



# **How To Create & Sell Your Own Profitable eBook On The Web**

...

## **Using Free and Nearly-free Programs**

BY KEN SILVER

We are at the beginning of an exciting new era,  
like the gold rushes of last century.

Internet information is the gold of tomorrow...

And those equipped with this knowledge  
will prosper.

The Tools are here, in these pages...

*Let's Start!*

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I'm interested in your feedback and comments!

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If you feel compelled to share this manual, send it to a **reputable newsletter for review**. Please don't copy it to give away - you're already getting it at a very reasonable price! Allow me to take my profits so I can live to write another fact and value-packed manual for you.

**Ken Silver**  
Wellington

**MANUSCRIPT NOTES:**

*This copy is Revision 2, completed 11 February 2000.*



## Navigating

.....

Your **Acrobat Reader program** may have already automatically opened your manual. Here's how to change your **viewing size** settings:

### To change the size of your PDF page

You have 2 ways to do this:

#### 1) Sizing

At the bottom of your Acrobat Reader screen, you'll see these sizing controls.



Click the one on the left (shown with the cursor on the control) to change the screen size more accurately.

#### 2) Icons

At the top of the Reader screen, you'll see 3 icons.



Click on each one of these in turn and discover how the page increases and decreases in size. Choose one that's comfortable for your viewing.

### Navigation Panel

Your screen may open with the bookmark panel open on the lefthand side of your screen.



If this takes up too much screen, you can close it using the **Navigation Panel** icon (shown below with arrow pointing at it).

### Turning Pages

There are 4 ways to turn a PDF file page.

1) Use the **Arrow keys** on your keyboard. Use either Forward → or Back ← or Up ↑ and Down ↓.

2) Use the **scrolling bar** on the righthand side of your screen.



Notice that when you click your **cursor** on the **scroll button**, the page number is revealed in a small window close by it.

3) **Bottom panel operation.**



By using either side of the **page counter window**, you can 'turn' the page forward or back.

4) **Top icons.**



Click on these icons to move forward or back.

## Returning To Previous Pages

Click on this icon. It will return you to the **previous page view**, keeping your original page size the same.



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## Before we start



THIS manual is about a journey... one man's journey... **MY** journey.

Here I'm going to show how you can make a **substantial income** (yes - as I have since 1998 on the Internet, and five years before that in mail-order), using **simple** and **freely-available** programs.

**Most of the tools you can use come at no or low cost.**

This manual is not the end-all and be-all of selling. But the methods have worked tremendously well for me. And better... they have **worked** where many thousands of others have failed.

My own system is not infallible either. But put simply - if you are reading this to get more information on the subject... and cannot possibly **spend all the time** needed to collect all the available information together, or don't want spend a fortune - this is your answer.

## The Holy Grail



Everybody wants to make money on the internet. It seems such an easy way of bringing in a **substantial income with little work**, if done properly.

And the potential seems boundless - you've got **enormous markets, millions of people**, and **product (information) that is easy to produce**.

There seems no reason why everybody shouldn't **succeed** beyond belief.

But they don't.

Most people - even the supposed 'experts' - are all at sea. I know this because on many forums you see these people **asking for the most basic advice**:

- **Web page designers** asking for a critique of their **web page** (if they are experts, do they really need to do this?)
- **Experts** of all varieties asking how they can **increase their sales**.
- **Webpage gurus** looking for ways to increase their **traffic**.
- **More 'experts'** giving **advice** that is inherently flawed.

## **e-commerce income**



So this is the reason for my manual... to be a real, living, breathing insider's example of **e-commerce success**.

Taken from it what you need, and spit out the rest.

But always remember that the methods here are the exact ones that allows me to make an above average income on the internet.

And just by following and using my system faithfully, you may copy my success too. (*But no guarantees mind you... it depends on the effort you put in, and to a certain extent the skills that you use*).

Now that I've got that part over with - and **you're still with me** - then let's get on with it!

**Ken Silver**

**The "How-To" Guru!**

**Wellington, NZ**

**Sept 1999.**



## Getting dollars daily in your **email**

---

So you want to make money in your own **internet business**?

Well, take my advice:

- Don't give up your **day job**
- Don't cash in your insurance for **start-up funds**
- Don't **anything else** that ultimately involves running up a hefty debt or overheads.

Without experience and a **good guide**, you'll lose heavily.

The chances of you - and indeed, most people - succeeding in ANY business from scratch without experience or advice is close to zero... more so on the internet.



.....  
If you have little or no experience in any business, steer clear of the so-called **business opportunities** on the Internet. Many of them are directed at the inexperienced novice, and full of promise, but no backup.

.....  
You'll pour money into them without any great returns... I see it all the time.

So what's the answer Ken, you ask patiently? How can **someone like me** make it on the Internet?

The answer is right in front of you... **you're reading it** now.

## Your electronic **empire**

.....

Let me pose a question to you...

What if someone said to you that you could **make money** without any of the **risks** that traditional business has.

That you could run a business:

- **Without overhead** (or so small that it makes no difference)?
- **Without working** hands-on (because all production was automated)?
- **Without taking any risk?**

Even with just those 3 statements, you'd think twice, wouldn't you?

It's entirely possible.

## No work, **ever again?**

.....

Here's an interesting scenario for you to consider...

In the next 5, 10 or 20 years experts tell us we are going to enter a new era... a **"Work-Free Society."**

And you could be among the wealthy **"princes"** and **"barons"** of this period... the people who earn a lazy income by owning **fully automated systems** that provide all the goods and services needed by people.

This is the scenario proposed by **Michael Dertouzos** in his book **"What Will Be."**

It's among many of the publications in my private library that discuss **the future** of the computerized world and our part in it.



**What Will Be: How the New World of Information Will Change Our Lives**  
by Michael L. Dertouzos

In his fascinating book published in 1997, **Dertouzos** discusses all sorts of **electronic solutions** to our problems of health, **business** and play... though the emphasis is on business.

That's your interest, right?

And in one section he talks about these "barons" - as well as less wealthy folk - who are making their **living with a handful of automated machines**.



.....  
**Dertouzos** says that the production of the world's goods and services will be largely in the hands of machines, which will be the principal property owned by most people. And these people will do no work because they will get all the revenue they need to buy their desired goods and services from the machines they own.  
.....

Does this ring a bell with you? Do you think it has already happened?

Yes!

This very same future 'machine' that produces all my income in this way, exists right now and sits on my desk and **yours...** it is a **powerful PC**.

It is the same machine allows me to **buy** most of the **goods and services** I need, including:

- Banking
- Groceries
- Information
- Entertainment

We are already **living in the future!** And you have a head start on the **first wave** of this extraordinary way to do business...

## **The e-publishing revolution**

.....

In just the last year, a **revolution in publishing** has crept up on us... and now we see it everywhere.

It is the **e-book**... an incredible opportunity for you as an **internet publisher**.

Look at the opportunity - once you have an **e-book** ready to sell, you immediately knock all other forms of publishing out of the water:

- You now have only the **smallest overhead costs**. For just the cost of an **internet connection**, you can be making more profit than in any other business - because little of your money goes in paying out others.
- You get to make **delivery fully automatic**. When you sell your e-book electronically, the whole process can be **fully automated**. You need never touch your computer again, let alone go down to the mail box every day.
- You have a **timeless work day**, because your computer is working tirelessly for you - day and night, reaching **all over the world** without your help - you need never be at your 'office' unless you want to be.

## **Digital delivery is the key**

.....

I'm sold on **digital delivery**. After many years in mail-order, here's why I think all **paper-based enterprise** is **going the way of the dinosaurs...**

If you were to sell the same manual you are reading now by **direct mail** (mail-order), you would need a minimum of:

- Several week's **stockpiled** material
- Mailing and packaging **materials**
- A place to pack them - a **warehouse or garage**

- Extra **time** to make regular visits to your mail box
- Extra **time** to deposit checks, travellers checks and money orders into your bank account regularly

All **time-consuming, hourly-rated** consumption. While I enjoyed doing this with my mail-order business up till now, the **internet** is just so much **more efficient**.

And when you deduct the costs of mail-based businesses - both social and work-related - your **electronic business** situated just a few steps down the hall in the spare room is saving you a **small fortune**.

## **The e-book advantage**

.....

So what is the secret in **e-publishing**? And especially in this, the most profitable area of all - the “**how-to**” **manual** business?

**The digital information “how-to” manual e-business works best for you when you package either:**

- Little-known
- Useful
- Hard-to-find

... information into an **Adobe Acrobat PDF** file.



 Adobe

**Adobe Acrobat**

<http://www.adobe.com/prodindex/acrobat/main.html>



It's delivered from your computer instantly, painlessly, to almost **anybody in the world with a computer**.

Think about it...

You don't need the expensive, fancy perfect binding or printed colour covers of the traditional book. Or all the **typesetting, editing** and **printing** costs and worry that go with the commercial paper-based publishing world.

You can even choose to have **as many** illustrations in your **e-book manual** as you can cram in.



Properly done, illustrations can be **extremely effective**.

And the best part is that illustration space is **free!** It costs you nothing except extra file space to include as many illustrations in your e-book as you need.



.....  
Having **internet-resourced pictures** or **coloured line illustrations** are the most profitable way to produce your booklet or manual. They add to the professionalism and effectiveness of your manual.



This situation is completely the **opposite of paper product** - which causes you to hire expensive artists and graphic prima donnas at outrageous prices.

## **Free graphics**



There are many **free** and **subscription graphics websites** you can select from:

**TheFreeSite.com**

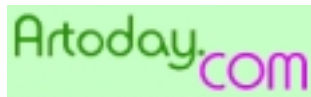
**Freesite**

<http://www.thefreesite.com/freegraphics.htm>

One of the largest subscription sites is **Artoday.com**, which cost about US\$25 per year for unlimited use of their graphics.



One point you should watch for is that many graphics in these programs are not for **commercial use**. “Commercial” means you will be using the graphics in media (your e-book) that you will be selling.



**Artoday**

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

There’s another secret I’m going to reveal to you in this manual, right at the start. The **little-known concept** that will allow your **e-book business** to blossom and flourish...

## **Personality - your success link**

**GOLDEN RULE: You’ll have the most success when you stamp your “how-to” e-book with your own personality.**

You’ll achieve enormous gains when you allow your **own character** to emerge through your **website and writing**. Your **individual style** allows you to produce original material - exactly what prospects are looking for the world over.

There’s no need to be a copycat.

You should resist the temptation to cut and paste other’s material.



While selling other people’s products has some advantages, it’s less profitable than products you create yourself. You may get only around 10-50% of the





**Cashflow Quadrant: Rich Dad's Guide to Financial Freedom**  
Available from me at: <http://www.ksilver.com/Books.htm>

Here's how you can work out your own **Wealth Line** with this example:

My last week's income was \$2,100. My overheads are **modest** (my wife says I'm a tightwad!), and my **internet business** runs comfortably on expenses of around \$70 a week.

Now, if you divide the week's \$2,100 income by \$70, you get 30.

That's **30 internet-operation weeks** I can exist with that income.

Work yours out using the same formula.

**eTip** .....  
The ultimate wealth strategy, according to Robert Kiyosaki, is to keep income ahead of your overheads by controlling a business that **operates without you...** then you're truly wealthy. You do it through selling e-books on autopilot.  
.....

## **Working on your **wealth** creation**

.....

So what can YOU do now **to improve your Wealth Line?**

The following is an important part of the **e-business success formula.**

One of the two ways to achieve that happy state of a **sizeable income**, is to do what I've been doing over the years, and what **Robert Kiyosaki** also suggests:

**Reduce all outgoings and overhead** to the smallest amount possible, while still having fun.

**Examples:**

- I only occasionally have the need for a **cellphone** (remember, this is an internet business I'm running). So I use a **prepaid call plan**. That means no monthly outgoings to worry about, and no unexpected cellphone call bills... and we all know about those.
- I have **no personal debt** or borrowings. The cash option is hard to maintain in this consumer-driven world we live in, but the **peace of mind** is worth every red cent I don't owe!
- I **prepay my business tax** as I go. This means no worrying times in the following year trying to scratch up repayments.
- I **ride a motorcycle** by **choice** - not necessity. And apart from being pure delight to ride, a motorbike is the most **economical** way of getting about... by cutting parking costs in the city to zero.
- I **sell mainly overseas**. Our country (New Zealand) charges a goods & services tax (GST) of 12.5% on every sale within our country. Because I sell my goods outside the country, this tax **doesn't apply** to my business.

The **best bit** comes next...

I get **GST back** on all **business expenses** by claiming all legitimate costs from suppliers to my business. And the result is always a **healthy refund** at the end of every 2 months when my GST is paid out by the Inland Revenue.



.....  
**Tax write-offs** like these are also the best reason for owning your own info-manual business - even when you're employed.

.....

The other way to improve your Wealth Line is to **sell low costing items**... products that **cost a fraction** of your selling price.

As I've said before (and to everyone that'll listen to me), **info-manuals** in e-book form are **THE ultimate low-cost product**, because:

- There's **no overhead cost** because you **publish on demand**, with no cost to you except a local telephone call (in my country local calls are free. How much cheaper can you get!)
- You have **low production costs**... after you have spent capital to buy the

software, then digital products have the **highest return** on investment.

- You work **at your own pace** using **asynchronous communication**. (You'll find out what this means shortly). This method is also an **efficient and low-cost** way to run your business.

Another way to **boost your Wealth Line** is to have **several profitable income streams**. Once you have one, the rest are easy to start and run with the added experience you've gained.

**eTip** .....  
If you have several info-manual lines selling well, like me, and the occasional **Authorised Reprint Rights**, you can live very comfortably indeed.  
.....

What are you waiting for! So how exactly do we do it?

## **Automate your basics as quickly as you can**

.....

It's time-consuming, takes **time and effort away from profitable marketing**, and yes - it's often boring.

What is this problem?

It is **fulfilment**... the essentials of keeping your moneymaking operation going on a **day-to-day basis**.

- **Replying** to email
- **Creating** new ezines
- **Checking** up on your banking

Here's some of the **useful items** I used to keep my little **mail-order** enterprise humming along in the past, and I use a few of them for my **internet business** too.

But the truth is, an **e-business** uses considerably less resources than a mail order business.

## Orders automatically

.....

For **order entry**, I used a **Macintosh 1400c laptop** loaded with a database and personal information manager (PIM) program called **Claris Organizer** (now defunct), and I also used a macro utility available for both Windows and Macintosh called **QuicKeys** to automate all my daily functions.



### QuicKeys

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

My software combination is a **good basic system** when you simply don't have the time to start from scratch. And I'd been running it daily for **several years** without any problems.

## Daily diligence

.....

My mail-order operation was **simplicity** itself.

For example, after I entered all the **name and address details** from the paper order form, a single key press for 'cash' or 'check' filled in all these relevant details: date received, product, amount, follow-up dates. And the program puts the date a month ahead for a catalog drop or a further follow-up.

Or if I received an enquiry, another **QuicKeys macro** set up the customer records for a follow-up letter 3 weeks ahead.

As I opened the **Claris Organizer** database each day, my **daily To Do's** were waiting for me. Another **automated macro sequence** then checked off the appropriate detail - follow-up or catalog - dated each record, labelled them, added more detail, and printed out the envelopes.

All this while I am opening the mail or **planning more growth** periods.

There are untold variations, each as easy as running first through the sequence with 'record' set. Then the macro does it, even **repeating as many times** as I want.

## **Operation internet!**

.....

That was my **mail-order** business.

Now that I sell directly from the **Internet**, this electronic side of my operation is now done on a PC loaded with **Windows 98 operating system** and **Outlook 98 email manager**.

I use both **Internet Explorer** and **Netscape Navigator** as my browsers.

I've got a dial-in flat rate account with a national (New Zealand) provider: **IHUG**. This service costs me about \$45 per month.



**The Internet Group**  
<http://www.ihug.co.nz>

For order processing, I have a local call centre, **Corporate Call Centre**) do the **credit card processing** and **bank deposits** for me.



**Corporate Call Centre**  
<http://www.corpcall.co.nz/>



.....  
Many **call centres** will do this important credit card authorization step for you. I pay NZ\$100 (US\$55) a month for this service, but it is a drop in the bucket when balanced against the inconvenience of constantly being **on call 24 hours a**





**product** information was sent to buyers within minutes.

**A moneymaking system on autopilot.** Marvellous.

Can YOU duplicate my success here?

Let me tell you, **it's easier than you think.**

You only need an **info-product**. In my case it was my **Info-Publishing Knowledge Pack** and this **e-book manual**.

Writing them has been **surprisingly easy.**



.....  
Some of the material for the Info-Pack I already had in the form of **sales letters** and **manuals** for my other products. And about **30% of the manual** was in rough note form - material I had earlier researched and stored on my computer over a period of a year. Stored material makes for a quick output.  
.....

## **Sparetime income flow**

.....

Back in 1997, after I decided that I was going to produce a **how-to information manual** on mail-order, it took just 3 week's part-time writing to get everything organized. Because I used my unique '**Shopping List**' writing method, the manual was pretty much in completed form when I finished.

Then I tidied it up and polished it. That took another **week** of nights and a weekend.

So, in merely a **month of sparetime work** (I was still working as a wage-slave at the time), I finished a 125-page manual.

I advertised it in a **national newspaper**, then later on the Internet.

Sales went **through the roof**, and have been strong ever since.

## Creating manual **money**

.....

Many **hundreds have been sold** over the internet... a sure sign of a quality product.

To improve the response I added the actual manuals I had been selling for several years previously to make a Giant Bonus Pack. This brought the total number of pages - together with some newsletters - to almost 300.

Have you got a **month or less** to put your **work** or **hobby** experience together for a “**How-To**” manual?

Because once you spend this time (and it'll fly past, I assure you), the bulk of your work is done. The rest is **cruising on autopilot**.



.....  
**Creating the manual** is the hardest part. For us the experience is fun, because we're writing about something we know. That's the nitty-gritty of the “**How-To**” manual business... do what you know and the creativity just **FLOWS!**

.....

The rest of the time you'll spend marketing - and it's a **VASTLY shorter time**.

I only spend a **couple of hours a day** on **marketing** my digital product - sometimes much less. That lets me take a **trip away** when I feel like, as I did for four days recently in Auckland, visiting my daughters and accompanying my wife as she attended a seminar there.

My laptop allows me to **answer mail** each day and keep **promotions** going.

Believe me, the thrill of NOT having to ask a boss for time off, and doing **EXACTLY** what I want still gives me a **daily buzz**.

## **Steps to start**

.....

If you have some **in-depth knowledge** on any subject - and most people do - then I'll show you how - in a **step-by-step** way - to make a profitable business. Even while keeping your **day job** if you have to.

It's a great investment in **yourself**. And in just a few weeks you could be in the same position as Mike Murphy:

"I also wanted to congratulate you on your product 'How to Write & Sell Your Own Home-Made Information Manual'. My wife and I followed your 'Action Steps' and in a very short period... produced a 96 page spiral bound manual on 'Finding the Best Care for Your Elderly Loved One'. Thanks and keep up the great work!"

Mike Murphy, NJ

It could even take as **little as a week**, as another of my clients told me. That's fast. I read the rough draft of her 100 page manual and it was good, because she knew her stuff.

It certainly helps when **you're conversant with your subject**.

So, you can start to make a great income like me - \$858.00 yesterday... a day that I lazily spent shopping and researching internet satellite connection systems, enjoying my **personal freedom** in the sun...

...or you can spend the time watching TV after a "hard" day, and getting no closer to being **independently wealthy** or telling your boss where to go :-)

## More about **PDF** files

.....

To sell a **quality product** which you hope will command a **decent price**, you must have **quality design** and **graphics**.

Even though many marketers say that it is the **quality of the information** that is important - I don't agree.

I think the perception and potential selling price of a **well laid out manual** is **many times higher** than the same information in an email, HTML (webpage) or in a bare text form.

### **eTip**

.....  
A good layout is easier to sell because the end result looks more professional. And so people will presume the **information** it contains is of a higher standard too.

.....

This is why I provide my manual in a **PDF format**. My manual is laid out in the same style as a **professionally produced book**, and PDF is the **most effective carrier** to

get this exact reproduction to the buyer.

What if you want to provide your material as an HTML file? Isn't that easier?

You could provide your material like this, to be viewed in a **browser** or on a **website**, but you'll have a few problems. One of the main concerns is the lack of quality.

That's a big issue... bigger than it appears on the surface.

You see, because a lot of information is **given away free** or sold at **low cost** on the net, you need to **differentiate yours** in some way in order to be able to charge a reasonable amount of money for it.

So generally you need to provide **high-quality output**.

It stands to reason the more professional your info-product, not only can you command a **higher price** - but because it looks better, you'll have **fewer returns**.

## **100 million people use PDF!**



Adobe announced their financial results for the second quarter of 1999:

“Acrobat had an all-time record quarter, making it the company’s fastest-growing product. This success, coupled with the worldwide distribution of over **100 million Acrobat Readers**, solidifies Adobe’s Portable Document Format (PDF) as de facto standards for final form delivery and display of electronic documents.”

So what are they saying here in executive-speak? This: with **100 million** downloads, Acrobat Reader and PDF are your e-commerce solution!

## **Digital duplicates**



But there's one other reason why I prefer to provide PDF's, as against HTML, and why I think you should too. And that is convenience.

As you know, when you order my manual it can be **sent digitally to you within minutes**. Not only that, but it appears **exactly** as if I had sent a printed copy to you

by mail.

My objective with PDF products is to **get it to the buyer as quickly as possible**, and allow them to print it out too if they want - maybe using **Kinkos** - so that in a matter of hours they have a perfect copy in their hands.



**Kinkos**

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

So speed plays a big part here too.

## **More about HTML**

.....

While you can use HTML for your e-book - it's the way most websites are produced - there are problems when you use it...

### **HTML has these big disadvantages:**

- There are **margin** problems when printing
- You cannot replicate **wordwrap** or gauge **paragraph length** accurately
- It often **prints** more slowly
- You lose page numbers, and subsequently cannot have a **contents page**
- It gives lousy  **Kerning** (spaces between letters and words)
- It is generally **not as easy to read** onscreen or paper as a result of all these problems.

If you are producing a manual that needs some serious reading on or off screen, you would do well to stick to PDF as your medium.

## **Making the move to internet publishing**

.....

How appealing is an **internet publishing business** to you? Do you dream daily about severing the corporate cord and making it 'on your own'?

I did. Here's how I **quit the rat race** for good.

Believe it or not, one of my prime motivations came from a **Hewlett Packard** printer magazine advertisement.



**Hewlett Packard**  
<http://www.hp.com/>

All the ad showed was a door - some **executive's panelled door** - and it had a note pinned to it.

It was addressed to the boss in a **letter format**, complete with date. And in a bold, very large font that practically covered the page were the words:

# I QUIT!

Ahhh! What a **satisfying action** to take. And what a clever ad... it must have stuck in the thoughts of millions of **office workers** at the time too. Whenever I saw that ad in the period I was working as a wage-slave, I smiled quietly to myself... imagining how that note would come across to my own bosses.

So **back in 1998** I took the step from full time work to a **home publishing business**. It has been the best move of my 30-year working life.

Now I preach to the unconverted, telling them there IS a way out of the rat-race.

But there's a secret to successfully taking this step to financial independence, and not many people know how to **do it right**:

## **Making the right move**



Most **entrepreneurs-to-be** start by figuring out a business that they can run... one that's **aligned with their skills**. Invariably they look around them and see 'real-life' options like

- Retailers
- Wholesalers
- Manufacturers

So they think, “Well, it obviously takes substance to run a business.”

And so they run off to the bank and spend most of their **redundancy payment** or **savings** on all the visible trappings of business:

- Storefront
- Fancy desk
- Stock
- Staff
- Networking
- Advertising

... and so on.

Now, from my **self-employed years** (15 of them) as owner of two community newspapers, I saw how everyone else ran their businesses in the two towns I operated my papers in. From **home businesses** to **major chains**... all the businesses in the towns appeared in my newspapers either as **news** or **advertising** at one time or another.

And it was a eye-opener - like having a **lifetime’s business education** wrapped up in a quick couple of year’s **accelerated learning**.

## **Lifetime learning**



I thought I learnt a lot about business during the time.

Wrong.

Did I take note of all the failures, the problems of overhead and staff I saw around me every day in the businesses my journalists reported on and my ad salespeople serviced?



No - not for a very LONG time! It took **many years** for me to suddenly wake up one day and think: I'm doing this completely wrong... and worse... so is everyone else!

Even after I sold the two newspapers I owned, it took another few years working for others to get the real picture. Yes, even up until then I was STILL not getting it right.

Then, like the end of an **apprenticeship** where you finally realise the training you've been doing is starting to get you concrete results, I found **The Answer**. I suddenly discovered the solution to the common drawbacks of conventional business:

- Overhead
- Escalating costs
- Provisioning stock
- Huge communications bills
- Wasted time, and more.

## **The answer in selling information**

.....

It was doing what I'm doing now - **selling information**.

Not just any old mail-order method, done by conventional and cost-crippling methods, but a **unique direct mail format** that actually cost

- **Nothing to set up**, and
- **Nothing to operate**

No **stock**, no **overheads**... no **costs** until the sale was made!

So I developed this special business with **multiple incomes** (very important, that part) that I started about a year and a half before making my career switch.

Having refined this concept, I worked on it for a while. The first year I didn't put much effort in... and results were good, but could have been better.

As I gradually realised that this business might be **the answer** to quitting my dreary day job for good, I began to put more and more time in.

Yes, I “slaved” away at it - until eventually I was spending almost an HOUR a night, mainly in fulfilment (packing orders and stuffing promotional letters), and a few minutes each week setting up my advertising. It was easy and satisfying work.

And best of all, it was bringing in **more money than my full-time job** some weeks.

## **First taste of success**

.....

I started small, back in 1994.

On a whim, I decided to try out **a project** I had left on the back burner for a number of years. I placed an advertisement for a successful **financial system** I had researched and developed. The small display advertisement cost me \$43 for national coverage in a Sunday newspaper.

Nothing happened for a few days, and I was ready to **write the venture off** as an experiment in futility.

Then, on my next visit to my **post office mailbox**, I discovered a small bundle of envelopes.

I was excited then, because my **one-step advertisement** had asked for payment with order. So I knew each one of those envelopes contained **money**.

It got better.

More **orders turned up** each time I visited my box.



.....  
I can estimate how many orders I will take from a weekly newspaper ad by using this formula: 50% of my total orders will come in within 5 days. Half of the rest of the orders will arrive within the next 5 days. The balance will come in over the following 2 weeks. So in the first 5 days I can quickly see my approximate totals, and that tells me how I should run my next advertisement.

.....

The following week I found that the **mail delivery** had been delayed during my test period. So a week after my first small bunch of orders arrived, a **larger number** - 63 in total - crammed my mailbox.

**Each contained cash or checks for up to \$39.95.**



3) And finally, **test it** - without risk - alongside your job until, in a final joyful moment of truth, you discover your job is redundant! You are now earning more in your business than you ever did in your job.

I never say “I have to work now.” Instead - “I’m going to have fun now.” Quirky, but it typifies the attitude me and many other self-employed have.

## **The How-To business and competition**

.....

Competition sometimes stimulates folks in business. But from what I’ve seen over the years, it can cramp them up too.

As you have read up until now, I’ve had **15 years of joyful self-employment**, along with a handful of recent years working at places like **Saatchi & Saatchi**, and a couple of other big companies.

I can tell you - the people there, my work companions - were NOT a happy lot.

The pressure to survive and get business by any method in a falling economy turned them into the typical disgruntled worker we see everywhere.

**eTip** .....  
 The human toll in a competitive environment is tremendous. Stress is prevalent in over 80% of all jobs, as employees fight for survival in a competitive workplace. You won’t have any of that in your stress-free internet business.  
 .....

Some **entrepreneurial types** thrive on competition. I did, in the newspaper world for a long while, as my staff and I were beating the weekly deadlines.

Then I figured that to **live longer, be happier** and therefore share a higher **quality of expression** to those around me, I should be looking for a business that was essentially **noncompetitive**.

I tell you - it took a LONG time to realise this. Years, in fact.

I did a lot of searching. At the end I could **count on the fingers of one hand** the businesses I came up with... that produced a **good income**, yet were so tightly niched that they had **no competition**.

**Property** was one of these. (“They don’t build land any more sir, buy now!”). Rightly

organized, property ownership gets you residual (read 'no-work') income, capital appreciation if you bought right, and a huge investment that is paid off by the tenants.

Add tax advantages to that too.

All in all it seemed a good option... but my heart wasn't in it. Maybe it was too slow-moving... I had to wait quite a few years before seeing any return - unless you were a wheeler-dealer.

What I did find (and I'll be brief here, because I'm not intending to blow my own business trumpet), was the '**how-to**' **info-manual**.

## **Opportunity checklist**

.....

On my **checklist of opportunities** for businesses that required:

- Little time input
- Almost no capital
- No stock or overheads
- No worries

... came the **best advantage** of this type of earner as I've mentioned... **no competition!**

It's because as a **how-to manual creator** you're in a **niche market**, using your own brain stuff... and so you effectively have **no competition** or **duplication!**

My life has become SO much more relaxed now without the daily stress and grind... or the constant searching for opportunities... that I immediately break out into enthusiastic print whenever this subject comes up.

Why can't people figure it out, I don't know!

How many heart attacks and how much premature aging does it take to realise that the answer to a **pleasant and even profitable existence** is not increased competition - but LESS!

And the best way is through full control over your own circumstances.

## Should You Write a **Booklet**, or a **Manual**?

---

What's the difference?

Size mainly. A **booklet** can be a shortened, condensed version of a manual.

There are a few important differences for us as successful **e-book** makers. For example, booklets tend to have abbreviated information. Often this is not enough to make a quality product.

But a larger **manual** can cover the whole area needed for your readers to become experts.

So, you can produce either product, but in my experience **manuals are better** income earners.

## The little-known advantages of **e-Information**

---

**Information** and how-to **e-manuals** easily slip into the top slot for **successful internet products**. They are:

- **Very easy to produce.** If your interest or hobby can be made profitable, you'll love every minute of it.
- **Done in your free time.** What's the cost of sitting down for a week, or even a month, and tapping out a manuscript in your **spare time**? For most people who would normally spend this time lazing unproductively in front of a television screen - nothing! Information manuals are the **purest form of commerce...** straight from your brain to paper.
- **Very profitable.** Remember, your readers are paying for the rarity of the knowledge you present them. A **secret formula, hard-won experience, unique method...** these are all the best reasons why your e-book product will succeed where ordinary products - novels or other fiction work - barely make money for their authors.
- **Unstoppable!** Yes. No-one can break the "manufacturing" cycle because you have neither special manufacturing techniques, special dies, forms or patented procedures. Everything you need and use is **on your desktop**.
- **Unique.** Any marketer worth his salt knows that the best products for e-books or how-to manuals are unique... or at least **not easily available elsewhere**.

Copyrighted information products that you've created fit into this category. When you have **exclusive rights to a product** in this way, you have your own little 'monopoly.' Copyright laws give you exclusive control over information you've written. To get your unique delivery of the information, people must go through you - directly or indirectly - to obtain it. Either way, **you profit**.

You can make a **good living** in this little-understood business. My product profit margins are huge. That's right... I can produce a \$20-\$90 **e-book** that sells like wild fire for not much more than **my time** over a few weeks.

**You have no competition** from anyone. You can even take my ideas and wring every last drop of value from them - use them fully to your heart's content - without it affecting **my income** one bit.

You'll discover that my style of business works well, undeniably. You can work comfortably, and...

- Spend as much or as **little time** as you like, knowing that all your work will be productive
- Work **part-time** until you can afford to splash out, or
- Make the fascinating business of e-books your own **full time enterprise**

Each day I sit down at my computers in my home office, still surprised at the **SIMPLICITY** of this unique business. It can be a:

- Zero start-up cost
- Zero overhead
- Zero investment business

... like no other I know.

## **Sell e-info from your computer**

.....

**E-information selling is easy and profitable to do:**

**#1. Instant e-orders!** You can start receiving money as soon as you go on-line. After emailing out one of my promotional ezines, I started getting orders only **15 minutes** later.

**#2. You may not even need a sophisticated computer.** Do you think you need a **Pentium III** with speech recognition? Not so. You can produce an e-book with a low cost, bare-bones 486 and a 14.4 modem. It is not the equipment you have that makes the success in this fascinating business, but the **value of the information** you give.

**#3. Untapped markets are out there waiting.** If you're writing a "how-to" e-book about an area in which you have gained a **lot of knowledge**, and furthermore there is very little out there on your subject, then you have an **enormous marketplace**. Millions upon millions of prospects. You can be sure that your information will be welcomed by the people you are trying to reach. And they will **tell their friends** and acquaintances. On the net, **word travels fast**.

**#4. E-books are simple to produce.** Producing a **digital information product** requires **research and time**, but very little money. What you are really selling is your skills. The medium you use is the least costly of the process. You are putting years of **acquired expertise** in files.

**#5. E-books cost nothing to test.** That's the best reason of all!

**#6. You have no real competition.** Do you know how I can confidently promote this manual and help you along too, even while we are in the same type of business? It is because our markets are so diverse, our **information product so specialised**, that we will rarely clash.

You'll quickly find you have **more ideas** for an e-book than time to produce it. In 10 minutes, and with my manual, you can come up with a **dozen ideas** that will each easily find a new market, and enough sales to last a lifetime.

**#7. New ideas never stop coming!** Every day I think of a **new idea** for a how-to manual. With my help, you will too. Whether you write it from **your own experience**, or research and write from someone else's, it doesn't matter.

**#8. E-books produce income almost forever.** Simple information products produced at your home computer can provide a **stream of income for years** and years.

All you need to keep your output current is to look through them occasionally and **update** any affected pages. The next file save will make your manual **fresh** to your next round of readers.



.....  
Maybe a phrase is not popular any longer... so just write it out of your manual and it's **updated** on the next file change. And this 400+ page manual takes



just over 1 minute to convert into a new PDF e-book. Already I have done one large revision and added an extensive index just a fortnight after publishing it.



Unlike published books that have a short shelf life, your **e-book manuals** coast on happily for years, giving **up-to-date information** whenever it is sold.

If you create a **sought-after product** that meets the wants and needs of a growing market, update it periodically to keep up with changes in the field, and continue marketing it, it's possible to **continue earning income from it for years** after creation.

Information products **you create and copyright** are yours to **profit** from for life. (Or until you decide to sell the rights to someone else - more on how to do that later in this manual). The only reason your income will dry up is when you decide to stop marketing.

**#9. It is the ideal moonlighting income.** Keep your day job. This e-business can be operated in just a **few spare hours a week**, if you so desire. It needn't interfere with your main job or occupation. The **extra income** is a real bonus if you want to spend time elsewhere.



If you want to get bigger, you use the extra money you receive to **build your business quickly** by buying new equipment - without needing to draw on your daytime job wages.



**#10. You can operate anywhere.** It doesn't matter where you live... city, town, village, or in the mountains. This business can be **operated anywhere** there's a phone line. What other business do you know that can be run freely in any country, **around the globe**? You could never expect a restaurant business, or any other of the thousands of other small business types to succeed while you were absent. The beauty of the internet enterprise is its portability.



I went halfway around the world to Britain a couple of months ago, taking just my trusty laptop. I was able to operate my business **flawlessly** using just a phone line.



If you shift house or district - or even country - then your email and orders follow you there. Want to **operate from another state**, or country? Not a problem.

**#11. You have total control.** You control everything. There's no need to depend on **anyone else** except your ISP.

Even then, finding and signing up a with another Internet provider is normally not a problem.

You have no boss, no employees. Just YOU, making all the decisions and keeping ALL the profits.

**#12. You work your own hours.** Most **entrepreneurial types** like to work their own timeframe. You and I are no different. Only your **customers matter** when it comes to how long and hard you spend at your computer. If you need a holiday and have a laptop, you can continue working **wherever you are in the world!**

## **The perfect business unveiled**

.....

In my search for the **perfect business**, I came across many close-runners. These businesses appeared to have **more advantages** than not. But they always fell apart when I tried to match them to my **ethical and organisational template**.

