits sell. Your visitor wants to know exactly what your product or service can do for them.

#### Mini-site Page Details

Avoid using fancy fonts. Fancy fonts make text difficult to read. In addition, your visitor may not have that font on their computer. Select a font that is easy to read and use black text on a light background.

It is a proven fact that long sales copy out sells short sales copy. However, some visitors do prefer a short sales letter. You can provide your visitors with both. For those who prefer a short sales letter, provide opportunities to click through to your order page prior to ending your sales letter.

Try to keep your sales letter all on one page. Your visitor would much rather scroll through your letter than click through and load another page. With each additional click, you will lose a percentage of your potential customers.

Your words should seamlessly flow together from your headline through to your order page. Keep it simple, to the point, and pack it with all the benefits your product has to offer. The simple, well-designed websites with killer sales copy make the sales.

#### Some Final Thoughts about Mini-sites

1. Write from the reader's perspective.
2. Lace the copy with headlines. People scan online, they do not read.
3. Keep your paragraphs short and choppy, redirect the reader's eye every 2-5 paragraphs.
4. Use uncommon phrases that create vivid visual images. If possible relate personal stories, analogies and metaphors to the benefits.
5. Use bullets throughout to pack in benefits, specifically in the section of the letter where you give the reasons why you are making the offer.

Have a relative visit the sales mini-site. What did they read, what did they see and do as a result of that first visit? Every reader visits your mini-site with new eyes, how are they going to see it? What steps are they going to take? What would they read? Where would their eyes go? What would their mind think? Finally what action would they take?

If they get stuck at any point, it represents confusion on the part of your readers. And confusion leads to procrastination. The only thing your mini-site is designed to do is sell. Make sure yours does just that!

## Why People Do Not Buy

There are a million reasons a visitor to your direct sales page will not buy when they visit. The reasons will always be personal and unique to that visitor.

If you have constructed your pages well and architected a sales process into your sites, you've already built in a series of decisions for the visitor. These are the implied yes/no questions that let the potential buyer know that they should go on to the next step. On your order page, that next step is always to complete the order, fill in the credit card information or complete the method of payment section of the page.

In any decision the buyer makes, they may have reasons yet there are only four possible "blockages". The reasons that a buyer uses are their logical justification for not purchasing. In fact, what not buying means is that they have not been able to logically justify what it is they thought they would receive emotionally by buying. All humans buy on emotions to the level that it can be logically justified. Can't justify it? Can't buy it!

What are the four logical blocks then? These are the four stepping stones for a decision. Give them enough reasons, cover these points and they will be able to justify making a purchase.

Your sales copy has to give them reasons why:

1. They NEED what you are selling.
2. They would WANT to have the benefits you are proposing.
3. They have to HURRY and get it now. What will happen if they do not buy today?
4. They can afford what it is that you are proposing.

### Key Point!

There are Only 4 Reasons  
Someone Will Not Buy From  
Your Web Site!

## Videos - Learn How To Sell With Emotions

### Introduction To The No Hype Selling System

 ROLL VIDEO : [Whiteboard and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 19 Minutes

**Description:** Are you a “born salesman”? Perhaps you’re a highly skilled sales professional with years of training and experience?

I didn’t think so. Few small business owners or self employed professionals have had proper sales training, and it shows. That’s exactly why I created Emotional Selling. This is a simple and professional approach to personal persuasion. What this series of videos and learn what it really takes to sell you.

### Why People Buy

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 19 Minutes

**Description:** A powerful and non-threatening approach to selling comes from understanding why people buy.

Watch this session for a behind the eyes look at what makes people tick

### The Decision Scale

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)


**Duration:** 12 Minutes

**Description:** Use the SMART buying decision scale and know

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exactly where your potential customers in their decision making process.

### Your Persuasion Tools


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 13 Minutes

**Description:** A master builder knows that using the right tool for the right job always produces the best results. Problem is; if you only have a hammer, everyone looks like a nail. Learn how to use every tool in you tool belt in this session.

### ESP - The Emotional Selling Process


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 12 Minutes

**Description:** The selling bond, from start to finish.

### Standing Out In The Crowd

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 7 Minutes

**Description:** Find out how to stand out like a giraffe in a herd of field mice in this session.

### Getting Prospects To Raise Their Hand

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 17 Minutes

**Description:** Stop chasing prospects. Wouldn't it be easier if every customer asked to be sold? Find out how in this session.

**Make Sure You Can Close The Sale Before You Sell**


 **ROLL VIDEO** : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 18 Minutes

**Description:** Guarantee that the sale can be closed before you do any selling. How would you know if that's the case? Watch this video and find out

**Focus On The Customer - Engage and Enrolling**


 **ROLL VIDEO** : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 26 Minutes

**Description:** Questions are the key to engaging the customer. Follow this simple Emotional Selling Process checklist and the right questions will flow naturally during any sales conversation.

**Compelling Your Customer To Act**

 **ROLL VIDEO** : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)


**Duration:** 22 Minutes

**Description:** What can you possibly say that would compel your prospect to act immediately on your recommendations? Don't know? Find out in this great session.

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## What To Say When It's Time To Present Your Offer


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 12 Minutes

**Description:** You're on stage - are you ready to perform? Learn how to light up the stage in every selling situation.

## Referral Streams


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 8 Minutes

**Description:** Put an end to cold calling - forever when you learn how to guarantee a steady stream of referrals

## Wrapping Things Up


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 5 Minutes

**Description:** Build Sales Fast. Use the exact steps laid out in this wrap up.

## The Decision Scale

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)


**Duration:** 11 Minutes

**Description:** Learn How to Read Your Customers Like A Book. This is the fifth "Face To Face" Selling Session.

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## Understanding The Buying Process

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** More discussion on the buying process.

## How To Create A Solid Foundation For Business Success


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 35 Minutes

**Description:** Like any building, a business relationship must be built on a solid footing. This session shows you exactly how to do this.

## Selling Foundations


 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 23 Minutes

**Description:** Learn how to use all of the tools and resources available to you.

## More Help With Personality Types

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 39 Minutes

**Description:** Learn How to Read Your Customers Like A Book. This is great session with powerful information for any sales


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situation.

### Effective Communication Skills

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 21 Minutes

**Description:** The quality and quantity of your sales success is always determined by your ability to communicate effectively. Watch this video and improve your results right now.

### The Customer Manual

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 16 Minutes

**Description:** Put all of these selling courses together and you're left with detailed plans for building long term customers. Here's the blueprint.

# STEP FIVE: FLOOD YOU MINISITES WITH TARGETED TRAFFIC

## Chapter 18 - How-to Lead Visitors to Your Mini-sites.

Everyone involved in the Internet marketing business has their own personal beliefs about what is the right way or wrong way to get motivated buyers to a site. Some people say that search engines provide all their traffic while others insist that they get very little from search engines. Some myths that I have heard include:

- 90 percent of your business will come from people finding your site while searching.
- Search engine traffic is free.
- The way to get buyers is to submit to the thousands of search engines.

The challenge is that some of these claims may be true. In the end, sales are dependent on qualified buyers coming to visit your sales pages and then ordering your products and services. As long as they get there and they order that is OK.

I am not hung up on how you get them to your mini-site as long as they get there. However, if I have the choice of having them find me and then go or me already knowing who they are and then sending them to the mini-site directly, I will always take the second option. If you have the choice, you want to be in control of your own traffic.

That is why we spent so much time in step 3 when we looked at building your list. When you have a good e-mail list, you control your own destiny online.

You directly control:

1. How many times and how often a prospect will be involved in a structured online sales process.
2. Exactly what their purchase options are when they are involved in that process.

So if you want to send prospective customers through an online sales process in the form of a one page mini-site how do you do that?

**Send them a series of specially formatted e-mails.**

More importantly, or you want to automate this process as much as possible.

### Why E-mail?

In March of 2002, Gartner Group reported that more US businesses are using e-mail marketing campaigns instead of traditional direct mailings. Gartner goes on to say that e-mail marketing has become the cost effective way to acquire and retain customers.

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- E-mail is the number one reason people are online.
- In the US, e-mail users actually outnumber web users by 10% (96.6 million to 87.9 million).
- E-mail is used in both the home and the workplace.
- Over 1 billion e-mail messages are sent daily in the US alone, and the numbers are growing around the globe.
- E-mail is an integral part of a daily routine for people and is a necessity for communication between friends, family and co-workers.
- Nearly 9 in 10 family households with annual incomes of \$75,000 or more had at least one computer and about 8 in 10 had at least one household member who used the Internet at home.

A small business may be facing a problem at this point. If you are a small business, your list is too small. If you are just getting started and do not have the budget or time required to drive traffic to your main website it is tough to capture e-mail addresses. A small business with no traffic and no list is going to stay small. If the list is the key to selling online how can you leverage what you have learned?

Learn from the mistakes of others. E-mail marketing is the online version of direct marketing. Direct marketers have already done a lot of testing. Learn from their mistakes:

1. Do you have a valid profile of the group that you are sending to? Do you really know your audience?
2. What list are you using? What is the quality of the list?
3. Are you making the right offers to this audience?
4. Do you have a clear objective or purpose for every piece that you mail out?
5. Are you telling the reader exactly what you want them to do?

### E-mail Clients

In Step 2, we looked at ways to keep track of your list of captured e-mails. Now you have to do something with the e-mails that you have captured. You have to send targeted messages over time to your list of captured e-mail addresses.

If I asked you what e-mail software you were using, most people would answer "Microsoft Outlook or Express, Eudora, Netscape, etc." Those names all refer to e-mail software and e-mail client software is designed for individuals who want to send messages to other individuals. They do a great job of doing this on a day-to-day basis. What they do not do well is AUTOMATICALLY send a series of personalized messages over a set period of time from custom templates.

If your e-mail software does not do that, do not use it for creating, sending or managing your e-mail campaigns.

Your e-mail marketing software has to be able to:

- Send responses and follow-up messages with absolutely no ads on them, ensuring that your potential customers are focused on reading your marketing copy, not someone else's! (Builds trust quicker too!)
- Follow up with your lists unlimited times.
- Collect any additional information about your prospective customers (like their phone number, ZIP code, state), not just their names and e-mail addresses.
- Automatically personalize your messages with the individual's contact and history information.
- Track your lists and where each customer is in a series or track of e-mails.
- Give the option of sending messages in text or HTML format.
- Allowing visitors to add themselves or remove themselves automatically from any list.
- Send an unlimited number of e-mails.
- Allow an unlimited number of e-mails to be added to a response track.
- Allow an unlimited number of tracks to be added or updated at any time.
- Allow an unlimited number of templates for e-mails.
- Import an unlimited number of contacts.

While I use Goldmine to do this, there are a number of third party programs that might meet your requirements. GetResponse is a web based service with a free trial. You may also decide to purchase software directly to manage your lists and campaigns. Two that I have investigated in are MailLoop and GroupMail. All of these e-mail marketing programs are listed in the resource pages at the end of the book.

## Chapter 19 - Start Your Internet Marketing Autopilot

### Sequential Auto responders

What the heck is an auto responder or a “sequential e-mail”? Pay attention because I am about to describe the most important part of all the Internet marketing systems I’ve researched and tried. This tactic and tool, is the glue that holds the entire sales process together. Better yet, it automates the work so that you do not have to remember or do anything to be in constant contact with your customers.

In the old days, the fax machine automated some task by having a special fax-back code. You could request a template fax from a fax machine without the owner having to manually send the fax to you. The owner loaded the fax machine with ready-made faxes once and assigned a code to each document.

The customer who wanted the information in that particular fax only had to call the number and the fax machine would automatically send the right documents.

An e-mail auto responder works the same way. You create a message once. Whenever someone sends the auto responder an e-mail, it automatically replies immediately with the message.

### Sequential Auto responders

While auto responders were helpful, the real magic comes when you can send a series of messages over time. Why? Done correctly you can create a hands-off automated follow-up system that constantly contacts all of your prospects, customers, partners, affiliates, anyone that you need to keep in touch with.

#### **Key Point!**

Sequential Auto-responders  
Send An Unlimited Number Of  
Specifically Formatted E-mails  
Automatically To Everyone On  
Your Contact List!

You can create a “Lead Factory”, a completely automated system for creating customers.

### Consistent Follow-up Gets Results

Just to give you some examples of why this is so important, understand that:

- 48% of all salespeople give up after the first call
- 25% more give up after the second contact
- 12% more give up after the third contact
- 5% more give up after the fourth contact

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What this means is that 9 out of 10 leads that go to “real” sales reps never get followed up past the fourth contact.

Yet these leads end up buying.

- 87% of people who ask for literature expect to purchase
- 37% purchase immediately
- 50% were still considering a purchase:

It just takes some time to build trust.

How long does it take for a lead or request to turn into a purchase?

- 0-3 Months = 37%
- 3-6 Months = 28%
- 6-12 Months = 18%
- 12 Months Up = 17%

What is most important though is that you also need consistent contact to build a customer relationship. On average, it takes close to 7 contacts **before the average customer will buy.**

When it comes to our customer online:

1. They need 7 touches.
2. It will take up to 6 months before 50% of them will buy.
3. 87 % of them who are serious enough to request information will end up buying.

How does the live sales professional react?

1. 90% give up before the 5<sup>th</sup> touch.
2. They only try to contact the customer within the first 30 days.
3. It was a lousy lead.

What this means is that your Virtual Selling System has to follow up more than 7 times over a period of time that is appropriate for your product or service.

With no trust, no credibility and no relationship the online customer needs to be developed and nurtured with constant value-added information over time. While you may need to have customers in the short term to pay the bills, the online buyer may not be in position to buy (mentally) for a period of months.

#### **Key Point!**

On Average, You Have To  
“Touch” Each Prospect 7 Times  
Before They Will Buy!

Think about what this means to your business. Online or otherwise! E-mail marketing and the use of a sequential auto responder is the most powerful idea

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in this book and something that I am positive my Mom never ever told me about.

### Blast Away?

You have put the time and energy into your Internet marketing program. You have followed all the steps, now it is time to start sending e-mail to all of those contacts that your Internet marketing system has collected. Blast away! Wronnnnnnnnnngggg.....

No blasting. No spamming. No rushing to make the sale in the first e-mail. This is a long-term commitment; use a series of e-mail over time to build the relationship with your contacts.

Your first job is to create a scheduled series of e-mails over a period of time. This has to be done upfront. You are building an e-mail campaign. Actually e-mail campaigns that are designed to build trust and credibility result in your contacts becoming so comfortable with you online they will give you their credit card information online.

### Your E-zine

Your e-zine is the one regular touch that allows you to communicate directly to individuals who have asked to receive information directly from you and for that reason I am not including it in the e-mail campaign list.

Jupiter communications reports that e-mail marketing will generate revenues of over 7.5 billion dollars by 2005. In fact, the number of e-mail messages being sent has been greater than the amount of traditional snail mail posted for some time now.

The e-mails from the following campaigns are the key to this entire program. Building your list and sending a series of e-mails to the list is strategy in a nutshell. For Internet marketers, e-mail is special because it provides the instant results and very low costs. You can test on the fly and in real time. It takes only a couple of minutes to set up and send compared to a traditional offline direct mail campaign and best of all, if you use the e-mail in the manner that I am suggesting you will find an amazing response rate.

There are really only two types of e-mail marketing. Unsolicited Commercial e-mail (UCE) and opt-in direct mail.

By no means am I suggesting that you apply any of the following strategies to e-mail addresses that you have not earned the right to reach. What do I mean by that? Only send these campaign e-mails to e-mail addresses that your sales engine has captured. If they did not come from one of your Internet marketing activities or personal contacts, do not place the contact on a campaign. You



have not earned the right to market to them and you are spamming. This includes lists that you have purchased from third parties. There is another complete strategy for those addresses that we do not have time to cover.

You work like crazy bringing in potential customers at the front end of the sales process. You work day and night finding leads. What happened at the back end?

If you were not able to convert your traffic into a sale the first time they visited and then you completely ignored them, they never set foot in your website again.

Do you want to know why they ignored you, why it was so easy for them to put you out of their minds?

It is because you ignored them. You thought that the opportunity to influence was gone, never to return. The good news is that there are lots of companies making the same terrible error. Ninety percent of your online and offline competitors are making the same mistake. A catch and release philosophy will kill your business. Let us look at some possible e-mail campaigns.

Remember the purpose of any of the e-mails that you send in the campaign is to bring the reader back to your mini-site. If you include great information in the e-mail, you have a seamless and non-threatening way to market to your contact list. You leverage the natural tendencies of your customer, the need for current relevant information and the need to get online to check e-mail.

Because you are sending e-mails to your list, you visit the customer instead of forcing the customer to visit you. This immediate connection to your customers and prospects gives Internet marketing lots of flexibility. Still, there can be problems. Since the small business market is driven by word of mouth, advertising should always remind you that this is a two-way street. A bad word travels just as fast as a good word.

What this means is that you cannot just send e-mail to anyone out of the blue. Remember the theme based content site is all about earning the right to market to your potential customers. In this section, we will look at a number of ways to add to your list of e-mail addresses and prospective customers. You are providing valuable information to the visitor on your website. What are some other strategies that you can use to bring new visitors to your site so that you can capture their e-mail addresses.

### **Key Point!**

You Need To Remind People  
With The Reason For Your  
Message in Every E-mail!

Mini-site Ready?

The e-mails that you send in the campaigns contain a single call to action.

**VISIT THE MINI-SITE NOW**

The reader will either click on the link and be brought to the mini-site or they will not. Pretty simple really! The more effective you are in sending e-mails that gets that click through response, the greater your chance of selling online.

## Chapter 20 - How to Build Great E-mail Campaigns

You want visitors sent directly to your sales mini-site. How are you going to get them there? If you have been doing your homework up to this point you will have started to build a substantial list of e-mail addresses and contact information. You collected them when you gave away e-books, when they subscribed to your e-zine; when they asked to receive a free report or article from you. You provided valuable information to them, and they gave you their e-mail address. If you were really smart you have collected e-mail addresses from all of your business activities. Now you have a list of e-mail addresses, names and a field that tells you how you got the e-mail addresses.

You have a killer e-mail list organized in convenient common groups. If you have not done it yet, import the names into whatever e-mail client or auto responder tools you have decided on and get ready to start your e-mail campaigns.

### Timing and Touches

How many e-mail should you send and how often?

This is probably the hardest question any Internet marketing has to answer. Too many e-mails sent too often will bring poor results and high a percentage of "please remove" messages. Not enough messages sent sporadically will not create the trust and top of mind awareness required to get sales flowing from your sites. What we do know from testing is that:

- Any touch is better than no touch and that includes e-mail, phone, fax, face to face, trade shows.
- You need to use a contact and campaign management system like GoldMine to coordinate your campaigns.
- You should have a "sleep" campaign that maintains a minimum of 10-12 touches/yr./person.
- To make the most of a campaigns system you need to architect or script the steps or flow of the e-mails before you start sending messages out.
- Frequent contact/touching is key.
- Your prospects will not buy or change without this constant touch
- Campaigns apply to all selling situations and processes
- Perpetual maintenance of your list is the goal. Your main theme site acquires the prospect, your e-mail campaigns develop the business relationships.

The bottom line is that you are going to test your list and your market to find out how many and how often are best for you. Use a different frequency with two of your lists. Ask your prospects and customers how many times are enough. Send messages, track results and evaluate.

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Please respect the requests for inclusion or exclusion that your list makes.

## Templates

Be consistent and use a template. Consistency within the message structure builds trust and familiarity. Using a template also reminds you to follow some proper e-mail marketing protocols. There are three common features that should always be included in every outbound marketing e-mail.

1. Remind the reader how they got on the campaign or list. Remember you captured the visitor's e-mail address, name and an additional field that you included to remind yourself of how you got the e-mail address. The average American gets close to 20 e-mails a day according to eMarketer. Do you remember why you are getting them all? Why would a one-time visitor? Here is one that I received today.

Hi James,

(FIRST -- you're receiving this as a follow-up to the "Guaranteed Marketing" e-book you requested from me. If you don't want to receive further messages, please see the unsubscribe instructions at the end of this message. Otherwise, feel free to forward this to your friends in business. Thanks! -- Kevin Donlin)

2. Make all the links in your text message linkable. For e-mail addresses include "[mailto:](#)" directly in front of the address. For web pages, include [http://](#). Do not forget the AOL users as well. The default e-mail client for AOL users requires that web page links include the HTML equivalent. You can do this by adding the HTML markup with the URL. For example `<a href=http://www.yourdomain.com` the text you want displayed here `</a>` will display a clickable link.
3. At the end of your messages provide the reader with an option to remove themselves from your marketing campaigns. Either a direct link to a web page where they can unsubscribe or a [mailto:](#) link that removes their address from your active lists and campaigns.

### **Mom Never Told Me!**

That instead of writing each e-mail I send I should create pre-formatted templates!

## E-mail Formats

Make sure that you format your e-mails so that they are no longer than 65 characters in length for each line of text. This maximum size ensures that no matter what e-mail client your prospect is using they will receive an e-mail that shows up in even paragraphs. As soon as you see this type of e-mail:

Yada, yada, yada, yada, yada,  
Yada,

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Yada, yada, yada, yada, yada,

If you get an e-mail that looks wanky you know that the sender is new to the game. If you use a text editor like windows notepad you can hit the enter key every 65 characters to make sure that the line spacing is right. The other key is to use a fixed width font like Courier.

Why would you use notepad instead of a word processor like Microsoft Word? When you use a word processor like Word, a lot of special formatting goes on behind the scenes. Often special characters get inserted into the text of the message. Guess what happens when you cut and paste your message from Word to your e-mail client? Some of those special characters have been embedded in the message without you knowing. The message looks fine on your end. It is a mess on your customers. Do not take chances. Use notepad.

#### E-mail Addresses

When you send e-mail out in any campaign, send it from a "real person" address. If you get e-mails from [james@jamesmaduk.com](mailto:james@jamesmaduk.com) or [89ddkkl90\\_roidj@xyzlist.com](mailto:89ddkkl90_roidj@xyzlist.com), which one are you more comfortable opening? Trust, credibility, real people talking to real people! Send and use real e-mail addresses when you send any e-mails in a campaign or otherwise.

This does not mean you have to use your personal address as your main newsletter or marketing campaign e-mail. Create an e-mail alias like [newsletter@....com](mailto:newsletter@....com)  
[editor@....com](mailto:editor@....com)  
[specialnews@....com](mailto:specialnews@....com)  
[specialoffers@....com](mailto:specialoffers@....com),  
[newreleases@.....com](mailto:newreleases@.....com)

These e-mail addresses can be used to identify each campaign and allow the recipient to reply to the mail. Even though you may include detailed instructions and links to other e-mail address in the body of the e-mail message, more often than not the average user will just use the "reply" button to send a message back to whomever sent the message.

#### **Mom Never Told Me!**

That how I format my outbound e-mail is almost as important as what text goes into them!

Having your real e-mail address, which includes your domain name, can also lead to new customers. Think about your own viewing habits when an e-mail is forwarded to you. If I am not sure about the content of an e-mail I always go to the site website used by the e-mail address. If you go to [www.topica.com](http://www.topica.com) or [www.sparklist.com](http://www.sparklist.com) you will learn nothing about who sent you the message. Go to [www.jamesmaduk.com](http://www.jamesmaduk.com) and you get a good idea about me and why you have had this e-mail forwarded to you by a friend or business associate.

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## Subject

A great e-mail subject line is the key to getting your e-mails opened. The wrong subject line may even get you mail automatically blocked as spam or filtered by e-mail rules set up by your prospect.

Rules are made to be broken, right? Not these rules. Your customers have set them so you have to play by them.

Try setting and using the e-mail filter rules in your e-mail client. How do you set yours up? Are your customers doing the same? Send some e-mail to yourself and find out if they get filtered. Look for simple things like using ALLCAPS, the word "Free" in the subject.

Subject lines may be the only things that are getting read in any of your e-mails. Assuming that is true, what tried and tested direct marketing strategy could you use?

1. You could put the entire offer in the subject line. Is this applicable to your campaign? Can you boil the offer down to 60 characters? An offer in the subject is direct and bold.

Eg. 50 Online Sales Training Courses, Only \$19 - Save 33%

2. You can also put the call to action in the subject. If you really want the reader to go to a mini-site, send them there in the subject line. Some of readers will follow the link others will need the added incentive to find out why they should check it out. Either way they end up at your mini-site.

Eg. Check out <http://www.webmarketingforsmallbusiness.com>

3. With existing customers, members or newsletter subscribers you can personalize the subject line. Include their name in a subject line that looks like a personal message.

Eg. Bill, Check out <http://www.minisite.com> it's great, James

4. The how-to approach still works. You can follow it with just about any benefit your product or service will provide and even disguise it with some power words beforehand.

Eg. Discover How To Turn Any Business Opportunity into a Comfortable Conversation.

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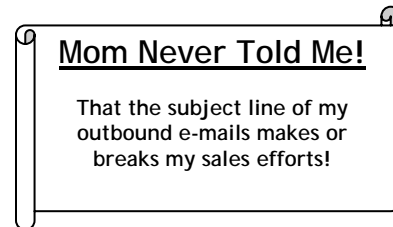
5. The question approach. This is an approach that I picked up from direct marketer, Bob Serling. It has two components. First, you have to know what your customer's biggest problem is and then to build a question that causes them to remember the pain associated with the problem. The more pain the quicker the reader will act. An example might be:

Are You Great At Providing Your Service - But Still Not Earning as Much As You Should Be?

6. The personal Story Headline is an approach used by Joe Vitale of 'Hypnotic Marketing' fame. His approach utilizes the promise of a personal story and the mystery of a missing link.

Eg. I didn't feel comfortable closing sales until I found out how to turn a sales call into a "Sales Conversation"

You can combine strategies and test, which works best for your contacts. These are powerful headlines that immediately capture the reader's attention and build a deep interest in the product or service that you provide.



#### Personalize the Messages

In every case, use the contact information that you have available in your list database to personalize each message. Use the reader's first name when appropriate in the body of the messages and in the subject line.

#### Types of Messages to Use in Your Campaign

What should you actually put into the body of the message? We will review four strategies here that can be used effectively.

1. The "Direct Bribe" message includes an added incentive to get the prospect to visit the mini-site. If you visit now you will get..... this added bonus. You can also use time or volume incentives as a bribe. Make the offer expire on a set date or sell a limited number of items. This type of incentive works well with price sensitive customers and can complement the Bonus Pile On approach used in your sales letter.
  - a. Follow up your first e-mail with a "Review of the Direct Bribe" and add an additional bonus. This e-mail simply reviews what was offered and updates the reader on the initial response to the first e-mail. This is a great way to introduce testimonials to the reader who needs a little more information before visiting your mini-site.

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2. The “**Mystery**” message never provides enough information for the reader to make a decision. In order to satisfy their curiosity, the reader visits the mini-site. The body of the message is a simple question with a link.
  - a. For example: James, did you know about this?  
<http://www.jamesmaduk.com/seminars> What was it that I did not tell you?
  - b. You can also use the personal story approach in this type of mail. For e.g. I was afraid to ask for the order. I know my product and services are among the best in my industry but I just did not feel comfortable asking for money until I discovered these 5 simple steps. [Click here to find out the steps](#)
3. The **Direct Sales Letter** approach includes the entire or condensed content of your mini-site in the body of the e-mail. This approach is often used by affiliates who do not have their own websites. A well-done e-mail sales letter gets the job done without the required click to the mini-site. The down side is that the likelihood of your message being read to completion is determined entirely by the quality of the letter. Bad letter = low response.
4. The **Personal Recommendation** approach uses a personal or third party testimonial. In the middle of the testimonial links are inserted that direct the reader to click on “the reason for the testimonial”. If you have built up enough credibility, you can use this approach. If you have not built enough trust personally, use one of your testimonials from a trusted third party. Although you are sending the message, the text is written as if the trusted third party is speaking. As we learned earlier this approach can be quite powerful if done correctly.

I have included examples of each of these formats in the resources section.

### Call to Action

What is the purpose of the e-mail? If you want to get your reader to the mini-site, make it their only option. Give them the option early and give it often. One of the easiest ways to do this is to include a specially formatted section within the body of your message with the direct command. Here are some examples from past e-mails I have sent.

- Don't wonder where your sales career might have been if you “would-a” - “could-a” or “should-a” listened to James Maduk. Find out for certain right now. Visit <http://www.salestrainingforsmallbusiness.com>
- To learn how James Maduk can increase your Sales Velocity visit <http://www.jamesmaduk.com>.
- Save \$100 on this limited time offer. <http://www.virtualselling.com>

Use a compelling reason and give the reader a direct command to click on the link or ask a question to which clicking the link will answer the question. Do

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not be afraid to use a combination of calls to action or multiple calls to action in your e-mails.

P.S.

Did you know that 60% of the readers of your campaign e-mail will actually read the end of the message first? That is right, the P.S. found at the bottom of many sales letters will probably get read before the body of your message.

Take advantage of this fact. Make your P.S. sell!

Here are a couple of things that you can use in your P.S. to improve the response rates of your outbound e-mail campaigns. Include a final call to action with:

- Repeat the main offer.
- Remind the reader of the limited time offer.
- Restate your guarantee.
- Add some bonuses to the offer.
- Note additional celebrity referrals.
- Include additional savings for buying now.

## E-mail Link Tracking

How can you find out if your readers are actually clicking on the links in your e-mails? How do you know which subject line works best? Which of the four body message strategies creates the most traffic to your mini-site?

While the "call to action" - that direct command that tells the reader what to do is important, if you are not able to find out how effective it is over time you are leaving money on the table.

You want to track and test all your outbound e-mail, continually refining and improving your results. Tracking and testing is not limited to how many people clicked through. You need to know what your return on investment was for every campaign you run. How much did you spend on the campaign and how many sales did you make?