Get-rich-quick schemes are everywhere on the net. But almost all of them fail in a major way to provide any sort of **true, honest, lasting value**.

Not the **e-book manual** business.

This **home-based computer business** beats virtually every other type of enterprise for the solo entrepreneur:

I'm a late night AND an early morning person, and it's amazing how much I can complete this way. But sometimes I need a break, and take it when the fine weather beckons.

Sometimes I climb the **small mountain behind our place**... other times I may take a motorbike ride for an hour to clear my head. The business doesn't demand I work today - I do! And that's infinitely better.

If you want the advantages of working alone, **free** from office politics and rush-hour traffic, you'll love this business.

- You have **no boss** - at last.
- You **make ALL the decisions**.

- You'll **work your own schedule**, have complete control over all aspects of your empire.
- You chart the course of your own enterprise... AND **reap the rewards**.



.....

Did you know most traditionally-published authors receive less than 5-10% of the book's retail price for all their years of work? **That's barely \$3 for a book that sells for \$30.** All because they leave it in the hands of others. When you - a solo operator - do the work (and easy, comfortable work it is too), you get to keep the **lion's share** of the profit. My e-book net mark-up - money in fist after costs deducted - runs as high as 99%!

.....

## **A haven from business problems**

.....

Many people, particularly writers, fear personal selling of any kind. Some find the act of persuading others to buy a chore. The **true number** of people skilled in selling to others on this planet is very, very few indeed.

In your **e-book business**, you never need physically interact with a customer if that's your wish. All your communication can be controlled so that you never have to speak to them... by putting only your email address on all your correspondence and advertising.

Yes, you will have to face certain people occasionally... your bank, sometimes. But if I choose to - (and I often do) - I can:

- **Bank** by automatic teller machine or the Internet
- Get my **daily balances** by the bank's voicemail or Internet system
- Have all **payments** made from my credit card

The advantages for you here are not for breaking contact with the rest of the human race, but more for operating as - and when - YOU want.

A kitchen table, a spare bedroom, the garage. Any of these locations **don't add a cent** to your operation's overheads... unlike a storefront, an office or a warehouse, which eats hard-earned money day and night without cease.

Forget the “real world.” Don’t worry at all about:

- Balancing your unpaid statements and invoices
- Entering customer invoice detail
- Printing invoices and statements every month

These standard business practices are not for you when you run an Internet business. Many people look without success for an **easy-to-run business**. You have found it!

**And you get payment in advance.** This surely must be the best reason of all for taking up the e-book business.

- No **credit** problems
- No **invoice** queries
- No **cash flow** upsets

## **Invisible** benefits of your home business

.....

Here’s a small - but to me, important - benefit of having a **home-based Internet business**.

I’ve had **conventional small businesses** for many years, including:

- Art gallery
- Pizza parlour
- Community newspapers
- Photo portrait gallery

But all of these businesses had a serious flaw for me... I couldn’t do what I liked, when I liked. Oh yes, I went away for trips and seminars and the like, but when you have staff there is a **SERIOUS** obligation. If you’re a lazy boss - so will be your staff. If you’re sloppy... ditto.

When you are a boss, you have **big obligations**. You are subtly forced to:

- **Show by example.** That means you have to dress as you want your staff to dress, show up early and leave late. (But never in the digital Information Manual business!)
- **Smile often.** A boss with a frown strikes fear into worker's hearts. They don't know whether their job is on the line - or just that you are suffering from an upset stomach.
- **Solve daily people problems.** No matter how efficient your other business runs, when you have staff there will always be bickering and problems. Office politics and different personalities combine to make most workplaces a hotbed of unresolved hiccoughs.
- **Work at the pace you expect your staff to.** Lazy bosses and their businesses usually don't last long. Mine was successful because of my perfectionism and hard work practices. But what a personal cost!

Fortunately I was a workaholic during these times... no problems there.

Other bosses could put up with these responsibilities as a trade-off for getting business done though others... but I was never happy being top dog under these conditions. No real freedom. Many obligations.

OK, what's my point?

Well, I've had my own businesses, and I've worked for others... (And NEVER again!)... but I am getting the **most excitement ever** from this simple, seemingly simple invisible advantage in my own **home enterprise** which I'll describe to you now.

Our country has a **Daylight Saving** regime. You probably know the thing... twice a year everyone turns their clocks **back or forward** an hour in order to gain extra daylight.

As well as not seeing any great advantage in doing this, I had the equivalent of **jetlag** every time it happened. I got **headaches, listlessness, fatigue**. And I'm no skinny weakling either.

These were real ailments that affected my life for at least ten days, twice a year.

So, here's the big thing.

In my life now as an **independent home business publisher** - relying now on no-one else's timetable - my delight is being able to **ignore Daylight Saving!** Almost completely!

My watch is set to '**normal hours**' which I use to wake and sleep and eat. The rest of the clocks in my house are set to '**daylight saving hours**' so that I can conduct business at the right times with the rest of the world. (And my wife can get to work on time after I cook her breakfast :-)

No pain, no problems.

If you were to ask me what constitutes the **best example of freedom** in your own business... I would say for me now, **this does**.

## **Common success traits**

Over the years I've been fortunate to have rubbed shoulders with a **lot of successful people**, in many different fields.

As a journalist for 15 years, I can tell you this occupation gets you to some strange places, and you meet a whole bunch of different folks.

And because business has always been my hobby... I had a more intense interest in this area. I noted that many **people successful in business** had **common characteristics**... not the typical "I wanted to know what made people successful and asked them to tell me why" style you see in many get-rich books.

No, subtle - not mainstream or obvious - attributes.

Here's a few of the **successful traits** that caught my attention over the years. All of them can be learned... you just need to recognise what they are:

**1) They do the detail stuff no-one else likes to do.** Successful people:

- Keep up-to-date accounts
- Cover their legal butts
- Acquire knowledge outside their field to speed things along

It's part of a controlling process that lets them **steer their ship** in the direction they want it to go.

Many years ago when I was doing business with one of our country's richest property investors, I observed he **always paid my account** within a couple of days

after my bill was sent to him, without fail. And the check was always written in his own hand. No slipping it off to his accountants... this man **made sure I got paid**. He took control over the dirty details.

This fact still makes an impression on me after 20 years!

**2) They're sharp on detail.** In almost all cases **successful people have dotted their i's and crossed the t's**. There are not too many typo's in their writing. Which brings me to an important factor about successful people...

**3) They are literate.** They can twirl the English language around in writing and speech to **get their message across**. Compare this to many discussion posts you read with loose spelling and grammatical burps.



.....  
I'm not saying all writing has to be perfect - we're in a wholly **casual media** here with different rules - but you need to know how to use words to your advantage You can **learn** it though - isn't that a relief! :-).



**4) They act fast.** The best of the bunch are responsive - they **answer emails within a few hours**. In contrast, I'm still waiting for a simple yes/no answer from two emails send to another big name. (In fairness, email's not that reliable... I have to give the benefit of the doubt here).

And that **speed trait** also means...

**5) They are pro-active.** This is maybe the biggest success factor in my observation. They are DOERS. Rarely spectators. They keep **moving, testing, trying, reactivating old events** and **trying new ones**.

It's not something forced on them as an external motivator. These guys move as a result of a force within themselves.

**6) They bounce back.** I've taken a few hits in the past... crashed a business, had to swap my Mercedes (the only car I owned that I sold for MORE than I bought it for!) for a Honda Civic, and then climbed back up again. **Stronger than before**.

A friend of mine owned 125 residential homes in Wellington, then was caught by the early 1990's property crash and lost the lot. You guessed it - **he's back**.

Failure is not the killer for successful people - their attitude to it is.

**7) They are intensely focused.** I've seen evidence of phenomenal drive (and tunnel

vision) in successful people. Good? Bad? Who knows... but what's the alternative?

Shall we stop talking about **your potential success** and **get moving along** on how to do it?

**You bet! :-)**





## Choosing the right **business name**

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New business owners--and even experienced people in business--often don't realise the power of a correctly **selected business name**.

**Naming your business is one of the most important marketing decisions you're likely to make.**

**Your business name is a strong selling tool** as well as being a descriptive way to advertise you. Properly selected, a well-chosen business name can:

- **Strengthen** your business image
- **Attract** customers from competitors
- **Act as focus** for expansion.

But, for many people choosing a name is often an **emotional decision** rather than a logical one, and one in which most everyone claims to be an expert.

These pointers apply mainly to a physical address, but are relevant to for your internet presence.

### **Select your name**

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When you first start looking for a **trading identity**, you should:

- Use a name that is as **unique** as possible
- **Avoid** choosing a name that may damage the reputation of companies already in the marketplace.



Watch for grammaticals, apostrophes and articles of speech. “**The**” before names also adds difficulty to finding a name:

**L'Shop, D'Image**

**The Body Shop**

**A Cut Above**

... are some examples. Will you look them up under L, D, T or A? Or S, I, B and C?

## **How's that spelt?**



Spelling the business name should be easy. Because customers will **address letters, write checks** or **look for your name in the phone directory**, you should avoid easily misinterpreted and complicated names. Obvious?

**Ateonic Products** and **L'Anchardene Centre** are almost impossible to spell correctly for everyone but the owner.

## **Names are high investment**



Your name is a **major financial investment** to your business, even in a virtual e-book business. Think about the way any change of name will affect other areas in your business if you are an active promoter:

- **Signage** on shop fronts, vehicles (including descriptive number plates), posters,
- **Stationery:** letterheads, shopping bags, labels, invoices
- **Design:** cost of designer and design fees
- **Long-term advertising:** phone and trade directories
- **Loss of goodwill:** if your business has been trading for some years, the name attracts and builds a reputation. That is often recognised as an asset in the eventual sale of the business.

**The choice of a business name falls into thirteen categories:**

- 1) Personal names
- 2) Descriptive names


- 3) Geographic names
- 4) Made-up or artificial names
- 5) Americanisms
- 6) Alliterations
- 7) Trend names
- 8) Clever names
- 9) Anomalies
- 10) Phrases
- 11) Unique names
- 12) Complex names
- 13) Fanciful names

### 1. **Personal names**

Some small business owners use their own names, initials, the combined elements of their first and last names of spouse, children's names, or phonetic names.

#### **Examples:**

- Smith Developments
- CeeJay Plumbing
- Jackann Services
- Suzy's Boutique

 **Selling a name?** If you are searching for a name that will survive an ownership change, you should avoid **personal names**.

There are some advantages in using **your own name** if you have a quality reputation in your trade or area, and the business is a service or retail outlet.

National retailers **Noel Leeming** and Wellington's **LV Martin** are examples where the name reinforces the personal touch of the owners.

Sometimes a personal name becomes the name of a product; **Henry Ford** and **Ford**, for example. **Forbe's** business magazine and **Betty Crocker** (cakes). Others become strongly linked to the identity of their owners, such as **Michael Hill Jewellers**.



.....  
**Exceptions.** It is common for professionals such as accountants, doctors and lawyers to operate under their own names. As a professional partner with other solicitors or accountants, it is usual to list the principle's names, for example: **Bedell, Faring and Clarre**.  
.....

The disadvantage for professionals comes **when a partnership changes** as young and growing practices invariably do often. The names have to be changed on stationery, signs and other standing advertisements such as the Yellow Pages and business directories.

The public recognition factor in recognising the firm as the same one also plays an important part.

## 2. **Descriptive names**

These are names which position your **company's service or goods** by describing exactly what you do. They are often the best way to communicate your business immediately and easily without explanation.

Some retail examples are:

- **Speedy Mufflers**
- **Poor Students Painting Service**
- **One Hour Photos**
- **Death By Chocolate**

However, a flower shop in a New York railway station called the **Terminal Florist** suffered from an unfortunate misinterpretation of their name when people subconsciously linked it with death.

## 3. **Geographic names**

There are some advantages to a **place name, especially in local businesses**, but it also may prevent an out-of-town customer from using your services.

If you run an **internet webpage design service** called **Newtown Pages**, a potential client a few states away might not use you because your area is too limiting. They may think you offer “local” services rather than global ones.

Geographic names in general:

- **Limit business expansion** to your named area, but
- **Strengthen local ties** with clients in that area.

#### 4. **Made-up or artificial names**

Contrived names like **AAAAAA Internet Service** - designed to gain an alphabetical listing advantage in **phone books** and **classifieds** - often find it difficult to gain strong customer recognition.

#### 5. **Americanisms**

Americans are famous for a number of **innovations in business names**:

**Mr** . . . this prefix often preceded the business description. Mr Muffler, Mr Fix-up

**Mister** as in Mister Donut.

**Lil'** . . . abbreviation for 'little'. Used in Lil' Orbit

**R Us** . . . Originated from Toys-R-Us chain in America.

**U** . . . as in U-Move Hire.

#### 6. **Alliteration**

This is the **recurrence of the same initial letter, or sound**, in several words of a phrase:

- **Horace the Florist**
- **Betty's Beautiful Boutique**
- **Fred's Fabulous Frankfurters.**

#### 7. **Trend names**

Following a fashion or trend is dangerous for a long-term business name plan.

**Groovy Things** seriously dates a **fashion dress shop**, as most people would assume it started in the late 1960s.

For a period in the late 1980s many large and aspiring New Zealand companies used **Corp** (short for corporation) as part of their business name: **GoldCorp, CoalCorp, EquityCorp**.

A Wellington central city lunch bar cleverly took advantage of that trend by naming their business **LunchCorp**.

**International** is another name that has very little impact, since it is widely used.

### 8. **Clever names**

Hairstylists are renowned for using this style of name selection:

- **The Mane Attraction**
- **Hair Today**
- **A Cut Above**

Risque (risky) names like **Knobs & Knockers** (for a shop specialising in door ware) may invite comment and good name retention, but because of its slang and earthy humour may not appeal to a section of the general public.

After all, there are very few businesses that can afford to select **only a small portion of the population**.

Any name which alienates the masses restricts your customer base.

### 9. **Anomalies**

There are **words and meanings** in business names that automatically reveal the opposite:

- **Modern** ... attached to a name nowadays invariably means **dated**.
- **A Class Above** ... is usually not.
- **Enterprise** ... has lost its original meaning and generally signifies a business at the low end of the market.
- **Lord** and **Villa** ... are over-used words and do not now give the appeal of distinction,
- **Inn** ... as in **Wander-Inn Milkbar** is very dated now.
- **Shoppe** ... Le, and similar French-sounding names now have a dated appeal.

## 10. Phrases

- **Art for Arts Sake**
- **Maid in a Minute**

## 11. Unique

**NoName Building Supplies**, with the slogan that aptly explains why: "No name, just a better service."

## 12. Complex

**International Orifice Intake Restrictive Management Systems Ltd**, could be more simply effective as **Global Dieters**.

## 13. Fanciful

A **fanciful name** is the best form of trademark. But this is generally a non-descriptive and meaningless name which does not take any meaning and **relies on substantial promotion** before it is linked with the firm in the customer's mindset.

These names are **often computer-generated from enormous lists of possibilities** until one that is suitable and unregistered is found:

- **Kodak**
- **Nike**
- **U-Bix**

are examples of a fanciful name.

## How To Check A Name



**Name duplication.** Look in the **internet** and all **phone directories** for any listing in your proposed name. Complete national sets of phone books are available at most libraries.

**Register before using.** Register your name with your country's equivalent of the Companies Office. It is possible that an enterprising person may have registered the name previously, particularly if it is likely to be used in certain areas, and therefore be a costly business to obtain it.



This happened with the **New Zealand Party** name in the mid-80s. This new political party eventually had to pay for the already registered name after considerable expense in promotion and advertising.

It is also common with domain names.

## **\$1million For A Domain Name?**

.....

What's in a name? At least **\$260,000** so far, and maybe more than \$1 million if the name is **Drugs.com** says news service InfoBeat.

Eric Maclver, a 21-year-old Internet entrepreneur in Mesa, Arizona, stands to reap the windfall from drug companies' bidding for rights to the Internet domain name to which he **owns the exclusive rights**.

Intense bidding under way for the name **highlights the competition** among companies seeking the right name to lure customers in the increasingly crowded world of electronic commerce.

By Wednesday afternoon the highest confirmed bid was \$260,000, but several large drug companies and well-heeled speculators had expressed an interest in bidding before the auction closed Friday evening.

**It eventually went for \$860,000!**

<http://www.infobeat.com/stories/cgi/story.cgi?id=2560578441-ad6>

## **HOW TO FIND A NAME - Case Study**

.....

(Although this case study is for a physical business, rather than an internet one, it is included as an example on using **a process** to produce a name).

Let's say you want to establish a **courier business**. You operate one van under your own name, but eventually want to develop a national group through franchising. You have decided the name must represent **speed and reliability** first, **all-hours and service** second.

**Step 1.** By checking **on the internet** and **in the telephone directory**, you find many names that you would be unlikely to duplicate because of their proprietary character; **Courier Carriers, Ansett Couriers, Barlow's Freight Services, DHL International, Twin Lakes Couriers.**

Other names that are generic, and likely to be duplicated are: **Fastway Couriers, City Couriers, NZ Couriers, Sprint, Office Express, Kiwi Express, Roadrunner, Speedy.**

**Step 2.** You search a **thesaurus** (a dictionary of alternative words available in local libraries) for similar names for **delivery**, and find these:

**consignment**

**conveyance**

**dispatch**

**distribution**

**handing over**

**surrender**

**transfer**

**transmission**

You think none of these are suitable.

A further try under **parcel** brings:

**bundle**

**carton**

**pack**

**package**

**allocate**

**deal out**

**dispense**

Another word, **move** reveals:

**advance**

- go
- march
- shift
- carry
- transfer
- transport
- activate
- shove
- prompt
- urge

None of these choices seem to fit, but **two names with a little promise** could be:

- **GO** It fits the **speed** criteria but not reliability.
- **URGENT** Suitable only for speed, but does not indicate the hours.

A possible combination may be:

- **URGO COURIERS** or
- **URGENTO COURIERS** which suggests a fast Italian service, but let's look further.

**Step 3: Random search.** You take a pen, **open a book or telephone directory** at random, and with your eyes closed, place the pen anywhere on the page.

The word it **connects** with will be used to develop a list of 10 other random-association words.

**eTip** (Do not choose another random selection in the hope it might be easier. The success of this method is tied up with the need to **complete the list of words** so that we can produce a courier link).

Let's assume the word you have chosen by **blind selection** is **'range'**. The names you may generate could be:

- 1 home (from the song Home on the Range)
  - 2 stove (another word for range)
  - 3 get-about (ranging about)
  - 4 distance
  - 5 horizon
  - 6 steers
  - 7 land
  - 8 cattle
- orbit  
reach

Nothing suitable here for a courier firm, so we try another. For the next strike you find **'reliable'**:

- 1 sure
- 2 steady
- 3 always
- 4 on time
- 5 guaranteed
- 6 tried
- 7 accurate
- 8 trust
- 9 dependable
- 10 safe

Your possible selection of names from this method could be:

- **Safetime Couriers** (combined from No. 10 and No. 4)
- **Allways Speedy Couriers** (from No. 3 with the addition of another letter).

And previously from Step 2:

- **Urgo Couriers**
- **Urgento Delivery**

We are now aware of the considerable creativity it takes to generate a satisfactory business name.

## **CHECKLIST for choosing a new name**

.....

Does your proposed name pass this **checklist test**?

[ ] Are there **possible conflicts** with other names? Check:

- internet search engines
- telephone directories
- product catalogues
- trade directories
- other business listing in your chosen field

[ ] Have you avoided **negative connections**? Your name should have a positive ring, and make people optimistic and happy about dealing with your company.

[ ] Is your **business name unique**? Make sure you won't be confused with another company which possesses a similar name.

[ ] Have you **looked ahead** when you are selecting your business name? Evaluate the widest range of possibilities for your company before settling on a name.

As an example, **Acme Oil Filters** will limit your business to selling filters, whereas **Acme Oil Consortium** has more potential for expanding your product range under the same name.

[ ] Is it a **descriptive name** which also contains a benefit about your business?

[ ] Does your name **sound attractive** and is it **easy to pronounce**? Test it on others to find out how it sounds when they attempt to pronounce it.

[ ] Is your name **distinctive**? You want it to be different and unusual enough to maintain your own distinctive identity and reputation.

[ ] Is it **brief**? Noteworthy names are often brief and to the point.

**Minnesota Mining & Manufacturing** is known more effectively as **3M**. An American chain of stationery suppliers are known as **Staples**.

## **Hints for successful names**

.....

Here are a few more pointers on **names**:

- Once **your name is fixed, don't change it**. It takes an enormous amount of energy to **reposition names** in the public mind.
- If you want to **reposition the business** from a previous owner who damaged the business's reputation, then consider carefully before you do. Each year the investment in your **name recognition** grows more valuable than you realise.
- Even 20 years after changing his name to **John Grinnell**, country singer **John Hore** is still known better to many fans for his original name. He changed it because he wanted to succeed in the United States where the name sounded inappropriate.
- Don't hold a **public contest** to choose a name. Often it requires you to make a selection of the best name which could be of a **very low standard**. You may also risk alienating the people - potential buyers - who spent time and trouble thinking up their entries.



## Planning your **e-book**

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When you start selling your **e-book** over the **internet**, you're going to notice one huge difference between the web and a similar mail-order enterprise.

It is, simply, the amount of **EXTRA effort** you have to invest to sell on the web in various ways.

Here's why...

### **Speedy connections**

---

With mail-order or direct mail, your buyers **rarely send you a letter** or any other form of correspondence.

Sometimes a fortnight has gone by without me receiving as much as a scrap of paper from any of my legion of many thousands of mail-order customers.

And the reason is obvious.

It takes them a **LOT of effort** to:

- Find some paper
- Type or write on it - including all the polite paragraphs that society dictates we use
- Find an envelope and stamp
- Trudge down to the post office or mailbox (probably in the pouring rain!)

### **Contrast that to the internet.**

While your **buyer or prospect** is scanning the net for signs of life, **a thought about**

**you** pops into their head. Quickly they bring up an email screen, and 3 minutes later a complex question comes shooting down the line to you.

Maybe you have sent an **e-zine to 5000 subscribers**, and **750 visit your website**. This generate sales, sure, but also **125 emails** along with it... inquiries like:

- I live in **Venezuela**. What price is it here?
- Can I get **support** for your product?
- I wanted to **buy your product**, but your order form keeps rejecting me.
- Can you advise me when an **upgrade** for your product comes?

This happens all the time. It is one of the **unique and powerful BENEFITS of being electronically linked**.

To them, maybe...

But it is a two-edged sword for the **marketer trying to move info-manuals** out the door at an ever-increasing speed. We have to devote **valuable marketing time** to answering questions which takes us away from selling. But we recognise that our customers:

- Sometimes need a response from a **“real” person**, rather than an autoresponder.
- Don't have time to look up your **FAQ** (frequently asked questions), or can't find them.
- Want to build a **one-on-one business relationship** with you.

## **Solving the **time** problem**

So how do the **skilful marketers** in this business - you and I - avoid it, or at least turn it to our own advantage?

There are a few ways.

It is important to be **prepared in advance**. And EXPECT these interruptions to happen.

Expect that selling on the internet will be **vastly more time-consuming than most other forms of business**.



On the internet you'll deal with **MORE people** and have **MORE TO DO daily** than with the slow, convenient mail-order side of your **e-book business**. Don't resent it or brush them off with autoresponders... this is all part of the wonderful internet connection.

The rewards are greater for the people **who respond to their prospects** and buyers.



.....  
 In my experience, only **50% of the businesses** I email to reply promptly. Most of them take 2 to 4 days to get back to me. When you answer in less than 2 hours - your reputation for good business gets an immediate boost!

.....  
 So **persist with promptness**... give a speedy reply, and use these following **Time Tips** to get the most from your time at your keyboard:

- Use your inquiry replies as **material for your ezine**. Put the replies that you've spent loving minutes or hours over into your ezine as **useful information**. You simply change **parts of the reply** so that it can stand on its own as an article.
- If you **write articles for other ezines**, reuse these replies as a **basis** for your own ezine articles.
- **Use 'form' replies**. These are various **standard statements** you find you use all the time. Short-cut the effort you need to type them out again and again by **cutting & pasting** these into your correspondence. They can be:
  - phrases
  - sentences
  - paragraphs

... all pretyped, ready to go. For example, I have this sentence entered in my autotype program:

"Let me know if there's any more information I can help you with."

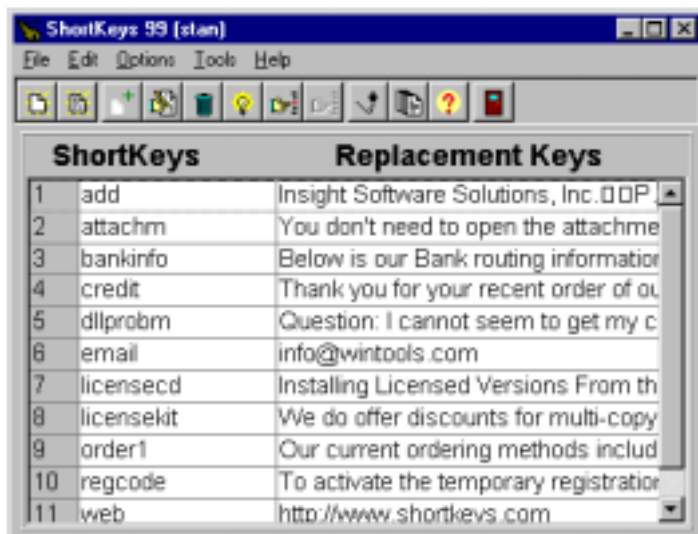
I produce it by typing "lmk" and a useful text expander software program does the rest.



.....  
 Use these following handy **autotype programs** to hugely accelerate your work and productivity;

.....

For Windows:



**ShortKeys™**

**ShortKeys**

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

For Macintosh:



**Typelt4Me**

<http://www.hebel.net/~rettore/Typelt4MeIndex.html>

- Use **short-cuts for various words**. With the **autotype program**, I merely type common words I've entered into its dictionary... words that I use a lot, have unusual formatting, are long or are easy to spell wrong, like: **business**, **entrepreneur**, **Info-Pack**, **info-manual**. Simply typing the first 2 or 3 letters in each word lets the **program expand it**.

- **Produce prewritten Special Reports** from all sources. Let's say you have a forum of your own. Gather all the useful information from it, and **compile it** into a Special Report.

You'll be amazed how much material you'll find there, much of it exceptionally **useful advice from other experts** in your field. Just make sure your forum has a qualifier at the top of the message board that states all material within becomes the property of the forum owner.

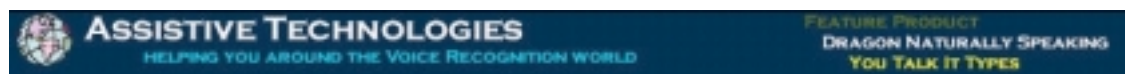
- **FAQ's are a great timesaver.** Many of the common questions you get over time can be compiled into a giant 'answer bin.' Refer your questioners to it as often as you can, and watch your spare time grow!

Another **short-cut for your e-book...** use **excerpts** from other manuals or books, with **written permission from the authors** of course. You'll find the information will add considerable **status to your own material** by association. And it will save you a lot of writing time.

## Voice is the future

.....

Even if you are a skilled typist, consider getting a voice dictation product. I use Dragon NaturallySpeaking:



**Dragon NaturallySpeaking**  
<http://www.astvtech.com/index.htm>

It has increased my **typing speed** from approximately 40 words per minute to **triple** that.

You'll find that not only does this program **improve your typing speed** - because you are **dictating straight to the screen** - but words that you may stumble over because of the spelling are automatically corrected.

Now I can 'say' words like **antioxidant, entrepreneurial, dispensation, receivables...** and they will all be spelled perfectly in an instant.

In fact, I make **no spelling errors** at all now. Imagine what my English teacher thirty-five years ago would have thought about that!



.....  
Of course, words are a tool, and you must learn to get the **most from your tools** as you can... so sometimes you have to ignore the wisdom of teachers.  
.....

Not only has my **"typing speed"** increased dramatically, but the temptation to use "big" words has increased also. This is not a good thing however... you must remember to keep your e-book **reading comprehension level reasonably low** so that your work reads easily.



To use **Dragon NaturallySpeaking** (I consider it the best product on the market at this time), you need the following:

**System Requirements**

**Minimum:** 133 MHz (Recommended: 250 MHz) Pentium® Processor, IBM® compatible PC Windows® 98, Windows 95, or Windows NT® 4.0

**Memory Requirements**

**Minimum:** 32 MB (Recommended 96 MB) for Windows 95 or Windows 98, 48 MB for Windows NT 4.0, additional 16 MB when running Corel® WordPerfect® or Microsoft® Word simultaneously with Dragon



**3) Filing****4) Fulfilment****5) Fun!****1) Forecast.**

First I review my **daily and long term goals** and the **day's appointments** ahead. I've used **Claris Organizer** for the Macintosh for the past couple of years to do this... it's a marvellous **personal information manager** which I also use for my client database.

Now that I have a PC as well and now use it for my **main production work**, I used **Microsoft Outlook 98**.

While this program is not as effective as Claris Organizer, it works OK.

Each day I **review** the to-do list. As my life is very much simplified these days, there is not much on at all. Most of my **business is automated**, so that leaves me free to do more creative things. As we go along in this manual you too will learn about the **tools** I use to achieve these results.

**2) Finance.** No business exists in a cash vacuum. I NEVER miss getting up-to-the-minute balances here with my bank's internet service.

**ASB Bank**

<http://www.asbbank.co.nz>

I use it for accessing my account daily and paying my bills on-line.

I hate debt. And because of this I get great service from my few suppliers as I pay immediately on the invoice received... none of this 20th of the following month stuff that drags every business into a quagmire of debt and makes them dependent on their bank overdraft or loans.

**Quicken** finance program software for both PC and Mac is perfect for me, and I always know my cash position every day.

**Intuit Quicken**

<http://www.intuit.com>

I am connected to my bank's **electronic system**... everything I need to do at the counter there can be done through the Internet. This includes downloading my bank statement to Quicken.

### 3) **File - or Fail!**

A messy desk makes for a messy mind. Don't believe the people who say: "I can find anything quickly in my junk pile." They are not as efficient as a clear desk person.

For me this stage logically comes after paying my bills, when the paperwork is completed, and **I file everything then**. However, as I now produce most of my material on screen, I have **very little paperwork... a truly paperless, staffless office**.

But old habits die hard - I still have a small pad of paper and the pen to jot notes down as they come to me. At the end of the day whatever is important is transferred to my computer diary, and the paper thrown away.

### 4) **Fulfilment.**

This is the mechanical part of the business: **filling orders** manually where needed, **answering email** and other correspondence. I try to answer email in 24 hours or less. In most cases I get an answer off within a couple of hours.

### 5) **Fun!**

Now this is not the goofing off stage. That comes after the work has done. This is the part of the day I really enjoy... **writing new Reports and Manuals, planning new business**. In a curious paradox for me, work has finally become Fun!

Oh, there's one other: **FEAR**. The fear of failure drives many entrepreneurs on to greatness. My fear is having to **work for a boss** again... that keeps me riveted to the essentials, and **on track!**

And one other 'F' time management tip - important as any other is **FOCUS**.

If you have a clearly defined goal - tunnel vision, whatever - then I've found anything that doesn't contribute to your **core focus** quietly slips away to the background.

Automatically. Just like magic. **It works!**

## Work when **YOU** want to

.....

### **Asynchronous communication... your short-cut to success!**

This term needs an explanation first, but we're lucky - it is simple enough once you know and apply it to your internet business. And even better, it is a **short-cut to effectiveness** for everyone who have busy routines.

There are actually two parts to this word - separated by just one letter - and I'll explain the smaller one first:

**Synchronous Communication** - It's where you and the person you are contacting are speaking or reacting in **real**, 'synchronised' time. Examples are

- **Telephone calls**
- **Face to face talks**
- **Internet chat sessions**
- **Video-conferencing**
- **Speaking over intercoms**

... get the idea?

This can be a **good method of communication**, and a lot of people won't have it any other way. They say they are most effective this way.

Fine. But it is only useful when you are a radio talk host, or a real-time helpdesk operator, or a ticketbox seller.

This is because **you have to be in a place** where you can be contacted... ultimately at **your client's** convenience - not yours.

But most of us in the **home office** do not have to generate an immediate response within minutes. That's the beauty of the **internet business**.

**That brings us to the problem's answer...**

**Asynchronous communication.** That's when you **don't** have to be in the same spot, or in the same timeframe, as your client.



**eTip**

.....

If you want to become effective enough to make good money from your business, you don't want to be at everyone's beck and call. In fact you shouldn't be, because it leaches your time away in tiny increments that quickly add up to a wasted day. A phone call here, an email there - before you know it, your day has run out of hours - and you along with it :-).

.....

I go to a great deal of trouble to **balance** the two forms of communication, but try to eradicate the most time-wasteful so:

**First** - so I can always be available to my clients, so they are **more than satisfied** with my service.

**Second** - I can operate my business so that I can work effectively. I do this by 'chunking'. This means that the work I do is power-packed into clumps or chunks of time. I work best **without interruption** (and many writers do), so **chunks of time** are most effective for me.

**Asynchronous communication** is possibly the only way that you'll be able to get your work done.

So, what are some of the **tools** of asynchronous communication?

- **Letters**
- **Email**
- **Fax**
- **Voicemail**
- **Secretary** (an expensive option... I really hope you don't have one for your home enterprise!)

Each one of these are an **invaluable resource**, because they allow you to work in blocks of time, convenient to **you**. Work now to **eliminate all synchronous communication** from your working life to get your time under control.

## **Do your cash and orders daily**

.....

In almost every aspect of business you are advised to **keep on top of the flow of orders** and **banking**. Now, you can do that monthly, even weekly. But I recommend

you do everything **DAILY**.

Here's why:

- It's too easy to **get behind** if you leave it any longer. And procrastination (putting things off) will sink any business quickly.
- Most people who put off **today's work** think like this: "It's only a day. I'll catch up easily enough." So one day stretches into two, then three, and before you know it, one of the most important parts of your business - after your customers - **cash monitoring** - is hopelessly behind.
- It is imperative you know DAILY where you are, both **fulfilment and financially**. Most bank managers tell stories of **small business people** who are months behind in their accounts. They have to apply for **emergency loans** when they discover they are short. **They could have prevented it by knowing their cash situation all the time.**

Although these problems are less common for you in the **automated e-book** business, it is very good practice to **keep ahead** of everything in business.

**Daily diligence makes for satisfied customers.**

## **Big or small e-book?**

It's tempting to start off with a **small booklet** "just to see what happens." So what is the difference between a **Manual** and a **Booklet**? The difference is mainly content and size.

Generally speaking:

- A **manual** may be 60 pages and more
- A **booklet** goes to 20, maybe 30 pages

The subject tells you too. A **complex or detailed topic** which needs full explanation to give the full details is best put as a manual.

However you could use a **part of the manual** and use it as a booklet.

**Example:** A manual could explain how to **operate a printing press**, but a booklet would describe part of the press's **folding operation**.

## Sophisticated **markets**

.....

Can you aim for a higher **academic or intellectual** market? Let's say in:

- **Banking**
- **Stocks and shares**

Can you pitch your manual to these **top-level markets**?

My answer is definitely yes - creating and selling a manual can be done at any monetary level... whether you're providing a **general banking advisory service** or a top **financial investment strategy**.

The changes to ramp up a manual to give it a higher value are often a simple matter... for a paper-based product you can publish it in a **3-ring screenprinted hard cover binder** instead of a light cardboard spiral-bound version.



.....

For an e-book, you may need to publish expensive manuals on **CD-ROM** to give them the "status" to match your asking price. The **higher quality cover packaging** is needed to give your more expensive material the "reason" for charging at a higher rate.

.....

**A caution:** Even if your advanced information is **totally unique**, it does take a stronger selling effort to convince your prospects to accept an info-product in, say, the \$200-500 dollar price range.

To succeed here you need any of these:

- **A recognised background**
- **Experience**
- **A leadership role**

... in your industry to launch a **high-level** info-product successfully.