I use a free service called "[hyper-tracker](#)" which does exactly those things.

What follows is a short report from a free service that gives you an idea of some of the information you can gather from a campaign. All you have to do is enter the mini-site web address that you are sending your customers too and any cost associated with the

### Mom Never Told Me!

That I could actually tell how many people were really responding to every call to action that I included in every e-mail!

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marketing campaign.

Hyper-tracker allows you to give the campaign a unique name and even tracks sub campaigns. This means that you can send out a single e-mail offer and include three different subject lines in the e-mail. Hyper-tracker keeps tabs on the total number of visitors that follow the link to your mini-site and also breaks down which subject line worked best.

Here is a tracing link I set up to see who is listening to my VirtualSelling Internet radio station.

HyperTracker.com - ad tracker - Microsoft Internet Explorer

Address: [http://www.hypertracker.com/campaign\\_info.php?IDC=16172&SESSION=1d24ee7386844d02b53b98f782752567](http://www.hypertracker.com/campaign_info.php?IDC=16172&SESSION=1d24ee7386844d02b53b98f782752567)

Alexa: 4,412

Google: Search Web

Remember that information about sales and responses is not available in free version of hyperTracker. Please upgrade to remove that limitation and get access to the most powerful features of our tool.

### Campaign details

NAME: <b>Newsletter VSelling</b> [default]	OVERALL STATISTICS:	Clicks:	44	Average Sale:	n/a
DESCRIPTION: Captures sales or actions made by visitors from source other than one of the campaigns defined in hyperTracker.	Sales:	n/a	Campaign Cost:	0.00	
	Sales Value:	n/a	Profit:	n/a	
	Cost per Sale (CPS):	n/a	Cost per Click (CPC):	0.00	
	Clicks To Sales (C2S):	n/a	ROI:	n/a	
	Actions:	n/a	Cost per Action (CPA):	n/a	
TARGET PAGE(S): <a href="http://www.virtualselling.com">http://www.virtualselling.com</a>	Clicks To Actions (C2A):	n/a			
CREATED ON: 2002-03-21 23:20:08	URL FOR TRACKING: <a href="http://www.HyperTracker.com/go/fullcontact/default/">http://www.HyperTracker.com/go/fullcontact/default/</a> To copy it onto clipboard, right click on the above link and choose the option "Copy Shortcut".				
<a href="#">Delete this campaign</a> <a href="#">Edit this campaign</a> <a href="#">Reset this campaign</a> <b>(NEW!) Add sale/action manually</b>					

Internet

# Videos - How To Start A Newsletter

## Newsletters and Ezines Explained

Play Video: [Click Here To Start The Video Screen Capture](#)

Play Video: [Click Here To View The Whiteboard Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 25 Minutes

**Description:** Ezines, zines, web zines, electronic newsletter, newsletter, what's the difference? Why should you care?

Let's start out on the right foot and make sure we're talking about the same things. In this session I go over the different definitions that you'll find online and then give you real screen capture tours of the different types of newsletters available online today.

Once you know what one is I'll go over the pros and cons of publishing your own newsletter and deciding which type of publication is best for your business.

## Do Your Homework - Avoid Major Headaches

Play Video: [Click Here To View The Whiteboard Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes

**Description:** You should start with the end in mind. Make sure you know if you have the right stuff to publish. As the publisher you have to decide on a "face" for the publication and a target readership.

What's the purpose of the ezine, whom are you going to serve? Why would they want to listen to you?

## How To Get a Running Start

Play Video: [Click Here To View The Whiteboard Video](#)

Play Video: [Click Here To Watch a Screen Capture Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 20 Minutes

**Description:** The worst thing you can do when you get started is struggle for recognition. A successful newsletter launch requires that you hit the ground running. This special session shows you some simple ways to make it look like you've been around for ages.... Already successfully publishing and with an active readership that your target market will want to be a part of.

## Setting Up Your Publishing Schedule

Play Video: [Click Here To View The Whiteboard Video](#)

Play Video: [Click Here To Watch a Screen Capture Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 25 Minutes

**Description:** Just because everyone else does it, doesn't mean you should... As the publisher you decide when and how often you'll be sending out your newsletter. While it may be easy to follow the back and use the same formula that your competitors do, there are many different formats and types of publishing schedules you may want to adapt to your business.

Watch this session and learn the different types of publishing schedules and which one will work best for you.

## Monetizing Your Newsletter

Play Video: [Click Here To View The Whiteboard Video](#)

Play Video: [Click Here To Watch a Screen Capture Video](#)

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**Duration:** 20 Minutes

**Description:** Are you going to earn money with your ezine? Are you going to charge a subscription to earn money on the front-end or perhaps up-sell your own products or those of affiliates? Deciding if and how you are going to earn money with your newsletter can dramatically alter the look, feel, content and publishing schedule.

If you are going to charge, how are you going to accept payments, and manage the subscriptions?

You don't have to reinvent the wheel. Take a look at the different newsletter business models that I've laid out in this section before you commit yourself to a single course of action.

### **Content Is Still King**

**Play Video:** [Click Here To View The Whiteboard Video](#)

**Play Video:** [Click Here To Watch a Screen Capture Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 25 Minutes

**Description:** I know what you're saying... "I can't write, how am I going to write for my own newsletter?" Watch these video training sessions and see how easy it is to fill your newsletter with compelling, opt-out proof content that leaves your readers referring your newsletter to everyone on their email list.

We'll look at:

- Different types of content
- How to structure content
- Where to find free content

You'll end up with a fool-proof content checklist that guarantees that you're readers will come back for more.

## How To Sell In Your Newsletter Without Anyone Knowing

Play Video: [Click Here To View The Whiteboard Video](#)

Play Video: [Click Here To Watch a Screen Capture Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 22 Minutes

**Description:** Many publishers will skip this section. If you do, you're making a big mistake. Every newsletter persuades and influences, yet few take advantage of the natural buying tendency of loyal newsletter readers.

Watch this session and learn how simple non-threatening buying messages should be weaved into your newsletter. Even if you don't want to sell your own products and services you'll learn your newsletter can direct the action of your readers.

## Are Headlines The Most Important Part Of Your Newsletter?

Play Video: [Click Here To View The Whiteboard Video](#)

Play Video: [Click Here To Watch a Screen Capture Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 13 Minutes

**Description:** There is an art and science to writing headlines. A headline writer spends their entire life creating simple phrases or single sentences that are designed to do one thing.

## GRAB OUR ATTENTION

Watch these sessions and learn some simple strategies for creating compelling headlines. Nothing fancy, just a proven formula that you can use to consistently get your newsletter open and read.

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## Putting The Pieces Together - Resources and Technical Decisions

Play Video: [Click Here To View The Whiteboard Video](#)

Play Video: [Click Here To Watch a Screen Capture Video](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 30 Minutes

**Description:** You're not quite ready to publish; you have to make some final decisions. How are you going to deliver your newsletter? How will it be formatted? What resources do you need to make sure that the subscribers that request your information actually receive what they request?

Watch these sessions and use the checklist and you'll have no problem making sure the mail gets through. I've also included all the newsletter delivery and text/html/pdf formatting resources that you'll need.

## Chapter 21 -Campaign Ideas

Your best bet is to start with a single standard campaign. Every contact on your list came from somewhere. If you have done your homework and have purchased contact management software you have a way to manage your contact list. With the right “give away” and your basic marketing activities, you should now have the start of a list with contact names, e-mail addresses and a “source” field.

The source field lets you know where they came from and it’s an easy way to group the campaigns. Did they download a book or report from your site? Perhaps they attended a trade show you were involved in or you asked them personally if they wanted to be included in your contact list. Your standard campaign groups everyone together. You use your entire contact list with the standard campaign.

### Checklist:

1. You have your list of contacts with valid e-mail addresses and a way to tell where they came from.
2. You have a mini-site or direct sales page finished.
3. You created 12 e-mail templates that follow one of the four message types: Direct Bribe, Mystery, Direct Sales Letter, or Testimonial.
4. You decide which order you would like to send the e-mails in.
5. You create a schedule for your auto responder with the correct sequence and frequency of e-mails

In the above examples there are 12 e-mails that can be sent out. For your first campaign, send one message every 15 days and you will have 6 months of constant contact with your list in addition to your newsletter. Every one of those messages has one purpose:

### VISIT MY MINISITE NOW

The reader will either click on the link and be brought to the mini-site or they will not. Pretty simple really! The more effective you are in sending e-mails that get that click through response, the greater your chance of selling online.

Run your standard campaign for the first 60 days and track the response you get to different message types, subject lines, calls to action or P.S. text. How many e-mails you send and how frequently you send them is up to you.

By starting everyone in your list on one standard ongoing campaign, you are able to get a good idea of your response rates and quality of your list.

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When you get comfortable with creating e-mail templates and understanding how frequently you can send to your list, you can introduce an unlimited number of campaigns. There are an unlimited number of reasons to set up a campaign. My best results have come from using a series of e-mails that relate to the offer I am making to them on my mini-site. If they downloaded a video on selling, I send them a series of e-mails about my online sales training site <http://www.webmarketingforsmallbusiness.com>.

As you add mini-sites, you can mix them into the existing campaign. For example if you have two or three different offers, increase the frequency of the e-mails but change the mini-site link. Instead of always sending them to the same sales page, each e-mail will focus on a different offer.

If that approach does not make sense for what you sell, just add another campaign for the new mini-site.

How your e-mail campaign is set up is not set in stone. In fact, it should be fluid, based on the responses that you get from your list.

If people are clicking the link in your e-mails and then visiting the sales pages, it's working. If they are not, you need to go back and try different offers, templates, message frequencies and calls to action.

#### Other ideas

These are examples of campaigns that you may want to investigate. Notice they are not limited to prospects or online customers exclusively.

- Do you have an existing customer list? Create a special campaign that introduces a new product or add-on for what they have already purchased. Stress the additional benefits they will receive from upgrading their existing solution. A special offer for existing customers or subscribers works well.
- Create a Notification Campaign with advance notice of upcoming events or product offerings. Keep your key customers up to date and in the loop with private, members-only information. It is easy to include links in the messages to mini-sites that give preferential treatment to an existing customer. This strategy works great with your best customers.
- I use my Internet radio station as a reason for a campaign. Every week I update the play list with new content. Guess what gets included with every e-mail? Three links to one of my mini-sites. This e-mail goes out every week to all of my contacts who have requested the link to the Small Business Heroes Radio program.
- Did you sponsor an e-zine, place ads in someone else's e-zine or purchase a list of e-mail addresses? If you did, create a campaign that follows up automatically with anyone who replied from your sponsorship or requested more information.

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- If you have an affiliate program, please take the time to create a series of e-mails that educates your new affiliates. By spelling out exactly what your affiliates are required to do to promote your products and services, you are dramatically increasing the chances of them being successful. I have included a series of e-mails that I received from Jimtools.com when I joined their affiliate program. What an outstanding job - and totally automated!
- Do you have a service or technical support department? Create campaigns that follow up with anyone who has a service call or requests technical support. Not only are you providing excellent service, you gain opportunities to sell to happy customers.

**Key Point!**

Use Autoresponder E-mail  
Campaigns for Every Part of  
Your Business!

## Offline Campaigns

Your autoresponder and e-mail campaigns can be used effectively as a way to generate new leads for your direct sales efforts. Create some simple tracks that address common problems with face-to-face selling. If you lose a deal or request for proposal, add the client to a short, follow-up campaign. The campaign may initially thank them for the opportunity. Two weeks later a follow-up checks to see if they are pleased with the choice they made. The next e-mail might update them to a new offering or event that you are holding.

A direct sales professional does not have the time to follow up with every customer that they lose yet those same losses can turn into real business if you can develop them. Automate the follow-up for the sales reps with a simple campaign that brings them back to a specific offer on a mini-site.

The same approach should be used for a Closed Sale. By adjusting the content and frequency of the e-mails, you can create any number of campaigns to suit your specific situation.

If you get stuck and cannot think of a reason for a campaign try these:

1. Existing Content Series: Use your own content or collect some articles from your partners. Package them up as an "Expert's Panel" and send them out as a series. You can use a series of e-mails with high value links. Collect industry or product specific bookmarks and create a series of e-mails or documents with the links. When sending the e-mails in the series make sure to include your own links to your virtual selling mini-sites. Include one at the top, middle and bottom of each e-mail.
2. Surveys, contests, reviews or quizzes: Create a fun or trivia quiz, top 10 lists, product/service reviews or survey on your site and include the

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- answers in an autoresponder. This way, you will collect e-mail addresses and know who is interacting with the site.
3. Reviewing products that you receive affiliate commissions for is a great way to earn extra income. Right a review and make it available by autoresponder. Include your affiliate link in the review for those who want more information.
  4. If you use a contest on your site or in your newsletter, have the entries sent to your autoresponder. You can set up the autoresponder to send a confirmation message immediately saving you time and collecting new e-mail addresses. Another idea is to put portions or teasers of past or upcoming events in an autoresponder series, and then include your follow-up sales letters at the end.
  5. Send sequential testimonials, along with the description of your products, an excerpt or a free chapter. This will increase your credibility.

There is more than meets the eye when it comes to e-mail autoresponder campaigns. By combining strategies and tactics, you can really automate the number, quality and effectiveness of your customer contacts. On top of collecting new contacts and e-mail addresses, you can automate frequently requested tasks. In all of these follow-up campaigns make sure to include your own links to your mini-sites. Include one at the top, middle and bottom of each e-mail.

## Joint Venture Campaigns

When you are first starting out, you may find yourself in the classic chicken and egg situations. You have a great product and you have set up your VirtualSelling direct sales single page websites, but you do not have a big e-mail list and there is no traffic going to the site. Creating a Joint Venture is a simple way to fix that problem. The two reasons you would use this tactic are to:

1. Drive new traffic to your content site and capture e-mail addresses.
2. Send targeted traffic to one of your direct sales copy mini-sites to earn money.

It is a simple process that allows you to leverage the traffic of other businesses and partners for mutual benefit. This win/win approach puts money in your pocket and money in a partner's pocket.

Creating a Joint Venture is probably the fastest and easiest way to increase traffic to your main content site or one of your sales sites. It takes only a small amount of preparation after you have created your sites and can bring in lots of cash quickly. The three steps that I will outline are easy to implement, cost nothing and can be used at any time with any product.

Let us take a look at how it works. In its simplest form you:

1. Find another company or partner with a complementary product offering, making sure that they have enough website traffic for the joint venture to succeed.
2. Create a joint venture where they will send an e-mail to their existing customer base promoting your mini-site.
3. In exchange for the e-mail being sent out, you agree to pay them a percentage of the sales that are generated.

**Key Point!**

Other Entrepreneurs With  
Existing Products And  
Customers Are Willing To Help  
You Grow Your Business!

### How to Set Up a Joint Venture

The first thing is that you have to have something to sell, ideally your own product or at least the rights to sell it. Obviously, the greater the demand there already is for your product the better.

Since we already talked about it, I am going to remind you about your product checklist. Do you have a good product, a powerful direct sales mini-site for that product or service and an easy way for someone to buy?