To improve your sales rate with these higher-priced products, you should include '**extra**' **value add-ins** in your sales package like

- **Video tapes**
- **Audio cassettes**
- **Newsletter**
- **Personal consultancy**

These will give your total offering a high value profile.

## **Test before you start**



You haven't started writing your manual yet, and now you want to know whether it has the **appeal that will make it a winner**.

Here's one idea you could try before you **commit further** with your valuable time and energy.

**Write down a number of titles for your manual**, maybe 5 or more. Because it is a manual title, use instructional "How-To" titles.

They might be similar to these samples:

- **How To Assemble Kitset Furniture From PVC Piping**
- **How To Make Cheap PVC Furniture With Just A Hacksaw And Glue**
- **How To Get Rich Making Easily Assembled PVC Furniture**

(I'm sure with a bit of creativity and time you can think of better examples).

Now look at your **list of titles** with a critical eye:

- Can you see any title showing as a **strong player in the marketplace**?
- Does any title have a **compelling appeal**?
- Does any title **answer** what many your audience - in this case homemakers - need?
- Do any titles adequately answer a **problem** that your market may have?



.....

Put yourself in another person's shoes when you do this - someone in a similar position to you before you started your PVC furniture project. Would your title answer **your own questions** about doing it, that couldn't be solved by a book at the library?

.....

Now for some practical suggestions...

## **Suggestion 1**

.....

### **Trial your booklet.**

If your title passes the title test and you think it worthwhile continuing, why not trial your manual as a booklet first? Here is an **economical** way you could test your market out in a small way before spending valuable time and money.

Write a **16 or 20-page A5 e-booklet**. Because it has a slightly different slant to your proposed manual by offering short advice segments, you should title it along these lines:

- **10 Tips For Making Money With Home-Made PVC Furniture**
- **7 Ways To Make PVC Furniture At Home For Money**

### **Advertise your booklet at a low "premium" price.**

Make your booklet price **low enough to cover costs**, but also make it an attractive proposition for anyone to buy. I would think the \$5-7 range would be suitable... maybe using a 5-cents-off pricing structure, i.e.

- **\$5.95**
- **\$4.95**

This is a test to see if your manual will have any **sales merit**. When you measure response, you should bear in mind that **lower-priced informational products will sell better** than those higher priced.

So your figures might have to be adjusted later to make allowance.

## Suggestion 2

.....

### Try a Tip sheet.

For an even **lower cost test** to quickly gauge your market, send out a free tip sheet. Using the titles you developed as a guide

- **Write a 3-5 page information sheet on your subject**
- **Offer it by email free on your website**

Then use the responses to see if this subject has **potential in the marketplace**.



.....  
If 200 people respond to your free offer, remember that maybe half or more of these will be the “something-for-nothing” opportunists. The rest could be potential buyers of your manual.  
.....

## How to **stand out** from the crowd

.....

This is the **Holy Grail of internet selling**... the secret of **REALLY** accelerating your information product sales.

It is so obvious - yet few people take notice of how to do it.

I touched on it in the previous chapter.

Take a look around you at all the websites that deal with **making money with information**. There are many, many thousands of places to go to.

What do you notice about their **websites**, generally?

- **They're anonymous**. Here you'll find most sellers with no backgrounds, no history that you can verify. You may not even find the **author's name**.
- **Their material is often impersonal**. Many sell **prepackaged information** from various 'bulk' providers... “600 Moneymaking Reports on CD.”

So, what does all this suggest?

It's this. In your **successful internet information business** there are a number of

steps you need to take to counteract all the **SAMENESS** out there. You've got to find a way to make yourself **stand out from the crowd**. To personalise your presence.

Too many “**look-a-likes**” on the web today means an ordinary message is quickly going to get lost or ignored.

This is the way **to break out** of the mould:

### 1) **Inject your Unique Personality (UP) into your product!**

You need to draw on your individualness. Don't worry about copying what others do in their writing... you know they won't be getting the same results as you when you **burst out of your cocoon** with unique phrases and powerful words.



.....  
When I'm writing - either sales letters or manual text -I've often gone back over my copy lavishly written in the heat of inspiration, and thought about replacing some of the **passionate words** with ordinary ones. But when I do, the copy reads like the same tired old material you read everywhere. Instead, I go back and replace some of the dying, lacklustre words with **fuel-injected, turbocharged** ones!

### 2) **Don't be afraid to spill the beans about yourself**

Tell your audience about your personal problems and pitfalls as they relate to your writing and product. It makes you **more human... and less anonymous** - that dangerous place where **faces and backgrounds** don't matter - where your material looks the same as that from a spotty 13 year-old, and no-one knows the length and breadth of your experience.

### 3) **Describe your background**

Everybody has a background... you have too - even if you don't think it's appropriate for the subject. Think about many of the sites you visit - how many of them go beyond the **drab and boring corporate background?**

What you want to see - and so do many others - is evidence of a **living, breathing, human being** behind the web interface. Someone they can trust not to run off with your credit card details, and to send you the goods in a timely manner.

This is so obvious, yet is the **most basic premise. It is one secret that is ignored 99% of the time by everybody.**





- Needs
- Interests
- Experiences
- Desires

This is so much more effective than both a general, or too tightly defined segment.

## What **stage** are your manuals?

.....

Are your products in **RESERVE**, or in **CIRCULATION**? Marketer **Bill Myers** has this unique way of comparing your unpublished work to money in the bank...

Like many publishers, I have a number of projects that “**only**” **need** a few more week’s work before they are **ready for the marketplace**. Interesting and exciting projects they are too.

But while they sit there, waiting for my final tidying actions, they are in **RESERVE**. Just like money you deposit to your bank.

Your bank takes it, happily, and **gives you 5% interest**. All the while they are receiving 10% because they **move it around the country or globe** to the best investment spots.

So, while your own **publishing project sits in your idea bank**, you have not realised its full potential.

The answer is to get it moving, into **CIRCULATION**. You don’t have to be the one to start the moving process. Just get it started... by either:

- **Writing it**. This is the purpose of this manual.
- **Selling it to someone that will do the footwork necessary to kick it into action**.
- **Selling the reprint rights**. After all, it’s better to have 50% of something - than 100% of nothing.

But let’s assume you really want to **start your own e-book**. Let’s move on to exciting ways to develop it.



need to type it out. **Your first mistake.**

On your website you **link to many dozens of useful references** on dog biscuits.

In the spirit of the internet, you cram in as much **free information** as will fit your page. After all, everyone says you've got give away free information in order to get customers.

At the bottom of your page, you set out **ordering information** in an attractive box, and **ask your buyers to send you a check.** **Your second mistake.**

Over the past year you have **subscribed to several ezines about increasing traffic**, so you decide to put some of these ideas into practice.

You register for **800 search engines and directories** through a free service. Then you spend quite a few days **placing free classifieds**, and to finish at all off, you write to other similar sites and asked if **they will link to you.** **Your third, fourth and fifth mistake.**

Then you sit back and wait. And wait... **Your last mistake.**

After a month of receiving virtually nothing, you start making inquiries on **related discussion boards.** Your post titles look like everybody else's:

**Help! Need traffic!!!!!!**

**Can anyone help me?**

**My site is not working!**

You get a few sensible replies, but because the answers from others are **very similar to what you have already been doing**, you join the growing throng who bleat that "the web is not working for me."

I won't **go into detail** about the mistakes in this example.

But you have seen a traditional and **timeworn failure route** for people trying to sell from a website.

And yours is doomed to stay that way unless you get some new ideas.

**So what is the answer?**

## **Proven, effective answers**

.....

Well, one of the proven ways to get both **traffic and sales** is a path that I have followed with success. If you have **read my track record** you will know that in the space of just a few months I sold over **700 digital Info-Packs** at upwards of US\$97.00 each, as well as 12 **Reprint Rights** at US\$900.00 each.

Even more surprising, I did this without:

- **Search engines**
- **Free classifieds**
- **Trading links or**
- **Any of the traditional routes that most people take**

How did I do this... especially when I was selling a package **that appeared very similar** to many hundreds or thousands of others on the internet?

## **The Five Pillars of Internet wisdom**

.....

You need a **combination of just 5 essential items** together with the all-important, crucial X Factor.

Each of these parts is **absolutely essential** - they **play an integral role in your success plan**. Leave any one out, and you may as well go back to our failed example, or dig ditches for a living.

These five items are:

- 1) A track record**
- 2) An effective website**
- 3) An opt-in ezine on your website**
- 4) A discussion forum**
- 5) Credit card processing**

Underpinning all these pillars - as well as the **sophisticated marketing program** which I explain to you detail in this manual - is The X Factor.

## The X Factor

.....

This **X Factor** strategy can be explained in just one word... a word that appears so **simple and transparent** that most people will write it off as not being that important.



.....  
Understanding this word as it applies to your **e-book business** - and your whole attitude behind it - is **absolutely critical** to your success. It is the reason for mine.

.....

That word is: **CREDIBILITY**

How does “credibility” apply to you?

It may be “**just a feeling**” that your prospect has about you through your website... or how you **prove your claims** on income, **your proven experience** in the field, or your proven ability to **show others** how to succeed with your product.

**Let me give you a true life example...**

I'd been in touch with a gent from Canada, a potential client. Nice guy, friendly, and he's net-smart too. He wanted to buy my Info-Pack, but also wanted more information - as a confirmation - as well.

During our emails, this savvy marketer asked me **a revealing question...** "How can I tell you're not the usual huckster I see everywhere on the net?"

Now that made me think.

My first instinct was to say, "Of course I'm not one. Look, I've done this, done that, achieved this, succeeded here... how could you or anyone possibly doubt my good intentions?"

Then I looked at my **website material**.

And finally **discovered the problems I had triggered in my prospect** by using:

- **All the usual, tired mail-order industry buzzwords**

- **A standard ‘by-the-book’ layout like thousands of similar “get-rich” sites**
- **Careworn phrases that could have been plucked from any get-rich-quick source**

In an instant I saw everything from my client’s eyes. It was true - at first glance I looked like **everyone else** who were trying to sell overpriced, me-too items.

And the revelation was an **eye-opener** for me.

So I set to work again on my website pages:

- Rewriting
- Reworking
- Relooking

... doing these things at **every point** to see whether it matched my ideal of a ‘huckster-free’ environment.

It was hard, wrinkly-forehead work, and took a while. But the **results were startling**. I began to discern a different attitude from clients, judging from the emails that came with their orders.

The most **exciting and positive aspect** of what I had changed was confirmed in an email I received one morning from an overseas buyer who said:

**“Finally, a breath of fresh air just blew across the internet from New Zealand!”**

He found my site different enough, and it showed.

**Fresh content**... not recycled, repolished, has-been material... is what drives and fuels client satisfaction in this business. I’ve learned that.

But it’s hard work.

A sore back, tired brain sort of effort is needed to bring **true originality to your work**.

Not only do you have to **dive deep into your personal experiences** for truly innovative material, but you have to clear other material from your subconscious. Many times I write something... then like a **bolt of lightning** the realisation comes that it is similar to something else that impressed me a while back.

Out comes the 'delete' button, and I try again.

Yes, generating fresh content can be a **talent-driven exercise** that few possess. But it's also 99 percent perspiration and essential for credibility.

**It is not easy work at all.**

**But the closer your content matches your own personality and style, the greater your credibility.**

You now have something that is **not a carbon copy** of other's work. That's why the copycats that abound everywhere around us rarely succeed.

Let your personality shine through, and your credibility rises.

## **The brand of you**

Why is personalisation so important to credibility? According to Newsweek's 1999 on-line study, 82% of new web users preferred to use a site with a **known brand name**, rather than one they were unfamiliar with.

**Newsweek.com**  
Newsweek Magazine website  
<http://www.newsweek.com>

Obviously the quicker you become a "brand" the better off you are.

**eTip** Like **Coca-Cola, Microsoft and USA Today**, a brand name is a powerful influence. That position doesn't come easy though - brand names take years to build and require millions of dollars. Fortunately you have a slightly easier job :-)

All you need to do is **follow these simple instructions to build "YOU" brand credibility:**

- **Do what you say you are going to do.** Reliability increases credibility.
- **Follow-up on all responses.** Remember how email from most companies takes

a couple of days to reach you? **Surprise your prospects** by delivering a response in **hours** instead. Your credibility will be enhanced.

- **Stay in your prospect's attention zone.** While this doesn't directly affect credibility, the **longer you are being seen in the marketplace**, the more credibility rubs off by you simply being there. Others fail and disappear... you keep going... you are gathering credibility.

Doing this successfully translates to **getting in front of your prospect as many times as possible** over long periods.

## Personalisation

.....

The more **personal and close** you can get to your prospects, the more they'll **trust you**. Not only will they trust you more, but you gain that trust quicker by getting personal.

So how do you work this **personality magic**?



.....  
Getting personal is one of the few secrets that no one on the Internet seems to realise. You've got to **get personal**, and to do it there is no substitute for sharing parts of your life to others.

.....

Now, I'm not talking about **opening your purse strings** and exposing your finances - though I have done that with some success.

When your prospects feel they **consider you as another member of their (distant) family**, you are succeeding. So your writing should fully reflect your personal side.

Here's an example of something I wrote in one of my ezines (also mentioned earlier in this manual but **worth repeating**) that does that:

### Examples:

- I only occasionally have the need for a cellphone (remember, this is a mail and internet business I'm running). So I use a prepaid call plan.
- I have no personal debt or borrowings.



- I prepay my business tax as I go.
- I ride a motorcycle by choice - not necessity.
- I sell overseas.
- I get GST back on local expenses by claiming all legitimate business costs.

I shared my business practices as well as some personal issues with my readers. Now they know **a little more about me...** all part of the great puzzle gathering process. I become closer to them, and so they trust me more.

## **7 Ways To Improve Your Credibility**

.....

Here are 7 practical ways you can **increase your credibility**.

### **1) Tell your prospects how long you have been in business.**

Because information is so **easy to gather on the internet**, there are many people with zero business experience under their belts who claim to be experts.

Don't be mistaken for one of these frauds. Even if you have no experience at all, and are starting up for your first day, **there are many ways** to instill confidence into your prospects and buyers.

You must increase your **prospect's confidence** in you with:

- **Diplomas gained**
- **Certificates acquired**
- **Experience in detail**

It's rare that anyone with **less than 2 year's experience** in their field can gain readers confidence on the internet. I've been successful now for 5 years off-line, and because of my expertise, much of that experience transfers to the internet.

But any beginner can do it too if they have **qualifications or experience in their e-book subject** field.

## 2) How much information can you give your readers without payment?

If you've gone to the **discussion boards** and some other, selected marketing forums, you'll know that a lot of **good value is given out for free**. The best marketers have **more information in their heads** than can ever be used up in a lifetime, so they are willing to give a lot out.

The more you are able to give away, the higher your credibility.

## 3) How many exclamation points can you find in your sales material?

Amateur **promoters and marketers** think that exclamation points add excitement to their material, and the more the merrier. In fact, the more exclamation points they use, the less credibility their material has.

## 4) Take the response time test.

How quickly do you **respond to email** questions? Prompt responders are also good for business... and being successful in business means **getting a quick response back** to your enquirer.

## 5) Give proof - the final frontier!

How can you prove an **income claim**? Like me, you can **show actual earnings**.

For example, I put a scanned check from my call center on my site so you **KNOW I make the money I claim**. Belief and credibility go hand in hand.

### Scanned check

[http://www.ksilver.com/Income\\_Example.htm](http://www.ksilver.com/Income_Example.htm)

## 6) Testimonials

There's no doubt that the **testimonials get results** in our business. But there are special ways to make them more **genuine and credible**. You'll find details further on.

## 7) Articles

Even with the **huge number** of published books spewing out on the market today, merely **having a published book gives enormous credibility**.

Many business people have used and exploited that fact to increase their credibility. An article is just a mini-book.

## **The INVISIBLES that help your credibility**

.....

The most **valuable experience you can have** in your e-book publishing enterprise can be gained by being **down on the trading floor** with SMALL businesses.

Here's a short story to illustrate why:

You know I owned two community newspapers for about 15 years. In the small beginnings I **sold AND wrote AND typeset** all the stories and advertisements myself. On a Mac Plus, way back in the early 80's.

This in order to produce a 16 to 24-page, tabloid-size weekly, and it was hard work.

That was a **true learning experience**. Long nights... sometimes two days at a stretch without sleep... then missing a printing deadline by an hour and having to drive three hours, at night, to my local newspaper printer up country.

Hard graft indeed. (It is a similar story to the one I used to tell my kids about walking 20 miles to school over stones and ice in barefeet. However, that one was stretched for entertainment's sake!)

When I went back the following week to sell my advertisers a repeat of their ad, or with another advertising proposal, the success of my previous week's effort was written all over the business owner's face. Good, and bad.

Yes, I **quickly learned what worked**, and what didn't. Creating and writing 30-50 ads a week soon completed my sales education!

Know what worked overall? Nothing!

Surprised? I was...

I discovered the **success of my ads** were more strongly linked to more than the advertiser's product . . . in reality **strong sales** were more directly connected to the business's existing **reputation and credibility** than my advertising.

So even while my ads were good, they weren't really the reason for the enormous sales or income for those businesses. My ads instead were more an extension of the business's personality.



Whatever I did in the ad was pretty much irrelevant - except to showcase and bring product to the buyer's attention. Not convince them. And it's true for many advertisements.



The real success was the way these ads connected people to the credible business. It was this INVISIBLE credibility factor that really got the business, I saw.

It was:

- The credibility of the store that did the advertising
- The belief (credibility) in the founder/promoter/owner
- A good credible reputation and attention to service

Those were the strongest factors in their business success.

**Build credibility and a good reputation first** in your e-book enterprise, and you sell much more without worry - and a lot less effort.



## Pricing your product

Finding the **right price for your e-book** is a puzzle, no doubt about it.

- **Too low**, and you leave profit on the table
- **Too high**, and you never realise your sales potential until you lower the price

Apart from calculating your **breakeven point** - the point at which your expenses equal your sales - there is no known formula that will give you the optimum price.

Getting the price right - at the **highest point** preferably - will be something that only experience, testing and a gut feel will tell you.

But here are a few ideas you should consider before you decide on a price:

**1) The value of an information product is often underestimated by its creator** or seller (that's you!). This is often reflected in a **selling price that is too low**. The reason for this is a lack of confidence.

And this leads to the next point...

**2) Underpriced products don't profit their sellers** much, if at all. You need to have a decent margin - not only to allow you to **live comfortably**, but also to be able to have the **time and freedom to explore new business**. This in itself has a cost which most people neglect to **build into their own product** price.

Here are a few **ground rules** that will help you figure your e-book pricing:

- **Work out what prices you will test first**. Let's assume you have written a manual on badges for collectors. Ask yourself:
  - what scarcity value could I give it?

- what is the competition for my manual?
- what is my market size, and how compelling or valuable is the existing information in it?
- **Research other, similar publications.** What price are they marked at?
- **Ask what the market will bear.** One marketer sells a **home study course** for \$995. Your e-book may not fall into that extreme price range, but if the **information value is high** and your audience sophisticated enough, then it is justified.
- **Use common sense to guess at a figure.** For example, one of my information manuals sold well for both **\$39.95** and a reduced, condensed version for \$20. It just depended how I marketed it at the time. Both were profitable because the expensive manual had 60 pages, while the \$20 condensed version was a 16 page Report. The reason both succeeded was that the information value was exceptionally high, because the material was not available elsewhere.

Now work out the **production cost of each manual**, excluding your time spent writing it. You'll have a list something like this:

#### SOFTWARE

Email	\$30
Graphics program	\$300

#### MANUAL

Writing time @ \$50/hour	\$1000
Production @ \$50/hour	\$700
	-----
<b>TOTAL</b>	<b>\$2300</b>

Now divide this figure by the numbers of copies you expect to sell.

$$\text{\$2300 divided by 1000} = \text{\$2.30}$$

This is your out-of-pocket cost per copy (OPC).

Your **rule of thumb** for pricing can be simple, let say 10-20 times your OPC. So, multiplying your OPC by the first figure, 10 times, gives us this selling price:

$$\text{\$2.30} \times 10 = \text{\$23}$$

Or, the higher figure of 20 times:

$$\$2.30 \times 20 = \$46$$

This will give you a basic idea of your **e-book's value as a stand-alone product**.

You can **increase the price** by using **front end products**. A front end product is one that can be bundled with the manual and adds to its value, such as:

- **Audio tapes** (for mail-order only... a WAV file is not the same)
- **Special Reports**
- **E-booklets**
- **Voucher for a period of your expertise**
- **Extended guarantees**

Another way to **calculate a selling price** is to look again at your manual and try to eliminate waste or surplus material. To reduce your OPC (and therefore increasing your profit), you can:

- **Get more text onto a page** by reducing the white space, and so reducing the number of pages.
- **Eliminate unwanted text** by editing it thoroughly, or removing unnecessary sections. I did this to produce a small report which was condensed from a full size manual without reducing the core information content.
- **Split the contents** where applicable, and sell as two separate products.

Lastly, you can **price competitively**. Compare your e-book to similar products on the market. If necessary, buy a sample in order to make an accurate comparison. Judge how your material fits against theirs and adjust the price accordingly:

- 1) Using your **favourite search engine**, make a list of sites that look similar to your own.
- 2) **Visit these web sites** to check that they are comparable to yours.
- 3) Check to see if the web sites **provide pricing**, and also check comparable:
  - delivery times to yours
  - product structure
  - quality

## **Pricing - high or low?**

.....

There are really **no rules when it comes to pricing**. However, keep in mind that it is your **customers who will tell you** what price range they find acceptable.

If yours is too high, they won't buy. And if your price is too low, your prospects may wonder if your product is of **suitable quality** - and may not buy it either.



.....  
Most **successful products depend on high margins** instead of high volumes. That's because the higher the number of sales that in low-priced products need to break even, the more likely they will fail when they don't meet the sales figures.

.....

**High volume** generally requires:

- More **advertising** effort
- Much more **fulfilment** (order filling if you don't have an autopilot system)
- More **labour** on your part (answering questions and enquiries)

It all contributes to higher overhead, which pushes the volume requirement even higher.

With a higher profit margin, you usually only **need to make a few sales** to break even. And it is always easier to make a 'few sales' (regardless of the price), than it is to make a high volume.

## **Raising your manual's price**

.....

Many of the comments I get from experts in my field of marketing say my price has **always been too low**. I agree with them, but I have elected to **keep it low** down on the price scale. I believe it allows more people **the opportunity to get into this profitable business** for a reasonable investment.

**I am a volume seller.**



But let's say your buyers **need more** than just your e-book. For them, just reading a manual isn't enough... they need greater **hands-on experience and direction** that only you, as the author and expert, can give them.

The answer? Give a **personal consultation bonus for x hours**. This mentor approach is one important way you can **raise your e-book manual prices** to a realistic level.

## **Low prices**



Many new information producers like **lower-priced products** because they seem easier to sell. But most sales of information products in e-book form would need to be exceptional to make any money at sub-\$10 prices - even if the process was fully automated.

Figure that for every sale you make, you're going to have to **pay a credit card processing bureau** \$3 to 5 each. So immediately your e-book would have to sell for \$10 minimum to extract **any form of profit** from it.

**To reach any mass volume in sales, you would need to advertise and promote heavily.**

So even if you could do this **using free advertising on the internet**, you still need a heavy investment of time. And it's unlikely that you'll be free from customer support... there will always be

- Questions
- Returns
- Deals
- And people always seem to want personal answers, no matter what the price.

Either way, **low-priced products** won't let you bask much by the side of a pool without demanding some input from you or your money.



If you really want to sell **low-cost products**, the best idea is to use these as bonus reports for your main product. This way they'll give more added value to your package.



In brief, low-cost information products won't make you rich, but they can be a great stepping stone to higher profits.

However, **higher priced products** have their own problems too:

**1) You can't immediately push a \$20 product to, say, \$147** without adding an enormous amount of value to it. No-one in their right mind will receive what they perceive as a **low-value product at an inflated price.**

The effort needed to rise the selling price to a different price-point is huge. It takes a special product.

- Not just marketing
- Not just increasing the number of items in a pack

But looking at the unique value it gives and seeing how it measures up against the rest.

**2) It takes a very strong e-book info-product to sell at a high price** on today's market, when you look at the free information already available.

**Free stuff drives down the price for similar material.** And especially in areas like ours - internet marketing - which is chock full of copycats, many similar ideas have been repackaged and are often **straightout rip-offs.**

But among it all "How-To" material still thrives... people still need the hands-on explanation that a **good do-it-yourself product** gives them. That's encouraging, isn't it!

**3) The bigger the experts in a field become...** the more influence they have... the more people take notice of their working methods and ideas. And so the less effective these ideas become.

There is heavy dilution. So the chance of their ideas working well for everyone is greatly diminished. When everyone is **doing the same thing** - following **Corey Rudl's** advice for example:



**Corey Rudl**


<http://www.marketingtips.com>

- effectiveness drops all round because he has a large percentage of the available market. Everyone is following the same advice.

So what's the answer?

**Providing original material** is one of the solutions, both for “**How-To**” manuals and other areas.

Already some of the bigger ezines will **only accept articles that are exclusive to them... that** have not, and will not, be repeated elsewhere. This is similar to the newspaper world - the **exclusive press release** gets the best attention.

 .....  
**Ignoring the gurus** might be the other answer... people whose ideas are in vogue at the moment. Their ideas actually **generate more competition**, not reduce it, because of their mass usage.  
.....

**Find out what everyone is doing, and do the opposite.** That works.

Another point. It's easier to have a **high-price product and sell it for less**, than the other way around.

My **Info-Pack** is an example. The marketplace value sits at well above the \$100 mark. In fact I've been told I'm throwing business away at the current prices of \$39 and \$29... it should be double or triple that.

I've resisted so far because **sales have more than made up** by the volume that the low prices returned.



## Writing - getting ideas

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Of all the problems that a starting writer of “how-to” manuals has... the one that has caused more **inquiries** and the **most discussion** wherever I go is this:

### WHAT CAN I **WRITE** ABOUT?

Maybe here you’ll find out!

### Dreaming up **ideas**

---

So many people claim they **cannot find a subject**. That they do not have experience in anything. That of their current experience, no one will be interested.

For these people the solution is obvious... put together a “**directory**” or “digest” of other people’s information.

Here’s how:



Imagine compiling the world’s greatest resource of light bulbs... you simply gather together information on

- **Light bulb sizes**
- **Bulb shapes**

- **Power requirements**
- **Manufacturers**
- **Types of fittings**
- **Novelty bulbs**
- **Industrial bulbs**
- **Lighting for stadiums**
- **Christmas lighting**
- **Stage lighting**
- **High intensity**
- **Low intensity**

... the list goes on and on.

Then to **put such a directory together** is easy. To publish it all you need to do is:

- Open your browser, choose a search engine, and type in “light bulb.”
- Start collecting links for everything you see there.
- Divide the links up into categories and sub categories.
- Write to the manufacturers for additional information, and add that as you receive it.

Before long, you will have one of the most **prolific and successful websites** dealing with light bulbs.

All it takes is a little work and patience.

## **Experience is the key**



But as I have mentioned previously, the **most effective subject** is one that you create from your own experience. This means that the “**twist**” you put on the subject is highly individual.

And therefore it's more likely to be **successful**.

If you consider yourself an average person who can't find a info-manual subject while holding down a standard nine to five job... here's my answer.

**Any occupation - even one that doesn't involve a skill of some sort - can be used as an e-book subject.**

Even if a job involved **collecting rubbish for a living**, anyone could write a manual on **making money from collectibles** they found in at the local tip and selling them in flea markets.

Sometimes we are so close to the things we do and experience, that we can't see the forest for the trees. What seems ordinary to us can be a **wealth of knowledge** for someone else.

Recently I was talking with a friend of mine who runs a **motorcycle training school**. He was telling me he had been surprised at a lack of knowledge in some basic riding operations by some riders he had considered quite skilled.

But he had been so preoccupied at **teaching a high skill-level course**, that some basic knowledge areas - that he assumed everyone would know - went unnoticed.

Because of his **greater experience and skill level** he was out of touch with the day-to-day stuff.

Now he has **identified the gap** that will help these people in a forthcoming manual... covering those points. So, he has **produced an information manual from a lack of knowledge!**

## **Developing quality ideas**

.....

I was speaking last night to a **real estate friend** who wants to change his unsettling up-down career... to follow his interest in writing.

To start his new part-time career he had **bought my e-book manual on self-publishing**, which then came with a monthly 8-page newsletter. And he was telling me off. "You're **giving away too many secrets**... cut it down a bit otherwise you'll have nothing more to tell people."

"They'll soon know everything you know, and compete against you," he said.

But at what stage do we marketers actually "**give away the farm**"? How much is

TOO much free stuff? Will people know that we **still have more secrets inside our head** to release to them?

My real estate friend had the answer after we debated a while and he heard what I had to say.



.....  
For those of us who've been in the **marketing business** over many years, we will never be able to release all the knowledge we have. There's just too much **continuing real-life experience to ever run dry**. Especially if we're constantly looking for new ideas, new experiences, new ways of doing. The more you create, the more your knowledge increases because it integrates with what you already know.

.....

So the **more you get, the more you can give**. And you'll never run out of ideas as a result.

## **The 3-step formula**

.....

Here are the **3 simple steps** for producing a successful "how-to" information manual:

- 1) **Choose and research your subject.**
- 2) **Write the manual.**
- 3) **Produce your manual.**

### **1) Choose and research your subject.**

People love getting "how-to" information. And the beauty of this business is that the flow of new ideas and clients **wanting this form of useful information** from your mind never stops.

**Each day you will have more "how-to" ideas than you will ever be able to complete in a lifetime.**

Think about your present area of expertise. "But I'm not expert at anything!" You say. Wrong. **Think a minute**. Perhaps you:

- Have a knowledge of fly fishing.
- Can fix certain rare types of machinery.
- Have built a summer house.
- Can restore old vehicles.
- Made money using a computer in a different way.
- Maybe you - like me - have ridden a motorcycle without serious accident for several decades.

All your **experience can be translated into real words** on a page. And anything you write on a “how-to” subject will be in demand.

If you want to write about how to **raise bonsai trees**, you are not looking at a mass market of millions of readers, but still many **hundreds of thousands of individuals**. Interested enthusiasts who want to know more about the subject. All at a profit for you.

## **Make a 1-hour Report**



If you want a quick **Special Report** to go along with your manual, use this method:

Interview an expert. Simply write some questions defining the areas you need answered, and send them to a willing subject. They will be willing if you can persuade them that **your promotion will bring them extra publicity**.

This method works because **free publicity is an effective sales tool**, and many authors know this. You'll be surprised how many respond positively to your proposal.

## **Avoid subjects people already know**



To succeed you must avoid a subject that **people can access quickly**. No-one wants to know:

- How to operate a **word processing** application or



- How to **organise an office**, or even
- How to **clean your home** efficiently

But a manual explaining **how they can profit from these operations** might do the trick:

**How to Start and Run a Computer Training School Part-time.**

**How to Operate A Profitable Office or Home Cleaning Business.**

Based on your experiences, these subjects will be a far better choice.

## **A back-end?**

.....

In the past, when selling direct mail products it was important to think about developing the sales “**back-end**” - even before you started your marketing or your writing.

“Back-end” means additional, related products you can sell to your customers once they have bought from you.

A back-end was necessary because in the mail-order world there are relatively few products that would make significant profit by themselves. And the costs of marketing them are high to start with.



.....

With the **low costs of Internet marketing and selling**, this is no longer the case. You don't need a back-end. Today you can sell items for only a few dollars that will make money for you through volume sales.

## **The subject is the secret**

.....

The Internet is relatively new. And the opportunities you see today are often short-lived... **like morning mist, they are gone by sunrise.**

So to illustrate this next point, we have to refer to paper-based products as our example.

**Walk your fingers through the opportunity classified pages** of magazines like:

- Entrepreneur
- Success Magazine
- Popular Mechanics

You'll see **page after page of small classified ads**. Now go back a year or two, or more, in the same publications, and **count how many of those ads** you see now.

**There will be very few left.**

However, the offers that **continue year after year** are the type of information products that are succeeding, bringing in their authors a comfortable living each day in the mail.

Now look at the subjects that work.

**Breeding Rare Goldfish For Profit**

**How To Build a Ram jet Helicopter**

**Refilling Toner Cartridges For Profit**

**How To Make Money With Your PC!**

**How Recycled Tires Make You Money**

**Duplicate these evergreen types of moneymaking topics**, and you are on to a winner. It's a well known fact that people **want and need** that kind of information that tells them quickly and simply:

- How to make money (easily, preferably)
- How to complete a project
- How certain information can change their life

This information translates easily to the Internet. The **net is simply another form of marketing** "how-to" products.

## The “secret” **ingredient** mix

.....

**You must have this secret recipe to sell your “how-to” manual.** All the people who contact me asking how they can **improve their information product** suffer from this pressing problem.

I’m asked a lot about the **how-to topics that have the most success.** People who are planning and writing manuals **want the quickest route to the top.**

There is only one way. Using it, you can **turn practically any topic** into a best-seller. The answer is blindingly simple.

It is:

### **Money, and how to make it.**

Incorporate that concept into your subject and you’ll **never be short** of buying readers.

- **How to make money raising worms**
- **How to profit by building tree houses**
- **Make your computer an income cash machine**
- **Home business money sending faxes to physicians**
- **Hanging curtains for easy profit**
- **How to use your television for extra income**

But often people ask me - “What if I don’t want to write about **moneymaking subjects?** What if I want to write about knitting jerseys, making sofa coverings or computer tips? ...”

Then I have to say - **you will get that much further ahead** if your topic concentrates on the subject so dear to practically everyone’s hearts - **making money** from the knowledge you give them.

So here’s how you can turn **ordinary** subjects into **new**, appealing money-subjects:

**Original subject** - Knitting jerseys.

**New subject** - “**How To Knit Jerseys For Profit.**”

Although much of a manual on how to knit will be taken up with the ‘mechanics’ of knitting, you’ll do much better if you can tell your readers the way to profit from it.

Original subject - Making sofa coverings.

**New subject** - “How To Create Appealing Sofa Covers That Sell Like Wildfire.”

Original subject - Computer tips.

**New subject** - “How These 10 Free Software Packages Will Rocket Your Internet Business To Success.”

Whatever way you plan your “How-To” manual, don’t forget to involve the moneymaking process into it... it will pay off with increased sales!

## How to find a **winning** subject

.....

Your success in your **e-book subject** will depend on **the basic needs** of people. You need to ask:

- What do people **really want**?
- What **knowledge do you possess** that will help them?
- What **problems** do people face on a regular basis?
- How can you **solve** their worries?

The closer the match to their pressing problems, the happier they’ll be. And how will you find that? By finding out:

### #1. **What’s in demand?**

- What are people **buying already** that fits your expertise?
- What **sells most readily** through the internet?
- Does that information **match your skills**?

The wider the area of interest in your subject, the more sales you will gather - within reason. But you often won’t know how popular your e-book will be until you start selling it.

Don’t rely on what sells through the shops. **Retail marketing is hugely different** to the type of sales you and I are making. In fact, if you can find **your specific idea in**

**book form**, in a store, then my suggestion is to give up on that idea and find another.

The rarity of your idea is a great **advantage to your selling strategy** in how-to Manuals.

## **#2. Is There A Wider Audience?**

A minor **niche subject**, or tiny part of a larger market is fine, but by itself it won't make you enough to live on. **You need a mass niche**. Believe me, it will take you all your time to sell to this wider market, and you may never run out!

My small display ad in the Sunday News for my mail-order had been running since 1996, and it still drew a respectable number of enquiries each week several years later.

And my website **selling information manuals** supplies me with a comfortable living without much work at all.

Both subjects covered **niche subjects for a wider audience**.

## **#3. Is There A Regular Information Cycle?**

Forget writing a manual on events that occur infrequently. The information will not be compelling enough to sustain a regular business.

You may be able to get some sales on advising "**How To Be A Profitable Super Santa,**" but come January it will be a cold 9 months ahead. Likewise, the Y2K (Millennium Bug) problem means your manual will have a use-by date that can't be extended much beyond 2000.

## **The Internet will find your niche subject**

.....

**Use the Internet.** You know already it is a **huge source of untapped resources**.

Here's how you can use it to generate subject ideas:

First, I look through **Amazon** for a book on my subject.



**Amazon**  
<http://www.amazon.com>

When you find a title, do some “lateral thinking” about it ... for example on golf. Here are some ideas that spring from a book on golfing legends: “The Golf War Stories.”

- **How to Completely Correct 72 Tough Golfing Problems In 60 Minutes or Less, And How to Profit from It!**
- **The 90-Minute Golf Pro... How To Play for Profit.**
- **How To Make A Fortune Selling Golf Accessories.**



.....

There are many ideas you can get for manuals just by looking at the titles of other books. So don't try to “wring your brain dry” trying to come up with something original. Let **others spark the income ideas** for you.

.....

You don't just have to use the Internet to generate ideas either. Why not use your **local library** or **magazine stand**?

Simply pick up a **special interest**, or **niche market** magazine, and let your brain go free with things that you can sell to the readers.

### **Look past the stories**

Don't sell the readers information that **they can already get** in the magazine text.

Instead, **look at the ads.**

Look for ads that **repeat over and over** again. What product is that ad selling? Now develop your manual to compliment the product in that ad. You know it will sell, because people are buying the product - based on the fact that the ads repeat over long period of time.

## **16 manual ideas you can use**

.....

Here are more manual ideas for you. Use these to spark ideas for yourself - they are proven winners in print:

**Start A Home Collection Agency**

**Plans For Kid's Projects**

**Operate A Profitable Mini Billboards**

**Start A Buyer/Seller Bulletin**

**Home Business Directories Make Money While You Play**

**Tire Recycling - The Coming Business Boom**

**How To Buy Cars For Profit**

**Recondition Batteries For A Sparetime Income**

**The Banker's Secret - Mortgage Reduction Opportunity**

**Cash In With Opportunity Books**

**Closet Remodelling Cash**

**Use Your Pick-up Truck To Gain Cash**

**There's Money In Weekend Craft Shows**

**How To Buy Government Surplus**

**How To Operate a Successful Wedding Video Business**

**Starting A Profitable Home Cleaning Service**

## **Selling ideas**

.....

Here's some tips for **turning a mundane subject** into a **selling one**:

- Information that brought their owners in over X (100,000) dollars a year
- Information that is **industry-specific**, directed to sectors that have a history of freely **spending promotional or advertising money**. If your manual is targeted towards, say, restaurants, it has a better chance - even though the potential audience is not as large as the general business population

- Information that can be completed in X (7,10,21, 30) number of days. Most people **seek speed in their dealings**, so this would appeal to the hidden 'get rich quick' desire in all people
- Information that can be completed daily, with **a 3 month's supply** contained in the manual, like **a correspondence course**

## **Adapt an idea and bring it up to date**

.....

Many years back a book called "**Root's Letters**" was published. It was a collection of letters sent by a gentlemen called Henry Root (this was unlikely to be his own name!) who wrote to **famous people and celebrities** asking for their opinions on ridiculous subjects.

He published their replies... some were very interesting. It was a popular book at the time, and a **classic way** of a quick response product you could adapt and use today.

In another idea, an enterprising writer **sent a small check (one dollar) to a number of celebrities**, and then monitored his bank account to see who cashed it. The results were published, and of course made a brilliant press release that was picked up around the world, and catapulted sales into the stratosphere.

Can you adapt either of these **outlandish tips to your "How-to" proposal**? If you don't have the advantage of **national or global credibility**, you need to position your idea in a different, sometime extreme fashion in order to get noticed.

## **How to turn every scrap of knowledge to your advantage**

.....

For those of you who have bought my **Info-Publishing Knowledge Pack** will know that part of my early success some years ago has been with a **proprietary lotto system**.

I placed the **full Lotto manual** as part of my Info-Publishing Knowledge Pack, as a practical, helpful resource. It's put there so that others can base their own info projects on my success.

Some of you may dismiss the manual... you may be against gambling, or prefer that



I had a more 'professional' info-product to use.

But you may be surprised at this next comment.

### **I'm not a gambler at all.**

In fact, the Lotto project was an intellectual project which grew to have a life of its own. Back in the mid-90's I became fascinated with the idea that "How-To" manuals on this form of winning could be **ethically marketed**. And so this project was born, and succeeds even now as you read this. Yes, orders for this manual still keep appearing even though I **discontinued the newspaper advertising** some time ago.

In that Lotto manual I strongly stress that investors take a good hard look at their money management and why they should not overextend their resources. I've spent much more space and concern here in my instructions - more than I've seen anywhere - advising people on these crucial fund management matters.

It's because I feel a strong moral obligation to ensure that this type of 'game' stays just that - a game. In fact, if I get a desperate letter begging for results, or one that shows a naive view of winning expectations, I won't sell the system to them. And so because of my attitude, I can **count on one hand the number of refunds** for the Lotto system I've made in the last year (with two fingers closed!).

This, against thousands of sales.



.....  
If you follow the same 'principles' through with your own manual - no matter what subject you select - you will experience the same success rate.



### **Use my lotto manual as just a formula to base your own manual.**

**Let's look at the facts:** I was the most successful seller of a lotto system in my country. No-one has even come close to my sales figures, as far as I can tell. Why is this, even when there are so many similar systems about?

What is it that has shot my system to success, while others sink without trace?

**It's because of the marketing methods I use.**

These are **universally applicable principles**. I could equally write about:

- **Free helicopter pilot training**
- **How to launch a successful community newspaper**

- **Surviving 35 years without a motorcycle accident (fingers crossed!)**
- **Running a profitable pizza parlour**
- **How to travel the world on a pittance**

... some of the many things I've experienced in my lifetime.

And I could make **each one into a profitable manual.**

Here's how **you can turn my lotto manual example** into a winning example for your own manual...

You'll discover that in the Lotto example I use a strong 'get-the-reader-involved' opening. I ask them to **write their own Lotto ticket result and match the outcome against mine.** They invariably lose, and are motivated to buy my system as a result.

So, for fishing (or whatever your own e-book manual subject is about), you could:

- Give 5 pictures of lures and **ask your reader to select the one** that gave you 23 catches in one afternoon.
- Or give them instructions on **how to tie the perfect lure knot...** then demonstrate how your manual will show them that tie and 200 others.

The secret is to **use the examples,** demonstrated in other ways, to advance your own cause.

## **Writing for different countries**

At this stage, you'll be wondering whether your manual will sell **across the world in its present state,** or whether you need to write a **different version** for each country.

**Don't bother converting it.** It takes a lot of concentrated skill and knowledge to write on a variety of individual topics, and you are making a lot of **unnecessary work** for yourself.



.....  
The best way is to **provide information in a detailed sense on the subject,** but give individual resources for the reader so they can work out for their own country. Just write as if it applied to your own country, and let the reader make the changes for themselves.

.....



**eTip**

.....

Floating a concept is a simple way to test your idea for viability, without committing to time or money you may not have at the present. Be aware that it is **considered a good way** of testing by several large American mail-order companies, but is **not risk-free**. In some states and countries this concept may also be illegal. Only proceed if you can see no problems arising from the way you handle the whole process.

.....

## **How much **time** should you spend on writing?**

.....

If you're not careful you can spend too much:

- **Time** writing your manual, turning your thoughts into action
- **Money**, spending more than you need to promote and manufacture your product

So how do you solve it?

**The answer is to concentrate on short span publishing.**

These are manuals or booklets that you can write in a **few weeks or less**. This means that you haven't wasted a great deal of time or money if your project doesn't succeed.

**eTip**

.....

Many people don't do it this way. They start out chasing the most difficult and long-term manual idea they can dream up. They spend months - even years - pecking away at the keyboard to produce the ultimate 700-page manual. At the end of the time they may - or may not - recover their effort spent, or money invested.

.....

Don't take a chance. Do what is **reasonable, easy and affordable**.



## How to write a money-making manual

---

Writing a **how-to** e-book manual is simple. You need neither high **literary skills**, nor a **fiction writer's mind**.

In fact, both are **negative qualities** that will quickly reduce the value of your work.

I know we will receive some flak from those people who enjoy "tasteful" writing. But this **style of writing will be wasted** on most of the people who read your how-to manual.

### Casual style

---

The **internet** and **email** has brought with it a **relaxing of high writing standards**.

This is good, because too much attention to perfect grammar often spoils **the flow of meaning**. And let's face it, your readers want

- Facts
- Details
- Information

... they are not too fussed about **perfection in print**.



If you are really worried about the poor quality of your writing, ring your local newspaper and ask if any of their staff are available to do some moonlighting **proof reading or corrections**. You may find an interested journalist who will read and correct your file for a small cost. There could even be the further advantage of

your journalist **promoting your manual** with a story in their paper!

■ ■ ■ ■ ■ ■ ■ ■

Your readers want straight facts. Without fancy expressions. And you'll learn in these pages **how to give them what they want...** that's why your **"how-to" e-book** will succeed!

So, forget the **correct grammatical English** you ever learned at school. If you have had the doubtful benefits of a good education, then your task will be slightly harder :-) But not impossible.

What's a **pronoun**, a **dangling participle**, an **adverb**? I have **long since forgotten these dinosaur words.**

And I can tell you it makes little difference to my and **your success levels.**



Who cares if your **selling sentences** end with a preposition... they should end with a **selling proposition!**

■ ■ ■ ■ ■ ■ ■ ■

The solution should be glaringly simple to you now.

All you need to do to make a go of this business - is **write as you talk.**

That's right.

A **conversational, pleasant tone** that rolls along, **imparting knowledge** at every turn. Not for you the "it was a dark, stormy night, as the clouds raced past the yellow moon . . ." in the style that sinks most writers in **this information business.**

The best reward you can obtain for your work is not the Pulitzer Prize, but the satisfaction that your reader gets as **you talk directly to them...** the feeling that you are by their side, guiding them along the path.

Allowing them to **gain an expert grasp** of your subject.

This won't come naturally of course. It didn't for me either. At every line you will have to struggle against the teaching of:

- Your school learning
- Tertiary education

- University (I've never been there, but imagine it is ten times more restricting)
- Literary writers
- Distinguished critics

The **writing secrets** I am about to unfold are the essence of your success in this business. And you will need to learn them, or fail miserably!

There's more...

In the business of **writing for understanding** - which is what we're doing here - there are also **Rules**.

Sometimes these essential conditions **contradict** everything you've learned in the past.

Congratulations! If you recognise this too, you are further along the path to real writing than you realise.



.....

Don't worry if your **writing is not perfect**. Worry instead that you have the right SUBJECT. This will make all the difference to the success of your Manual, because **readers want specialised facts** - no matter how they're presented. (Though of course your presentation can also make or break your subject... that's why this chapter is here).

.....

By the way, there is a distinction between **writing for your manual**, and **writing a sales letter or advertisement**. Be sure you recognise we're now talking about the **manual**. But a lot applies to the other styles as well.

## **8 Rules when writing for understanding**

.....

The **writing style** you need to succeed is within everyone's reach... but few are able to recognise it - let alone practice it.

So I have developed some **quick tips** that will guide you. Later in this chapter you'll learn the **secret formula** that lets you write a manual **easily, quickly, without effort**... using the very skills you are gaining now.

But first... let us overcome the biggest barrier to credibility in your writing...



.....  
If you can't control the two following easily-fixed problems, your prospects are going to suffer from sales withdrawal!



### 1) **Spelling errors**

### 2) **Grammar mistakes**

These are the **two big confidence-losers** in writing. That's why you feel a nagging worry and little confidence when you **go to buy** from people who can't write or spell.

I've always maintained that you should **write as you speak**, but don't take this advice too literally. If you have ever **read the transcripts of a chat forum**, you'll quickly realise that in real life many people speak badly with lots of "ums" and repetition.

Here's some suggestions that will make **a big impact on your writing**:

- **Clean up your English.** Do what 99% of all writers FAIL to do... run a **spellchecker** over your work. It's obvious that the standard of language is pretty grim out there, but don't let that make you fall into the same trap.

If you don't have a **spellchecker, or grammar-checker**, have a literate friend read over your e-book or e-booklet before you get into print.

- Again, **you should write as you speak.** That's the best way to get your information into someone else's head. Nice and natural... gives a good flow too.

It works because **people trust you** more, because they feel they **know you personally** when you talk to them.

Now to the rules. It's the old story... you need to **know the rules in order to break them.**



## Rules of **writing**

.....

### # RULE 1: **Big words must be changed to small words**

Now, this rule of comprehension is tricky. Who knows what a '**big**' or '**small**' word is? Who will judge it - you, or the reader?

You'll notice I use **some big words in my writing**, but my sentences are always easy to understand.

I've struggled for years to **write simply and effectively** after holding some management positions.

This **rule of simplicity** is one of the first I had to learn. So...

Instead of using 'ornamental' use 'pretty'

Instead of using 'construct' use 'build'

Instead of using 'anaesthetic' use 'ugly'

Instead of using 'additional' use 'more'

Instead of using 'sufficiently' use 'enough'

Instead of using 'recreation' use 'play'

### **eTip**

.....

**Long words are a barrier** to easy understanding by your reader for another reason. When your reader meets a word that is long, the eye stumbles a little... if the word fits the pattern or flow of the sentence, it is observed and the reader passes on - but **without** fully understanding it.

.....

Just remember to **replace every long word** that is not needed with **shorter ones**. It will speed your reader's understanding **immeasurably** (replace this last word with 'a lot') :-)

### # RULE 2: **Confusing words must be changed to understandable words**

When you want to use 'comprehensibility' - use 'understanding' instead. Maybe the word size doesn't change much, but the confusion factor is less. Here are some

other words and phrases you need to change when you see them:

Temporarily	for a short time
Proportionally	spread out equally
Oto-rhino-laryngologist	ear, nose and throat doctor

### # RULE 3: **Use short sentence lengths. The shorter the better. Now**

We have learned to live with **television timeframes**. The **15-second news bite**. You should sit up and observe these, because it is the skill some people have of making their **conversation interesting**.

Instead of droning on and on and on, never pausing for breath, running several subjects into the same sentence, the masters of TV expression clip their sentences... break them up into **short, effective, crisp information packs**.

For a clearer understanding, this formula works wonders.

You should do the same. Watch your reader's understanding increase as they absorb your facts. Facts set out **cleanly, neatly, without waste or rambling**.

### # RULE 4: **Change Your Pace Often**

In other people's work, see how uninteresting a paragraph becomes when all the sentences are the same length.

Many **long sentences can be broken up into several short ones**, simply by replacing the commas with full stops, and your readers gain greater understanding through it. (Try it with this sentence).

Then, when you see that the pace has become too sharp, too quick, too staccato, **vary the length of your next sentence** to balance it all out.



.....  
 Don't be afraid to insert the **smallest sentence** into your work. And often too. It makes the subject interesting and vital.

.....

## # RULE 5: Use Interrupters For Variety

This is my favourite... when using **ellipses** (that's the three dots together), you **create a flow** in a phrase, or to link similar expressions together.

In fact... you can use it **anywhere** you like. No rules apply... other than common sense.

Apart from the interest it brings to your sentence, ellipses will:

- **Break** the paragraph up visually
- **Make** the page more eye-appealing.

You need as many of these as bearable. The reader will thank you for the **break they give his eyes**.

You should include the following **Interrupters** and valuable eye-breakers whenever you can:

- **The dash** - which does much the same work as ellipses - and can often be used in place of commas in a sentence.
- **CAPITALS** also help to visually **break up the page** and attract the eye.
- **Bullet points** not only break up the subject into reader-friendly blocks, but also **emphasis your writing** in a way no other form of indenting can. You'll see I use this valuable device often, as part of my manual's strong style.



**USA TODAY**

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

'USA Today' newspaper first brought bulleting into common-day use, and it is now accepted even in news stories.

- **Short paragraphs.** You can't go wrong with **short blocks of type** and the reader-friendly spaces they provide. One rule is for any **paragraph not to exceed three sentences** or five lines. You should balance it up against easy

readability.

Do you think these **Interrupters** make your prose look too messy, bitsy for some people?

Well, it's better to **use these visuals** than have a heavy, grey block of uninteresting-looking type that excites no interest.



.....  
Yes - these readability factors can be overused - but you always get this sort of criticism from the professors of English, rather than from your down-to-earth readers EAGER for knowledge.  
.....

### # **RULE 6: Use Link Words to Provide Flow**

If every sentence began as a separate fact, then your reader would quickly become as disjointed as the sentence structure. So, you should use **transitions - also known as linking words** - to tie various parts of the paragraph together.

'**So**' is one of these linking words.

'**And**' is another.

Don't worry that it may be look or be ungrammatical. In fact, **the difference it will make to your phrasing will work wonders.**

Here are a number of **link words** you can use right now:

In effect

Since

In other words

In the same way

Therefore

Despite

In fact

Now that

On the other hand

Finally

In addition to

Once again

Now that

Of course

Here

And

Or

Thus

As well

Immediately

Now that you've seen what can be done with **linking words**, use them often. And don't let standard English rules get in your way :-)

### # **RULE 7: Use Conversational Words Often**

One form of the conversational structure is known as a '**contraction**'. That's where **two words are blended** in the way we speak in everyday conversation.

'You are' becomes '**You're**'

'We have' becomes '**We've**'

'That is' becomes '**That's**'

'You will' becomes '**You'll**'

You've got the story, I hope. **Use the contraction often** in your writing to break down the barriers between you and your reader.

#### **eTip**

As well as contractions, words and phrases that are not strictly grammatical are also useful. For example: '**dead simple**'. This phrase I used earlier in this manual strikes a common chord with the reader. Down-to-earth phrasing keeps the reader with you.

## # **RULE 8: Avoid Useless Starters**

Every paragraph should **lead in with interest**. You should not often use non-words (known as articles in the critics' world) such as:

these

a

the

those

it

Using these words **adds nothing** to your writing. Try not to use them.

## **How to overcome Writer's Block**

.....

Most people, faced with a **blank notebook or screen** - and unable to fill it - have the excuse conveniently labelled as '**writer's block.**' In some of these cases, writers admit to sitting terrified while minutes slowly tick away.

There are **many ways to overcome this situation** with just the tiniest forethought.

Here are **two ways to free** up this blockful condition:

- 1) **Write anything**, no matter how irrelevant. After a few words or sentences, your **flow should pick up** and you're on your way!
- 2) **Make a list**, rather like a shopping list, and **tick off the sections** as you complete them.

**The first step** - which is often thrown out to beginning writers, is used by fiction writers. Use it if it works for you.



## The 5 step **shopping list** system

---

**Manual writing needs structure.** After all, you don't start the middle of a project before the beginning, and this logic should be taken right through your manual writing.

There are only 5 steps to successfully writing a manual:

**STEP # ONE** - Assemble folders and set out chapters

**STEP # TWO** - Take each chapter and divide them into logical sub-steps

**STEP # THREE** - Take each sub-section and write them

**STEP # FOUR** - Gather the sub-sections together and link each part in detail

**STEP # FIVE** - Check your work with the text parts together

If you can write a **shopping list** (yes - even men can too!), then you can write a **fully-fledged manual**.

### **Automatic structure**

---

A list is simply a convenient and easily set out way to **structure your manual**.

Like your shopping, you match your list to the order of the supermarket shelves so you don't backtrack or forget anything.

The **Shopping List System** begins with all the main steps you need to complete your manual instructions - done on your computer screen.

It doesn't matter whether you use **Windows** or **Macintosh** - the basic concept is the

same. Here I'm using Windows as an example **only** because this manual was compiled on a PC.

**STEP # ONE: Assembling folders.**

The first move is to divide your manual idea up **into chapters**. **Each chapter is represented by a folder.**

How do you define a chapter, or the number of chapters to use? It's easy.



.....  
To compile chapters... in your head, **move through the various main stages** of your information product. Maybe even jot these down on a piece of paper as you go.



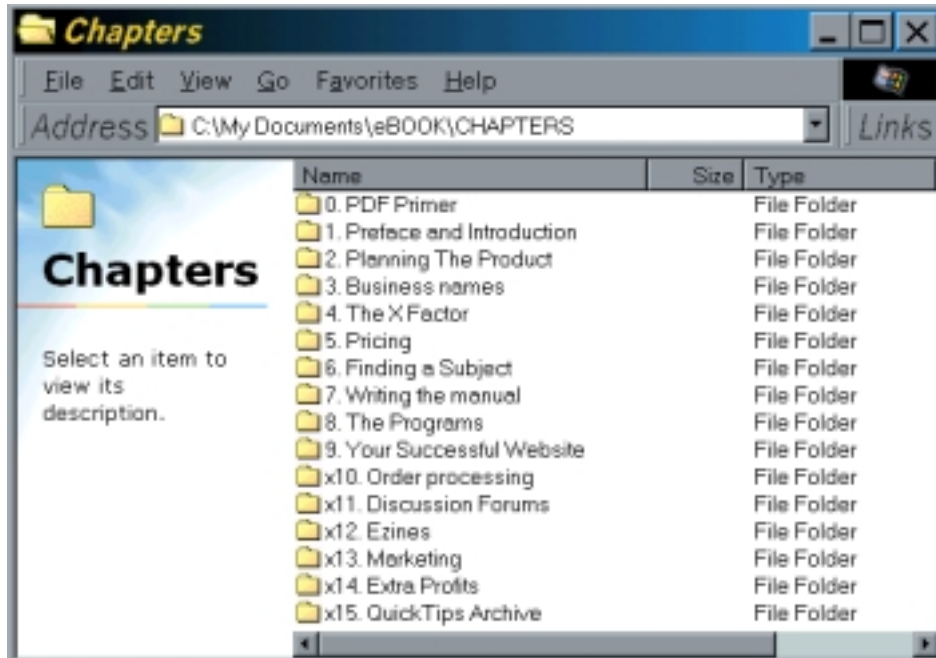
You'll find that most projects have a **clearly defined sequence**.

Each **sequence** becomes your **chapter heading**.

- 1) Make a **new folder for each chapter**.
- 2) Give it a chapter number and name.



Here's my example of **this manual**. I've used X's in front of the folder list after 9 so that Windows will list them numerically. Maybe someone will tell me why Windows 98 does this.



These outlines form the **backbone of the manual**.

See how your **basic steps are set out** in order of actual progress? The same applies to anything you write about that has a logical sequence. In manual writing, almost any subject comes under this umbrella of main steps first.

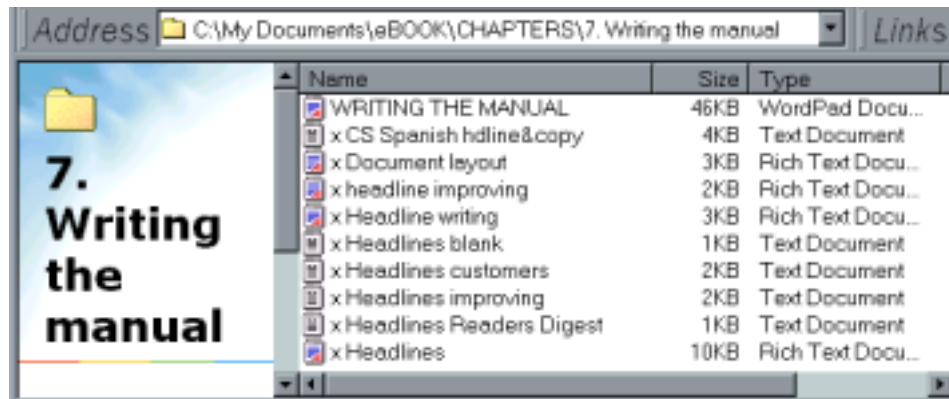
Each of these stages could be a **Chapter heading, or a Part...** depending on how long you intend making each section.

### **STEP # TWO - Take each chapter and divide them into logical sub-steps**

You are using the same logic here as before for **assembling the chapters**. In this case your **sub-steps** are the parts that **make up each chapter**.

How do you represent the sub-steps? When writing this manual, I **assembled material into very small files**.

These files were a **WordPad file**, and in some cases were as little as 1k. Some files went up to 141k, depending on how much I had stored in the file.



In the screenshot above, you'll see how I kept track of my work.

First, the **main file** - the one that was to go into the manual - I named in **capitals** to reduce confusion with other files.

Name	Size	Type
WRITING THE MANUAL	46KB	WordPad Docu...

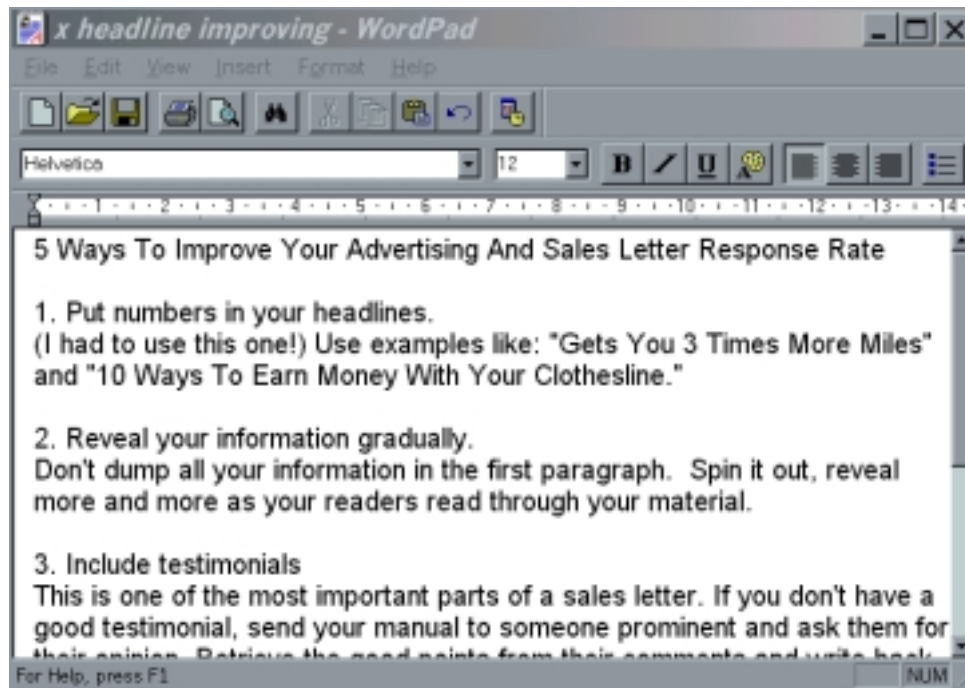
Each **sub-file** was named separately. I used the “Army” way of organising by hierarchy, which you can do this way:

- 1) First, name the **main part of the article**. Let's say it was about **headlines**, so the heading would then be “**headlines.**”
- 2) Then name the type of headlines you are writing about, which for example's sake could be about writing **profitable** headlines.
- 3) Go as far down the hierarchical scale as you need, naming each part **in order of importance.**

In this case the filename would read “**Headlines profitable.**”

### **STEP # THREE - Take each sub-section and write them**

Does this **shopping list system** seem obvious to you now? This next Step #3 stage is the fun bit - take each sub-section and write it:



Then put them into order in the **chapter folders**.

#### **STEP # FOUR - Gather the sub-sections together and link each part in detail**

Now comes the interesting bit. Your Chapters now **contain your manual's written sequence**. It is now easy to **gather the chapter sub-sections together** and link each part in detail.

You know the sequence from your breakdown... now just fit the information into it.

I took an empty WordPad file, **named it with the Chapter heading**, and started writing an introduction to the chapter.

Name	Size	Type
WRITING THE MANUAL	46KB	WordPad Docu...

Then as each information subject was needed in the sequence, I did this:

- 1) **Opened** the relevant file
- 2) **Copied** the material from that (**copy** it - don't delete it... you never know when you'll need it again!

3) **Pasted** it into the main chapter file.

This meant I could build up the chapter very quickly.

### **STEP # FIVE - Check your work with the text parts together**

Editing is the **final capping off**. It is the checking of the written text so it flows from one part to another.



.....  
Some manuals can be written so that they can be **opened at any page** and be read comprehendingly, but most cannot - especially **how-to manuals**. A sequence is needed. **They need links from one part to another.**  
.....

### **You've finished!**

.....

Your writing job is made easier by this **shopping list process**, and you'll find that after heading the parts to this list the chapters will write themselves almost automatically for you.

When the manual is fleshed out, take a break for a day or two before you come back to it. You will then be able to **read it with a fresh, stranger's eyes**, and any inappropriate style or missed-out material will jump out at you.

### **A Two-Step Proofing Method**

.....

Do these **2 quick exercises** after every writing. You'll find it is a way to keep your own writing simple - but **vital and alive** as well:

**1) Go back over the sentences.** If there are words of **more than 3 syllables** (example: the word 'syllables' has three syllables), then where possible **break it up** into two words, or use a simpler one instead.

**2) Go through your work again** and start replacing dull, ordinary words with interesting, bright words. When you write a lot there is a tendency to bring up the same words out of habit and because it is easy to do. Going back to **deliberately**

**change them** makes a world of difference to the end result.

You can use these methods to give your own **e-book manual** and **sales letter** prose a new vitality.

## Writing e-book **titles and headlines** that sell

Don't take any second-rate advice on this point. **The most important part of your e-book is the title.**

No other component has the power to **induce**, to **draw in and win over your readers** more than a good headline.

**eTip** The reason that many books don't sell is partly because of a poorly targeted, offhand, featureless title. The value of an **attention-getting title** is important to your sales.

If you're a bit skeptical on how much a good title headline will improve your response rate and readership, look at these titles from an **American mail-order company** in the 1920's.

The **first list** is the original title, the **second a revamped title...** and the increase in sales by finding the **right title** is dramatic:

TITLE	No. SOLD
Fleece of Gold	6,000
<b>The Quest For a Blonde Mistress</b>	<b>50,000</b>
Honey and Gall	0
<b>Studies in Mystic Materialism</b>	<b>15,000</b>
Cupbearers of Wine and Hellbore	0
<b>A Book of Intellectual Rowdies</b>	<b>11,000</b>
Art of Controversy	0
<b>How To Argue Logically</b>	<b>30,000</b>
Casanova and His Loves	8,000
<b>Casanova, History's Greatest Lover</b>	<b>28,000</b>

Markheim	0
<b>Markheim's Murder</b>	<b>7,000</b>

SOURCE: The First 100 Million by E. Haldeman-Julius, Simon & Schuster (1928).

### **Attraction factor: the little-known wonder**

Few people know this fact. **When a headline or title contains what they want, their eye is drawn like a magnet to it.**

As an example, have you ever been looking for a **new car to buy**? You know the model, you've looked at a few in the car yards.

But suddenly, where you previously hardly ever saw this model on the roads, now they are everywhere! Parked here, passing you there... now 20 times a day you see this brand on the roads.

It is due to a **subliminal** (unconscious, hardly realised) influence that directs us to see **what we want to see** - and where we want to go - by raising our response rate.

**Simply put: When we desire something, we put this image into our sophisticated brain computer, which then makes the pattern comparisons for us.**

**eTip** You will often find this concept - also known as visualisation, or conceptualisation - in many personal improvement programs. It works like a charm, always. And fortunately for us as information manual producers, it works for us too.

As an example, look at the **title I use** for my e-book system:

#### **E-book Secrets**

It's self-descriptive. **It uses a strong catchword - SECRET.**

Together these 2 words are **an irresistible combination**, appealing to exactly the type of reader I want... those who want to know **how to profit from e-books.**

And this title tells them that straight to their wallet.

My previous manual was called “**How To Write & Sell Your Own Home-made Information Manual.**” the emphasis was on working in a home office environment, so I put in emphasis on “**home-made.**”

Some marketers say that the term “**how to write...**” makes the title seemed like too much hard work and requires too much expertise on the part of the reader.

They want to make it easier. Their alternative is “**how to create...**”

I agree.

## **E-book layout basics**

.....

You’ve got the **text written**. Your **headlines and sub-heads** are completed. Now you want to make them **look attractive**.

This after all, is the key difference between **your polished e-book** and that amateur-looking HTML material that everyone else uses.



.....  
Want to save an awful lot of experimentation when you design? The answer is simple... shortcut the process by going straight to a publication which you admire, and copy it! Use this one even - I don’t mind at all!



Yes, you can do this quite ethically. There is **no copyright on design** (though if the original designer discovers your efforts, they may be either extremely pleased, or not - but they can’t do anything about it).

It is the fastest way to get a **professional-looking result** when you really have no idea what to do.

Of course, there is **no substitute for a good designer**.

You can find one training in the graphic arts section of local universities or design colleges... sometimes these students produce **brilliant work for you** for just the experience - something they can put in their **work folder** for their new jobs.





Use a body text like Times New Roman for your text.

Or just do as I do to keep a clean, uncluttered look to my manual - use Arial for both headlines and body text.



## How to **create** your e-book

---

The argument rages on... Which of the **numerous ways to create** your e-book should you use? The most popular in many circles seem to be **HTML 'compilers'** like these below.

### 1) **Hyper Maker HTML by Bersoft**

<http://www.bersoft.com>

A great web site compiler for windows. Hyper Maker HTML is an HTML editor that allows easy conversion of Web sites to compiled publications for off-line distribution. It handles GIF and JPEG; tables and forms; default font sizes, styles, and colors; background images; in-line audio and video; background sounds; pop-up windows; encrypted HTML files; and more. \$195



### 2) **Infocourier**

<http://www.smartcode.com>

An HTML compiler that enables you to package a sophisticated viewer browser, together with all the information you wish to distribute into a single concise package, a royalty free Windows .exe file that will work on Windows 3.1, Windows 95 or Windows NT. Supplied together with Webcompiler (see below) at \$149.



### 3) **NeoBook**

<http://www.neosoftware.com>

Produces your e-book in a unique multimedia format that allows insertion of music, video, etc. NeoBook is a tool for producing professional-quality electronic publications. Text, images, sound, music, animation, interactive controls, color, and other graphical elements can be integrated to create multimedia productions. The compiler and spell checker are not available in the trial version. \$189

### 4) **Browse & View**

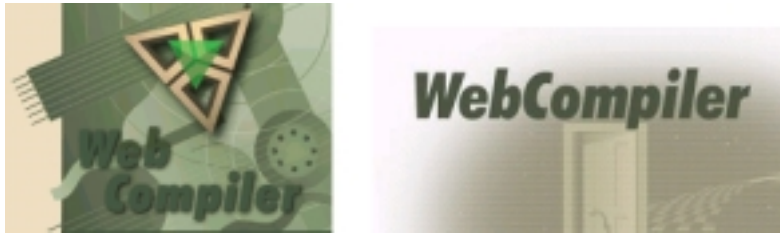
<http://www.pc-shareware.com>

A powerful off-line HTML browser, it runs from a floppy disk or CD-ROM. Only 300kb when compressed with PKZIP! 700kb when uncompressed. Launch other programs and associate hyperlinks with helper applications. Browse and View can launch Media Player by clicking on .AVI and .WAV and .MID files, or can execute .BAT batch files and run .EXEs. View, print, and search HTML files. \$49

### 5) **Electronic Text Publishing System**

<http://www.pc-shareware.com>

A companion product to Browse and View (which creates e-books from html files) is the that converts text files into electronic on-line books. \$40



### 6) **WebCompiler 98**

<http://www.webcompiler.com>

WebCompiler is an HTML compiler that takes a set of HTML and associated files (images, embedded video, and so on) and turns it into a self-contained executable. It will run directly from whatever installation medium it is supplied on. Almost anything that is supported by Internet Explorer 4.0 or later will be supported by WebCompiler. Produced by Oakley Data Systems of the U.K. \$149.



### 7) **Mediapacker**

<http://www.microdream.com>

MediaPacker is an application that lets you create your own multimedia publications from HTML pages. All of your work will be compiled into a unique EXE file that you can distribute easily. You can distribute your Web site in a unique EXE file that is viewable by anyone with Internet Explorer 4.0 or higher on Windows 95/98/NT. \$9.95.