The second step is to find a partner to joint venture with. Use some of the tools that I have mentioned earlier to find out who is really behind some of your potential partners.

- Use Copernic or the Google tool bar to search for your product or service. For example, if you are selling gardening supplies, search on gardening keywords.
- Visit the sites that get listed and look at the page rankings in the Alexa toolbar. You are looking for the owners of websites, newsletters, and e-zines that are in the same target market as you are. OK, now that you have done your searches, this next step is a simple step-by-step process.
- Alexa will give you the competitive information that you need for the next step, so pay attention. Alexa features a popularity ranking, all the related links and categories that other surfers visited and complete site owner information.
- If Alexa does not pull up the information that you need, use a "Whois" query. This tool lets you know "who-is" the registration contact and the technical contact for the domain name. You can go to <http://www.betterwhois.com> and search on the domain name you want to partner with.
- Send an e-mail to the website owner proposing the joint venture. I have included a template e-mail from Joint Venture master Mike Enlow in the Toolbox.

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One of the fastest ways to get someone's attention is to give them a compliment. Use this strategy at the start of your e-mail too them. Write a nice sentence or two in the first paragraph. This also lets them know that the message is not a bulk spam letter. It is a real opportunity with another professional business person.

Trying to hype them or make bold claims at this point is useless. You are a professional asking to do business with another professional. Get to the point up front.

The joint venture e-mail approach works well when the potential partner sends a personal recommendation. Here is an example of a joint venture letter that I received this morning.

<http://www.xxxxxxxx.com/xxxxx/>

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Oh, before I continue, I want to say one sensationalist thing...what I'm learning from reading this book - a distillation of xxxxxxxxxxxxxxx list building wisdom - is going to at least double the circulation of this ezine this year.

I've never seen so many ideas for getting new (very targeted) subscribers packed into one place before.

And so many of the ideas are new to me. I'm sure they will be to you as well. Xxxxxx doesn't just say "do this and you'll get 50 new subscribers a day" he tells you in step-by-step detail exactly how to do it, and why to do it, and even when to do it. But he's not just talking about 50 new subs a day, those figures are on the low end of the scale for him. He shows you how to take steps to get many hundreds or thousands of new subscribers a week.

The great thing is that he's not just plucked these ideas and methods out of thin air, they're not just theories, they're what he's done himself to build a powerful ezine and an almighty reputation.

In February he started a new newsletter, completely outside the Internet Marketing niche, and took it from zero to over 8000 subscribers in just the first few days.

And using Xxxxxx's advice, marketer Xxxxxxx Xxxxxxxx tripled his ezine subscriber list in just 99 days:

---

" Xxxxx ...I made a challenge to myself to DOUBLE my Opt-in List in 90 days. You encouraged me to go for it, Xxxxxl!

Well guess what? I doubled it from 10,292 to 20,584 in 74 days and TRIPLED it to 30,903 in only 99 days." Xxxxxx Xxxxxx.

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I printed my copy of Xxxxx's book out, had it comb bound, took it into my favorite coffee shop and then let my coffee grow cold without touching it because I was too busy making notes in the margins to think about drinking.

I could go on about this book for ages, but I'm not going to. You know whether you're serious about list building or not. And if you are you've got to read this. Simple as that.

<http://www.xxxxxxxxx.com/xxxxx/>

Xxxxxx's shown me an exact way to get 200 new targeted subscribers a day AT NO COST. That's 1400 a week.

And I'm going to do it or rip my hair out trying.

One more thing I need to mention. He's giving away, as a bonus, a tool called xxxxxx that on it's own is probably worth the cost of the book to people using mail merge programs. Very useful indeed.

\*\*\*\*\*

What a great sales letter, excellent copy, testimonials embedded in the copy and a personal recommendation from the list owner to his own customers. You can guess how successful this joint venture was.

The sender also used a tracking link in the letter. They have now had a campaign that both parties can test. The list owner knows how many of his customers have bought and the product owner knows exactly how many people from the list purchased. Win/Win for both parties.

If you are selling information or soft goods, the easiest way to share the revenue is with ClickBank. Remember ClickBank was one of the payment processors that included an automatic way to give a commission to affiliates or partners that drove targeted traffic to your selling site.

If you are willing to try a joint venture, follow the simple step-by-step approach of approaching another business owner. You will find enough partners to get the phone ringing and the cash flowing to your site.

Done properly you explain how you will be doing all the work and they are simply showing them how to leverage an existing asset with a non-competitive offer. It is that simple and it works every time!

Joint venture offers like the example above work especially well when they come as a personal endorsement from the sender.

#### **Key Point**

Make Sure That Your Payment Service Tracks Joint Ventures Automatically. "ClickBank" Makes a Joint Venture Easy!

#### **Joint Ventures for Affiliates**

You can use this same tactic with your affiliate network. Write all the letters that they would use in their own newsletters for them. Every ad, every banner, every graphic is ready for them to plug-in to their existing list of customers and prospects. Links in the copy of these ads can point directly to your site with the appropriate tracking link or to a "mirrored" page on your site for their benefit. An example of this strategy can be found at <http://www.jamesmaduk.com/affiliates.htm>. You can join my program or just visit some of the resources. I've even included sales copy and websites that you can use to help sell. The e-mail that goes out to their list is only a teaser to come back to a customer sales page on my site.

#### **Joint Venture Schedule**

All you have to do is commit to working two days a week surfing, finding prospects, and sending out letters. Dedicate two days a week, a couple of hours each day to make the calls and arrange the deals. It is that simple... and yes, it works.

I have found all of my partners with a simple strategy. I subscribe to the newsletters of those individuals I think I might like to work with. They send me all of their contact information; I get a feel for the type of partners that might interest them, and find out whom they are already working with.



## Chapter 22 - Converting Your Visitors

Track and Test, Track And Test, Track and Test...

How many people are coming to your theme site? How successful have you been at using the search engines to get people to your site? I will bet you even have some basic reports on how successful you've been. I know that the free reports in FrontPage tell me how many visitors came to my site, how many of those were repeat visitors, where they were before they visited and how long they stayed on each page.

### **Key Point!**

Visitor Conversion Is More  
Important Than Web Site  
Traffic!

While these are all important to your business, your main theme site's best measure of success is its ability to convert new visitors into captured e-mail addresses.

Optimize your main website for e-mail conversions. Common thinking on website design revolves around the number of return visitors and the length of time that each visitor stays on your site. Web designers will also look at which pages are visited most frequently, in relation to how the navigation is set up on the site. This is where analysis of page load times comes in, along with questions about how useable the site is.

Although these measurements are important, they should always be looked at after your conversion ratio.

Those traditional measurements are important if the purpose of your main site is to keep buying visitors on their very first visit. You already know from personal experience that you need too many visitors for this strategy to work. The only sale you are making is your purchase of their e-mail address. Do not forget that. Getting caught up in site reporting can lead you away from your primary goal.

Your main site is there to capture e-mail addresses and search engines.

Each day, week, month measure how many new e-mails you added to your contact list and where they came from. Divide the number of new contacts added to your list by the number of first-time visitors to your website. If you had 100 first-time visitors your website and your site was able to capture 25 of those visitors' e-mail addresses, you had a conversion ratio of 25/100 or 25%. This is your conversion ratio.

### Testing and Reporting

One process, five steps, and more than 52 tactics and strategies you can apply immediately. Where should you start?

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Your server logs are a gold mine if you know what to look for and how to analyze the appropriate data relationships. Combined with some basic financial information, the data can produce some valuable insights. Why, without even looking at your actual site, somebody else could tell you a lot about how successful you are just by playing with these numbers.

What kind of response rate can you get with this system? I do not know and you should not care. You want to test and measure your conversion rates, not response rates. There are just too many variables when it comes to response rates. Conversion rates generate income. Response rates do not. Measure what counts, not what looks good.

When you turn a responder into a buyer, you have a process. If you can consistently convert traffic into dollars you have a system. If you can duplicate it, you have a gold mine.

E-commerce may be a numbers game while Internet marketing for small business is a ratios game. The trick is to focus on the right numbers so that you can make accurate decisions about how to improve your site and, ultimately how good a Customer Conversion Ratio you have. The key metric you need to track as you work to increase sales is your conversion rate. My experience has been that few companies are collecting the right data or, those that do are so overwhelmed with data that they do not know what to do with it.

### How Often Will You Test

The best way to lower your marketing costs is to get smarter about where and when you spend your money and your time. Internet marketing makes this easy. You can track every campaign that you do. Use variations in campaigns and track which ones are most effective.

- Is the money you spend on Internet advertising actually worth it?
- Which types of e-mails, ads or campaigns are profitable and which ones should you continue.
- Which audience is most interested in what you offer?
- Which campaigns are losing money and should be dumped ASAP?
- What is the current return on investment of your campaigns?
- How many people actually click through e-mail links to visit your Mini-site?
- How many people click through from your direct sales page to the order page?
- Which giveaway on your themed information site is creating the most subscribers, downloads, referrals, etc?

The best tool for tracking campaigns that I have found is called Hypertracker. [www.hypertracker.com](http://www.hypertracker.com) allows you to easily create links that are specific to

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individual offers. You even get notified when you want with the conversion ratios and profit for each tracked campaign.

What is a good response to this system? Who cares? Focus on how effective your process is at conversion. When you know conversion ratios, it is easy to plug in numbers and get real answers. With the numbers, you know how many customers you have to put into your sales engine and exactly how much money will come out. Test and retest to maximize your conversion ratios and by default you will earn more money.

## Ratio Examples

Here are some ratios that you should track. They are simple calculations that let you to know exactly how well you are doing over time. Use the ratios to make decisions about what changes you should make to your process.

### Customer Conversion Ratio (CCR)

This is the key ratio. You get the CCR when you divide the number of orders you get by the number of unique visitors who arrive at the site. You will have a CCR for your theme site and for each mini-site. The sale that you make on the theme site is the purchase of the e-mail address. The number of actual sales is measured on each Mini-site. The CCR (also called sales closing ratio and sales closing rate) is your bottom line metric. It is an exact measure of how many of your visitors actually complete the primary action that you have set out for every website.

### Customer Acquisition Cost

The CAC measures your cost of sales. You can get the CAC when you divide your marketing expenses by the total number of orders you receive from unique new buyers over a given time period. You want to track this ratio because the cost of acquiring a customer, or traffic to a Mini-site, is critical to improving your profitability and also your cash flow. You can include the fixed costs of your Internet marketing expenses, such as the cost of the website as well as the monthly cost of maintaining the site, or only consider promotional and/or advertising expenses. Use the approach that works best for you.

### Sales-Per-Visitor

SPV is another great ratio to track. You can measure your sales per visitor when you divide gross sales by the total number of unique visitors. This is similar to CCR, except that instead of showing you the percentage of visitors you "close" into becoming buyers, the Sales-Per-Visitor shows you the actual average amount purchased per visitor (not per order). The SPV ratio is the key to your Pay-Per-Click strategy. If you know exactly what the sales per visitor are on one of your direct sales sites, you know exactly how much to bid on appropriate keywords.

### Cost-Per-Visitor

For the accountant, you want to measure the CPV or cost for each visitor. To get this ratio, divide your marketing expenses (or your marketing expenses plus your web expenses) by the number of unique visitors. Cost-per-visitor measures the effectiveness of your marketing and your conversion processes. The objective is to minimize cost-per-visitor and increase sales-per-visitor.

### No Sale Rate: Home (or Landing) Page

The NSR and ratios are used for diagnostic purposes. Making changes to text, copy and layout of a Mini-site may have consequences that were not expected. Calculate the No Sale Rate for your main theme site home page by dividing the number of one-page visits to the home page by the number of visitors entering the site through the home page. This metric is crucial; if you have time to track only one thing, track this one. You can use this ratio on any high volume page on any of your websites. It is also effective for measuring your pop-up/pop-under pages. How many subscriptions are being submitted compared to the number of times the subscription page was served to the visitor? If visitors are not making it past the page being tracked, something is wrong.

Two items come to mind with this ratio. Are the text and copy right? Is the marketing on target? If it is, then the call to action might be wrong and the visitors simply cannot understand the offer or what is being presented. Use the NSR for hunting down copy problems. The lower the percentage, the better.

### No Sale Rate: Theme Site


This same ratio applied to every page on your theme site can provide some room for improvement. Divide the number of one-page visits to the entire site over a period of time by the total number of visitors over the same period of time. This ratio points out general flaws in the layout and navigation of your main site. When you make global design changes, pay attention to this metric and aim for the lowest possible number.

#### **Key Point!**

Your Can Run Your Online  
Business with 6 Key Ratios!

## Videos - Learn About Online Personality Types

**Introduction to Customer Blueprinting: Learn to Sell to Different Personality Types**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 15 Minutes


**Description:** Learn How to Read Your Customers Like A Book. This is the first "Face To Face" Selling Session.

Yes I can read faces! Yes I can tell what people are like just by looking at them. Watch this course and you'll learn how!

**Face To Face Selling is a detailed strategy of Mapping "Personality Styles" and nonverbal persuasion skills to influence and persuade during a sales conversation.** The sales psychology of social influence is woven into the very fabric of our society. It has become so prevalent, particularly in the world of sales and marketing, that we often don't even take notice of its influence.

When you use sales psychology like the ones used in the Face To Face Selling, you build sales conversations smoothly by aligning quickly with people's natural predispositions. This makes it practically effortless for you to generate sales and spells the greatest difference between the ethical forms of persuasion used in marketing, versus its evil stepbrother - manipulation, the kind involving covert behavior modification techniques.

**Do Your Homework First**

 ROLL VIDEO : [Whiteboard and Audio Session](#)

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**Duration:** 17 Minutes

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**Description:** Learn How to Read Your Customers Like A Book. This is the second "Face To Face" Selling Session.

I introduce the Stickperson and the relationship between personality types, body and thoughts.

### Face To Face Selling - Session Three

 ROLL VIDEO : [Whiteboard and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Learn How to Read Your Customers Like A Book. This is the third "Face To Face" Selling Session.

This session includes a complete matrix of personality types, and body forms. This is the best information you'll find on personality types anywhere.

### Face To Face Selling - Session Four

 ROLL VIDEO : [Whiteboard and Audio Session](#)


**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 35 Minutes

**Description:** Learn How to Read Your Customers Like A Book. This is the forth "Face To Face" Selling Session.

This session includes introduces the idea of conditioned responses.... If you've done any work with traditional personality types, you'll find this idea completes a great blueprint to build sales from.

### Face To Face Selling - Session Five

 ROLL VIDEO : [Whiteboard and Audio Session](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 8 Minutes

**Description:** Learn How to Read Your Customers Like A Book.  
This is the fifth "Face To Face" Selling Session.

This session wraps up all the idea into a nice easy to remember package. At the end of this session and with a little practice you'll be well on the way to increase sales online and offline.

## Chapter 23 - How to Schedule Your Success

There is no question that Internet marketing is going to take time and effort on your part. I have included a list of things you should do as you move through the steps.

It is kind of like homework.

- The more homework you do, the smarter you get in class and the higher your marks.
- If you do all of your homework you will do better than if you only do part.
- If you rush through your homework hoping to get it done quickly, you are sure to miss something.

So if you are serious about earning online, do your homework, and do it properly. Here are the homework items you should focus on:

### Step One

1. Get a product that will sell online and offline.
2. Make sure you have a market for that product.
3. Get your customer profile defined and verified.
4. Research your customer profile and make sure there are customers in that market who are willing to buy.
5. Double check that you are up to marketing this product to this market. You know who you are and who and what you want to accomplish.
6. Develop your Elevator Pitch, that single paragraph that lets everyone know why he or she should or should not do business with you today.
7. Decide and document your Big Fat Claim.
8. Download and install the tools that you need.

### Step Two

1. Build a theme based information website to support your Big Fat Claim.
2. Analyze and optimize the site for Key Words.
3. Study what customers actually search for and how that ties into your site.
4. Start to collect How-To information about your theme from as many different sources as possible.
5. Pick events that support your theme and create a schedule.
6. Build up a collection of testimonials.
7. Set your site up as an e-mail capture engine.
8. Start an e-zine and pick the format appropriate to your product and goals.

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9. Evaluate any online interactive tools to see if they would be able to capture e-mail addresses.
10. Include a way to measure the traffic on your website.
11. Double check and test:
  - a. Your e-mail address capture incentives
  - b. Your keywords and search engines rankings

### Step Three

1. Research and purchase a Contact Management software package.
2. Decide on what information you need to capture about your customers.
3. Start collecting contacts and e-mail addresses everywhere you go.
4. Evaluate and choose how you are going to use:
  - a. Search Engines
  - b. Directories
  - c. Pay-Per-Click Directories
5. Investigate and test online tactics that push and educate your potential customers.
6. Investigate and test offline tactics that pull customers through your online sales process.
7. Start an affiliate program.
8. Set up an online campaign tracking system to measure how effective your online selling tactics are.

### Step Four

1. Build a series of direct sales mini-sites for individual products or categories of products either as virtual domains on your site or with new domains.
2. Open an online payment processing account.
3. Start to build a swipe file of websites that sell.
4. Build models of direct sales mini-sites that follow the exact steps towards a sale.
5. Test and track your sales copy on every mini-site.

### Step Five

1. Decide how many and what kind of e-mail campaigns you want to run.
2. Create a series of e-mail templates that can be sent out to potential and existing customers over a period of time for each campaign.
3. Send your e-zine on a regular basis.
4. Test and track your e-mail copy in every campaign.
5. Advertise your Mini-site pages in other people's e-zines.
6. Advertise your mini-site pages in Pay per click search engines.
7. Give your affiliates copy to send out to their e-mail lists that directed them to your mini-site.

## My Internet Marketing Strategy

You have worked hard up to this point, but there is one final step that I cannot take for you. It does not matter what you sell, whether it is a physical good or a virtual download. It does not matter where you live or what you look like. In the end, it comes down to you making it happen. You have to go to market in order to produce orders. Getting ready to sell is a start. Creating a great product is the beginning. Building a site to collect e-mail addresses is the fastest way to grow your list. But, even if you take the next step and build some mini-sites to send your prospects to, if you stop there, you are no better off than you were when you began.

You have to run your campaigns. You have got to direct targeted prospects to your mini-sites in order to create paying customers. We have already looked at some different types of campaigns. I consider each of these a baseline, the minimum requirement for marketing your small business online.

### Focus Your Internet Marketing Activities in These Five Areas

- Your List
- Your Affiliates
- E-zine Solo Mailings
- Your Giveaways with Links Back to Your Site
- Joint Venture Partnerships

## A Simple Schedule to Follow

Here is a typical month for me online. I will go through the process week by week, so you can see how easy it is to plug your own products and services into a system. This schedule becomes your online sales engine. Your products and services go in one end and orders come out the other. Once you have worked the kinks out, the process will run like clockwork as long as you take care.

**In Week One I Choose a Product to Sell and Create an Offer:** Decide what product you are going to feature. Remember it does not even have to be yours. Because I have over 30 different products, I only feature my own. The only other time I will include someone else's product is when I use it as a bonus.

Once I decide on the product I am going to offer, I do four things:

1. Double-check the demand for the product. Is it saleable? Why would someone buy it? What offer should I use to make it irresistible to my contact list?

2. Create a mini-site specifically for the product. I use the same template for every mini-site I create. They all have a single page sales letter and an order page.
3. Next, I write a series of e-mails each with a different strategy for getting the reader to visit the mini-site. E-mails with a third party endorsement or testimonial usually work best, followed by the mystery and direct bribe strategies. All of them include a link to track the results.

**In Week Two I Send the E-mails to My Contact List Using the Sequential Autoresponder.** I use [www.Promasoft.com](http://www.Promasoft.com)'s autoresponder and sit back. The entire series of messages is delivered over time automatically to everyone on the list. This usually includes new prospects, my subscribers and existing customers.

**In Week Three I Update My Affiliates:** They should already know about the offer. They are on my contact list so this step is done as a follow-up. I send a special message to all of my resellers that provide them with all the new material and links they need to start promoting the new offer. Good affiliates jump at the opportunity to promote new products because it gives them the chance to cash in early.

**Finally, In Week Four, I Approach my list of Compatible Joint Venture Partners:** By week four, I have had a chance to sell some product and get some real feedback that includes testimonials. With solid testimonials, it is easy to approach your new and existing joint venture partners. I craft an e-mail for the partner using the third party endorsement strategy we looked at earlier. This allows the partner to quickly send out an e-mail to their list that sends their traffic to my mini-site. We share the profit.

All that you need to do is decide on your own schedule and, month after month, sales will continue to build. Like clockwork! It is a foolproof business process that works every time. There is nothing fancy about it. Just follow the steps and use common sense setting it up.

### **Weekly Activities**

During each week, I also purchase solo mailings and create give a-ways to use as marketing tools. Both pull in more and more sales. So, what are the results from this 5-step system? Follow the steps and you will always get:

1. **New Orders:** As long as your campaign runs and your affiliates and partners send e-mails out, orders will come in. When the e-mails stop the orders stop.
2. **New Subscribers:** Some visitors will not buy from you. However, every single month you will capture new e-mail addresses for your contact list. Make offers and your contact list will grow. The more offers you make the faster your list grows.

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3. **New Affiliates:** Depending on your product, many of the visitors and buyers will become affiliates. You can extend your reach with a virtual sales team if each new affiliate just sells ONE product a month. You did not try to recruit new affiliates; you did not go looking for them. They join automatically as a result of the system.
4. **More Trust:** As you build trust with new customers, subscribers and affiliates, you earn the right to sell higher priced items. This means more back-end sales and higher profit margins for your online and offline businesses. Treat them right and sales rise every month.

### Next Step

Repeat the process. Test and Repeat. Do more of what works and less of what does not. Each month the results will get bigger and better! More orders, more subscribers, more affiliates, bigger back-end sales. The new customers purchase more products; new affiliates make more sales and bring in more customers and more new resellers. It is a loop that builds and grows month after month.

This is the process that I follow and you can too. How big the process, and how much is up to you. I just told you how it works. It's up to you to get started now!

# INTERNET MARKETING RESOURCES

## Chapter 24 - Checking Your To-Do List

### Take Stock Before You Get Started

Coaching you one-on-one through the maze of options, tactics, strategies and opportunities to succeed online is tough. There's too much information available. This info-glut results in wasted time and money for both new and experienced marketers. So where should you start?

You need to take stock of your unique situation; you have to find out where you are now before you can take the first steps toward where you want to go. Take stock by going through this online business audit.

It is broken into key sections, each with a number of questions. Write a short note to yourself about items that you feel need attention. Some questions may only require a yes/no for the answer. Some of them will not necessarily apply to you and that is OK. This is just to let you know where you are before you decide which tactics and strategy are best for you. Relax. It's not a test!

Print the list of questions out or photocopy the pages so you have some room to scribble and revisit the answers.

### Key Areas

#### **Key 1: A unique and professional website with your own domain name.**

A website will be the cornerstone of your success online yet that does not mean it has to look different from the rest of the pack. What it does mean is that you have a unique domain name. I could go on and on with this one but I will not. Just surf the web awhile and decide what sites YOU would buy from. That will tell you volumes.

What is your website address?

Who designed the site? Who did the HTML?

What is the purpose of the site?

Do you have more than one site?

Can you update the site when and if you want? - By yourself?

Do you have a copy of Frontpage/Dreamweaver/Go Live to manage your website?

Where is it hosted?

**Key 2: A product line you can control.**

Ideally, you should sell at least one product or service that you own. If you prefer to resell or market affiliate programs, then make sure you align yourself only with the strongest companies and affiliate programs you can rely on long-term.

Do you have any products to sell today?

Are they digital information products or physical?

Are they selling now? - If so, how well, how much and where?

How current are they? Can you confirm that there is existing demand for the products? Do you know what your conversion ratio is?

Have you thought about products?

Do you have some ideas ready and tested?

**Key 3: A way to accept secure payments via credit card at your website.**

The best solution is to have a merchant account of your own. However, if that is too costly for you in the beginning, a solution like paypal.com, ccnow.com or ibill.com will do. (International businesses can use Worldpay.com as a solution.) Offering a FAST and SECURE way for your customer to purchase from your website with their Visa or MasterCard is a must on the web.

Do you have a merchant account with your existing bank?

Where (what countries) do you expect to sell your products or services?

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What currency do you charge?

Are you considering one-time subscriptions as well as one-time purchases?

Does your website hosting company offer these services?

Have you already looked into these services? Which ones do you have or use?

**Key: 4 An opt-in e-mail strategy.**

You MUST continually grow a list of prospects. It's the only way you can capture a percentage of the folks who visit your site and do not buy the first time (Which is nearly all of them!) An opt-in strategy works best when you give something of value away in exchange for a visitor's name and e-mail address. Then you must stay in touch with these people on a regular basis, providing VALUE for them.

Do you have an existing customer list?

How many names are on the list?

Do you have any e-mail addresses for this list? How many?

Is the list current? What kind of shape is it in? Are the e-mail addresses valid?

Does the list have names that have requested to be there for your current business?

How did you collect them?

Are you able to capture e-mail addresses on your existing website? How are you doing it?



Do you use pop-up or pop-under pages to capture new contacts?

Do you give any free items to your website visitors in exchange for their e-mail addresses?

**Key: 5 Sales copy that is proven to sell.**

If there is one aspect that KILLS website sales it is poor sales copy. You may THINK your site is fine, but tiny details in your sales copy can be costing you countless dollars. I have personally experienced visitor-to-sales ratios as low as 250 to 1 and as great as 8 to 1. The difference in dollars is thousands a week. What makes the difference in most cases is the sales copy. It is that important. I know that if you follow proven, successful cyber sales formulas, you will be able to sell just about anything online!

Who wrote the copy for your website?

Do you have a page or pages dedicated to selling on your site? Are the URLs or addresses accessible from the rest of the site??

Do you know how effective they are?

Have you tested any variations on the copy?

Can you track the response rates for the pages?

Do you have an up-sell or down-sell strategy?

**Key: 6 Offer an affiliate program at your website.**

OK, some may say this is not an absolute necessity, but look around. Nearly ALL successful online selling sites offer some form of affiliate program. You can pay for visitors, leads or commission sales, but you need to offer SOME way of rewarding folks who bring you business.

If you have a merchant/shopping cart system set up already, does it have an affiliate program?

Do you have an existing affiliate program or referral program in place?

If you had a product today, how much would you want to charge for it?

Do you know any other websites or competitive sites that sell/do what you do?  
List a couple of URLs.

Do they have affiliate programs?

If you were able to form a partnership with another website owner, who would it be? What is their website?

Why would they want to partner with you?

Why do you think they would be a good partner?

**Key: 7 Recommended products and services**

While we're on the subject of offering an affiliate program at your site, on the flip side of the coin you need to join a few affiliate programs yourself! Find affiliate programs that tie in well with what you offer, use the product or service, and if you like it recommend it to your visitors. You'll increase your website income literally overnight. Over the years, I've found that the best programs are the ones that offer residual or recurring income on each sale.

Have you joined as an affiliate for any other website?

Which ones? What is the website?

Why?

Have you earned any commissions from them?

How have you promoted them?

**Key: 8 New products or services on a regular basis.**

If you can create a new product of your own once or twice a year, you will stand a better chance of growing your income continually. Also, be sure to update your existing products on a regular basis to keep content and sales fresh. If you're not able to create your own products that often, then you have to find a product you can get behind and do a joint venture with the owner. Even if the owner does not offer an affiliate program, you can offer to promote the product or service for a percentage of sales.

Do you have any long-term plans for a series of products?

What part of your business are you most passionate about?

If you had your choice, would you like to sell mostly products or mostly services?

Why?

What services are you offering now?

Can your services be duplicated?

Are you the only one who can provide them?

How hard is it to duplicate your products?

Do you consider your existing products and services exclusive?

Are they proprietary?

**Key: 9 A support strategy that keeps your prospects and clients happy.**

There are many ways to offer support. The best is simply by offering contact forms at your site and answering e-mail every day.

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Today, how are you handling support issues online and offline?

What kind of support do you have to provide?

Are you the only one who can provide it?

**Key 10: A marketing strategy that includes free promotion and paid advertising.**

Let's face it, in order to make money online, you have to get visitors to your website. There are tons of ways to do that on the Internet and I have tried nearly all of them.

Do you know how many unique visitors there are to your site each day?

Do you know where they are coming from?

How are you promoting your site today?

What free tactics are you using? - List as many as you can.

What paid tactics are you using? Are you able to track how effective they are?

Last Question.....

What are your top 5 goals for your online business?

Moving Forward:

Think about where you are now and then consider where you want to go. What will your business look like 1 year or 5 years from now?

Look at these areas and start to fill in the blanks.

**Online Selling Tools?**

**Personal Tools Like:** Copernic, Alexa, Frontpage, Google toolbar

**Infrastructure Tools Like:** Contact Management Software, Autoresponders and E-mail Servers, Web Server or Hosting Providers, TeleClass Lines, WebCast or Event Services, Billing and Credit Card Processing, Domain Names, Access Providers, Affiliate Software Solution

**List Your Research Activities!**

Customer Homework, Market Homework, Product Homework, Search Tool Testing to Confirm Your Market.

**Build Out Your Site:**

Start Collecting E-mail Addresses, Write Articles, Schedule Events, Fill In Content.

**Create Sales Pages/Offers**

Create and Test Your Web Copy, Create and Test Your E-mail Marketing Copy.

Have Fun Marketing Your Online Business

## Chapter 25 - Standard Definitions

You will be submitting information from time to time about yourself, your website, your e-zines, your advertisements etc. It is a good idea to keep a standard list of entries for all of your Internet marketing forms that need to be filled out.

### For E-zine Submissions

Here is an example of my e-zine definition file.

**E-zine Title:** VirtualSelling eNews.

**E-zine Category:** Sales, selling Internet marketing, business, motivation, inspiration, self-growth, self-development.