### 8) **XBuilder**

<http://www.signmeup.com>

XBuilder is a Web site compiler that compiles your dynamic pages into static HTML pages. XBuilder can compile any site, including sites written in CGI, Active Server Pages, Perl, or any other scripting language. \$549

*(This information on HTML compilers has been excerpted with kind permission by Craig Whitley from his recently-published book "How to Make an e-Fortune Creating and Selling e-Books." Craig is a Houston-based e-commerce consultant and author of several books about doing business on-line. Visit his web site at <http://www.allebiz.com>)*

There is also:



### 9) **Writer's Dream**

<http://www.bestconnections.co.uk/WD.htm>

A powerful development and authoring tool that allows you to create professional-looking multimedia presentations or applications, containing pictures, photos, music, sound effects, voice recordings and text. There are two versions available, one for Windows 3.1 and one for Windows 95/98/NT. Both versions take plain ASCII text files that you create with any word processor. “**Writer's Dream**” then compiles your work into one stand alone executable file. You can add sounds, voice recordings, music, pictures and photographs. **£29.95** (about **US\$48.50**).



.....  
If you need to give your prospects the ability to convert from **different currencies**, you can place a link to the **Universal Currency Converter** on your website.  
.....



**Universal Currency Converter**  
<http://www.xe.net/currency/>

## **PDF - the answer!**

.....

And standing alone in the corner, but no less gigantic, is the **Adobe Acrobat PDF** system. PDF is an acronym for 'portable document format'. And here lies the best part...

Unlike all the rest above, PDF is **cross-platform** compliant.

What does this mean? The simple answer - **it produces a file that can be read on both Windows and Macintosh platforms**. So you can read a PDF document in Windows 98 that was created on a Macintosh that you downloaded from a Web site running UNIX.

So? Why is that important when obviously **Windows is the predominant** platform?



**Apple Computers**  
<http://www.apple.com>

It's because over the past year or so **Apple Computers** (the company) and its product, the **Macintosh**, in various formats has rocketed back into profitability. They've added one million or so converted users, and you can't ignore **now several million total users**.



.....  
For your manual to be wholly profitable it has to cover the widest number of computer operating systems.  
.....

Now I'm saying this from a position of advantage. Because for the best part of almost two decades, I have been a **faithful Mac user and advocate**.

But there came a time late last year when I realised that I needed more experience on PC-based computers to let me become a **more knowledgeable content**

**provider.**

Not only did I **need to know** how to fully operate PC's - despite the fact I had been using them on and off for the past few years - but I needed to be fully conversant with **both major operating systems.**

I believe that your decision for choosing an **e-book packaging system** should be based the same way.

## **The PDF advantage**

**PDF files have numerous advantages over any word processing programs.**

Readability is the main one... it preserves the **exact look and feel** of the original document. For self-publishing - where form is as important as content as we've discussed - this is an important issue.

**Graphics are preserved exactly** too... PDF is an ideal no-hassle option when it comes to getting any graphic printed.

**eTip** PDF on the way to being the leading digital content form in the **self-publishing business** for the internet. And there are other uses too. It is already being used as the only electronic option for evidence in courtrooms in Singapore. That's because signatures and contracts can't be tampered with.

The main advantage of PDF is that it is able to **transmit an exact replica of your document to any computer in the world**, giving the reader the option of onscreen reading or printout.

This makes it a far better advantage over, say, HTML:

- HTML only approximates your design
- HTML text can be changed
- HTML substitutes fonts

PDF is **universally downloadable across every platform**, without conversion or having to have any other software except the free Acrobat Reader. This makes it very

appealing for Mac authors sending to a Windows audience.

## **Security and PDF**

Many authors **worry unnecessarily** about the problem of digital piracy.

Yes, it is a problem, I know.

We are **always going to have this theft problem** (unless we're selling the Bible... then we know the thief will have an expensive photocopying bill!)

But this "Bible" example is actually **part of the solution.**


If your manual - like the Good Book - has a **large number of pages**, then a photocopying charge of 10c per page is going to cost \$30. For my info-Pack that's not far away from the actual selling cost of \$39... and one of my recent promotions brought it as low as \$29.

Then the thief would have to bind it, which adds another \$3.50 or so.

**It is actually cheaper to buy it from me.**

The second part of the answer is just as important.

If your buyer is a 'believer' or follower, then the likelihood of wanting to fiddle the author/publisher out of their rightful income is **reduced considerably.**

 This fact is why I put so much personal value and background into my writing and product. If my reading public **know me as a person** - rather than just an anonymous provider of material - they're less likely to want to steal my material. After all, it's very **hard to take advantage of a friend.**

Shopkeepers know about this... they are taught in shoplifting seminars to greet the customers warmly, and look and them in the eyes.

This **greeting process gives them a psychological advantage**, because it has been found that once potential shoplifters make a "human connection," they are **less likely to steal** from those premises.



And lastly, but most importantly, **to reduce the chance of piracy you can offer your product with strings attached.** This means that the physical product - the manual - is only part of the package.

Include an ongoing newsletter with up-to-date information. This gives the pack more long-term value and usefulness that can't be obtained through copying.

I use these methods and it works for me! I have had just 3 returns in many hundreds of sales since I started selling the Info-Pack.



.....  
Ignore what you can't control. Instead of wasting time trying to crimeproof your material, it's better to pour your energy into marketing and increasing sales.

.....  
The number of crooked shysters out there are still just a **small percent of the whole market.** You should act like a retailer who writes off a certain amount of stock to shoplifting... grins and bears it - while counting his money.

There are a number of programs that offer varying **degrees of security for PDF files.** One such product from Softlock Services has security features included.



**Softlock Services**  
<http://www.softlock.com>

SoftLock is an **Adobe Acrobat plug-in that allows you to add security features** to your PDF documents. For example, when your customer opens a SoftLocked PDF file, SoftLock calculates a unique number which is based by default upon the customer's hard drive. If the correct password is present, your PDF is unlocked. If not, your customer is invited to purchase the correct password.

### **Using Acrobat Reader**

.....

To access your PDF, your e-book buyers need the **Adobe Acrobat Reader**, just like you :-)

The most recent version is Acrobat Reader **4.0.**



### **Acrobat Reader 4.0**

<http://www.adobe.com/prodindex/acrobat/acrrwhatsnew.html>

PDF is a **file format created by Adobe** that lets you view and print a file exactly as the author designed it, without **needing to have the same application or fonts** used to create the file.

Since its introduction in 1993, PDF has become an internet standard for electronic distribution. It faithfully preserves the look and feel of the original document complete with:

- **Fonts**
- **Colors**
- **Images**
- **Layout**

That's a real bonus for us as e-book publishers.

My first PDF manual was printed in **black and white**, and had a couple of grey screen backgrounds. It was **very plain and ordinary** compared to the one you are reading now with full colour screen captures, headings and other graphics.



.....  
Before the PDF file format existed, people exchanging electronic documents over the net needed to have the **same application and fonts** used to create the documents to see them exactly the way they were designed. All that has changed with **Adobe Acrobat Reader**.  
.....

### **Here are more advantages for using PDF files as your e-book platform:**

- You can distribute a PDF file by **email**, **post it on a Web server**, or **copy it to a floppy disk** or network server.
- You can receive the PDF file as **an attachment to email**, download it from your Web site, or copy it from a floppy disk or network server to a computer.
- With the free Reader, you can **view and print** the PDF file which now looks and

prints exactly as you saw it on your own screen. You don't need any additional applications, fonts, or files.

- PDF files are **compressed to produce smaller file sizes**. This reduces file transfer time and cuts down on storage space. There is no need to unzip them.
- PDF files can link to **text, graphic, sound, and movie** files.
- PDF **files can be indexed** so that you can easily search their contents.
- PDF files can be **duplicated and distributed at a lower cost** than paper-based documents. (No surprises here!)
- PDF files have features that enable you to **create a form** which readers can fill out on-screen and submit electronically.
- PDF files give **sharp, color-precise printing on almost all printers**. And onscreen PDF files have a precise color match regardless of the monitor you use.
- PDF files allow you to **magnify documents up to 800%** without any loss of clarity in text or graphics. That's pretty amazing.
- PDF files can be **optimized to reduce their file sizes**. They can be as little as 15% of HTML sizes.
- PDF files need no **translation, compression, or filtering** on most popular web servers.
- PDF takes **document security** to the next level. Creators can prevent the copying of text, graphics, making changes, and printing a document.
- PDF documents can be **created in generally any program** that can print.



.....

PDF has a lot more advantages than meets the eye. As you are discovering here in this manual, you can **move within documents**, or even **directly to the internet** using the highlighted hyperlinks. These are exactly the same as the underlined links that you see on a web page.

.....

## Viewing PDF documents **on the Web**

.....

You can view PDF documents that are on the **World Wide Web** or an **intranet** using a Web browser.

When a PDF document is stored on the Web, you can **click a URL link** to it to open the document in your Web browser.

## Reading PDF documents in a **Web browser**

.....

PDF documents can display in Web browsers compatible with **Netscape Navigator 4.0** (or later) or **Microsoft Internet Explorer 4.0** (or later).

The necessary plug-ins are automatically installed when you install Acrobat Reader.

When you view a PDF document in a Web browser, **all of the Acrobat Reader tools are available in the browser.**

## **PDF help**

.....

There is also a good advanced-level list for PDF users and developers. You can subscribe through PDFZone:



The online authority for Acrobat, PDF  
and Document Management Professionals

**PDFZone**

**<http://www.pdfzone.com>**

And for more details about the Adobe PDF file format, see Adobe's Web site:

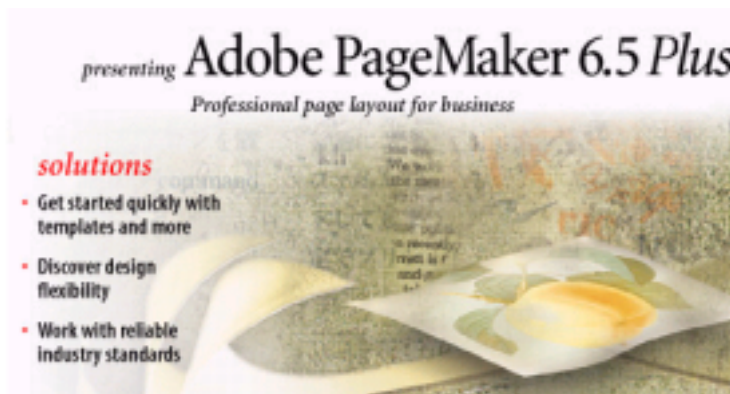
**About Adobe PDF**

**<http://www.adobe.com/prodindex/acrobat/adobepdf.html>**

## **Producing this eBook**

.....

This manual was produced on **Adobe PageMaker 6.5**.



### **Adobe PageMaker 6.5**

<http://www.adobe.com/prodindex/pagemaker/main.html>

It was converted to a **PDF file** by **Adobe Distiller** - which comes as part of the PageMaker package.

Distiller works by converting only postscript (PS) files, so it can't be used on Microsoft Word for example.



### **Adobe Distiller**

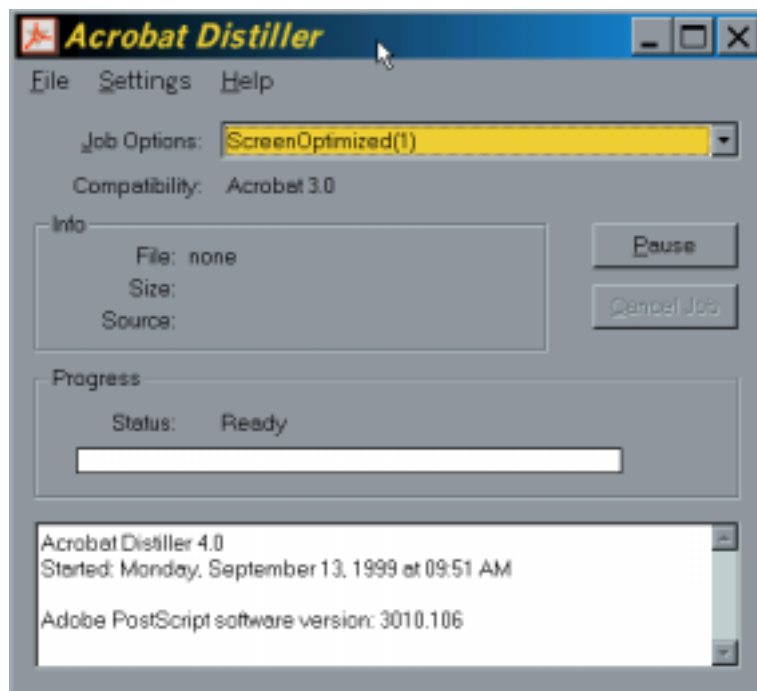
To produce a PDF file from any other word or graphics program, you need **Acrobat 4.0** or greater. **Distiller** has a smaller number of options for converting files.

## Producing **PDF's** for your e-book

---

It's ironic that these details of the most **important and final part of your own e-book** manual - the **PDF file** - is probably the **smallest section** of this manual.

That's because the process is relatively automated and very easy to complete. You simply follow instructions and in a matter of minutes the PDF file is produced.



**The Distiller screen.** Normally this won't be seen when PageMaker is used, because it can be configured to work automatically in the background.

## Can I produce my manual without a **PDF program?**

---

If you don't have **Adobe Acrobat**, or my combination of PageMaker and Distiller, then you'll need to get your PDF commercially converted.

This shouldn't be too much of a problem, or even expensive, as it is a simple process. Just make sure you have a **word processing application that can print**

**to Post Script...** this will ensure that it can be converted to PDF.

You will likely find the following places will be able to complete the process for you:

- **Typesetting houses**
- **Graphic arts businesses**
- **Freelance graphic designers**
- **Advertising agencies**
- **Bromide services**
- **Commercial printers**





News has to be presented in **an expected form** to maintain credibility. This means using all the trappings that go with a professional product:

- **Typesetting equipment**
- **Modern presses**
- **Trained journalists**
- **And a newspaper that looks like one**

**Websites are no different.**

While **professional content is the main link to the website’s reputation**, a badly designed site will need some extra credibility boost to make up for it.

It may get by. Maybe the author has a strong reputation in other areas, or has **proven abilities** that take readers past the “eye candy” style of a website.



.....  
When your prospects don’t know you from a bar of soap, then the only indication they have about you is from your website design.



Let’s face it, the vast majority of prospects have a real reluctance to buy off the Internet because **they fear getting burned...** we should be doing everything we can to reassure them.

Good design is an essential part of this process.

### **Clutter increases interest, but at a price**



As I experimented over the first few months that I had my website operating, checking visitor counts against my design changes, I found that **page design had quite an impact on sales.**

So I decided one of the primary ways to **promote** the site was through its web page **design** - the way the page looked graphically.

And I wanted to make **simplicity** the main key.

Have you noticed that a lot of websites have a cluttered main page? They have:


- **Lots of options, plenty of places to visit...**
- **But no clear strategy, or sense of direction.**

So the confused first-time viewer **chooses the most appealing link** on the page. Or, if none of the links seem to show any benefit, they will **leave WITHOUT clicking** through to any link.

That's quite common on most websites. But it shouldn't happen.

## **My answer**

So I decided to design a site that led the visitor through it... **step by easy step...** until the process ended with a sale.

 **Many people cry out for order. They want to be **guided, directed**, but at their own pace. And they want to be able to leave at any time too, but you should make that harder to do :-)**

So I choose to have the step-through sequence of my pages **start with a main page**, then followed with a **secondary** sales/order page. There would also be several support pages that would act to build my credibility. These would include:

- A personal history
- FAQ
- Past postings from forums
- Back copies of ezine articles

And **instead** of making my main entry page a “Welcome” and “Contents” guide like so many others, **I would start the sales process straight away...** with a **sales letter** directed straight at the prospect. There would still be a brief index to the rest of the pages, but this would appear as a **content bar** on the left.

The whole object was to reduce clutter and improve navigation.

“Clutter” can be many things in your website:

- Links to **unrelated sites**
- Links to other **non-selling sections** of your own pages
- Large or detailed graphics that **slow down page loading** times
- Banners for **other sites** that attract the eye away from your selling message

Think about the websites you visit. Many of them are appealingly cluttered with:

- Multi columns
- Many detailed graphics
- Clickaways
- Choices
- Links
- Banners

It all looks visually stunning. Full of promise. But - as we’re learning now - this overchoice is **no choice at all for you** and I as serious marketers who want a sale at the end of our efforts.

So at all costs, you must **REDUCE CLUTTER.**

To sum up, to get the best value from your website, you need to:

- Use a **main page**, with minimal links to draw visitors away from it
- Give a **selling statement** (sales letter) on the main page and continue it on further pages
- Design all pages to attract the prospect’s **email address**

## What your **website needs** to sell

---

The essential components of a successful selling website (**the Five Pillars**) are:

- 1) A powerful website headline
- 2) A sales letter
- 3) A way to collect opt-in email addresses
- 4) Testimonials and other proof
- 5) Order form for credit cards

Why do I think this **strategy will work** for you?

Because it is based on a **formula that has worked tremendously well** on my Info-Pack website.

And because it follows a **similar sales pattern to my mail-based letters...** which have pulled up to a whopping 63 percent response. That's the highest I've seen anywhere.

Of course you could probably get a 100 percent response if you offered free \$5 notes... but my letters have done remarkably well without resorting to this :-)

## Multi sites

---

“Should I sell **many items** on my website?”

I recommend you don't. And it all has to do with the clutter problem I've outlined, and the difficulty of **writing a sales letter that will cover all possibilities.**



.....  
You can only have one focus in your website - your main product.  
Anything else dilutes its impact.  
.....

One answer is to have many sites. Marketer **Dave Bancroft** <http://profit.org/forum/> has several websites - each selling **different information products**. You won't find them in one place - he doesn't cross-promote between sites.

Each one stands alone, and has clear promotion boundaries.

For your website, let's start with the **first ingredient of the selling success formula...**

## **Write a powerful website headline**

.....

The secret to **capturing your reader's attention**, as they first bring up your home page in their browser, is to find the **word pictures** that will grab them and keep them there.

It is at the same time the easiest and most difficult thing to do.

You do that by finding a **Key Word** that acts as a hook to lure your reader in. Then you **use that Key Word in your title**.

There are many such key word hooks, and the most popular ones are these:

**Money**

**Success**

**Wealth**

**Secret**

**Free**

**Now**

You'll discover I use many of these in my headlines.

The next step is to **incorporate these Key Words** so they mean something to your readers. Obviously, running them all together would cancel out the advantage that each has individually.

But we can compromise.

Let's assume we want to sell an e-book that **describes how to build a metal detector**.

There are a few assumptions about this product we can make straight away: **the metal most people would be interested in - and want to detect - is money.**

Money metal can be not only lost coins, but:

- Stolen objects
- Keys
- Buried treasure

From this we can start building our headline. We want to link it to discovery, money, and do it in an interesting way.

Some ideas using these words:

**Discover Easy Money Now!**

**Get Buried Treasure With This Wonder Wealth Locator**

**The Secret Money Finder**



.....  
If you don't stop your reader with your headline, they'll simply move on to the next web page or the next website. The answer is simple. You need to write something that will grab their attention and force them to read more.

.....  
People are always saying "What's in it for me?" People have their brains tuned. They are constantly asking this **question of your headline**. When you talk to friends, this statement is running through their mind.

Even as you read this manual, you're thinking the same thought. How do we answer it?

## **Benefits**

.....  
You **help your prospects** with your headline... with **BENEFITS**.

Always need to **pack your website headline full of benefits**.

So how do you make sure people read your website headline, and then move down

to the selling copy?

You always put your **biggest benefit** in your headline.

That's because your benefit will attract those who are seeking that benefit. If at that point they don't read further into your website, they were not your prospects anyway.

**eTip** .....  
One of the greatest copywriting mistakes is writing a **headline** that gives no benefit. Why? Because even people who are ideal prospects for your offer won't even read through your text. They won't know what you are selling!  
.....

When done properly, a benefit in your headline will **improve the effectiveness of your body text.**

About 60% of your readers will read your headline and no more. So your headline **MUST** be strong!

## **Believable benefits**

.....

It's extremely important to give **readers specifics in the headline** because it increases believability - and response! Use:

- Numbers
- Money figures
- Dates

These powerful attractors sell your product.

### **EXAMPLE:**

**You Can Earn \$1,000 Weekly With HomeMade Booklets.**

**Make \$345 Before You Go To Bed Tonight!**

**In 3 Weeks Your Stomach Will Be 25% Flatter!**



.....

One secret I've found effective in writing headlines is to mirror the Reader's Digest style. That magazine has an amazing history of **effective headlines** because they have a **common touch**. Their headlines needed to be effective because they are the sole method of attracting casual buyers at bookstores and supermarkets.

.....

My old **Info-Pack** website headline was as Reader's Digest-persuasive as I could get:

**“How To Make \$104,870.00 A Year,  
Part-time, At Home ...  
Free To Do As You Please ...  
(While Everyone Else Works Overtime For A Living!)”**

Note that I decided to emphasise the **yearly sales potential** by giving an actual amount, rather than rounding it off to \$100,000.

Detail gives believability.

## **Improving your headline response**

.....

A good friend is the publisher of many **quality books on motorcycling**. (Those of you who know me also know I've been a keen motorcyclist for over 35 years).

He wanted to know how to **raise response rates to his useful website material** when so much other information is freely available in magazines or on the Internet.

It's a common enough question.

It's all in the marketing... the promotion of your material. (That's assuming the subject is good value, which his is).

I suggested he **tantalise his audiences** with tried and true motivating words like:

**Secret**

**Untold**



**Revealed**

**Never-before**

**Improve**

You draw prospects in slowly... like a spider in a web... using these words as headlines for the books or advertising material - like my suggestions here for his **booklet on braking:**

**Exclusive Report: 9 braking secrets of professional riders you can use today**

**17 untold tips for better braking by 20-year veteran**

**Revealed! - 7 little-known braking secrets you can teach yourself in an afternoon**

**How to improve your braking by 500% in one hour!**

When I last saw him, he had incorporated these headlines into his books and they were going out the door!

## **Headline attraction**

.....

While we're talking about motorcycles and headlines, here's a quick story.

I very rarely visit my local **city library** any longer. For me the internet has overtaken and surpassed it for **convenience and quantity** of information.

But I decided to drop in to our city's main library over the weekend (I can park my motorcycle right out front - in the city's busiest street!)

While I was looking around the financial shelves, I came across a book on the **stockmarket** that I had seen there over many years in past visits.

I had always noticed it because the title was a real puller... it made you smile inside as well as out: "**Where Are The Customer's Yachts?**"

The inference was that the brokers were the ones taking advantage of their clients.

Clever.

## Set the scene



E-book headlines **play such an important part of your selling material** because they set the scene for attracting buyer interest... often making a bigger impact than the **design, style** or **content** of the selling information. It's because a headline is the first port of call to attract your prospect's attention.

Remember the old classic from 1923: **“They Laughed When I Sat Down At The Piano...”**?

It pays to spend some time over your headline.

## Your web sales letter



I've said I believe the only way to achieve a clear focus - and exceptional sales - is to have a **single sales letter for one product** on your website.

My info-pack website (now discontinued) sold the **Info-Publishing Knowledge Pack** with a single page letter that extended right down to the ordering information.

In the lefthand column menu I had a **limited number of links** to my forum, Amazon bookstore and other information about the product and myself.

These links sat in the 'background' waiting for the reader to revisit it for confirmation and extra information.

**The site has been very successful, but slow to load.**

In my present website for the E-book Secrets, **I split the web sales letter up into several pages**. Each has a “read on please” prompt at the bottom to lead and draw the reader on to the next page.

This allows the page to load **faster**.

Two approaches - each different in operation, but similar in concept.

## Long or short **selling copy?**

Your sales letter is the prime motivator for your prospects. So should you cut your costs by having a **short letter**?



There are few times that a **short letter** will work, and that's only if your product jumps off the page and sells itself no matter what you do! But in all other cases **you should use the longest text possible.**

**Tell more to sell more.**

## Selling **points & benefits**

People are looking for your website sales letter to satisfy the question: "What's in it for me?" If you grabbed their attention with an effective headline, follow with **the benefit** immediately, or you'll lose their interest.

People are impatient. Their fingers remain poised over their mouse button, ready to click away at any instant.

You've got to find a way to keep their interest glued to your website page.

**You do this with benefits.**

Let me show you how easy it is to power up your sales letter text with **benefits**.

First, let's examine again **what a benefit is** in sale letter terms. Benefits are those things that offer the reader value.

For example:

### **THE PRODUCT: eBook Manual**

**Feature:** PDF distribution

**Feature:** Cross-platform compatibility

**Feature:** Live linking

**Benefit:** Instant delivery to your computer

**Benefit:** Works on whatever computer you are using at the time

**Benefit:** Instant access to information

The **benefits** are the **powerful selling points** you should use in every case.



.....  
The benefits are what you get from the features. And it's the benefits that entice people to buy. People want to know how your e-book manual will **benefit** them.  
.....

## **Increase your web's sales copy **readability****

.....

Here's 4 ways to get a **higher readership for your website text**. Notice that they are all **design factors** that concentrate on making your page look appealing:

- 1) **Bold** the important points of all your text - don't underline them. This confuses people who are looking for hyperlinks.
- 2) Make sure the longest paragraph is **no more than 3 lines**, 5 lines maximum.
- 3) Use ample **white space** between paragraphs.
- 4) Make your **line length short**. For example - don't use the full webpage edges, but reduce your borders or table width so that the line length is reduced. You can do this by making width 50% or 75%.

## **More ways to **improve** your web text**

.....

**Your proof of earnings gets 100% hit rate!** Readers want to know authentic detail... and what could be better than proof?

When I first put my website up, I was looking for an **additional factor** to increase interest in my site, and to **increase credibility**.

Out of curiosity I put up another page with a scan of a recent check of earnings ([http://www.ksilver.com/Income\\_Example.htm](http://www.ksilver.com/Income_Example.htm)) from my earlier call centre, with a link from my main page.

The results were impressive - a **90% response from my website visitors** to this page! More people saw this page than visited other pages on my site - where the previous highest rate was around 60%.

In a three hour period, my main page received 50 hits, while the page with my check got 49 related visits... an almost perfect score!



.....  
This example obviously shows that people crave credibility, and what better way than to let them see REAL money received.  
.....

By the way, this check was a fortunate example. Normally my deposits go straight into my bank account.

But in this instance the income was deposited by handwritten check from the company's Auckland-based accountant, because the company was changing its account system. This manual check proved a good example for me to use.

## **5 Ways to improve your website sales letter response**

.....

**1) Put numbers in your headlines.** Use examples like:

“Get 3 Times More Processing Power”

“10 Ways To Earn Money With Your Modem.”

**2) Reveal your information gradually.** Don't dump all your information in the first paragraph. Spin it out. **Use the most interesting fact initially**, then reveal more and more as your readers read through your material.

**3) Include testimonials.** This is one of the most important parts of a sales letter. If you don't have a **good testimonial**, send your e-book to someone prominent and ask them for their opinion. Retrieve the good points from their comments and write back asking to use it in your ads.

**4) Make a startling statement.** “Millionaires Are Not 100 or even 10 Times Smarter Than You...” This kind of headline or lead-in will wake up your readers. With their curiosity aroused they'll read on.

**5) Use a personal quote.** “I Used This Manual And Found My Freedom!” Or “Your Manual Helped Me Make \$10,000 In January!” The use of **quotation marks** around the sentence makes this far more effective.

## The **P.S.**



Studies have shown that many readers turn to **the signature in a letter** to identify the sender, and so they see the **PS** (short for Postscript, an addition at the end of a letter). You should restate your main benefits in the PS, or even **emphasise a deadline**.



.....  
The PS becomes an **important part of your sales letter**, because **MANY** of your readers are often going to see your offer in the PS before they read the sales letter.



So the PS should tie up your offer in an **appealing and urgent way**, and restate the strongest selling points you have for your product.

## Sales Letter **Workshop**



Here are 2 sales letters that the writer asked me to comment on:

### HOW MUCH OF THE SPANISH SPEAKING MARKET ARE YOU MISSING?

If you can't even say "Hi my name is Joe" in Spanish, then expect to miss out on this huge market. Learn Spanish the quickest, easiest and least expensive way possible.

### CAN YOUR BUSINESS AFFORD NOT TO ADDRESS THE SPANISH SPEAKING MARKET?

Just think of the possibilities if you could list your website keywords in Spanish. Can you?... didn't think so. Come learn Spanish quickly, efficiently and in the most beautiful place on earth. Intensive courses!

### **Here's my evaluation:**

Success on the Internet relies almost entirely on the written word to persuade, so be ever conscious that EVERY single word has to be working for you like a powerful magnet.

Now, I'm also not a great fan of **negative headlines and copy**. They repel people instead of attracting them. Yes, I know that are quite a few enthusiasts of this form of **'Get your prospects to feel the fear'** type of copy to promote reader activity, but I haven't found it so.

**Honey works far better.** Attract your buzzing prospects with warm, appealing words. Use a lot of **'motivator words'** in your text. Firm action words, coupled with facts, that pull the prospect along.

In this case, I suggested the writer rephrase the **headlines** with a little movement and action:

**Understand Real Spanish Fast!**

**Yes - Speak Fluent Spanish In Just 5 Days!,**

**Speak Working Spanish In 3 Hours!**

These are generic headlines off the top of my thinning head. If they can be **personalised**, so much the better, like this:

**Famous Teacher Says: Learn Spanish In 3 Days With Me! Success Guaranteed.**

In the body text, I would remove ALL the negative words used: "can't, miss out, afford not to, didn't think so, least expensive"... and replace them with:

- 1) **Positive 'you can now' words.** You can also use 'how to' - that's always good in a headline too.
- 2) **Words that allow the reader to GAIN something...** get new language competence quickly, speak like a native, now give directions to taxi drivers etc.
- 3) **Powerful benefits OTHER than the ones used here:** "easy," "quickest," or "intensive." These first two words can be - and often ARE - used by everybody these days. They've lost their oomph.

For 'intensive' - which is a fear/work word - why not use 'condensed' - which is a lot more friendly and also implies that the advertised course is effective.

Now, back to **'fear'** words.

Yes, you can use them - but ONCE your prospects have contacted you. Use these dark words to goad them along... help in their decision-making... to let them see what **they're missing out** on if they don't act NOW.

And of course **you do that best by giving a firm deadline** to the offer.



The most awkward word in the business of **teaching** has to be 'learn.' Many adults shudder at the thought of having to go back to school. For many of us words like '**learn**' and '**study**' spark off all the bad vibes we encountered over the years spent locked in dull classrooms on sunny days. Those studious words can be replaced with 'discover', or 'find out how'.



## Get your readers **turning** the webpages



Your prospects need to be **constantly moved along in your website sales material.**

Left to their own devices, they may prefer to click away, never to return. So at the bottom of each web page, build in a continuing sentence that get readers to click to the next page:

**And there's a lot more than that...**

**You can expect a surprise. In fact...**

**Now I'm going to prove that this is true...**

**Why do I think this?**

**You not going to believe this part...**

**I'll tell you exactly how...**

## The secret that **Walt Disney** used!



Here's another hint you can use for your sales letter to give it a powerful attraction factor. It's one that Walt Disney is well-known for. He called it a '**weiner.**'



In his biography he said that **one of the key elements** of his Disneyland theme park success was to have **plenty of these weiners dotted all over the place.**

What's a weiner? Disney called it **the curiosity factor.**

In his theme park design, it was the **entranceway** or **tunnel** that looked so tempting. It gave you just a hint of something exciting around the corner... that you were irresistibly drawn there. The "weiner" **revealed only a little of the next area**, but made it so appealing you had to move forward to see it.

So it is with sales writing. You must build a curiosity factor into parts of your prose that get prospects interested and curious. So they want to know more.

## **The Weiner principle in use**



Here's how I applied **the weiner principle** when I was asked to evaluate this selling copy. It read like this originally:

- \*\* 8 Major Search Engines account for 95% of the Traffic.
- \*\* 80% of the traffic goes through Yahoo, Excite and Infoseek.
- \*\* Using one of those services to submit to 600+ engines is a complete waste of time and money.
- \*\* Most submissions get ranked #500 to #10,000!!
- \*\* Research shows that almost no one ever looks at rankings over 20 or 30. NO ONE!

If YOUR site isn't at the Top of Yahoo, Excite or Infoseek, many of YOUR customers are spending their money at your competitor's sites - OUCH!!

This text reveals too much. It's like **looking at Disneyland by air** and knowing where everything is before you walk it. It's weinerless :-)

Let's look at just one of the bullet points, and see how we can **apply the weiner revision** to it:

- \*\* 80% of the traffic goes through Yahoo!, Excite and Infoseek.

Instead, how about:

**\*\* Which of the 3 top-rated search engines gets an amazing 80% of the traffic?**

Keep a secret or two to yourself - don't reveal everything - and you'll pack punch to your prose!

How do I know this? Well, a couple of years back, in one of my mail-order sales letters, I went ruthlessly through it... cutting out all the 'hard fact' feature-style information I used... and **replaced them with weiners.**

Result? My sales shot up by at least **5 times**, probably more - but I was too busy banking the checks to figure the exact percentage :-)

## **Deadlines as sales incentives**

.....

However you write your **sales letters**... make sure yours has a **DEADLINE**. This is the **strongest response mechanism** to any letter you write.

I've tested it time and time again on my list offers.

**eTip** .....  
This **deadline factor** has to be the most powerful ways of getting response... and yet 90% of the advice you get from "experienced" marketers **NEVER** mentions it!

.....

But how do you start if you don't have a **real deadline** to kick off with? Fortunately there are dozens of ways. Here's a few ideas:

**1) Limited numbers.** Tell your customers you only have a **certain number** of products left at this price... and once they're gone, the price will increase.

How can you do this with **digital products**? Make some important changes to the text, and sell the "old" text at a reduced price for a limited time.

**2) Limited time.** While you can use a 7, 10 or 21 day deadline (my favourite

numbers) for any reason, it's best if you have a believable reason for these numbers. **A price rise for example.**

But, as I've found, even a **"no-reason" deadline** will get customers moving. Just use the number you want, and the response will rocket.

Just remember to **keep your offer timeframe short...** the longer people have to think about it, the less chance you have of getting their order.

**3) Limited expertise offer.** I gave my clients **5 hours Free Consultation** for a year when they bought one of my info-products. You can too. Tell them in your sales letter that there are only **so many hours in the day, and once you run out of hours...** so do they!

Have a look at the next chapter on ezines. See how each one of them has brought a **deadline to the proposal.** Without fail.

## **The 'golden buyers' prospecting tool**

.....

Every successful website **captures the addresses of prospects.** Getting your prospect's email addresses is **absolutely essential.**

Too many sites don't do this properly. If at all.

Here's why:

Your prospect **MUST be contacted again.** Many prospects will not buy until they know you and have seen you around for a while.

**eTip** .....  
It may take many messages to **build their familiarity and confidence in you.** Many marketing experts say that at least **7 impressions** are needed within the space of **three months** to get the message home.

.....



- **Product registration cards**
- **Sales and telemarketing calls**
- **Other points of contact with customers and prospects.**
- **Advertise on opt-in and voluntary email lists.**
- **Advertise in ezines and email discussion lists**



### **The Direct E-Mail List Source**

<http://www.copywriter.com/lists/>

This provides links to many permission-based email lists.

Spam is such a controversial subject right now that you should stay with **permission-based email only**. The risk to **your reputation** is just too great.

## **Permission-based lists**

.....

What is true **permission-based marketing**?

Simple. Make sure that nobody is placed on your email list without their explicit permission.

The main **mailing list providers**, and many experts, agree that the **confirmation form of subscribing** is essential to prevent spam accusations.

This happens when you receive an **autoresponder** message from the site you signed up with, asking you to return it as a confirmation of your subscription.

I'm not so sure this is a good move for you and I. It reduces the spontaneity of the request.

Lets run through the process:

1) Your prospects decide to look at the **Free first chapter** of your e-book.

**2)** They click on the link, but instead of getting **immediate access** to the website, they are asked to return a confirmation email. Now, this may have been several minutes after they sent the original request.

So now they are looking at **additional time** before they can access your chapter.

The option to go away and ignore the **whole offer** is very much heightened now.