**E-zine Description (long):** Join Author, speaker, trainer and talk show host James Maduk in his weekly e-zine, 'Small Business Heroes'. Subscribers receive weekly sales, Internet marketing and success secrets taken from James Maduk's 'Small Business Heroes' Radio Show, 'Entrepreneur Magazine' articles and online sales Training Library. Let James show you how to build your business faster and make your solutions irresistible to the right clients. To review back issues and subscribe, please visit: <http://www.jamesmaduk.com/news.htm>

**E-zine Description (short):** 'Small Business Heroes' subscribers receive weekly how-to information taken from James Maduk's 'Small Business Heroes' guest interviews, 'Entrepreneur Magazine' articles and online sales training library. James shows you how to make your solutions irresistible to the right clients. To review back issues and subscribe please visit: <http://www.jamesmaduk.com/news.htm>

**Key words:** Internet Marketing, Online Selling, Small Business, Internet Radio, How to Sell, Internet Marketing, Motivation, Achievement, Self-Growth, Success and Self-Development.

**Sample Issue:** <http://www.jamesmaduk.com> or <mailto:join@jamesmaduk.com>

**Subscribe Information:** E-mail to: [join@jamesmaduk.com](mailto:join@jamesmaduk.com)

**Article Submissions:** If you allow guest articles, provide a brief description of what type you are looking for. An example might be; Articles of between 400-1500 words on the subject of Internet marketing, Sales Skills and Personal Development/Motivation gladly accepted. Send to: [articles@jamesmaduk.com](mailto:articles@jamesmaduk.com)

**CLASSIFIED ADS:** If you accept classified ads, provide a brief description of what type of ads you allow. Personally, I do not have any outside classified ads in my e-zine. Some of the things required include ad rates, ad deadlines, forms of payment etc.

**Publisher/Editor:** Full Contact Sales Systems

**Contact Name:** James Maduk [james@jamesmaduk.com](mailto:james@jamesmaduk.com)

### For Web Site Submission

Here is an example of my e-zine definition file.

**E-zine Title:** VirtualSelling eNews.

**E-zine Category:** Sales, selling Internet marketing, business, motivation, inspiration, self-growth, self-development.

**E-zine Description (long):** Join Author, Speaker, Trainer and Talk Show Host James Maduk in his weekly e-zine VirtualSelling eNews. Subscribers receive weekly sales, Internet Marketing and success secrets taken from James Maduk's Small Business Heroes Radio Show, Entrepreneur Magazine Articles and Online Sales Training Library. Let James show you how to build your business faster and make your solutions irresistible to the right clients. To review back issues and subscribe please visit: <http://www.jamesmaduk.com>

**E-zine Description (short):** VirtualSelling eNews subscribers receive weekly how-to information taken from James Maduk's Small Business Heroes Guest interviews, Entrepreneur Magazine Articles and Online Sales Training Library. James shows you how to make your solutions irresistible to the right clients. To review back issues and subscribe please visit: <http://www.jamesmaduk.com>

**Keywords:** Sales, Small Business, Internet Radio, How to Sell, Internet Marketing, motivation, achievement, self-growth, success, self-development,

**Sample Issue:** <http://www.jamesmaduk.com>

**Subscribe Information:** E-mail to: [join@jamesmaduk.com](mailto:join@jamesmaduk.com)

**Article Submissions:** If you allow guest articles, provide a brief description of what type you are looking for. An example might be; Articles of between 400-1500 words on the subject of Internet Marketing, Sales Skills and Personal Development/Motivation gladly accepted. Send to: [mailto:auto@jamesmaduk.com?Subject=Article\\_Submission](mailto:auto@jamesmaduk.com?Subject=Article_Submission)

**CLASSIFIED ADS:** If you accept classified ads, provide a brief description of what type of ads you allow. Personally, I do not have any outside classified ads in my e-zine. Some of the things required include ad rates, ad deadlines, forms of payment etc.

**Publisher/Editor:** Full Contact Sales Systems

**Contact Name:** James Maduk [james@jamesmaduk.com](mailto:james@jamesmaduk.com)

### Ad/Website/E-mail Headlines

1. Are You Ready to Triple Your Business Within the Next 6-12 Months? If your business is doing \$300,000 a year, imagine doing \$1 million... If you're doing \$3 million, you could soon be doing \$10 million... The Secret: Getting major corporations, including Fortune 500s, to gladly do business with you!
2. Stop buying into the doom-and-gloom... Stop letting the poor economy trash your business... and discover how to jump-start your sales and profits today...
3. Has the sluggish economy tricked you into settling for lukewarm sales and far less profit than you deserve?
4. FREE 7 Day Virtual Seminar live with James Maduk. Send an E- mail to: [auto@jamesmaduk.com?Subject=VS](mailto:auto@jamesmaduk.com?Subject=VS) and you will start receiving the FREE 7 Session Virtual Seminar today! "The 5 Steps Anyone Can Take to Generate Real Revenues from Any Web Site!" Rock-Solid - Tried and Tested Information.



## Chapter 26 - Web Links

I have added most of the links that I have mentioned throughout the book. At the time of writing, all the links worked. I can not guarantee that this is the case today.

### Links to Great Online Resources

- Google AdWords Keyword Suggestions: <https://adwords.google.com/select/main?cmd=KeywordSandbox>
- Lycos 50 <http://50.lycos.com/>
- Yahoo Buzz Index <http://buzz.yahoo.com/>
- Good Keywords [www.goodkeywords.com/gkw.htm](http://www.goodkeywords.com/gkw.htm)
- Keyword Counter [www.keywordcount.com](http://www.keywordcount.com) gives a quick count of the number of times your keyword appears on your pages. You can also compare your keyword density with that of your competitors.
- Keyword Wizard [www.keywordwizard.com](http://www.keywordwizard.com) does live searches on major search engines and so you can see the Top 5,000 keywords and phrases used by people.
- MarketLeap <http://marketleap.com/publinkpop/default.htm> Want to see how many sites link to yours--and how your number stacks up with other sites, including major sites on the web? Just enter your URL (it is free), and the URL of up to three other sites. The system uses the major search engines to count the number of links there are to your site.
- Link Popularity Check [www.linkpopularitycheck.com/](http://www.linkpopularitycheck.com/) does the same, and offers to e-mail you popularity status reports on a regular basis.
- The WEWE Test [www.futurenowinc.com/wewe.htm](http://www.futurenowinc.com/wewe.htm) Visit and find out who your site is designed for, you or your customers.

#### Live Search Results

- MetaCrawler MetaSpy [www.metaspys.com/](http://www.metaspys.com/)
- Search.com <http://savvy.search.com/snoop>
- Kanoodle Search Spy [www.kanoodle.com/spy/](http://www.kanoodle.com/spy/)
- Galaxy StarGazer [www.galaxy.com/info/voyeur.html](http://www.galaxy.com/info/voyeur.html)
- Mopilot LiveSearch <http://mopilot.com/index.htm?go=live.php3>
- Yahoo Shopping: What's Selling Now <http://st8.yahoo.com/OT>
- Ask Jeeves [www.askjeeves.com/docs/peek/](http://www.askjeeves.com/docs/peek/)
- Pew Project [www.pewInternet.org/](http://www.pewInternet.org/)

## Web Site Development Tools

- Jim Tools: Just a great website with tons of Internet marketing Tools [www.jimtools.com](http://www.jimtools.com)
- Bravenet Scripts Free CGI Scripts for your website at [www.bravenet.net](http://www.bravenet.net)
- Live Visitor Tracking and Click to Talk [www.humanclick.com](http://www.humanclick.com) or [www.liveperson.com](http://www.liveperson.com)
- Web Site Load Testing [www.easywebload.com](http://www.easywebload.com)
- Up Time [www.Internetseer.com](http://www.Internetseer.com)
- CGI Scripts [www.cgitoolbox.com](http://www.cgitoolbox.com)
- POLL Scripts [www.bignosebird.com/carchive/survey.shtml](http://www.bignosebird.com/carchive/survey.shtml)
- POLL Scripts [www.scriptarchive.com/formmail.html](http://www.scriptarchive.com/formmail.html)
- POLL Scripts <http://cgi.resourceindex.com/>
- Rent a Coder <http://www.rentacoder.com>
- ScriptLand <http://www.scriptland.com>
- Poll [www.zoomerang.com](http://www.zoomerang.com)

## Other Engines

- Page Tracking [www.trackengine.com](http://www.trackengine.com)
- Wordtracker Software [www.wordtracker.com](http://www.wordtracker.com)
- Copernic Meta Search Engine: [www.copernic.com](http://www.copernic.com)
- E-mail Tracking Software: [www.extreme-dm.com/tracking/](http://www.extreme-dm.com/tracking/)
- Link Tracking: [www.hypertracker.com](http://www.hypertracker.com)

## E-mail Servers or Processors

- MailLoop [www.mailloop.com](http://www.mailloop.com)
- GroupMail [www.infacta.com](http://www.infacta.com)

## E-mail autoresponders

- Aweber [www.Aweber.com](http://www.Aweber.com)
- Get Response [www.getresponse.com](http://www.getresponse.com)
- Autoreplying [www.promasoft.com](http://www.promasoft.com)
- RoiBot [www.RoiBot.com](http://www.RoiBot.com)
- Follow-up Marketer [www.followupmarketer.com/](http://www.followupmarketer.com/)
- Auto Response Plus [www.autoresponseplus.com](http://www.autoresponseplus.com)
- Constant Contact [www.contsantcontact.com](http://www.contsantcontact.com)

## Web Site Hit Counters

- Stats4All: [www.stats4all.com](http://www.stats4all.com)
- WebTrendsLive: [www.webtrendslive.com](http://www.webtrendslive.com) (not free anymore)
- Extreme Tracker: [www.extreme-dm.com/](http://www.extreme-dm.com/)
- Sitemeter: [www.sitemeter.com](http://www.sitemeter.com)
- WebStat: [www.webstat.com](http://www.webstat.com)
- HitBox: [www.hitboxcentral.com](http://www.hitboxcentral.com)
- Statcounter: [www.statcounter.com](http://www.statcounter.com)
- Showstat: [www.showstat.com](http://www.showstat.com)

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[www.jamesmaduk.com](http://www.jamesmaduk.com)

■ Addfreestats: [www.addfreestats.com](http://www.addfreestats.com)

### Syndication Scripts

■ [www.isyndicate.com](http://www.isyndicate.com)  
■ [www.screamingmedia.com](http://www.screamingmedia.com)  
■ [www.moreover.com](http://www.moreover.com)  
■ [www.syndicatepro.com](http://www.syndicatepro.com)  
■ [www.willmaster.com](http://www.willmaster.com)  
■ [www.thesitewizard.com/netsyndic/](http://www.thesitewizard.com/netsyndic/) Free

### Associate Programs

■ [www.associateprograms.com](http://www.associateprograms.com)  
■ [www.assoctrac.com](http://www.assoctrac.com)  
■ [www.fusionquest.com](http://www.fusionquest.com)  
■ [www.afftrack.com](http://www.afftrack.com)  
■ [www.activemarketplace.com](http://www.activemarketplace.com)  
■ [www.associateprograms.com](http://www.associateprograms.com)  
■ [www.trackingsoft.com](http://www.trackingsoft.com)  
■ [www.affiliateguerrilla.com](http://www.affiliateguerrilla.com)

### E-Book Software

■ [www.bersoft.com](http://www.bersoft.com)  
■ [www.neossoftware.com](http://www.neossoftware.com)  
■ [www.smartcode.com](http://www.smartcode.com)  
■ [www.webcompiler.com](http://www.webcompiler.com)  
■ [www.ebookgenerator.com](http://www.ebookgenerator.com)  
■ [www.activebook.com](http://www.activebook.com)

### E-zine Directories and Article Submission Sites

■ [www.ezineannouncer.com](http://www.ezineannouncer.com) Software  
■ [www.lifestylespub.com](http://www.lifestylespub.com)  
■ [www.zinebook.com](http://www.zinebook.com)  
■ [www.e-zinez.com](http://www.e-zinez.com)  
■ [www.goarticles.com](http://www.goarticles.com)  
■ [www.bestezines.com](http://www.bestezines.com)  
■ [www.epdigest.com](http://www.epdigest.com)  
■ [www.expertarticles.com](http://www.expertarticles.com)  
■ [ezine-marketing.com](http://ezine-marketing.com)  
■ [www.ezinearticles.com](http://www.ezinearticles.com)  
■ [www.ezinesplus.com](http://www.ezinesplus.com)  
■ [www.ezine-universe.com](http://www.ezine-universe.com)  
■ [www.ideamarketers.com](http://www.ideamarketers.com)  
■ [www.marketing-seek.com](http://www.marketing-seek.com)  
■ [www.ezadsuccess.com](http://www.ezadsuccess.com)  
■ [www.ezineaction.com](http://www.ezineaction.com)

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- [www.eazineadvertising.com](http://www.eazineadvertising.com)
- [www.ezine-dir.com](http://www.ezine-dir.com)
- [www.ezinelibrary.com](http://www.ezinelibrary.com)
- [www.ezinelocater.com](http://www.ezinelocater.com)
- [www.ezinesearch.com](http://www.ezinesearch.com)
- [www.ezinesplus.com](http://www.ezinesplus.com)
- [www.ezinestoday.com](http://www.ezinestoday.com)
- [www.ezine-swap.com](http://www.ezine-swap.com)

### Registration Co-ops

- [www.officelists.com](http://www.officelists.com)
- [www.subscriberdrive.com](http://www.subscriberdrive.com)
- [www.hiplists.com](http://www.hiplists.com)
- [www.officelists.com](http://www.officelists.com)
- [www.listpartners.com](http://www.listpartners.com)
- [www.worldwidelists.com](http://www.worldwidelists.com)
- [www.rankyou.com](http://www.rankyou.com)
- [www.profitinfo.com](http://www.profitinfo.com)
- [www.leadfactory.com](http://www.leadfactory.com)
- [www.tucats.com](http://www.tucats.com)
- [www.listop.com](http://www.listop.com)
- [www.newslettersfourfree.com](http://www.newslettersfourfree.com)

### Buy Traffic

- [www.guaranteed-hits.com](http://www.guaranteed-hits.com)
- [www.buyhits.com](http://www.buyhits.com)
- [www.basichits.com](http://www.basichits.com)
- [www.spiralhits.com](http://www.spiralhits.com)
- [www.exitblaze.com](http://www.exitblaze.com)
- [www.startblaze.com](http://www.startblaze.com)
- [www.trafficswarm.com](http://www.trafficswarm.com)
- [www.solosavy.com](http://www.solosavy.com)
- 

### BLOGS Resources

- [www.bloggingsecrets.com](http://www.bloggingsecrets.com)
- [www.bloggingforsmallbusiness.com](http://www.bloggingforsmallbusiness.com)
- [www.free-conversant.com](http://www.free-conversant.com)
- [www.weblogs.com/](http://www.weblogs.com/)
- [www.weblogger.com/](http://www.weblogger.com/)
- [lukwam.com/](http://lukwam.com/)
- [cyberian.tripod.com/Blog.htm](http://cyberian.tripod.com/Blog.htm)

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- [www.blogspot.com/](http://www.blogspot.com/)
- [www.groksoup.com/](http://www.groksoup.com/)
- [www.daypop.com/](http://www.daypop.com/)
- [www.blogfinder.com/](http://www.blogfinder.com/)
- [www.bloghop.com/](http://www.bloghop.com/)
- [www.blogger.com](http://www.blogger.com)

### My Web Sites and Links

- Main Site [www.jamesmaduk.com](http://www.jamesmaduk.com)
- [www.virtualselling.com](http://www.virtualselling.com)
- [www.bloggingsecrets.com](http://www.bloggingsecrets.com)
- [www.getranked1stongoogle.com](http://www.getranked1stongoogle.com)
- [www.yourowninfoproduct.com](http://www.yourowninfoproduct.com)
- [www.salestrainingforsmallbusiness.com](http://www.salestrainingforsmallbusiness.com)
- [www.salespagehosting.com](http://www.salespagehosting.com)
- [www.jointventuretraffic.com](http://www.jointventuretraffic.com)
- [www.buildmylist.com](http://www.buildmylist.com)
- [www.Internetmarketingforsmallbusiness.com](http://www.Internetmarketingforsmallbusiness.com)
- [www.facetofaceselling.com](http://www.facetofaceselling.com)
- [www.multimediaebooks.com](http://www.multimediaebooks.com)
- [www.smallbusinessheroes.com](http://www.smallbusinessheroes.com)
- [www.webcastriches.com](http://www.webcastriches.com)
- [www.parentsguidetoinstantmessaging.com](http://www.parentsguidetoinstantmessaging.com)
- [www.onlinesellinguniversity.com](http://www.onlinesellinguniversity.com)
- [www.webmarketingforsmallbusiness.com](http://www.webmarketingforsmallbusiness.com)
- [www.salespagehosting.com](http://www.salespagehosting.com)
- [www.teleclasspresenter.com](http://www.teleclasspresenter.com)
- [www.salespagesecrets.com](http://www.salespagesecrets.com)

### Microsoft Products and Add-ins

- <http://office.microsoft.com/downloads/2002/producer.aspx>

### Other Links

- [www.reálnetworks.com](http://www.reálnetworks.com)
- [www.marketingexperiments.com](http://www.marketingexperiments.com)
- [www.tellfriends.com](http://www.tellfriends.com)

### Contact Management Software

- GoldMine [www.frontrange.com](http://www.frontrange.com)
- Act [www.act.com](http://www.act.com)
- Maximizer [www.maximizer.com](http://www.maximizer.com)

### Search Engine Submission Sites

- [www.positiontech.com](http://www.positiontech.com)
- [www.looksmart.com](http://www.looksmart.com)
- [www.yahoo.com](http://www.yahoo.com)
- [www.dmoz.org](http://www.dmoz.org)
- [www.alltheweb.com](http://www.alltheweb.com)
- [www.google.com](http://www.google.com)

### Link Popularity Services

- [www.linkagexpress.com](http://www.linkagexpress.com)

### Link Popularity/Exchange Software

- [www.linkagexpress.com](http://www.linkagexpress.com)
- [www.axandra.com](http://www.axandra.com)

### TeleClasses

- [www.mrconference.com](http://www.mrconference.com)
- [www.learningbyphone.com](http://www.learningbyphone.com)
- [www.voicetext.com](http://www.voicetext.com)

### Press Releases

- [www.prnews.com](http://www.prnews.com)
- [www.newswire.com](http://www.newswire.com)
- [www.prleads.com](http://www.prleads.com)

### Domain Names

- [www.easydns.com](http://www.easydns.com)
- [www.register4less.com](http://www.register4less.com)
- [www.dnsstuff.com](http://www.dnsstuff.com)
- [www.betterwhois.com](http://www.betterwhois.com)
- [www.networksolutions.com](http://www.networksolutions.com)
- [www.namestick.com](http://www.namestick.com)
- [www.simpleurl.com](http://www.simpleurl.com)
- [www.tinyurl.com](http://www.tinyurl.com)
- <http://makeashorterlink.com>

### Taking Money

- [www.1shoppingcart.com](http://www.1shoppingcart.com)
- [www.quickpaypro.com](http://www.quickpaypro.com)
- [www.paypal.com](http://www.paypal.com)
- [www.ibill.com](http://www.ibill.com)

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[www.jamesmaduk.com](http://www.jamesmaduk.com)

- [www.clickbank.com](http://www.clickbank.com)
- [www.2checkout.com](http://www.2checkout.com)
- <http://www.paysystems.com>

#### Video Production

- [www.sonicfoundry.com](http://www.sonicfoundry.com)
- [www.pinaclesys.com](http://www.pinaclesys.com)
- [www.ulead.com](http://www.ulead.com)

#### Mail Clients

- [www.eudora.com](http://www.eudora.com)
- [www.microsoft.com/outlook/](http://www.microsoft.com/outlook/)

#### E-mail Marketing Campaigns

- [www.gotmarketing.com](http://www.gotmarketing.com)
- [www.e-mailgen.com](http://www.e-mailgen.com)
- [www.groupmail.com](http://www.groupmail.com)
- [www.constantcontact.com](http://www.constantcontact.com)
- [www.topica.com](http://www.topica.com)

## Chapter 27 - Review the Key Points

1. Automate Your Work Whenever Possible - Choose From the Hundreds of Free Tools Available Online.
2. A Small Business Needs Web Sites!
3. Identifying Your Specific Niche is Key to Your Internet Marketing Strategy!
4. Just Because You're Online Doesn't Mean That You Don't Have to Use a Sales Process!
5. Make Sure There is a Market Which Existing Customers Willing to Pay.
6. All Internet Marketing is Read by a Single Individual. Design it For One Person to Read.
7. Customers Only Have Two Real Questions That You Need to Answer Online!
8. Make Big Fat Claims!
9. Be Ready to Back up Your Claims!
10. There Are Only Two Reasons People go Online!
11. Optimize Your Main Site for Search Engines and Capturing E-mail Addresses!
12. Set Up a Theme Site as a Collection Point for E-mail Addresses and Search Engines!
13. Most People Don't Search for What We Actually Think They Search For!
14. Picking the Right Keywords Can Make or Break Your Internet Marketing Strategy!
15. Measure the Effectiveness of Keywords With a KEI!
16. Traditional Web Site Usability Measurements Don't Apply to a Small Business Web Site!
17. Taking Care of Your Own Site is Important and Cost Effective!
18. Don't Waste Time or Money on Flash or Fancy Graphic Web Tricks!
19. Search Engine Optimization Focuses on Meta Tags, Link Popularity and Keyword Density!
20. Links from Other Web Sites are More Important than Being Popular!
21. It Pays To Be Dense when it Comes To Keywords!
22. Information Events Are The Easiest Way For Small Business to Stay Current In The Minds of Their Prospects And the Media!
23. Blogging Is An Easy Way To Improve Search Engine Rankings!
24. Use a Site Map as a Search Engine Magnet!
25. Pop-up's and Pop-under's Will Always Capture More E-mail Addresses Than a Simple Form!
26. To Capture the E-mail Address You Have To Give the Visitor Something of Value!
27. Word of Mouth is The Best Way to Advertise.
28. Use Contact Management Software to Keep Track of E-mails Instead Of A List Server!



29. Syndicating Content is The Easiest Way to Get in Front of Other Peoples Existing Web Traffic!
30. People Still Love e-Books, Any Kind of e-Book!
31. Your Contact List Is More Important Than Your Web Site!
32. The real reason why links from other websites is more important than being popular!
33. Membership Does Have Its Privileges!
34. Members and Recurring Revenues are GOLD!
35. It's the List, Stupid!
36. Give Away Something Other Than Your E-zine To Capture an E-mail Address!
37. You Have To Have an E-zine!
38. Never Use Your E-zine To Sell Products or Services!
39. People Who Leave Your List Are a Great Source of Information!
40. Virtual Marketing Isn't Effective Unless You Have a Back End!
41. There Are Only 6 Real Search Engines!
42. Don't Use Pay Per Click Search Engines for Your Main Theme Site!
43. There's A Right Way and Wrong Way to Submit to Search Engines!
44. You Can Build Your List by Using Other E-zines!
45. Writing Articles is a Great Way to Grow Your List!
46. The Quickest Way to Grow Your List is by Co-Registration!
47. You Can Use the Telephone to Educate Customer's and Capture E-mail Addresses!
48. Small Businesses Have to Use Press Releases Differently to Be Effective!
49. An E-mail Pitch Letter is the Best Way to Get Noticed by Your Target Media!
50. You Can Create A Virtual Sales Team Quickly With the Right Affiliate Program!
51. Make Sales on Your Direct Sales Mini-site not Your Theme Site!
52. Domain Names Aren't About Branding Your Company. Use The Actual Name of The Product Whenever Possible!
53. You Don't Need a Merchant Account to Accept Credit Cards Online!
54. The Same Principles Found in Direct Marketing Work Online!
55. Build a Swipe File to Save Time!
56. The "Headline" or "Headlines" of Direct Sales Mini-sites are the Key to Selling Online!
57. Visitors Are Compelled to Buy When You Pile On Bonuses That Have A Greater Value Than Item Being Purchased!
58. Guarantees and Testimonials Hold More Value In The Eyes of the Buyer than the Actual Benefits of the Purchase!
59. Prospects Actually Read the P.S. Before the Rest of the Page!
60. There Are Only 4 Reasons Someone Won't Buy From Your Web Site!
61. Sequential Autoresponders Send An Unlimited Number Of Specifically Formatted E-mails Automatically To Everyone On Your Contact List!
62. On Average, You Have To Touch Each Prospect 7 Times Before They Will Buy!

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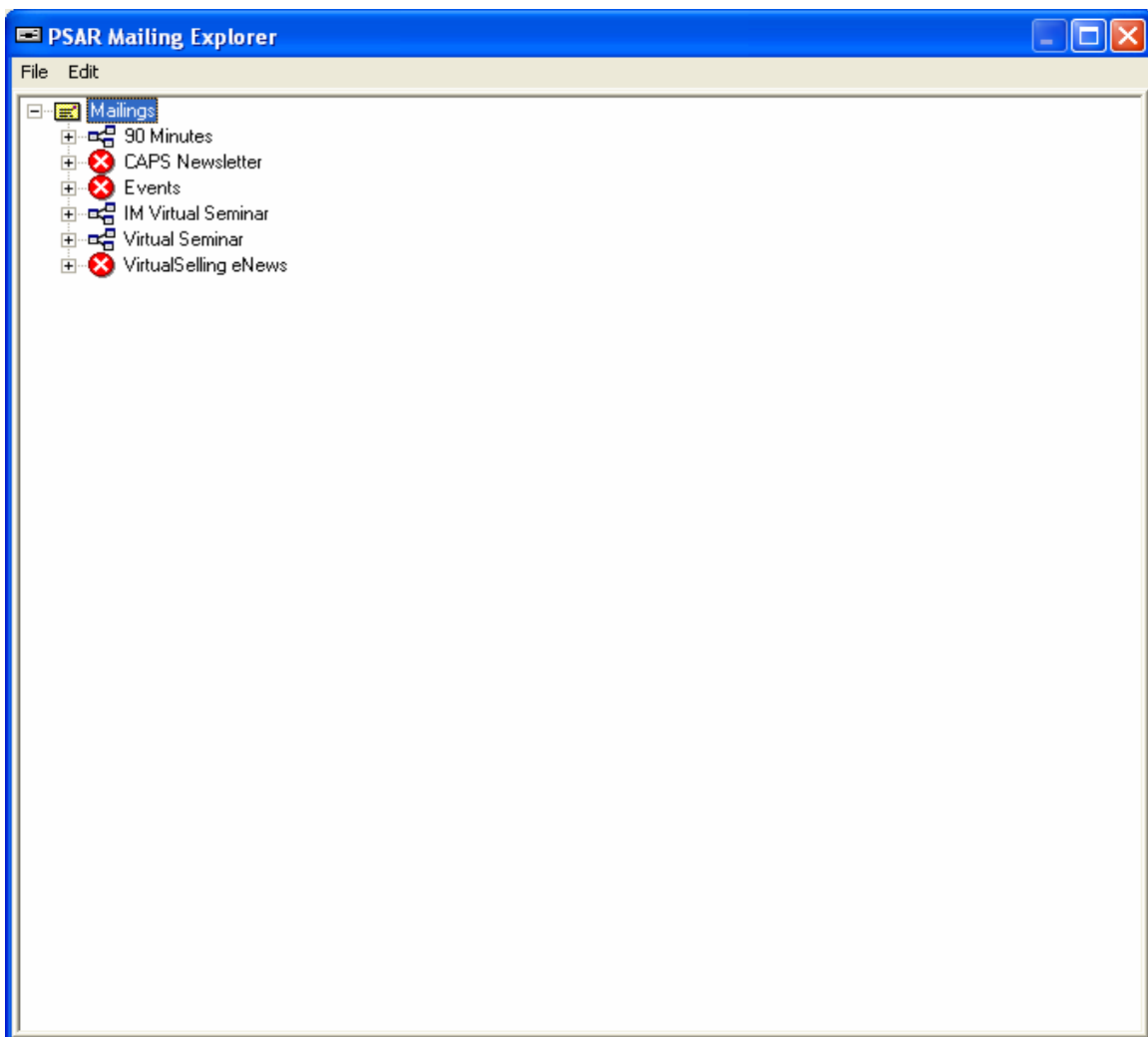
- 63. You Need To Remind People With The Reason For Your Message in Every E-mail!
- 64. Use Autoresponder E-mail Campaigns for Every Part of Your Business!
- 65. Other Entrepreneurs With Existing Products And Customers Are Willing To Help You Grow Your Business!
- 66. Make Sure That Your Payment Service Tracks Joint Ventures Automatically. ClickBank Makes a Joint Venture Easy!
- 67. Visitor Conversion Is More Important Than Web Site Traffic!
- 68. You Can Run Your Online Business with 6 Key Ratios!
- 69. There are Real and Fake Testimonials. Learn How To Use Them.
- 70. I'm Sure My Mom Has Never Heard of a Blog!