Only the most hardy will stay to complete the process.

But, you say, isn't this a good way to better **qualify your prospects**?

On the surface, it seems so. But you are also turning away many **luke-warm** prospects as well... who, if they were approached with more information at a later date, would possibly buy.

You cannot ignore this **potential**. So it is **important to make the whole process as easy as possible**.

And keep a good relationship with your **Internet provider** so that they know you are not intending to spam at any point of your business.

## **Sign-up persuasion**



How do you persuade potential subscribers to **sign up** for your ezine?

I have found the most successful way is a two-step process.

**1) Give your prospects something free as an incentive.** Here's how do that. When prospects reach my main page, they see an invitation.

Here is what it looks like:

**Read 1st Chapter FREE!...**

You can read the **first chapter of EBOOK SECRETS** (58 pages), which also includes the full **Contents Pages - FREE**. Just enter your email address here.

*You will receive information on **how to download** the sample PDF file (approx 1-2 minutes download). And you'll get occasional e-book information from me (and don't worry - your name will never be used elsewhere, or rented, sold or disclosed).*

Clearly I have given all options. Now they know they can get to **read the first chapter free**, and also get **free information** via my ezine.

They can also do this at my **Self Publishing Forum** where I have a sign-up section at the head.



**Ken Silver Online:**  
<http://network54.com/Hide/Forum/11488>

**Free email listserver**

The field in this form is linked to a free email listserver service called **AutoMail**.

There are other programs you can use as a way of signing up subscribers to your website. You can also achieve that by using a free group mailing or listserve system:



**OneList**  
<http://www.onelist.com>



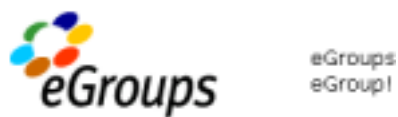
**Listbot**

<http://www.listbot.com>



**Topica**

<http://www.topica.com>



Simplifying Group Communications

**eGroups**

<http://www.egroups.com>

Each of these systems allows you to put a **sign-up field** on your website. **Subscribers are then managed** by these mailing systems. This is particularly good if you don't want to be involved with:

- Subscribing
- Unsubscribing
- Sending newsletters out on your email program



## Do-it-yourself administration

**Mailing lists of subscribers** can be operated from your own email software, simply by adding addresses to the **BCC (Blind Carbon Copy)** function, and sending them out.

However, many **Internet Service Providers (ISP)** put a limit on the amount of emails you can send at one time. Their theory - a large number of emails is likely to be spam.

So instead of breaking them up into smaller groups for you, they will simply refuse to send them.

You can send groups of **200-250 emails** through your email program, as I did - which is time-consuming and not very convenient.

Once I accidentally neglected to enter a group's address as **Blind Carbon Copy**, which allowed recipients of the email to see other addresses on the list.

This was not a great career move :-)

The four mailing list services above are **free to join and use for your mailing list**, but each of them puts a commercial advertising message at the bottom of every email sent. This ranges from a one line advertisement to several lines or more.

---

ONElist Sponsor

ONElist: your connection to like-minds and kindred spirits.

---

You can, by paying a **monthly or yearly sum**, have the advertising removed.

## Your list

There are a real number of advantages in using a commercial service. The most important one is **subscribing** and **unsubscribing**.



This is a necessary part of mailing list management that can easily take-up a lot of your time if you have to do it manually. With these commercial lists, all the





## AutoMail Manager

Manager Screen for the AutoMail System

---

### Message Composer

Use this section to read or edit your 2 messages. The Initial Message is the message sent when a visitor to your website requests information. The Newsletter Message is the message to send out on a regular basis.

Username:  Password:

Compose your message, or paste your message from your Clipboard by pressing the Control Key and the letter "V". You can read your existing messages first.

Subject:

You can also:

- Manually add or delete addresses
- View your whole address list
- Get an address count
- Change the initial message that is sent out at any time

### Built-in Remove Request Line

#### Address Manager

Use this section to add or delete e-mail addresses from your list. You can also view the contents of your address list or get a count of the total number of addresses.

Username:  Enter Password:

Enter E-Mail Address:

Count =

When you start to get a **sizeable number of people wanting information**, you also get an increasing number who want to unsubscribe for some reason. Often this has nothing to do whatever with your product or ezine... they may simply be snowed under with more ezines than they time to read.

AutoMail displays a message **telling subscribers how to get off your mailing list** by sending a reply with the word "Remove" in the subject.

You need to find a way to **identify your unsubscribers**, then remove them manually from the system.

Do at this way:

Use an email program that has some automating features on it. The most important of these features should be **a way to file messages as they come in**. Most email programmes have this function.

Once your email message is sent to your REMOVE folder on your filing instructions, you can then:

- 1) **Open the message**
- 2) **Copy the email address**
- 3) **Go to AutoMail**
- 4) **Paste the address in the field for removes**

### **How Many AutoMail Accounts Can You Have?**

As many as you want. If you have **multiple products or services**, you can set up an AutoMail system for each one simply by choosing a different user name for each one.

### **Advertising Options**

You can use **AutoMail** for free, as long as you wish. All AutoMail will do is put a little tag line at the bottom of each message promoting a various feature at Webcruiser.com.

If you don't want the tag line at the bottom of your messages, you can upgrade to an ad-free account for \$10 per month.

### **What Restrictions Does AutoMail Have?**

AutoMail will not set up any account using a free email address account like **HotMail, Juno, Bigfoot, Yahoo!**, etc... only your dial-up account address. This is so you don't use AutoMail as a spam system.

They also will want to verify that you do have a website before granting you access to AutoMail. Again, it should not be a free website.

## **Testimonials**



**How can you get greater credibility?** The answer is **third-party testimonials**.

What if you don't have any? And what if you have **no time** to write to people asking for them?

My friend, it's easy. Even if you have only been selling for a **week - or never** - you can get a **handful of testimonials together**... enough to start instilling essential buyer confidence in you.

Here's how you can make a start on some "instant testimonials" if you have been selling your product for a week or two:

- 1) Go through all your **emails from your clients**.
- 2) If you're a decent sort of person, these messages will have something in them like: "**Thanks - I appreciate your help here, and I liked your e-book!**"
- 3) **Clip that sentence** and add the sender's initials to it.
- 4) **Send off an email to them** enclosing the proposed testimonial, and asked to permission to use it.

Easy wasn't it! You now have an **instant testimonial**.

Here are mine done this way:



You haven't ceased to impress and amaze me. On several occasions you have freely given your suggestions and opinions to my ideas. Thank you.

G.P.

---

I received your book publishing package on 3-2-99. I've only just overviewed it...Nicely produced...Looking forward to using it.

E.T.

---

Thanks for your quick responses and helpful manner.

M.K.

---

I kept trying because I like the way you write and the way you quickly respond to your e-mail. AND, you obviously know what you're talking about.

M.K.

---

I forgot to congratulate you on the Anthony Blake Award—it looks impressive on your site too. Great job.

G.P.

---

BTW, how often does the newsletter come out for us Info-Pack buyers? <g> I love this stuff!

R.S.

---

Why did I purchase? Because I believed that you were a credible, trustworthy person who had personal experience that I would be able to benefit from. This was reinforced by your web presence, your strong satisfaction guarantee. Your forum and the quality information your post there in the form of tips and in the care you take to answer other's questions. Also, your online "Diary," the professional look and operation of your website, and your posts to other forums gave me a better "feel" for your integrity. And... when I e-mailed several times you with questions you responded promptly to answer every detail—this impressed me.

G.P.

---

One more thing that helped me make a buying decision was the testimonials posted on your site.

G.P.

---

Thanks for resending. The second file (2 of 2) works just terrific!! Your manual is excellent...just what I'm looking for.  
A.C.

---

Please let me know when your new book is ready, I'm sure it will be as good or better than your info pack which I'm enjoying thoroughly.  
D.H.

---

Your manual didn't disappoint me. I read it as soon as I printed it out, now have to go back and absorb its contents.  
B.S.

---

I purchased your course last month and found the content vast.  
D.H.

---

I enjoy your newsletter & look forward to each edition.  
K.M.

---

I am a recent purchaser of your homemade info-pub pack. And I must say that yours is an excellent package that compares well with what I considered the standard for the prospective homemade booklet publisher...practical, real-life tomes that tell it like it is. Not the souped-up hype one often gets from the scammers in this business.  
R.G.

---

Thanks very much for your quick reply. I appreciate your promptness and ideas.  
E.G.

---

I bought the info pack before your price change went into effect on Feb. 1. I like what I've seen so far. It's sparked some new ideas for me.  
R.S.

---



Thanks for the awesome product! I got all of the attachments - and I'm reading through the course. Great stuff!  
J.G.

---

Thanks again for going the extra mile for me.  
G.D.

---

Pointers for you when you use this **instant** process:

- **No-one will be offended** in having their comments set out in this way - because their name is not identified. Only when you put a name to a comment will the unsourced comment be copyright.
- Make sure you **do not identify your source** in any way. Just use initials.
- Unless you have a **solid reputation in your field**, you may have some people thinking these are made-up comments.
- If so, you can suggest they **select one at random**... and say you will contact the writer to see if you can release their name to the enquirer.

**So, are you impressed with what people say about me? (I was!)**

## **Full testimonials**

.....

Much has been written about testimonials. There is no doubt - **they are the most effective form of promotion** you will ever get. I'm going to tell you:

- 1) How to get a **regular supply** of testimonials.
- 2) How to get testimonials **starting from nothing**.

## **Get a never-ending supply**

.....

How? **You ask for them!** With every ezine and email you put out, part of it must be devoted to asking for a glowing reference.



.....  
**Real words from real people** have an astounding effect on your sales. Because it is freely given, a testimonial is a powerful motivator.

.....  
But there are two requirements for a **successful testimonial**. Without these, your impact is dramatically lessened:

**1) Get a full name and contact address.** If your buyers are happy, and your product ethical, they will be only too pleased to be associated with it. When you ask them to include the **email address**, they'll cough it up quite happily.

**Anonymous signatures** are next to useless because your readers will think you have made them up. That goes too for signatures with just **initials**, or a **first name** with an initial as the last name.

**2) Ask the right questions.** Which of these is the most effective?:

"I have found your book extremely useful, and read it right through to the end."

T.P.

OR

"And all I can say... is that it looks awesome! Where I see your manual differing (and far eclipsing) almost all others on the market is in the tangible and practical tips that you give for implementing your idea. You not only explain a concept, you draw on actual examples and case studies to show EXACTLY how to execute the plan. This alone, Ken, is worth thousands of dollars to any reader with ambition and some plain old common sense!"

**Jesse Horowitz**

**MusiVation International, LLC & The M-Power Show**  
<http://www.musivation.com>

The second one has obviously **more substance and positivity**, and together with a **real name and personal experience** with your product, it resonates success.

Now people just won't **send you testimonials** out of the blue, without something in return. But this is easy to remedy:

- Tell them you will send a **Free Report in return for a testimonial**. This can be any valuable peace of information, and it is best if it has a dollar value... this



they are not getting it in return for their good comment... this would devalue the worth of their testimonial.

2) If you **don't have a potential customer base**, then distribute the e-book to your friends and business acquaintances. Again, ask them for their comment and opinion.

## Selecting the **best**



Once you have **collected your testimonials** by either of these methods, choose:

- The ones that will have the **most impact** on the audience you're trying to reach.
- A **selection which gives variety**, targeting a cross-section of your potential audience. Ideally, each of the testimonials you use will appeal specifically to a **certain group of customers**. The appeal will depend on:
  - the words used
  - the nature of the e-book as it applies to them
  - the business associated with the person making the comment.

As you can see, this will be a wide-ranging exercise. But you can't help but win, whatever you do!



## Website **keywords**

---

### Keywords! Page titles!

Do you realise how valuable the **correct title and keywords** are? They are the big guns in the placement stakes.

The **right words on your website and in your HTML code** will lift your ratings in the search engines.

### **Keyword types**

---

There are two types of Keywords, and they both have similar - but separate functions:

- 1) The most important are the **TITLE** keywords. These are the ones that many search engines give priority to... so they need some careful thinking about.
- 2) The second are the **META TAG** keywords. These are a number of descriptive words that the engines use to automatically locate and change your website placings.

A Meta Tag sits at the top of your HTML code, and is again one of the main information sources gathered by the search engines.

### **Titles**

---

We're going to look at how I changed and improved my **Title Keywords** - in a BIG way.

## Top 10 placing



Do you understand why **it is important to be in the “Top 10” sites** on a search engine result?

It’s because - even with super high speed **satellite links** and **cable access**, we are all driven by the need for **faster results**. Now.



Many **search engine experts** (that’s you and me :- ) say that most people searching for a particular topic won’t look beyond the **2nd or 3rd** search page, because they don’t have the time.



### That’s why high placement is like gold.

When I finally launched my original website a year ago, it was without much prior research on Titles.

I had assumed titles were just a **simple description of my page**... maybe even a promotional spin-off for those viewers who happened to look at the menu bar.

So my main page title was simply:

**“Ken Silver - The \$1,000-A-Week Home Publisher”**

This was adequate... you see this type of title in many web pages.

As I was to quickly discover, there are a few **TITLE KEYWORD SECRETS** I should have been using instead. **Little-known tips** to help jump my page higher in the search engine ratings.



Many marketing experts say that only a small percentage of website promotion comes from the results of search engines. They stress that an overall marketing strategy is the only real advantage in getting sales.



## TITLE KEYWORD SECRET #1

**TITLE:** This is the descriptive sentence that you see in the **title bar of your web browser**. It is found in the HTML source. You can get it on your browser menu bar by clicking VIEW > SOURCE.

It is looks like this:

**<TITLE>The Name Of Your Title Here</TITLE>**

The correct TITLE keywords are essential for high search engine placement, because the top 8-10 search engines give the most weight to **title keywords** in their results. So take this step very seriously.

To start the process, I had two lists to make:

- 1) A list of **all the possible words** that a prospect would type to find me (Keywords)
- 2) A list of the **most common words** that described my operation.

While I listed these **word sets** from my head, I also found I could do it by:

- **Searching for similar sites to mine**
- **Checking out their keywords**



Don't worry about getting everything in your web business right first time. Sure, it's important. Often it is better to make a start and get going... rather than spend lost weeks fiddling and perfecting. The advantage with the **engine registering process** is that you can do it time and time again (AFTER A RECOMMENDED DELAY), improving results as you go along.

Here's the list of keywords I compiled for my **main index page title**, given here in no particular order of listing strength:

mailorder, mail-order, self publishing, self-publishing, self publish, self-publish, publishing, information, mailorder publishing, mail-order publishing, mail order

publishing, wealth, manual, manuals, Ken Silver, kensilver, writing, writer, writers, writing for profit, profit, mailbox, mail box, home business, homebased business, writing business, selling information, booklet, booklets, mailorder booklet, mailorder booklets, mail-order booklet, mail-order booklets, niche marketing, mailorder marketing, money, mail order money, home-based, writing for money, money, secret, secrets, catalog, design, book, books, writing secret, writing secrets, typesetting, headline, headlines, mail order advertising, body copy, classified, classifieds, letter, direct mail, how-to, how to, how-to books, how to books, opportunity, newsletter publishing, book publishing, entrepreneur, entrepreneurs, entrepreneur, freedom, financial freedom, secret diary, automatic cash, autopilot.

What do you notice about this list?

If you've guessed **a word or two is misspelled**, you're quite right. It's deliberate. The wrong spelling is to capture any **mistakenly spelt search words...** like "entrepenuer" (wrong) that a surfer may accidentally input into their search.

## **TITLE KEYWORD SECRET #2**

Whew! There's a lot of **related words in that list** for my site, and I can't use all of them. Just as well, because we are advised we should not use more than 6 or 7 for any one page.



It seems you may be able to use more than **7 keywords** in your title. The search engines apparently read and reference the extra words - even though they may not display them on the search page.

After making the **potential keyword list**, my first step was to search for what I would consider the top-rated words to use in my **TITLE**. The words that searchers are likely to use.

- You can also find these words by **asking your friends** to write down words they would use to look for your site. You may be surprised!
- You can do a **web search of a topic** in your own area, and look to see what



words the top-listed sites are using.

I also added my name in the list. This is for those searchers who remember the site **by my name** only. Since I put a lot of emphasis on my name as a link to my product, this is an important detail.

**eTip** .....  
Most search engines will automatically disregard common words like “a”  
“and” “ the”  
.....

With the keywords put together, my 7-word working title for my index page was ready to go. And this is what I used:

### **A Ken Silver Mailorder Home Business / Information Self-Publishing**

Looks a bit like gobbley-gook, but it doesn't matter. The keywords are what's essential here - not perfect grammar.

## **TITLE KEYWORD SECRET #3**

.....

To appear in more of your **prospect's search criteria**, use **keyword variations on ALL your web pages**.

When you do this, make sure every page has a link back to the Main Page or Home Page - so that every page your searcher opens leads to Home.

Here again I used my two main identifying words - “**Ken Silver**” on each of my other 4 pages, plus a variation of other different and important words in the title, using not more than 7 words in each.

I've also tried to **avoid duplication** where possible. You'll see that “self-publishing” is also spelt without the hyphen, for example, and with different capitalisation.

Here they are:

Home page (Index.htm):

[A Ken Silver Mailorder Home Business / Information Self-Publishing](#)

P1 (Success.htm):

Ken Silver - Information Self Publishing Secrets / Home Business

P2 (Ken'sPosts.htm):

Ken Silver Home Self-Publishing Business, FREE Newsletter

P3 (FAQ.htm):

Ken Silver FAQ / Home Writing / Self-publishing

P4 (SecretDiary.htm):

Ken Silver - Mail-Order Home Info-Publishing Manual

Now I'm almost ready to **place the site on some search engines**. The two engines that give the quickest response time for indexing are:

1) **GO Network** (originally Infoseek)



**GO Network**

[www.infoseek.go.com](http://www.infoseek.go.com)

2) **AltaVista**



**AltaVista**

[www.altavista.digital.com](http://www.altavista.digital.com)

Both will often list in a day or two at the most. So **register your pages with both those search engines** and do a search in 24 hour's time. You'll be on your way!

## **Surprising Search Engine rankings**

With all the hot news recently (Sept 99) about Yahoo!'s rapid financial rise, you could be forgiven for assuming that this was the **top search engine**.

A survey by NEC Research Institute from the **InfoBeat** news service reveals another story:

**Internet search engines** and the percentage of the searchable Web that they cover:

Northern Light:	16.0
Snap:	15.5
AltaVista:	15.5
HotBot:	11.3
Microsoft:	8.5
Infoseek:	8.0
Google:	7.8
Yahoo!:	7.4
Excite:	5.6
Lycos:	2.5
Euroseek:	2.2

Source: Computer scientists Steve Lawrence and C. Lee Giles at NEC Research Institute in Princeton, N.J.

More information about this story at InfoBeat:



**InfoBeat**

<http://www.infobeat.com/stories/cgi/story.cgi?id=2560213628-260>

## **Counting your visitors**



Over **99 percent of all websites** don't use their **visitor counter** to track responses.

That's right... it is estimated **this huge percentage of sites** don't measure or track their visitor hits at all!

So they lose a tremendous amount of **tactical intelligence** as a result.

We will measure up though.

And don't be alarmed if you don't have a mathematical bone in your body. You won't need to do any sums at all. It's all completed for you by a remarkable **FREE program**.

## **Finding and using traffic**

.....

Where does your **website traffic** come from, and why do you need to know this?

In our business, knowing where your SALES come from is **a big advantage**. Because if you don't know, you won't be able to **duplicate your successes** again.

Simple as that.

On my first site I started with installing a **visitor traffic counter** to get some very basic information for a simple analysis.

I wanted the following information from it:

- **Hits** - a straight count of the number of times my site was accessed.
- **Sites the traffic came from** - to let me know which promotional areas produced hits.
- **Traffic times** - the days in which these hits occurred, for the same reason as above.

But I also wanted to go a little further than most websites do. I wanted a visitor count of **each page**. Unless I knew:

**1) Where the hits were coming from**

**2) What the most visited pages were**

... I couldn't plan my selling strategy properly.

## **Getting a free visitor counter**

.....

The next step was to look for a counter. I wasn't too keen on a lot of the freeware counters that provided a visible display on my page.

This was because of the Diving Board Theory: **The diving board most used in any pool is also the one with the biggest queue.**

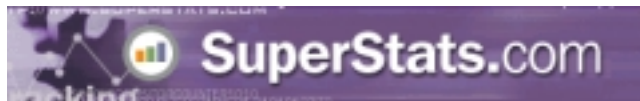
Why? Well, people are **leader and event-centred**. If there's a queue behind one attraction, they'll join it in preference to the empty one. Rightly or wrongly they figure there is a reason for the **full one's popularity**... and they want to be in on it.

So it is too with **visible counters**, but in reverse. If everyone who visited your site saw a low visitor count, it will turn them away.

And I didn't want that to happen.

I checked out my **Internet Service Provider** (ISP) but the traffic counter service they offered was too expensive, and was limited in scope.

As luck would have it, I was looking through some back topics on a marketing board and discovered a real gem - someone was recommending a service called **SuperStats**.



**SuperStats**

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

I went to the SuperStats site, and remarkably, all the features I was looking for - and more - were available there:

- **Traffic count, shown as graphs and totalled too.**
- **Visitor times, hourly and daily.**
- **Sites the visitors had come from.**
- **Domains the visitors had arrived from.**
- **Browsers used by visitors.**

Each of these sections could also be opened further to give more detail.

Armed with this information, I now had an **incredibly easy way** to measure all the important things that were happening in my website.

Best of all, it was **FREE**, in return for placing the SuperStats banner on my page.



.....

I had misgivings at first about the SuperStats banner. It might tempt guests away from my site. But as I looked further at other sites, I learned that most of these types of banners could be placed at the bottom of the page. So there was little conflict with my Firm Rule: No Distractions To Draw Visitors Away From Your Site.

.....

The setup for registering was fairly tedious, but worth it. It took about 15 minutes per page, 6 pages in total... to complete the setup, fill out the questionnaire on their site, receive and copy the HTML text (which they warn cannot be altered), and drop it into my HTML editor.

That done, it worked perfectly first time.

Now I had a **professional-looking banner** at the base of each page. As each visitor accessed my site, part of the opening sequence would access the SuperStats site, get the visitor details, then allow the page to load further.

I was concerned that my page would be **slower to open** because of the extra internal linking to the **SuperStats** site. But it was only an extra 5 seconds, it didn't make much difference.

**With a counter on every page, I could now do some remarkable things:**

- **Change my content** to become more appealing. And measure those changes instantly.
- **Test a promotion** and tell whether it drew a higher percentage of lookers, or buyers. Tailor the page to match the highest rate.
- Be able to **charge for advertising** on my page, since I could charge per impression.
- Watch how **visitors move through my site** - observe the frequently used pages and so look for ways to improve them.

I discovered this interesting visitor pattern as these visit figures in the first 2 days of the counter show:

322 Main/Home  
129 Next (Order)  
69 Secret Diary  
38 FAQ  
76 Who Is Ken Silver?s

## **Analysis of visitor count**

.....

What can I work out from these figures?

Well, as I gave only the main page URL as entry in my promotion, I can say that everyone entered here. So that's **322 total visitors**.

After these people read this Main page, they were directed to the Order page. But less than half the visitors did this. Why? Well it could have been that many people wanted just to sign up to **read the first chapter**, which was free. Once they had done that, they had no need to go further until they had read and absorbed the material.

The **3 remaining page visit counts** were pretty much as I expected. These secondary pages were designed mainly as **support material**, to answer the questions that serious buyers might ask.

I found it interesting that the **FAQ page was lowest ranking** in hits. Once again, this was probably normal for a **support page**.

Next, where did my visitors come from? Back to our clever **SuperStats** for the answers here...

For this test I had only promoted my site on 2 forums, one with an approximate monthly visitor rate of 50,000, the other board very much smaller. I'll call them Big Board and Small Board.

Here's how the referral hits measured up with the report generated by SuperStats for the first day:

**84 Big Board**  
**61 Bookmarked, typed-in, or not supplied**  
**38 <http://www.ksilver.com/>**  
**21 Small Board**  
**18 Small Board**  
**16 Small Board**  
**15 Big Board**  
**15 Big Board**  
**8 <http://www.ksilver.com/Ken'sPosts.htm>**  
**5 Big Board**  
**5 <http://www.ksilver.com/SecretDiary.htm>**  
**4 Small Board**

- 3 <http://www.ksilver.com/Success.htm>
- 2 **Small Board**
- 1 **bookmarks**
- 1 **file**
- 1 <http://www.ksilver.com/FAQ.htm>

What was the outcome from this first look at my statistics?

I had expected a higher visitor count to the **Next** (further information and Order) Page, via the **Main Page**.

The Next Page is the **real selling letter**, and so it is important I find out exactly why less than half the visitors go there.

Another important point - by viewing where the **visitor count was highest**, I could find where my marketing effort was being concentrated.


All together **83 people** subscribed to this Secret Diary newsletter from the total number of 322 visits - that's a nearly **26 percent success rate**.

That's a good percentage... it shows a fairly highly motivated audience.

## **Website evaluation**

Recently I received an interesting email **from a reader about my site**. Now, I get very few adverse comments about my manual or site, so this was welcome.

Why did I say that? Why did I embrace comments criticizing my site?

 .....  
The fact is, constructive criticism is often the best form of reader feedback... sometimes better than praise!  
.....

Here is the letter, in part...

“I would like to tell you that I enjoyed your answer to Alan so such that I visited your site to see what you do. I have several observations about your site. Maybe you’ll find them useful.”



“I learned from your main page that you offer a good manual. I became interested in it. I spent next 20 minutes going from page to page trying to find the following information about your manual: what is the price, how many pages, what size (it gives an idea how much information is inside), content, etc. (such buyer like me believes that information about content is as important as several pages to read). I gave up finally. Even if I was eager to buy it, I wouldn't order without such important information. We Russians call it 'to buy a cat in a bag' (i.e. buying without enough information).”

“At the top of the main page it was an announcement offering the manual in digital form for a half of price. I expected it to be clickable, but it wasn't. I tried to find somewhere how to order the digital form and (again) information about size, price, etc, and I couldn't.”

“In short words, I got an idea what your manual is about and about you (it is such a pleasure to meet a highly intelligent person), but I wasn't able to find that information about your manual that was necessary for me as a buyer to make a decision. As a buyer, I also would like to see how your manual looks like.”

What a collection of problems. And the **worst - or best thing** about them - most were correct.



.....  
One of the advantages of this type of critique is that it forces you to see your design from someone else's eyes. Often web designers become too close to the page to see the reader's perspective.  
.....

As I looked at my site again and **compared it with the comments**, I decided it needed a spring clean. Here's how I solved it. See how you can apply my changes to your own site:

### **#1. Unclickable banner:**

I had put text in a colored table running across the top of the page, and designed it to look a bit like a banner... but obviously it had none of the right characteristics of a banner. So I removed it.

### **#2. The selling message was in 3 separate and confusing pages:**

I did this to make pages quicker loading, and to increase the reader's expectations. That's because there were several graphics on each page, so my original idea was to separate them for an overall increase in downloading speed.

This area needed to be simplified. My solution - to combine all the powerful points of the selling message into **ONE page**, and **remove as many GIF's as possible...** even my "Ken Silver Online" nameplate - even though it only took 2 seconds extra to load.

The result was a **long page with quite a few screenfuls of scrolling**, but everything was together... order form link, ezine sign up and strong selling points.

### **#3. Messy layout leading to confusion:**

Over the previous months, as I thought of items to add to the site page... and as I put different emphasis on various parts of the selling message, **the style become distinctly cluttered**. I had many different heading sizes, many subheads acting as heads directly under the main headline, as well as a **kicker** (small headline above the head).

Added to that mishmash I had **different type styles**, serif (Times) and sans serif (Arial), that mixed in.

I changed all that to a main headline with the strongest benefit, and **added only one subhead** under that to clarify it. Clean and neat, and much easier on the eyes!

### **#4. Contents column jumbled:**

I cleaned it up considerably.

### **#5. Multi-Colors confusing:**

My original site had about 6 different colors to emphasis different points. Oh yes, they were color co-ordinated, but it made the page far too busy.

I revamped my new layout into only 3 colors, and on the main page reduced the selling text to black only.

### **#5. GIF background unnecessary:**

I removed the background GIF and replaced it with a colored table cell that runs the length of the page. That sped up the downloading of the site by another 2 seconds with a 28.8 modem (my **control speed**, as many people use this modem speed).

As far as I can tell (because it is difficult to measure such changes in real terms over a short period), I received a 10-20% increase in sales from the revamp. It was well worth the effort.



.....  
It is important to make changes to sites to even static sites, because **undecided prospects** often come back to check various points before they buy.



It **keeps them with me for a longer period**, and in that time I can offer a great deal more - and updated material too - than can be placed in a single manual.

Other ways:

- **Give a contra** (price-off deal) to your seminars for manual buyers only.
- **Give a coupon** for your advisory service that has to be physically redeemed.
- **Offer a discount** on your other upcoming publications to register buyers.



.....  
With a bit of thought you can find many ways to **continue the relationship with your buyers** so they continue to be your devoted followers.  
.....

This is **one part** of the solution.

The other part is **developing a one-to-one relationship with your buyers** so they feel guilty about losing your custom by photocopying your products. Achieve this happy state by:

- Doing a **follow-up letter** welcoming them to your fold.
- Keeping in **constant contact** through your ezine.
- Offering them a **complimentary affiliate program** so every manual they copy is a loss to their potential bottom line.
- Offering **new ideas** through your various media.

All these renewed opportunities will add up to **strong client associations** that are friend-based. And you wouldn't cheat on a friend, would you!

## **Piracy statement**

.....

And don't forget to put the fact on your publications that **piracy is an offence**. You don't need to emblazon it on your front page. But run the **usual disclaimer**, with an added paragraph along the lines of (in your own words):

**“Copying this publication deprives me of valuable income that I use to research and find more products to help you and my other clients. Please don't copy this if you want me to grow and be able to help you more fully.”**



## Processing **the order**

---

Things are looking good for you now... you have your **website set up**, your **sales letter written**, your **web pages linked**... and now you've got to find a way to get the money.

### **Credit cards**

---

It goes without saying that **you need to accept credit cards**. There is no other on-line way that has:

- Convenience
- Reliability
- Security

than credit card payment.

There are other options... for example, I had a fax from a client who had seen my website on her friend's computer. She didn't have a credit card, and didn't want the items sent to her friend. **I proposed that she send me a travellers check** and I would send the product on a floppy disk. Both parties satisfied.

Better still, I could have proposed that she **send a fax** of the travellers check, and I could then send the disk off immediately.

However, there is a certain amount of trust needed here - at this end anyway, and as I want to keep the risk to a minimum I didn't suggest that.

So we are agreed that **credit cards are absolutely essential for your business**. But there is a fly in the ointment...

Despite the **popularity of credit cards, internet sales** and the apparent **combination of both**, your buyers are still going to be wary.

It is now up to you to give them confidence about **ordering from your site**. This is harder than it sounds.

## What are the **barriers?**

.....

Your prospects don't know who you are. That's a problem.

Unlike:

- A storekeeper with a physical storefront
- A real person in a delivery van
- An accredited member of a community group

... no one can confirm whether you're real or not. And your buyers worry about what will happen to their **credit card details in a virtual world** - not only when you handle it - but for a long time afterwards.



.....  
It's no good telling them that a waiter at the local restaurant can defraud them far more quickly... it's the **physical** location that gives your buyer confidence. You have to find how to give them the security of the conventional business world.

.....

They are concerned whether you will **send the goods as you promise**.

Once they have the goods (Wow - what an effort to get it this far, after all these barriers!):

- What if they don't like it and want a refund?
- Will they get it?
- Will they be spammed by you afterward?
- Will they get an unceasing stream of hard-sell emails afterward?

So you see, **you're up against some tough options**. All your skills as a negotiator have to be brought into play here. Fortunately you've got me to see you through :-)

Your **web-based order form** has to do several things...

- **Instil confidence**... show you know what you're doing.
- **Be secure**. Very few buyers will give you their credit card details on an unsecure medium like email.
- **Assure your buyers** that you will not bother them with spam unless they want it. A Privacy Statement is essential.

## **A free secure order form**

.....

The qualification for your order form is quite simple: your buyer wants to - and needs to - order from a **secure server**. Now this is fine if your ISP provides such a package to their clients as a service, but in practice it gets a little complicated.

Often you will need to apply for a **MERCHANT ACCOUNT** from a bank in order to get the advantages from a secure order form.

There are two options:

- 1) **Use a secure server provider**. Also known as a shopping cart provider. Use this if you have a merchant account.
- 2) **Use a commercial credit card processing service**. Use this if you do not have a merchant account.

I use a combination of both these services. For my order form I use GTA Technologies' NetOrderForm.



**GTA Technologies**  
<http://www.gta-tech.com>

It's a free secure server shopping cart that:

- Is easy to set up.
- Sends a confirming email to both the **buyer** and my **merchant account service**.
- Can accept up to 10 items.

Because I do not live in the United States, I cannot take advantage of the service that GTA offers for merchant account credit card processing. You may be able to.

Instead I use a **24-hour call centre in my own country** (Corporate Call Centre), and they process the credit cards from the GTA Technologies website.



.....

By getting the call center to handle your credit card processing, you avoid having to apply for a merchant account... a process that can be quite protracted and time-consuming to organise.

.....

## **My experiences with order forms**

.....

Check reliability issues with order form suppliers. It can be quite frustrating when your buyers contact you and say they cannot access the order form.

Imagine - buyers not able to buy when they want to! That is a recipe for disaster.

There have been a few times like these in the years that I've been testing suppliers. Several times I've experienced an **outage** that kept the server down for almost two days. Recently one was down for 5 days. That is not good business.

However, GTA Technologies, while not completely free, has a number of **good options** that I haven't found elsewhere in one package... including the ability to send:

- 1) An email to me, as the **supplier**
- 2) A second email simultaneously to my **call centre**
- 3) A third email to the **buyer**, which gives all the information they need to access their PDF files



## **Card merchant services**

.....

In order to use a secure server order form, you need **your own credit card merchant account**.

Or, if you live in the United States, you have a few more options. For example, GTA will assist you in opening a merchant account with Authorize.net, which links up to NetOrderForm.



**Authorize.net**

<http://www.authorize.net>

## **Form setup**

.....

Here's some detail about setting up the **GTA Shopping Cart**, and using their service:

Once you have **your website**, you're ready to set up your shopping cart system with GTA's NetOrderForm. You simply:

- **Sign up** for the GTA service.
- **Follow** the setup instructions you will receive via email.
- **Use the URL** (website address) assigned to your website to **link your site to your shopping cart** on the GTA server.

When your customer is **ready to order from you**, they click on that link and are taken to an Order Form listing your products in a drop down list.

They select the items they want, click on the check out button, and are then taken to the payment information screen.

**GTA NetOrderForm**

**Ken Silver OnLine**  
The Self-Publisher's Resource Center



FREE Online Secure Ordering

Credit Card Payment Information	
Name on Card:	<input type="text"/>
Credit Card Type:	Visa/Mastercard ▾
Credit Card Number:	<input type="text"/>
Expiration Date:	Month: 01 ▾ Year: 99 ▾
IP Address	216.100.151.44
<b>Your IP Address has been recorded.</b>	
<small>Fraudulent purchases will be prosecuted to the fullest extent of the law.</small>	

Personal Information	
Name*:	<input type="text"/>
Company:	<input type="text"/>

## Making the order

To allow the customer to order, you need to **put the URL of your GTA Technologies order form on your website.** Mine is:

<http://www.gta-tech.com/nof.asp?merchantid=2150>

This done, you can move on to automating the process of ordering.

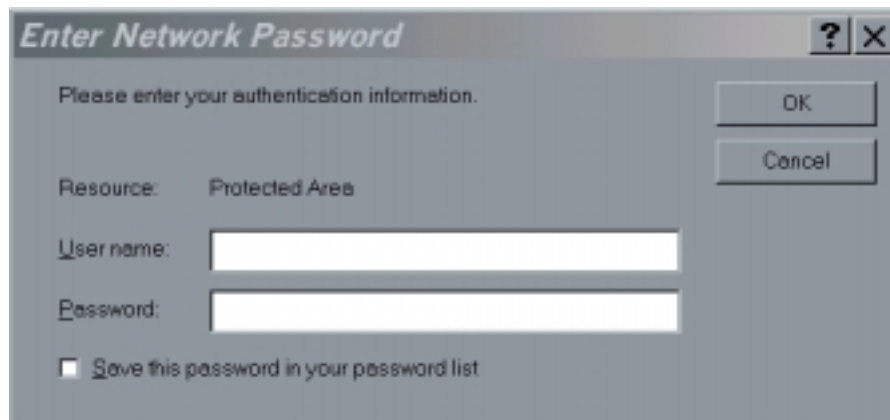
## **FTP** your files

.....

You first need to upload (**ftp**) your PDF files to a **secure place on your website**.

Because of the large number of options in the password protection area, discuss with your Internet provider how to do this process.

The end result should be that you **have your file or files on a password-protected website**. When your buyer goes to the URL you give them, a password-protected dialogue box similar to the one below allows them to have the file sent straight to their hard drive.



**eTip** .....  
Having a password-protected area stops the search engines “spiders” from indexing these pages on your website. This is good. After all, you want to make it as difficult as possible for anyone to access your files, and knowing the website name is not a way to do it!. Sure, it is not impossible... and a determined person may achieve it. So your intention is to keep the majority - who are less skilful hackers - out.

.....

I have found the best way to upload (put files onto a website so they can be downloaded by the buyer) PDF document is to use **separate ftp software**.

PDF files - for all their glitz and convenience - are sometimes susceptible to errors when they are transferred to your website, or downloaded by your buyer.

For example, in the **early days** of my internet business, there was a bug in **Claris HomePage** that prevented me getting the PDF files on to my website for downloading by my buyers.

It caused me quite a few headaches. I tried numerous solutions, and got very good advice from the PDF list, a service provided by PDF Zone:



**PDF Zone**

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

But despite this and other helpful advice, I could find no real answer.

I had to use an automated sequence I developed to get around the problem. It worked like this...

An order was made on the **GTA secure order form**, and payment approved by my call centre.

My email program (Claris EMailer), was set up to automatically send the PDF files as **attachments** when it recognised a word sequence in the email subject.

Although this was an ideal auto response procedure at the time, it required my computer to be connected to the Internet 24 hours a day.

The alternative was to find a **commercial autoresponder service** which could send files, but I couldn't find any - despite putting in a lot of search time.

It wasn't until I used some commercial ftp programs to upload my PDF files that I started to get success.

But not all of them were perfect.

## **The FTP software**



While there are many dozens of suitable ftp programs available, one of the most popular is **FTP Voyager**. One of the more popular shareware sites listed this program as being downloaded over 160,000 times.

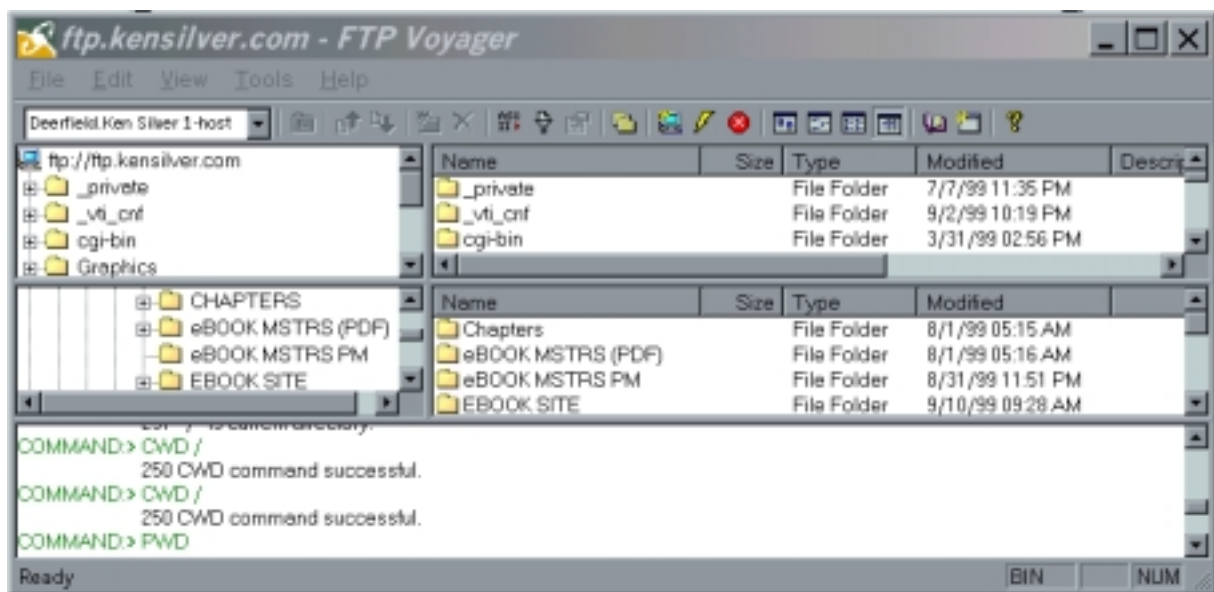


**FTP Voyager**

<http://www.ftpvoyager.com>

**FTP Voyager** has an easy interface and simple operation... I was using it just minutes after entering my user information.

And best of all, my files were able to be downloaded from my website reliably for the first time.



The top left-hand window of **FTP Voyager** shows all the files on your website. You can expand the folders to view the files inside, and these then appear in the top right-hand window.

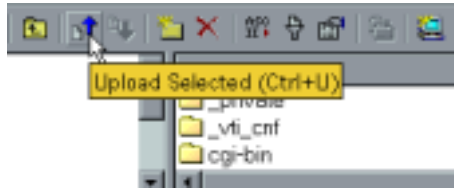
The middle two windows show the contents of your **hard drive**. Below these is a command window which tells you what is happening in real time.

## Operation

■ ■ ■ ■ ■ ■ ■ ■

Once you have logged in with your user name and password, your website and hard drive windows load automatically.

It is a simple process to find and select the **PDF file** in the FTP Voyager hard drive window, make sure the top right-hand window (the contents of your website) shows the area you want to send it to, then press the upload button.

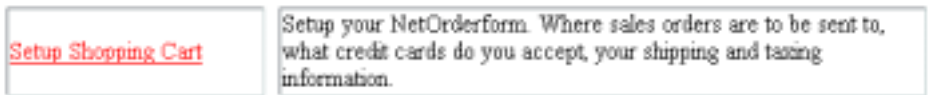


Your **Internet service provider** can tell you how to password protect your web pages, and it is important to upload your PDF files to that folder for the protection to work effectively.

## Setting up your **shopping cart**

.....

- 1) Go to the GTA administration site, and select [Setup Shopping Cart](#)



This is to set up your NetOrderForm... where sales orders are to be sent to, what credit cards you accept and your shipping and tax information.

- 2) The first step is to fill in your own [Email Address](#). This means that an email confirmation of the order will come to you first. You'll be using this to set up your customer list in your email program.



- 3) If you have an independent agency, like a call centre which is processing your credit cards for you (but not your bank or credit card merchant) you should fill the email address in at the [Secondary Email Address](#)



- 4) A nice touch is to develop a separate page to thank your customer for the order,

and give additional information:

<p><u>Thank you URL*</u> (Once the order is sent, where do you want to direct your customer? The "Thankyou.htm" page. Please include the filename.)</p>	<input type="text" value="www.kensilver.com/Secure.htm"/> <small>eg. www.myserver.com/thankyou.htm</small>
---	---

5) In this section I put the following message. This is so that people with a slow service will not click the order button again:

“Please press the “Order Using Credit Card” button ONCE only. There may be a delay before these order pages complete processing... please be patient.”

<p><u>General Purpose Statement:</u> (Is there any thing more you want to tell your customers when they are on the order form?)</p>	<input a="" be="" before="" button="" card"="" complete="" credit="" delay="" may="" once="" only.="" order="" pages="" patient."="" please="" processing...="" there="" these="" type="text" using="" value="Please press the "/> <small>eg. Our minimum order is \$500.</small>
---	--

6) In this area you put all the details required for allowing your buyer to access your product:

<p><u>Custom Email Message:</u> (When we send the order confirmation email to your customers, is there anything extra you would like to add?)</p>	<input type="text" value="Thank you for your order!"/> <input type="text" value="The following instructions allow you to download the 2 Acrobat PDF files onto your hard disk for reading on screen or printing out. You won't need to decompress them - Acrobat uses its own form of compression for PDF which is automatically opened when you install it."/> <small>eg. Your password to unlock the software is X453.</small>
---	--

My message is this:

“Thank you for your order!

The following instructions allow you to download the 2 Acrobat PDF files onto your hard disk for reading on screen or printing out. You won't need to decompress them - Acrobat uses its own form of compression for PDF which is automatically opened when you install it.

NOTE: If you have any problems accessing these files, just return this email to me with HELP in the Subject, and I'll send the files as an attachment.

MAC USERS: If you have loading/viewing problems, there is more information for you further down.

Now, to start...

To open:

1) You will first need the free Acrobat PDF Reader. If you don't already have it installed, you can download the latest version from: <http://www.adobe.com/prodindex/acrobat/readstep.html>

If you have Acrobat Reader 2.0 or earlier, I recommend you get the new one now. It is approximately 5.5 MB, and you'll need to allow up to 30 minutes for the download, depending on the speed of your modem. It's worth it!

2) Now you can download the first of the PDF files - the Manual. Simply click on this link, or copy it into your browser's URL address window:

<http://www.kensilver.com/PDF/xxxxxxxxxx>

A dialog box will appear asking you for your user ID and a password. Enter these exactly as shown:  
(Note - be sure to match upper and lower case)...

User ID: xxxxx

Password: xxxxxxxxxxxx

The PDF file should start loading onto your hard disk automatically and then open in Acrobat Reader. It will take about 3-5 minutes to load, depending on your modem speed and the amount of internet traffic at the time.

3) Download this second file (the Newsletter backcopies) in the same way:

<http://www.kensilver.com/xxxxxxxxxx>

The user name and password is the same. This file will take 1-3 minutes to download.

^^^

To open a PDF document if it does not open automatically:

**WINDOWS**

Click the Open button in Acrobat Reader , or choose File



Open. In the Open dialog box, select the filenames above, and click Open. PDF documents usually have the extension .pdf.

MACINTOSH

First use File Open in Acrobat Reader to open the document. After you've used the Open command once on the document, you'll be able to open the document next time by double-clicking.

Using Acrobat 4.0 for Macintosh with Netscape Navigator: If you open a PDF file in Netscape 4.x and it appears to hang, you may be encountering a known Netscape 4.x bug.

- Try reloading the PDF document in Netscape.
- If this does not work, use the browser's "Save As" menu item to save the PDF file to your local disk, then use Acrobat to open it directly from the local disk.

Any problems? You can email me at: <mailto:ken@ksilver.com>  
I'll respond promptly.

Happy reading!

Warmly,  
Ken Silver  
The "How-To" Guru!



Digital Book Author  
"How To Make \$100,000 A Year Part-Time Creating How-To Manuals At Home."  
Member of the Self Publishing Association of New Zealand