# INTERNET MARKETING CASE STUDIES

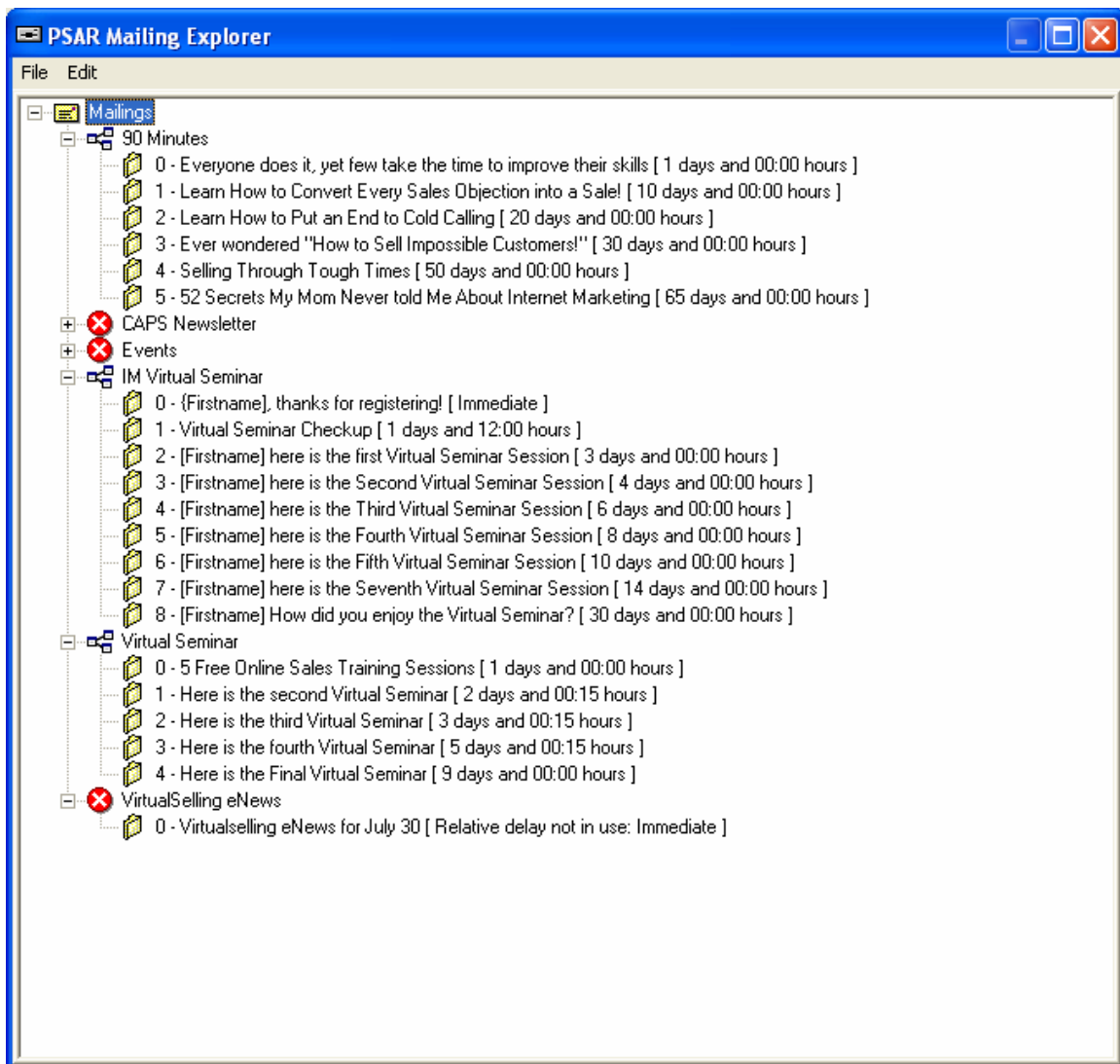
## Chapter 28 - My Autoresponder Series

Here is a screen shot of one of my standard campaigns. If you look closely, you can see some of the other campaigns that I run. They include a:

- 90 Minutes
- Internet Marketing Virtual Seminar
- Online Sales Training
- Canadian Association of Professional Speakers Newsletter
- Free Online Sales Training Series



On the second panel, you can also see the timing of the standard series.



The first e-mail goes out and then a number of days after the campaign is started, mail is sent automatically. In the 90 minute campaign, e-mail directs the reader to a stand alone mini-site. Each mini-site sells a single product. The customer has two choices: To buy or leave the site.

These series are set to repeat indefinitely. Once they get to the end, they start again at the beginning. To make sure that someone does not get an e-mail after they have asked for the e-mails to stop, I include a step that asks if the contact is active before an e-mail is delivered. This active/inactive field lets the system know if they still want to receive offers from me.



## 35 Hours Of Small Business Heroes Audio Interviews

### Small Business Heroes - Interview With Yanik Silver

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 70 Minutes

**Description:** Join Me As I Interview Small Business Hero Yanik Silver

### Small Business Heroes - Interview With Mark Idzik

 **PLAY AUDIO:** [Listen To The Interview Now](#)

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**Duration:** 60 Minutes

**Description:** Join Me As I Interview Small Business Hero Mark Idzik, of TriMak New Media.

### Small Business Heroes - Interview With Terry Dean

 **PLAY AUDIO:** [Listen To The Interview Now](#)

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**Duration:** 60 Minutes

**Description:** Join me as I interview the subscription and product development expert Terry Dean

### Small Business Heroes - Interview With Marcia Yudkin

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**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Join me as I interview Small Business Hero, author and web copy expert Marcia Yudkin.

Small Business Heroes - Interview With Nitro Marketing

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Join me as I interview the master affiliate marketers, Matt Gill and Kevin Wilkie of Nitro Marketing.

Small Business Heroes - Interview With Carl Galletti

 **PLAY AUDIO:** [Listen To The Interview Now](#)

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**Duration:** 60 Minutes

**Description:** Join me as I interview the offline copy expert and seminar promoter, Carl Galetti.

Small Business Heroes - Interview With Larry Dotson

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Larry Dotson has co-authored more books with more marketers than anyone I know. Find out how he does it.

Small Business Heroes - Interview With Dianne Hughes

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**Duration:** 60 Minutes

**Description:** Want to find out how to promote a successful ezine? Dianne Hughes knows how!

Small Business Heroes - Interview With Rick Beneteau

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[www.jamesmaduk.com](http://www.jamesmaduk.com)



**Duration:** 60 Minutes

**Description:** Want to find out how to promote a successful ezine? Dianne Hughes knows how!

Small Business Heroes - Interview With Paul Barrs

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Join me as I interview "The Thunder From Down Under" Paul Barrs!

Small Business Heroes - The Inside Success Show

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Randy Gilbert interviewed me on "The Inside Success Show". This is a copy of that call.

Small Business Heroes - Interview With Annie Jennings

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Great interview with Annie Jennings, the master of "Pay For Placement" PR!

Small Business Heroes - Interview With Joel Christopher

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Joel Christopher bills himself as "The Master List Builder", find out why in this interview.

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[www.jamesmaduk.com](http://www.jamesmaduk.com)

Small Business Heroes - Interview With Armand Morin

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 70 Minutes

**Description:** Armand sells shovels to internet miners - find out why in this interview.

Small Business Heroes - Interview With Mike Litman

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Join Me As I Interview Small Business Hero Mike Litman, author of bestseller "Conversation With Millionaires".

Small Business Heroes - Sales Page Secrets

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** This is a 60 Minute Radio Show I did on Sales Pages. Learn how to create a powerful sales page.

Small Business Heroes - Interview With Bob Proctor

 **PLAY AUDIO:** [Listen To The Interview Now](#)

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**Duration:** 60 Minutes

**Description:** Join me as I interview my mentor Bob Proctor.

Small Business Heroes - Interview With Milana Leshinsky

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**Duration:** 70 Minutes

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[www.jamesmaduk.com](http://www.jamesmaduk.com)

**Description:** Join Me As I Interview Small Business Hero Milana Leshinsky

Small Business Heroes - Interview With Robert Middleton

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**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Join Me As I Interview Small Business Hero Robert Middleton, of MarketingPlan.com

Small Business Heroes - Interviews With Michael Gerber

 PLAY AUDIO: [Listen To The Interview Now](#)

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**Duration:** 25 Minutes

Part Two Of My Interview With Michael Gerber

 PLAY AUDIO: [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 25 Minutes

Small Business Heroes - Interview With Alex Mandossian

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**Duration:** 90 Minutes

**Description:** Alex Mandossian is a true web copy expert, Enjoy this 90 minute interview.

Small Business Heroes - Interview With Alex Sampson

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**Duration:** 60 Minutes

**Description:** Yes you can sell online from the small island in the Caribbean! Find out how in this exclusive interview with

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[www.jamesmaduk.com](http://www.jamesmaduk.com)

Alex Sampson.

Small Business Heroes - Interview With Bobette Kyle

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**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 60 Minutes

**Description:** Join Me As I Interview Small Business Hero Bobette Kyle, author of "How Much Is That Spider".

Small Business Heroes - Interview With Gary Knuckles

 PLAY AUDIO: [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Duration: 60 Minutes

**Description:** Join Me As I Interview Small Business Hero Gary Knuckles.

Small Business Heroes - Interview With John Canary

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Duration: 60 Minutes

**Description:** Join Me As I Interview Small Business Hero John Canary.

Small Business Heroes - Interview With Jason Potash

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Duration: 60 Minutes

**Description:** Join Me As I Interview Small Business Hero Jason Potash.

Small Business Heroes - Interview With Michael Green

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Secrets My Mom Never Told Me About Internet Marketing

[www.jamesmaduk.com](http://www.jamesmaduk.com)

**Duration:** 60 Minutes

**Description:** Join Me As I Interview Small Business Hero Michael Green From How To Corporation. Michael is the master of the "toolkit" marketing approach.

Small Business Heroes - Interview With Willie Crawford

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Willie Crawford has been teaching others how to build successful online businesses since 1996. Often featured on radio and in magazine and newspaper articles, he's a pro at generating low- and no-cost, targeted web site traffic. He is also frequently used as a case-study in members-only type sites such as Corey Rudl's "Secrets To Their Success" site.

Small Business Heroes - Interview With Kevin Nunley

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 40 Minutes

**Description:** Kevin Nunley writes an article a day - and the results show how effective this strategy is....

Small Business Heroes - Interview With Kirt Christensen

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Kirt resold a domain for 6 figures in 6 weeks - find out how in this great interview.

Small Business Heroes - Interview With Michel Fortin

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

Secrets My Mom Never Told Me About Internet Marketing

[www.jamesmaduk.com](http://www.jamesmaduk.com)

**Duration:** 60 Minutes

**Description:** If you've been online for any length of time, you've probably read one of The Success Doctors Sales letters.

Small Business Heroes - Interview With Ken McCarthy

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 60 Minutes

**Description:** Ken might have been the very first marketer online - really! Listen to his story here.

Small Business Heroes - Interview With The Kristy T.

 **PLAY AUDIO:** [Listen To The Interview Now](#)

**Buy Now!** - [Click Here To Create A Valid Username and Password](#)

**Duration:** 40 Minutes

**Description:** Are there great women marketers online? You bet. Listen to Kristie and you'll hear one.

## 72 Audio Secrets My Mom Never Told Me

The next pages contain links to my entire audio library. On Sunday evening each week for the past 2 years I've taken 5-10 minutes and recorded a Secret.

My initial thought was to copy the secrets in this book and record them as part of my weekly newsletter. What happened of course was something completely different.

The 52 Secrets took on a life of their own!

In the last year I've recorded some 500 multimedia training sessions, which make up in excess of 100 hours of Internet marketing training. These next links contain the 72 audio secrets from those efforts.

### Listen To 72 Audio Secrets My Mom Never Told Me

Here are the links.

[Secret 1](#)

[Secret 2](#)

[Secret 3](#)

[Secret 4](#)

[Secret 5](#)

[Secret 6](#)

[Secret 7](#)

[Secret 8](#)

[Secret 9](#)

[Secret 10](#)

[Secret 11](#)

[Secret 12](#)

[Secret 13](#)

[Secret 14](#)

[Secret 15](#)

[Secret 16](#)

[Secret 17](#)

[Secret 18](#)

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[Secret 23](#)

[Secret 24](#)

[Secret 25](#)

[Secret 26](#)

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[Secret 71](#)



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## Disclaimer

Errors happen; they're a fact of life. Even though we've tried to get rid of all of them, some may have snuck through our checks. Our goal was to give you, the small business owner, a simple road map for selling your products and services online. We wanted it to be easy to understand and simple to read. We wrote the text in Microsoft Word and then saved it as an Adobe PDF file. The spell checker was on and hopefully we caught all of them. If not, don't panic. They'll be caught next time around.





We also tried to make sure that all the links are up to date. This service is provided as-is. We assume no responsibility for the accuracy, timeliness, deletion, miss delivery or errors of the information that we provide in this book.

A special note - the links to third party services aren't endorsements from the author. Take the time to check out any vendors before doing business with them.

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## Additional Resources From James Maduk

	<p><b>Small Business Radio: (Internet Radio Station)</b>  <a href="http://www.smallbusinessheroes.com">http://www.smallbusinessheroes.com</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <a href="#">Internet Radio</a> Station Membership</li> <li><input type="checkbox"/> Listen to live interviews with sales, <a href="#">Small Business Marketing</a> and personal development experts <a href="#">..Small Business Radio Details</a></li> </ul>
	<p><b>Learn Web Marketing</b></p>
	<p><b>How To Build Your First Web Site: (Multimedia Ebook)</b> <a href="http://www.buildmyfirstwebsite.com">http://www.buildmyfirstwebsite.com</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Over 4 hours of detailed step-by-step screen captures that teach beginners how to start and publish their own newsletter - <a href="#">...How To Build Your First Web Site Details</a></li> </ul>
	<p><b>How To Start a Newsletter: (Multimedia Ebook)</b> <a href="http://www.howtostartanewsletter.com">http://www.howtostartanewsletter.com</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Over 4 hours of detailed step-by-step screen captures that teach beginners how to start and publish their own newsletter - <a href="#">...How To Start A News Letter Details Details</a></li> </ul>
	<p><b>How To Get Started Online: (Virtual Seminar)</b>  <a href="http://www.howtogetstartedonline.com">http://www.howtogetstartedonline.com</a></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The Very First Web Seminar That Teaches Absolute Beginners The Exact Steps To Get Started Marketing Online! - <a href="#">...Internet Marketing Training Details</a></li> </ul>

Secrets My Mom Never Told Me About Internet Marketing  
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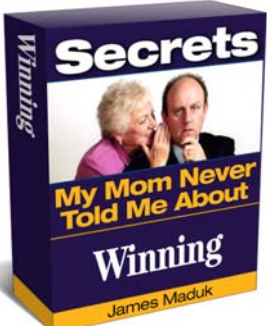
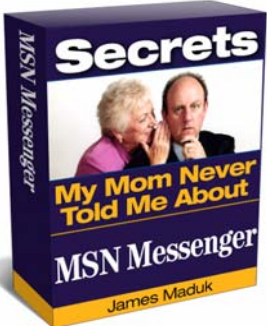
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	<p><b>Small Business Web Hosting: (Web Hosting and Sales Page Design)</b>  <a href="http://www.salespagehosting.com">http://www.salespagehosting.com</a></p> <ul style="list-style-type: none"> <li>❑ <b>The Ultimate Hosting Service For Small Business Sales Pages</b></li> <li>❑ Want help getting your sales pages up and running? Looking for hands on help and support from your hosting company? Visit the James' <a href="#">Sales Page Hosting</a> and get multiple domains hosting and live training and support <a href="#">...MiniSite and Sales Page Details</a></li> </ul>
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