Join me on the Ken Silver Online  
Forum:[www.netbabbler.com/goto?forumid=11488](http://www.netbabbler.com/goto?forumid=11488)  
~~~~~

**The order process**



Once the **order is received** on the GTA secure server, you are sent an email (if you put your email address in at set-up time correctly) to let you know that you have a

**new order** to retrieve.

You will then:

- 1) **Go to the GTA site**, and use your login name and password (assigned to you when you sign up) to log in to the server.
- 2) **Click on “View Orders”** and your latest orders will be there for you to process. These orders to show all the details your buyer has input. It will include the credit card and address details.

[View Orders](#)

View reports of your orders. [More info.](#)

## Get a demo

See <http://www.gta-tech.com/demo> for a walk through of how the GTA-Tech system works.

If you don't want the demo and want to get started right away, go to: <http://www.gta-tech.com/signup.htm>

## The call centre option

If your business is **outside the United States**, most of the credit card providers (which are based in the USA) cannot give you an account. It has to do with sending funds overseas, and the supposed reliability of overseas accounts... I guess too you are too far away for American jurisdiction.

You have 2 options:

- 1) **Open a merchant account** with your local bank.
- 2) **Get an independent credit card provider** service.

In the first case, if you have a chequered credit history... or even a blip on your credit record... they may turn you down. For reasons known only to banks, electronic

sellers are a greater risk.

For many people, especially those starting out in business, **a merchant account will take up to a couple of years** to acquire. This period is meant to assure the bank that you have a track record and are in business for good - but how does it help when you need take the first step?

There is **another answer however**.

**You need an independent credit card provider.**

While these are quite easy to find in most countries, the cost is often a fixed monthly fee. If your sales are small, then this fee may be too much for your business.

My call centre **charges me NZ\$100 (US\$55) a month to use their service**, and there are also separate processing and web access charges too.

**eTip** .....  
I use **Corporate Call Centre** in Lower Hutt, Wellington. If you are a New Zealand-based enterprise, you can use them too. They are set up for the GTA-Tech order system.

But you need to keep a watchful eye on even the best call centres.

After all, they are a labour intensive business, and would **prefer a large multinational account to your relatively tiny one**. So superior service might be hard to come by on occasion unless you **keep them on their toes**.

However, if you prefer to have:

- The processing completed **automatically**
- The sales proceeds **banked directly** to your account
- **Not having to apply** for a merchant account.

... you should choose a call centre.

**eTip** .....  
Use a local call center so that you can speak to them by telephone and keep a **personal dialogue** going with the important managers there. It's good for your business.

## Alternative payment

.....

Can you sell on the internet **without** using credit cards?

Yes, but not as effectively. It has been estimated you will **lose 90-99% of your business if you do not provide a credit card.**

I believe that figure, as fully **99.9% of my clients are credit card buyers.** I used to offer the option for alternative payment, but only **one person** has taken it up in my year of internet operation.

You can recommend **International Money Orders** which are accepted round the globe, but they are expensive both to buy and to cash in this country.

One client from the United States who wanted to purchase my manual wrote:

“Hope you don’t mind a travellers check for \$50, as that cost me \$1, while they wanted to take 5 days to order an international money order and then charge me another \$25 for the privilege.”

Enough said. Travellers checks are the best alternative.

## The **best** answer yet

.....

**There are credit card providers on the internet!** Many of these will

- Process **your** credit card sales
- Deduct their fees
- **Send you a check** at regular intervals.

Look at the alternatives by all means, but I have saved you the trouble - you will find this **the best company** for processing:

- ClickBank<sup>®</sup> -

**Clickbank**

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

Here is their advantage. They are one of the **few credit card agents who will accept sales of electronic delivery**. Most of the other companies do not.

ClickBank is for **authors of unique internet content** and services only. That's you. As an e-book author, you come under this qualification. So if you distribute **original information** by:

- **Web pages**
- **Files**
- **Email**

... (that's us e-book providers!), then **ClickBank** is ideal for you.

ClickBank allows you to sell **internet content from your web page or email** by credit card.

- There is no setup fee and no monthly fee.
- A fee of \$0.50 + 10% is charged per sale.
- There is a 90 day reserve.
- Their service includes free affiliate marketing on ClickBank's network of over 15,000 affiliates.
- You can also sell shipped goods by credit card or check.

ClickBank acts as the **ticketing agent for your website** when you offer valuable internet content. You provide ClickBank with access to your content, and place a special "sales link" at your web site.

In exchange, ClickBank will:

- Sell access to your web content.
- Handle all billing and billing inquiries.
- Provide you with your own affiliate network (optional).
- Provide you and your affiliates with real-time sales reporting.

- Send you and your affiliates a paycheck twice each month.

A ClickBank account is not given if you:

- **Mail** products to your customers
- Deliver products or services **off** the web
- If you need a **shopping cart system** for your web site (you will not use the GTA Technologies' cart if you use Clickbank)
- If you sell content that you found at another web site
- You sell content that includes a license to resell or you need recurring or monthly billing.

## **Can YOU use them?**



If you have a website, agree to ClickBank rules, and are at least 18 years old, then you are **approved to use ClickBank**.

If you operate outside the USA, you're in good company... **ClickBank** currently serve clients from over 50 countries. There are no extra charges for their international service.

Before **ClickBank** can sell tickets to your web content, they need to review the content you offer.

Once you sign up you will be able to request a limit of either \$25, \$50 or \$100. Limits over \$25 are available only to businesses with their own registered domain name. The maximum possible limit is \$100.

## **Banking tips**



If you have a **merchant account** with your bank, accept **checks** or **travellers checks**, here are some tips for better banking:

- **Don't bank daily** if it is a chore. Now this probably contradicts all I have said earlier about daily maintenance. But if you don't pass your bank daily, and have to make a special trip, then bank once or twice a week.

- **Pre-fill all your banking forms.** This allows you to grab and run.
- **Use your bank's fast deposit facility.** Many banks have a lobby or slot inside the branch where you can make deposits without standing in a queue. **USE IT!** The single most time-wasting event in life must be standing in line with a group of miserable-faced strangers, waiting to be served.
- **Use the ATM** (Automatic Teller Machine) deposit facility. Many ATM's will let you deposit. It is time-consuming, but good if you want to bank out of hours.
- **Don't post your banking.** If you have to - because you live away from the nearest facility - register your letter for added security.
- **Don't have your banking couriered.** It's expensive. And it's these little costs that add up ... a \$5 or \$10 weekly cost could be the start of your dollar downfall.
- **Use a bank which operates online or by voicemail.** The time it will save you to get balances, make payments and transfers is enormous. I haven't stood in a bank queue now since 1996, as a result of making all my transactions remotely.



## Forums - community & credibility

---

At the beginning of my website career, as I thought about the **most effective way** to promote my self-publishing and marketing expertise, I took a good look around at the other “Masters” - the gurus of the marketing world.

I wanted to find out **how they promoted themselves and their products**.

My mail-order manual course was ready to sell over the internet. But I didn't have the **instant credibility** that a title like “Doctor” or “MBA” brings.

Years of experience don't count for much if you can't prove it somehow.

**So I had to accelerate my profile.**

The answer was to have my own **discussion board**.

**Ken Silver ONLINE**

**Ken Silver Online**

<http://network54.com/Hide/Forum/11488>

This meant I could:

- **Build essential credibility.** Like publishing a book, a discussion forum owner automatically assumes the mantle of an expert. No longer are you “Mr. Average.” As the boss, **your credibility rises.** (Of course this will only happen if you really are an expert).
- **Reinforce my reputation as an expert.** When forum members get together to talk, they not only talk about the subject, but me as well. When you have a forum, you'll discover a **spin-off effect that is good for your business.**
- **Give 'instant' goodwill.** Sometimes I get questions from buyers wanting to



qualify something I've said... maybe about a **guarantee** for example. On the forum I can reinforce my guarantee period with a **more detailed explanation**. This will settle the minds of others who might have the same concerns.

- **Leave the board to run itself in time.** This is due to the “multiplier effect” -which happens when **a group of people start interacting** on the net. One query sparks another, or several answers, and before you know it - the forum has taken on a mind of its own.

In short, everything I needed **to build a solid web-based business** could be done with a simple discussion board.



Quite a few marketers use forums to build client confidence. Anthony Blake even goes as far as to only have a discussion board as his ‘home page’.



**Anthony Blake Online**  
<http://www.ablake.net>

And discussion forums also have far-reaching effects. Here is one experienced internet marketer’s viewpoint on the **close relationship** between forums and newsletters.

“I’ll tell you how I decide whether to subscribe to a newsletter or not. I read many of the posts on Internet marketing boards and discussion lists ...and \*if\* a person consistently gives good advice, then I can be fairly certain that their newsletter will be of good quality as well, and I subscribe.”

## **Boards vs email**



Why a discussion board? Why don't I use an email-based lists like:

**OneList** [www.onelist.com](http://www.onelist.com)

Listbot [www.listbot.com](http://www.listbot.com)

Topica [www.topica.com](http://www.topica.com)

eGroups [www.egroups.com](http://www.egroups.com)

Let's talk about it...

What is an **email-based** forum?

These are sometimes called **mailing lists** or **email discussion lists**. They are made up of a group of people who have **subscribed to the list**, and who each receive an identical message automatically from a central server address.

---

Epub is sponsored by <http://List-Tips.com/>  
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---

Lists come in two forms, **digest** or **regular**. Regular messages are sent to subscribers as they are posted.

**eTip** .....  
Messages sent in a digest form are generally accumulated... and when enough messages are received to make up a certain size file, then they are all sent together.

.....  
If the list is slow, it may take several days or weeks before a digest is received. Busy groups can often produce one or two digests each day.

## **Advantages of boards**

.....

- **Discussion boards can be easily moderated.** Email lists can't. This difference could be important if you get a vigorous thread running, or a spammer running amok. You want to be able to delete the posts when you need to.
- **Threads of discussion are easier to follow on a board.** Email forums rely on your own email application organization... and for many people this gets complicated.

Remember - it's proven that for success on the web you should always be catering to the lowest common denominator - the simplest - in everything you do.

- **Discussion boards need no signing up.** While this increases the chances of anonymous posters, the control you have over them overall balances it out.

## Why you need a **forum**

Think about the number of websites you see out there on your daily exploring. As you **check out the content, deciding whether to buy from them**, a number of options are running through your mind:

- What sort of **people are behind this site**... can I trust them?
- What **background** does this business have?
- **How long** has this business been going?
- What **credibility factors** allow me to trust these people?

It would take you quite a while, wouldn't it? Imagine if you were to be able to **speed the process up** and see:

- **A complete record of this company's business**
- **The time they have been trading**
- **Their customer complaints and praise**
- **The extent of their business knowledge.**

Well now you can. All wrapped up in a **discussion forum**.

A forum will **show you everything you need to know about the people** you are trading with or buying from. You can find out:

- From their writing how **credible** they are.
- From the dates of the postings, how **long they have been in business** (or at least how long the discussion board has been going).
- How well they **cope with inquiries**... whether they are prompt with their answers, and how fully they explain.
- How **likeable** these people are... yes, you can often tell a lot about people from

the “tone” of their replies.

So it makes sense to have a **discussion board** of your own. All these advantages will be yours:

- You will build your **reputation faster**.
- You will quickly increase the **recognition of your name**.
- A discussion forum automatically allows you to become an **expert in your field**.
- A good forum attracts experts... and their presence has a snowball effect on the forum readership.
- People who regularly attend your forum feel a sense of **comradeship** and **community**. This makes your suggestions and product that much more powerful in their eyes.



.....  
One of the signs that your board will succeed is the **confirmation of others** when you first start. When I first started my board in 1998, and announced it on my ezine list, I got a lot of email saying things like: “Congratulations Ken, I wondered when you would do it!” and “Well done - it’s about time.”  
.....

There was obviously a demand for my style of discussion board on **self publishing**.

## **Free Discussion Boards**

.....

**Free discussion boards** will help you free up your time in set-up. That’s a very handy feature, because **learning and understanding the scripts** for the two most common shareware discussion board scripts...

### **WWWBoard**

<http://worldwidemart.com/scripts/>

### **WeBBBS**

<http://awsd.com/scripts/webbbs/>

... takes some hours, or days.

If you choose not to do spend the time doing this, or your internet provider does not have CGI facilities, a **free forum** will **save you** an awful lot of time and trouble.

There are many on the market. But too, **a lot of them have limitations** that you only come to realise when you have been using them for a while.

One of the more important points in choosing a discussion forum is to select a **common format** so that your message posters are familiar with the setup.

This makes for a more friendly environment.

As well, because the 'free' part of the bargain ultimately attracts a mixed crowd, you can get some interesting visitors.

I had a flame from one such person who **posted an anonymous message on all the Network54 boards**... not directed at anyone in particular... just to complain about activity on another board not associated with mine.

However, this was a one-off, and has happened only once since I've used this board.

## **List of free boards**



Here's a list of **free discussion boards** I looked at before deciding on my present one:

<http://www.boardhosting.com/>  
<http://www.bravenet.com/>  
<http://disc.server.com/>  
<http://www.insidetheweb.com>  
<http://www.freeforums.com/>  
<http://www.showmethenet.com/forums/>  
<http://www.sportsonly.com/software/>  
<http://swingout.com/forums/>  
<http://www.fboards.com/>  
<http://forums.delphi.com/>  
<http://www.insidetheweb.com/>  
[http://www.vestris.com/agnes.new/doc/agnes\\_en.html](http://www.vestris.com/agnes.new/doc/agnes_en.html)  
<http://assembly.nerdworld.com/>  
<http://www.beseen.com/board/>  
<http://www.casualforums.com/>  
<http://www.boardhost.com/>  
<http://www.cgiforme.com/>



- Lets you **change** the colors and style of the board.

On the negative side:

- Posters tell me they occasionally **can't get into the forum**. But in fairness this is more probably caused by a gateway server being down anywhere on the Internet, rather than the program itself.
- The program puts a **banner advertisement** above your header, and you have no control over it. As an example, I received an irate email from a woman who objected - and rightly so - to a promiscuous banner ad. However, there was nothing I could do... it's the trade-off for a free service.
- If, as moderator, you dislike a thread in one of the posts, you have to **delete the whole post including all other answers in the thread**.

## Forum Trials

When I first started this discussion board early in 1998, I got a lot of feedback from people who could not access it. I became very concerned about the **reliability factor**, and closed the forum.

But **as I discovered more about free forums**, I realised this had a better track record and reliability than most of them.

So I started it again, and apart from a few times when it **dropped for more than a couple of hours**, reliability hasn't been a prominent issue.

## How to promote your board

Now that you have your discussion board up and ready - how do you get **readership and messages**?

One way I did this - and is **not recommended unless you are on very good terms with the other discussion board owner** or moderator - is to announce it on another board.

You will be successful if your topics are similar but not competing.

In this case, I placed a formal announcement on Anthony Blake's board (yes - he figures a lot in my life :-)

I am also an adviser to his **Inner Circle membership**, so this also helped.



**Inner Circle**

<http://www.ablake.com/icinfo/>

## **Forum headlines**

.....

Online forums, newsgroups and discussion boards are the **most underrated selling vehicles of all time**. I recently went back over my sales figures to discover where most buyers found me.

You guessed it... **nearly 70% from discussion boards** - either my own, or others.

But you can **post your heart out and get nowhere** unless you recognize a few secrets about getting your post (message) in front of prospective buyers.

The prime attractor is **how you set out your headline**. Many posters pose simple questions and answers like:

**HELP me please!**

- **Here's my view**

- **Yes, I agree! (DNO)**

- **Me Too!**

**Here's a thought.**

**Why not do this?**

**Anyone know...?**

**HELP!!!!**

None of these are going to attract readership.

The answer is simple.



## **Make your headline an ad**

.....

Out of long habit I **write an advertising “headline” for every post** I make.

You won't see any of my replies written like the headings above that you see on many discussion boards. Instead, I try to **entice the reader** into my message with interesting word-lures.



.....  
I write a 'selling' headline for my post... just like writing a headline for an ad. Unless you can write crisp, inviting, drool-inducing titles for your forum, you'll have a hard time "selling" your opinion.

.....

The best copywriters bring their skills to **everything they write**... no matter if it is a forum or a selling website, or an email.

The secret here is to **get your reader curious about your message**.

To create a sense of excitement and anticipation that will entice readers to your **unique and interesting viewpoint** - and turn them into buyers when they connect on the selling link underneath your name.

## **Sample headings**

.....

Here's some examples I've written, taken from various boards... read them and see how they can draw you in to reading the message:

**Yikes! I've Just Read Tony's Response After I Posted A Promotion For My Country!**

**I Don't Normally Post The Same Message On Different Boards - But...**

**Recycled? Rehashed? Regurgitated? RESIST!**

**AutoMail Is A Winner For Me. Does Ezines Too.**

**How Warm, Feeling Bodies Will Lead Your Headlines To Success...**

**Batman... Why I Would Never Buy A Rolls Royce...**

## Are We Revealing Too Many Of Our Inner Secrets?

### The Secret That Walt Disney Used Is Also Good For Your Letter!

## Revamp your headlines

.....

Here's a few actual headlines from Jim Daniels' board and my quick off-the-cuff changes and improvements underneath.



### CyberMarketing Forum

<http://www.bizweb2000.com/wwwboard>

When you compare the old and the new, which messages would YOU open first?

**Original title:** Jim Daniels what do you think?

My version:

**- Here's A Foolproof Idea To Identify Honest Businesses On The Net.**

**Original title:** Working.

This poster is looking for some extra cash for her skills:

**- How My Skills Can Help You Make Extra Money - And Help Me Too!**

**Original title:** What do you want. . .

Here the writer is looking for website articles. My headline adds to the interest by giving it exclusivity. Note how the question trails off at the end to increase your curiosity:

**- Boost Your Reputation & Sales Now. I Need 5 People Who...**



.....  
If you use **capitals for each word** in your post, it will have more 'authority' and read less like any other comment.

.....

And don't forget... a long headline is good, but TOO long is a turn-off. Make sure your post headline doesn't go **more than a line in length.**

## **Promote your board**



With a little bit of thought, you can come up with **any number of ways** to increase posts to your discussion forum. I tried the idea below recently, and it was very successful.

**FREE! This Week I'm Offering EVERYONE A Chance To Put Their Business On This Forum...**  
by Ken Silver

Dear reader,

Like most discussion boards, my one doesn't normally accept advertising in the posts - except as an URL in your signature line.

But for this week only... from now through to Friday 6 February, I want you to post your ad - in a conversational message form - on my forum at:

< <http://www.netbabbler.com/goto?forumid=11488> >

There's a couple of conditions, but they're easy ones:

- 1) You **MUST** email a friend or business acquaintance and ask them to sign up for my Secret Diary, by using the submit field in the forum heading.
- 2) They need to be people interested in receiving regular information on how to improve their web or publishing business. Don't sign up your grandma if she only wants baking recipes!

When you email them, just say something like:

"Hey \_\_\_\_\_, I thought you'd be interested in an online publishing forum that has information on improving your web site at:

<http://www.netbabbler.com/goto?forumid=11488>. Why don't you sign up in the "Secret Diary newsletter" at the top of the forum? Then you can put your business ad on

the forum too, free until Friday!"

3) Your forum advertisement posting should be in the form of an introduction... "Hi, I'm \_\_\_\_\_ and I've got a great product that will help you get more hits on your site right now...."

(Make sure you give plenty of selling detail... don't just shove them off to your webpage with a quick URL reference).

Easy, isn't it?

And don't forget, your messages will sit on this page forever (however long that is! :- ) ), so you get constant advertising in front of our growing readership. And it's climbing rapidly every day.

Look forward to meeting you here! Email me with any questions at:  
ken@ksilver.com

Get back to the main page at:  
<http://www.netbabbler.com/goto?forumid=11488>

Ken Silver  
Author: "How To Make \$100,000 A Year Part-time Creating How-To Manuals"

The secret is to **remove any message** that appears to be a chain letter or pyramid opportunity... these will do no good to the quality of your forum.

## **Building encouragement**



It is always a good idea to let your readers know that **you appreciate their input**. I wrote this post to encourage anyone who may not have posted to support yet:

A Personal Comment On This Forum...  
by Ken Silver

Two months on... it doesn't seem that long since I started this self-publishing forum that's growing each day.

And the thing I like best is the type of people we get here. There's very little 'fluff'... happy words without any meaning that you see on other unregulated boards.

Yes - we still need the human element with a bit of chat and humour thrown in, but I'm pleased that most people are bringing solid, useful information here.

No need to sort out the wheat from the chaff here... it's all a good feed!

Thanks to you, our readers and posters.

Ken Silver  
\*The Profitable Self-Publisher\*  
[www.ksilver.com](http://www.ksilver.com)

PS. So what do YOU think? Is there anything more you want to see on these posts? Improvements? New topics? Change of style? Let me know, please, and I'll get it organized!

## **Getting responses**



Sometimes your forum will go dead. Often you won't know the reason why, but you can do something about. **Stimulate new inquiries and messages with a post like this:**

A Question For The List: What's Your Most Pressing Problem?  
by Ken Silver

I'm looking for some feedback here... and maybe the answers will help you too in looking for ideas:

On the net, or off the net... what's your greatest problem? For example, do you have trouble getting hits on your site? Do you want to get into e-commerce but don't know how?

I'm interested in your comment on anything that bothers

you about the internet and making a decent income from it.

If you don't feel comfortable talking about it in front of thousands of others, then email me please:  
ken@ksilver.com

Look forward to your thoughts!

Ken Silver  
\*The Profitable Self-Publisher\*  
www.ksilver.com

## **Controlling your board**

.....

One day you'll open your board and **discover a problem**. A rude post... an ad... a post with no value whatsoever. How do you deal with it?

- **Fight fire with... water!** Yes - **don't get abusive** to people who wrongly post out of ignorance. It really makes for a bad impression. A good example of this was a post on a board that had two names signed under the same ID. This raised a lot of **anti-spam venom**, until one of the posters simply explained... he said - as the owner of the computer he often let his friend use it to post to the board! A case of mistaken identity, and a few red faces.
- **Don't play 'Big Daddy'**. Some webmasters wield a big stick, posting many warning notices about spam and being naughty. Sometimes you need to **lay down the law in order to discourage spammers**, but oftentimes common sense prevails. Harsh rulings and guidelines are sure to attract the minority who see these things as a challenge. **Think about how Disneyland succeeds...** it stays perpetually clean and neat - and gets a happy crowd because the expectations are always positive. Making your board clean and happy, and you'll get the same result.

**Move quickly to eliminate spam and advertising.** You'll recognise advertising because the post brings **nothing of real information** to your board. Here's a message I had recently, and how I corrected it.

### **Beyond Search Engines Report!**

Hi to all members:

I am finishing my report called Beyond Search Engines

and have placed a sample at my site. I would like your input. Please email me your input. Thanks for your help....

John

Beyond Search Engines!

**A Message About This Post...** by [Ken Silver](#)

[<mailto:ken@ksilver.com>](mailto:ken@ksilver.com)

John,

Thanks for your post, but as a quick reminder, the purpose of this forum is to bring debate and information to our readers. I actively encourage self-promotion as long as you can bring value to this board as well. Asking readers to visit another site without bringing any value to this board doesn't achieve this.

And asking readers to send comments to your email address bypasses the most valuable part of this board - allowing the free debate and exchange of information to flow in this forum.

If you want a guideline on how you can improve your post, simply bring a question or some interesting and relevant information to the board. For example, by placing several paragraphs here from your report.

Then maybe allow readers to access more information through an URL placed after your name. This way everyone benefits. Look forward to hearing more from you... it is interesting stuff you're doing!

Ken Silver

## **Getting your message out on other boards**



You should be **looking for any opportunity to spread the word** about your e-book business. In a way, what you do is not much different from the massive campaigns that multinational businesses do when they declare they are "Open For Business."

**Give long and detailed answers when you can.** One of the more prominent internet marketers has a board in which rarely does his answers span more than a few lines or give much information away.

This in turn attracts interest at a lower level... you're never going to get any depth from your discussion this way.

However **Tony Blake** regularly gives much valuable advice on his board - others do too - and this creates a loyal following and a strong identity.

You can use other discussion boards to promote your own activity, but be careful when you do:

- **Don't copy the same message** to a number of other boards. Because so many readers with the **same interests visit the same marketing boards**, our messages get seen by the same people. I try to make all my comment always original.
- **Try and make a difference by bringing VALUE** to your posts with useful information.
- **Good posters only write when there is something of interest** and value they can contribute to the forums. Now I'm lucky... I've had 50 years of life experience - a lot of it in successful self-employment - and this can open eyes to a new world. My experience gives a different slant that may work for others.

## **Other boards you can visit**

.....

Here are some **marketing discussion board URLs** so you can explore the different groups there are out there. Each has a different personality.

One thing you'll find when you explore them - many core posters flit to each forum, sometimes posting similar messages on each one to get extra publicity for their own cause:

**Anthony Blake: Anthony Blake Online**  
<http://www.ablake.com/cgi-bin/index.cgi/>

**Product Developers Board**  
<http://www.profitlines.com/ipub/index.html>

**Dave Bancroft: The Jealously Guarded Secrets Internet Marketing Forum**  
<http://profit.org/forum>

**J Nicholas Schmidt: Profitalk.com**  
<http://www.profitalk.com/talk/talk.cgi>

**Jim Daniels: Cybermarketing InfoBoard**  
<http://www.bizweb2000.com/wwwboard/>



**Ken Silver Online: Self-Publisher's Forum**

<http://www.network54.com/goto?forumid=11488>

**Mike Enlow: Business Growth and Marketing Discussion**

[www.paradise-serve.com/powerforum](http://www.paradise-serve.com/powerforum)

**Paulette Ensign: Tips Booklet Discussion Group**

<http://tqm-online.com/cgi-bin/config.cgi>

**Ron Ruiz: Free Publicity and Promotion Discussion Board**

<http://www.free-publicity.com/cgi-bin/talk.cgi>

**Wanda Loskot: SANE Marketing Discussion Board**

<http://loska.com/successconnection/discussion/index.html>

## **More Free Boards**



Here are some more interesting boards involving entrepreneurship and marketing:

<http://www.netbabbler.com/goto/index.php3?forumid=16731>

<http://www.ideacafe.com/cgi-bin/maincs/dcboard.cgi?az=list&forum=marketingmix>

<http://www.primeprofits.com/wwwboard/>

<http://www.inc.com/bbs/list/13>

<http://gmarketing.com/tactics/forum.html>

<http://www.wipd.com/~dogbyte/loadforum.html>

<http://www.unconventionalwisdom.com/cgi-bin/config.pl?>

<http://profit.org/forum/>

<http://homebasedbusiness.com/cgibin/index.cgi>

<http://talk.e-digest.com/>

<http://www.marketingskills.com/discuss/>

<http://www.online-venture.com/pforum/index.cgi>

You can also check out this **discussion board list:**

[www.entrepreneur-web.com/index\\_3.htm](http://www.entrepreneur-web.com/index_3.htm)



## Ezines - your marketing weapon

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Let's define it. **An ezine is an online newsletter.** It can be produced hourly, daily, weekly, monthly or on demand.

Most marketing newcomers think that an **ezine has to provide valuable information.** Well, OK... maybe.

But if you should never forget that **marketing your e-book comes first.** All very well to provide free information ad infinitum (that means forever)... but at some stage you need to **ask your prospect to buy.**

**eTip** .....  
Of all the serious faults in marketing, perhaps none is bigger than **not asking for the sale.**

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And it is the most common. Why? Perhaps, if you're a regular guy, your simply not used to asking... it seems **aggressive and pushy.**

Well my friend, I can tell you from experience that there is no alternative. Prospects will not buy from you just because you are a business buddy, or give them lots of free information.

And the strange thing is, **they often won't remember that you're selling something until you tell them.** That's right! Not everyone thinks that free information is a subtle way of selling... sometimes they have to be banged on the head with a selling statement.

Can you overcome your **shyness, reluctance** and **good manners** to address this problem?

When you do, **you'll be amazed at the results.** Instead of losing friends, having customers abuse you or feeling demeaned by the process as you possibly

expected... you'll find something else instead - **your sales will rocket!**

You have to accept my value judgement here as gospel - because I'm living proof. **In every ezine and email I send there is a subtle - or not so subtle -selling message** embedded. And the results are phenomenal, if I say so myself.

Let's summarise this step:

**SUMMARY: In every transaction with your prospects, you MUST ask for the sale.**

There are several ways to do this. The first and most basic used to have a suitable signature at the bottom of every email.

## **Ezine signatures**



Your signature should be a **selling statement**. Ignore all the restrictions that the editors of other ezines impose on you.

They often ask, when you post, to:

- **Limit your signature to x number of lines**
- **Not provide a blatant selling statement**

Fair enough. They can do this because **you are their guest**. And maybe because they're trying to keep down the size of the file.

But when it comes to **sending out your own ezine or email**, you can do whatever you like.

Here's the minimum items you need to include in your signature:

**1) Your name.** Obvious? Maybe - but I have seen quite a few **signature names** where the first name is just an initial. If you want to be a friendly sales source, you need to get on a **first name basis** with your prospects. Make sure your first name is spelled out in full.

**2) A tag which describes you.** This is optional, but very useful. It is almost a description of your best attributes. I use 'The How-To Guru!' as mine. Here are a selection of others:

**Rick Smith, The Net Guerrilla**

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**Drew Eric Whitman, D.R.S.  
Direct Response Surgeon (tm)**

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**Dan Poynter: Author-Publisher-Speaker**

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**Ken Silver  
The How-To Guru!**

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**3) Your product.** Even if you sell a number of products, you need a hook to interest your reader - so showcase your best and most attractive product.

**4) Website address.** This URL is essential for your signature. Don't leave home without it!

**5) A tempting offer, preferably free.** This is to attract the casual reader and allow you to capture their email address. Mine is:

Read the first chapter and contents **FREE!**  
Visit: <http://www.ksilver.com>

**6) Your qualifications.** You already know this is an **essential part of your credibility** rating... so flaunt it. It can be as simple as membership in your local chamber of commerce. I use:

Member of the Self Publishing  
Association of New Zealand

**7) Graphic separators.** These are lines which define your signature and help make easy sense of the various items within it. Here's a few examples:

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Now let's put it altogether:

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Ken Silver  
The How-To Guru!  
^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^  
Digital Book Author  
How To Make \$100,000 A Year Part-Time  
Creating How-To Manuals At Home.  
Read the first chapter and contents FREE!  
Visit: <http://www.ksilver.com>

Member of the Self Publishing  
Association of New Zealand

Join me on the Ken Silver Online Forum:  
<http://network54.com/Forum/11488>  
^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^

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I use **several signatures for different circumstances**. If I am writing to an existing customer, they don't want to see how to get a **free look** at my first chapter again. So I use this section with the offer left out:

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^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^  
Digital Book Author  
How To Make \$100,000 A Year Part-Time  
Creating How-To Manuals At Home.  
Visit: <http://www.ksilver.com>

---

Here's another one that are often used to sign off my ezine. As one of the Board Advisors for Tony Blake's Inner Circle, this line gives me great credibility:

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Success to you!  
Ken Silver  
  
^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^  
Board Advisor: Anthony Blake's Inner Circle  
  
Digital Book Author:



**4) Below is a small list** of some of the directories which allow you to list your ezine as well. While this is not a complete list of every ezine directory on the web, it is a good place to get you started.

<http://www.zinebook.com/publicz.html>  
<http://www.newsletter-library.com/ven.htm>  
<http://www.arl.org/scomm/edir/template.html>  
<http://www.coalliance.org/forms/ej.suggest.shtml>  
<http://www.edoc.com/jrl-bin/wilma>  
<http://www.newsletteraccess.com/database/reg.html>  
<http://gort.ucsd.edu/newjour/submit.html>  
<http://www.yotta.com/magazine/addfree.htm>  
<http://www.linkfinder.com/submit.html>  
<http://www.dominis.com/Zines/publishers/add-howto.html>  
<http://www.etext.org/services.shtml>  
<http://www.disobey.com/low/addere.shtml>  
<http://inkpot.com/submit/>  
<http://www.catalog.com/vivian/intsubform2.html>  
<http://www.meer.net/~johnl/e-zine-list/submit.html>  
<http://www.oblivion.net/zineworld/add.html>  
<http://www.coalliance.org/>  
<http://www.lifestylespub.com/>  
<http://www.neosoft.com/internet/paml/answers.html#add>  
<http://www.zinerack.com/search/enterurl.html>  
<http://www.netspace.org/cgi-bin/lwgate/request-add.html>

**5) Send a sample of your ezine.** A slow but sure way of increasing your ezine subscription is to send out a sample copy **to everyone who emails you**. Make sure you have a subscription method both at the top and bottom of your ezine.

A short note like this **at the top of the ezine** will stop your recipient confusing it with spam...

Hi (name),  
Thought you would be interested in seeing my latest newsletter, as you have an interest in my subject.

If you want to receive more from me on a regular basis, just send a blank email to: myname@myaddress.com

Thanks...

**6) You can place ads in other ezines.** Remember to keep your offer brief... don't sell ads for your own newsletter or ask for article submissions - just offer readers a free sample copy.

**A useful list of over 600 ezines ready for you to subscribe to is at:**  
<http://www.site-city.com/members/e-zine-master/>

**7) Exchange ads with other ezine publishers:**

**E-zine Publishers**

<http://www.site-city.com/members/e-zine-master/>

where you'll find over 600 newsletters listed there

**Email each one** that appears to be good match for your own kind of publication, and offer to place an ad for their publication free - if they will place your ad in their next issue.

A typical request letter looks like this:

Hi David,

I read your classified in Jim Daniels' BIZWEB GAZETTE, and want to offer you the chance of running it free for 3 issues in my own ezine.

This is a limited offer open only to those classifieds I feel would match my own newsletter standards and target readership.

If you are interested, please just REPLY this email back to me... perhaps making additional notes or changes to your ad shown below my sig.

I need your submission within 2 days for it to run in my next issue.

-

Here's 5 quick background details for you on my unique ezine:  
KEN SILVER'S SECRET DIARY.

- \* Targeted to readers who want to increase sales from their website, and who want to sell information products by mail or from their own site.
- \* Subscribers read my diary as I try the many options that may



improve my own new site's success. I write about my failures too.

- \* Written irregularly... as important events occur. The first 4 issues have appeared within 3 weeks. I try not to let more than a week go by without an update.
- \* List numbers are now almost 200, and I gain 5-10 new subscribers a day. I have several promotions that should move it to a 1000 within a month. At that stage I will discontinue free classifieds (other than those already booked).
- \* Free classifieds are vetted for reader suitability. I reserve the right to discontinue any submission for whatever reason.

-

You may also know others who would be interested in my offer. You're welcome to forward this message to them.

And if you want to do a **classified exchange** on your site, please let me know too.

Warmly,  
Ken Silver  
Publisher

\*\*\*\*\*

-At Last! An Ethical, Risk-Free Business You Can Believe In-

Subscribe to my FREE ezine to discover how to market on the Internet. Go to 'My Secret Diary' at <http://www.ksilver.com>  
I get \$1,000+/wkly as a HomeMade Info-Publisher... part-time!  
Find out how you can too at <http://www.ksilver.com>

Ken Silver Publishing

PO Box 22-183, Khandallah, Wellington, New Zealand  
Email: [ken@ksilver.com](mailto:ken@ksilver.com) Fax: +64-4-477 3739

\*\*\*\*\*

**YOUR FREE CLASSIFIED...**

\*\*\* MAKE SOME MONEY while HELPING your fellow Webmasters! \*\*\*

Feedback.com now offers an incentive program to help even more people join our 50,000 Members! Show your visitors how to add >>> Free Feedback Forms <<< to their site and GET FREE CASH! <[http://Feedback.com/promote/c\\_trade.html?JDD](http://Feedback.com/promote/c_trade.html?JDD)>

Remember that it is **important to get qualified responses** with this letter. You can only do that by targeting ezines that have similar interests and audiences.

Another resource for swapping ads is:

## The Publishers Exchange Center

<http://www.peakprofit.com>

### 8) Newsgroup postings.

In the past it was common to get a **high response from postings on newsgroups**, but nowadays the market has become so segmented that the time the spent on it is not worth the result. Only post to newsgroups if you have plenty of time on your hands!

### DejaNews

<http://www.dejanews.com>

See for a list of newsgroups.

## Titles that bite!



A member of an **ezone publishing newsgroup** I subscribe to found the answer to a perplexing puzzle. She was getting her ezine bounced back for no apparent reason, and couldn't figure out why.

She then discovered that her ezine list host had a **spam filter** on to search for the word "**success**" in the ezine subject title, and rejected it on that basis.

## Promoting your ezine offers



Now that you have a list of interested subscribers... **it's time to start selling**. And the most effective way of doing that is not by simply sending them information with a selling statement, but **actively promoting price and conditions** exhaustively.

Yes - but I guarantee you will be exhausted sooner than your prospects!

That's because very **few promoters extend their promotion right through to its natural finish**. A natural finish is when your sales costs are close to your profit.



Most sellers **tire of their own message well before it has sunk in to the minds of their prospects**. Invariably they give up way too soon and lose all the

impact that their promotional program has started.

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Just remember to **keep your promotion going until sales shrivel.**

Before I show you what I have done, let's look at a list of promotional opportunities that you can use straight away. Each are based on my own **successful promotions.**

I can't show you any unsuccessful promotions, because for some strange reason I haven't had any! It's true... all my promotions have been a **success** every time.

You can see the **full text** for these promotions - these and many others follow at the end of the page after these examples:

**1) Currency Exchange Promotion.** This was ideal for me as a New Zealand selling to Americans. Over a period of a month or so our currency strengthened against the US dollar. This effectively meant I was losing money on every order.

I needed to put the price up, and this timing was the ideal opportunity. So I created an artificial limit by setting a timeframe limit. In this case **on a certain day the price would rise.** Up until that period, the prospect had the opportunity to buy at the old price:

A short note if you're thinking of buying the digital Info-Publishing Knowledge Pack...move quickly!

The international exchange rates between my country (New Zealand) and other countries have changed dramatically recently, and I'm losing money fast.

I have to raise the US\$39 price to recover my costs, and so it will go up to US\$47 in 7 day's time.

**2) Opportunity Promotion.** The text below is self explanatory. I genuinely wanted to **bring the price of my product down so that it was accessible** to more people.

The results were amazing - I had an **immediate increase of a factor of 15.** For every sale I had previously in a period, I now got 15 sales. When you read this promotion you'll understand:

I've been thinking hard over the last week or two...mainly

about the many people who think that the internet will bring prices down dramatically for nearly everything we buy.

You've heard about FreePC haven't you? Yes - it's working already.

But it hasn't happened in our business - the mail-order publishing business. Here, prices are high as ever, despite costs being lower than ever.

But \*I\* want to make a difference. I want to start your change to a better life through lower prices, in the way that many observers have hoped for.

And this is how I hope you'll benefit.

A little explanation:

My costs in providing each digital Info-Pack are pretty small, not counting the years of development.

However, I'm a businessman - and I'm not going to throw away my years of experience selling my exclusive self-publishing secrets for just a few dollars. It's not commercially valid. There's a lifetime of valuable experience distilled in my work.

But I do want to bring costs down, to get my unique method of making money in self-publishing out to as many people as I can.

So I sat down last night and worked out the bare minimum I could sell my Info-Pack for, and still make a living.

This price will amaze you

And I hope it will start a quiet revolution in pricing structures as a result.

**3) Envy Promotion.** I use envy as a tool. It is a **powerful motivator for prospects** who want to emulate my success. I make no excuse... oftentimes the best form of promotion is the good old-fashioned "**why can't I do that**" type of envy **which is constructive.**

Of course, it is more than the **pure forms** of those words. It has to be realistic, and I show how realistic it can be with my examples.

In this next sample, **I paint word-pictures of how the prospect can benefit** from buying my info-Pack, and weave exciting facts into the story:

Welcome to this new week! The weekend has been busy with sales, and as the dust cleared, another 4 Authorised Reprint Rights were sold!

That leaves just 14 international rights left, and once they're gone - they're gone for good! (And there are still 5 prospects who've told me they're keen, but haven't paid up yet).

Most of the buyers elected to pay the US\$900 investment in full, while two paid in 3 monthly installments. If you have your card almost maxed out at the moment, buying with this interest-free offer might be a good way to secure your rights issue now.

Because if you wait another month, they'll probably all be gone and along with it your unique opportunity to make a decent living with your feet up on your lazyboy armchair!

**4) Satisfaction promotion.** This is akin to a testimonial. And to back it up, I use an actual testimonial!

For those people who want my Consultation Certificate for \$500 worth of written advice within one year), you can buy it later for a further \$39.

It's worth buying.

Here's what one person wrote on my Self-Publishing Forum recently about the quality of advice I give:

I sent you an email a couple of weeks ago asking for advice about my web site. I have implemented most of what we talked about.

I appreciate the time and effort you took to give me personal guidance. That extra effort on your part has made me a very satisfied customer.

James Jones.

**6) Copy My Success promotion.** Your promotions will work when **your prospects can visualise themselves achieving results like you.** When you combine concrete results with action that your prospect can **take now**, you are on to a winner.

This morning I added up the past day's sales from my latest online promotion. It came to \$858.00.

Not bad for ONE day's \*work\*...

In fact - I didn't even have to work for this. Yesterday's orders came in by email, the credit cards were processed by my Call Center in Lower Hutt, and the PDF files sent out from my email program to buyers within 10 minutes.

A money-making system on autopilot. Marvellous.

Can YOU duplicate my success here?

Let me tell you, it's easier than you think.

You only need an info-product...in my case it is my Info-Publishing Knowledge Pack.

Some of the material for the Info-Pack I already had in the form of sales letters for my other products. And about 10% of the manual was in rough note form - material I had earlier researched and stored on my computer.

So last year, after I decided that I was going to produce a How-To information manual, it took just 3 week's part-time writing to get everything organized. Because I used my unique 'Shopping List' writing method, the manual was pretty much in completed form when I finished.

Then I tidied it up and polished it. That took another week of nights, and a weekend.

So, in a month of sparetime work (I was still working as a wage-slave at the time), I finished a 125-page manual. I advertised it in a national newspaper, and sales went crazy...and have been strong ever since, both offline and online. Many hundreds have been sold in the last few months...a sure sign of a quality product.

Have you got a month to put your experience together for a How-To manual?

**7) A Contest Promotion.** These are always successful. Specially if they are **free to enter**. In this case the contest below had no value other than **goodwill**. It did not increase my subscriber rate, but it did do one important thing... **it kept those eyeballs flexing** :-)

That's just as important - to make sure your **ezine is being read** regularly.

**FREE CONTEST** - And you've already been entered! Yes, as an active subscriber to my almost-daily newsletters and the weekly QuickTip newsletter, you automatically get the chance to WIN a free digital Info-Publishing Knowledge Pack valued at \$39.00 right now! If you've already bought - or are going to buy any value Info-Pack, then win - I'll give you a free Consultation Commitment worth US\$39. Each week, on different days, I'll be announcing the winning URL. Keep reading to find out if it's buried here today, and if it's \*lucky you\*!



## Ezine samples

Use these **ezine samples** to build your own ezine and promotional database of ideas. They give a good cross-section of ideas that you can use and adapt for your own promotions.

**eTip** I've used a lot of this ezine material for this manual you're reading... about 15% of this e-book is my **original newsletter material rewritten** to merge with new text. Regular ezine newsletters are the perfect way to accumulate information for your e-book. And if you write them in sequence, they will make the business of gathering and collating your e-book a breeze!

Note too how I've brought the **personal issues** into the newsletters... the money I make, the trips I take, the numerous benefits of a home business. (Oh, yes - I harp on about those a lot! :-)

All this melds together and reinforces the delightful concept of successful self-employment in your own business - with **info-publishing the KEY!**

### CLOSING DATES

They're flying out the door! More Info-Packs are being bought as you read this, but time's running out for you!

The cutoff dates for you to buy the Info-Publishing Knowledge Pack at these low prices, are:





Ken Silver  
The “How-To” Guru!

Ken Silver enthusiastically publishes the almost-300 page digital manual and newsletter pack:

“How To Make \$100,000 A Year  
In Your Spare Time

Creating Profitable How-To Manuals.”

which is a best-seller by mail-order and has sold many hundreds over the internet. You can order it and get your digital PDF files delivered within minutes to your computer, ready to read or print out in top-quality format. Visit: <http://www.ksilver.com> (Winner of the free Info-Pack: [bprater@jjpes.com](mailto:bprater@jjpes.com) Email me now to collect your prize at: [ken@ksilver.com](mailto:ken@ksilver.com) )

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**I’VE ALMOST SOLD OUT OF INFO-PACK RIGHTS!**

^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^

Yes, only 4 out of the original 20 Authorised Reprint Rights offer remain. After these sell, the only way you’re going to grab a piece of the profit action is to buy the Master Rights (only 3 available) at US\$6,000 each.

These enterprising rights resellers are already starting to promote my Info-Packs, selling the Info-Packs for up to \$95 each, and keeping ALL the income for themselves.

Join them now...go to: <http://www.ksilver.com/rights.htm>

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**PASS IT ON**

Do you know someone interested in web marketing or self-publishing who would be interested in receiving this newsletter? Just press FORWARD on your browser and enter their address.

^^^^

**TALK ABOUT YOUR MARKETING**

Want to talk about web marketing? Visit the Self-Publishing & Web Marketing Forum at: <http://www.netbabbler.com/goto?forumid=11488>  
Ask a question. Answer a question. Or just read and learn!

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You’ve received this almost daily info-goldmine by signing up

on my website or Self-Publishing Forum. To unsubscribe, put only the word REMOVE in the Subject of any email and send to: ken@ksilver.com

Copyright 1999 Ken Silver Publishing.



## **PRICING**

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Hi,

I've been thinking hard over the last week or two...mainly about the many people who think that the internet will bring prices down dramatically for nearly everything we buy.

You've heard about FreePC haven't you? Yes - it's working already.

But it hasn't happened in our business - the mail-order publishing business. Here, prices are high as ever, despite costs being lower than ever.

But \*I\* want to make a difference. I want to start your change to a better life through lower prices, in the way that many observers have hoped for.

And this is how I hope you'll benefit.

A little explanation:

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However, I'm a businessman - and I'm not going to throw away my years of experience selling my exclusive self-publishing secrets for just a few dollars. It's not commercially valid. There's a lifetime of valuable experience distilled in my work.

But I do want to bring costs down, to get my unique method of making money in self-publishing out to as many people as I can.

So I sat down last night and worked out the bare minimum I could sell my Info-Pack for, and still make a living.

This price will amaze you

And I hope it will start a quiet revolution in pricing structures as a result.

There's a problem though.

When the price is this low, people are going to think my product is lower value than it really is. You and I know it isn't that way at all - but nevertheless I'm going to test the concept first before committing to this lower price for good.

So here's my proposal: for the next 5 days, until Saturday, the Info-Pack and all the material detailed on my website:

- the giant 218-page self-publishing Manual,
- 2 Special moneymaking Manuals (they'll amaze you),
- numerous sales letters,
- Special Reports,
- and much more, worth over \$800,

all EXCEPT my Consultation time...

...will be available for just US\$39. Until Saturday.

If the response is good, I may leave it at that price. Then again, it may go back up to \$95.

Who knows?

Here's what one of the top net marketers says about the Info-Pack (and by the way, he paid for my manual - it wasn't given away here. And he wasn't asked for this comment either):

"Ken, thanks for your great book. I am impressed with how complete and step-by-step it really is. I would definitely recommend this manual for anyone and everyone who wants to get started in this multi-million dollar business of selling information by mail. You've done a great job, Ken."



The international exchange rates between my country (New Zealand) and other countries have changed dramatically recently, and I'm losing money fast.

I have to raise the US\$39 price to recover my costs, and so it will go up to US\$47 in 7 day's time.

Don't dally...this will be a permanent price rise. It will never be cheaper than right now!

Order now at:  
<http://www.gta-tech.com/nof.asp?merchantid=2150>

Or see my website for more info: <http://www.ksilver.com>

## REPRINT RIGHTS

The Authorised Reprint Rights price may also rise, so it is essential you move quickly here too.

If you are definitely interested in acquiring the rights (only 10 left now from the original 20 a week ago), but haven't budgeted for it at the moment, let me know as soon as possible. I might be able to reserve it for you at the old price.

More details at:  
<http://www.ksilver.com/rights.htm>

Or contact me: [ken@ksilver.com](mailto:ken@ksilver.com)

Ken Silver  
The "How-To" Guru!  
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Digital Book Author:  
"How To Make \$100,000 A Year Part-time  
Creating How-To Manuals At Home"  
Read The First Chapter And Contents FREE  
Go now to: <http://www.ksilver.com>

Member of the Self Publishing Association  
of New Zealand.

Join Me On The Ken Silver Online Forum:  
[www.netbabbler.com/goto?forumid=11488](http://www.netbabbler.com/goto?forumid=11488)  
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**TALK ABOUT YOUR PASSION**

Want to talk about web marketing? Visit the Self-Publishing & Web Marketing Forum at: <http://www.netbabbler.com/goto?forumid=11488>  
Ask a question. Answer a question. Or just read and learn! There's a good thread on at the moment about passion in business.



**GETTING \$\$\$ RESULTS WITH LESS EFFORT**



By Ken Silver

When you start selling your info-manual over the internet, you're going to notice one huge difference between the web and your similar mail-order enterprise.

It is, simply, the amount of EXTRA effort you have to invest to sell on the web in various ways.

Here's why...

With mail-order or direct mail, your buyers rarely send you a letter or any other form of correspondence.



**THINKING POINT**

Sometimes a fortnight has gone by without me receiving as much as a scrap of paper from any of my growing legion of many thousands of mail-order customers.



And the reason is obvious. It takes a LOT of effort to find some paper, type or write on it - including all the polite paragraphs that society dictates we use. Then to find an envelope, stamp, and trudge down to the post office (probably in the pouring rain!)

Contrast that to the internet.

While your buyer or prospect is scanning the net for signs of life, a thought about you pops into their head. Quickly they bring up an email screen, and 3 minutes later a complex question comes shooting down the line to you.





Put the replies that you've spent loving minutes or spent hours over into your ezine as useful information. Cut the Q&A style that you used to answer to them, and change the reply to stand on its own as an article.

— If you write articles for other ezines (and if not, why not? Again, it is time-saving and an article adds to your credibility), then again, reuse these replies as a basis for your articles.

— Use 'form' replies. These are various standard statements you find you use all the time. Shortcut the effort you need to type them out again and again by cutting & pasting these into your correspondence.

They can be phrases, sentences, or even paragraphs, all pretyped, ready to go.

For example, I have this sentence entered in my Typelt4Me program: "Let me know if there's any more information I can help you with." I produce it by typing "lmk" and this useful text expander does the rest. One program for Windows is ShortKeys (<http://www.shortkeys.com/>) For the Mac: Typelt4Me (<http://www.hebel.net/~rettore/AboutTypelt4Me.html>)

— Use shortcuts for various words. Using the same Typelt4Me program, I merely type common words I've entered into its dictionary...words that I use a lot, have unusual formatting, are long or are easy to spell wrong like: business, entrepreneur, Info-Pack, info-manual. Simply typing the first 2 or 3 letters in each word lets the program expand it.

— Produce prewritten Special Reports from all sources. Let say you have a forum of your own (if not, why not?). Gather all the useful information from it and compile it into a Special Report. You'll be amazed how much material you'll find there, much of it exceptionally useful advice from other experts in your field.

Just make sure your forum has a qualifier at the top of the message bard that states all material within becomes the property of the forum owner.











me by mail. Don't forget my one-year money back guarantee offer on the Info-Pack too.

See you with a QuickTip tomorrow!

Ken Silver

'HOW TO MAKE \$100,000 A YEAR  
IN YOUR SPARE TIME CREATING  
PROFITABLE HOW-TO MANUALS'

Ken Silver enthusiastically publishes 'How To Make \$100,000 A Year In Your Spare Time Creating Profitable How-To Manuals' which is a best-seller by mail-order and has sold many hundreds over the internet. You can order it and get your digital PDF files delivered within minutes to your computer, ready to read or print out at top-quality.

Visit: <http://www.ksilver.com>

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PASS IT ON

Do you know someone interested in web marketing or self-publishing who would be interested in receiving this newsletter? Just press FORWARD on your browser and enter their address.

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TALK ABOUT YOUR INTEREST

Want to talk about web marketing? Visit the Self-Publishing & Web Marketing Forum at: <http://www.netbabbler.com/goto?forumid=11488>  
In a recent message I outline a strategy to help a self-publisher turn frugality into a paying proposition. Have a look!

^^^

You've received this almost daily info-goldmine by signing up on my website. To unsubscribe, put REMOVE in the Subject of any email and send to: [ken@ksilver.com](mailto:ken@ksilver.com)

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Monday  
1.43pm

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## **IMPORTANT NEWS ON THE INFO-PACK OFFER!**

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The \$39 offer is still available.

The response has been overwhelming. It seems that this lower price - without the optional 2 hour Consultation - is one that everyone wants to start off with.

So I'll keep this low \$39 Manual-only price open for a few days yet...but don't delay - the offer may change at any time.

### **THE CONSULTATION CERTIFICATE OPTION**

For those people who want my Consultation Certificate for \$500 worth of written advice within one year), you can buy it later for a further \$39.

It's worth buying.

Here's what one person wrote on my Self-Publishing Forum recently about the quality of advice I give:

"I sent you an email a couple of weeks ago asking for advice about my web site. I have implemented most of what we talked about."

"I appreciate the time and effort you took to give me personal guidance. That extra effort on your part has made me a very satisfied customer."

James Jones.

Get the Info-Publishing Knowledge Pack with this Consultation Certificate (US\$78) or without it (US\$39) now: You can order directly by going to:

<http://www.gta-tech.com/nof.asp?merchantid=2150>

You get either Info-Pack usually within 10 minutes, as a digital PDF file ready to view onscreen or print out



as a high-quality manual EXACTLY as you'd get it from me by mail.

Or take another look at my website for more details at:

<http://www.ksilver.com>

Don't forget my one-year money back guarantee offer too.

Success to you!  
Ken Silver

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Board Advisor: Anthony Blake's Inner Circle

Digital Book Author:  
"How To Make \$100,000 A Year Part-time  
Creating How-To Manuals At Home"

Read First Chapter And Contents FREE...  
Go now to: <http://www.ksilver.com>

Join Me On The Ken Silver Online Forum:  
[www.netbabbler.com/goto?forumid=11488](http://www.netbabbler.com/goto?forumid=11488)  
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You're receiving this information because you signed up to read the first chapter of my Info-Manual and also to get my regular QuickTip ezine. If you don't want my inspirational viewpoints, just put the word REMOVE in the SUBJECT line and reply to this email. But be warned - you could miss out on some great opportunities and information ahead!



## **OVERSEAS BUSINESS**

Hi Info-Pack Rights buyer!

In just a few hours I'll be winging my way halfway around the world to England. Should that concern you?

No - because when I arrive I'll be logging in once a day



Let me tell you, it's easier than you think.

You only need an info-product...in my case it is my Info-Publishing Knowledge Pack.

Some of the material for the Info-Pack I already had in the form of sales letters for my other products. And about 10% of the manual was in rough note form - material I had earlier researched and stored on my computer.

So last year, after I decided that I was going to produce a "How-To" information manual, it took just 3 week's part-time writing to get everything organized. Because I used my unique 'Shopping List' writing method, the manual was pretty much in completed form when I finished.

Then I tidied it up and polished it. That took another week of nights, and a weekend.

So, in a month of sparetime work (I was still working as a wage-slave at the time), I finished a 125-page manual. I advertised it in a national newspaper, and sales went crazy...and have been strong ever since, both offline and online. Many hundreds have been sold in the last few months...a sure sign of a quality product.

Have you got a month to put your experience together for a "How-To" manual?

Because once you spend this time (and it'll fly past), the bulk of your work is done. The rest is cruising.

That's right...creating the manual is the \*hardest\* part. For me the experience was fun, because I was writing about something I knew. That's the nitty-gritty of the "How-To" manual business... do what you know and the creativity just FLOWS!

The rest of the time you'll spend processing the orders - a VASTLY shorter time.

I only spend a couple of hours a week sending my mail-order product out, but virtually no time for my digital product. That lets me spend time away, as I did for 4 days last week in Auckland visiting my daughters and accompanying my wife as she attended a seminar there. My laptop let me answer mail each day and send orders out.

Believe me, the thrill of NOT having to ask a boss for time off, and doing EXACTLY what I want still gives me a daily buzz.

How can you start on this path to financial and personal freedom?

If you have some in-depth knowledge on any subject...and most people do...then my \$39 Info-Pack will direct you through - in a step-by-step way - to a profitable business. Even while keeping your day job if you have to.

It's a great investment in yourself. And in just a few weeks you could be in the same position as Mike here:

"I also wanted to congratulate you on your product 'How to Write & Sell Your Own Home-Made Information Manual'. My wife and I followed your 'Action Steps' and in a very short period... produced a 96 page spiral bound manual on 'Finding the Best Care for Your Elderly Loved One'. Thanks and keep up the great work!"

Mike Murphy, NJ

It could even take as little as a week, as another of my clients told me. That's fast. I read the rough draft of her 100 page manual and it was good, because she knew her stuff.

So, you can start to make a great income like me - \$858.00 yesterday... ..a day that I lazily spent shopping and researching internet satellite connection systems, enjoying my personal freedom in the sun...

...or you can spend the time watching TV after a hard day, and getting no closer to being independently wealthy or telling your boss where to go.

The only thing that separates us both is a \$39 investment in your own Info-Pack solution.

You can order directly by going to:

<http://www.gta-tech.com/nof.asp?merchantid=2150>

Just look for the \$39 price. You get the Info-Pack, usually within minutes, as a digital PDF file.

Or take another look at my website for more details at:

<http://www.ksilver.com>







1. Target.
2. Qualify.

### TRUE STORY

I used to sell real estate 25 years ago. I was a failure at it, and I only partly know why. Certainly when I later sold advertising in my own newspapers I was a tremendous success. So it wasn't entirely me or my lack of personality or sales savvy. (Boy - was that turnaround the ointment for a battered and bruised ego!)

The one real estate \*barrier\* I had to overcome in my 6 month realty career was how to 'qualify' the prospect.

Were they someone that really wanted a house, or were they 'tire-kickers' simply wanting to see inside a glitzy home?

The best real estate sales people know how to ask the right questions to qualify their prospective buyers, and drop the rest like hot potatoes.

And so should we. Here's how we do it:

### THE SOLUTION

The two key words I've mentioned are the **ONLY** way you are going to emulate my success in the most effective way!

You need to strongly **TARGET** and **QUALIFY** your audience...those world-weary, cynical prospects who want your material if they could only be persuaded to see you as a solution for their lack of money and freedom.

So I do these things to extract the highest number of sales from the people who read my writings and visit my sites:

- I write personally. In a conversational manner. No executive speak here.
- I post only on discussion boards of like-minded people.
- I tell prospects what I do as clearly as possible, so they don't get fooled into thinking I'm selling something else.
- My deals have no catches to trip people up.



- My ezine opt-ins are people who want to read the first chapter of my manual, like you did. I know these are people who are on my wavelength. Now they just need to know the benefits, and when they do, they buy like crazy.
- I host a discussion board again only for the type of people I want...mainly to do with self-publishing and internet marketing of those "How-To" manuals. Yes - we occasionally get off the topic once in a while - who doesn't? It's fun).

Doing this means I attract the right sort of people...those who already qualify themselves to buy my material. Then I sell to them, fast and frequently. Like the endless chain of these newsletters that keep comin' at ya! :-)

But it works.

Like in most of life, following these pointers won't guarantee you a fortune...but it'll certainly help.

The other, almost secondary point to the Target & Qualify credo is to offer alternatives. I sell the Info-Pack as well as the Authorised Reprint Rights, so that buyers have the choice of duplicating my success both ways.

The more hooks in the same puddle, the more fish you catch!

You can find out more about the Authorised Reprint Rights now at:

<http://www.ksilver.com/rights.htm>

With only 12 left, don't risk missing out on this once-in-a-lifetime offer, with painless part payments too!

Or you can get the Info-Publishing Knowledge Pack with my 2 hour Consultation Certificate for US\$78, or without it, just US\$39.

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#### WARNING!

I don't know how long that \$39 offer will last - I'm under a lot of pressure from other gurus to put the price up).

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Order the Info-Pack directly by going to:

<http://www.gta-tech.com/nof.asp?merchantid=2150>

Or take another look at my website for more details at:

<http://www.ksilver.com>

You get either Info-Pack, usually within 10 minutes, as a digital PDF file ready to view onscreen or print out as a high-quality manual EXACTLY as you'd get it from me by mail. (Contest winner: [aftn@mindspring.com](mailto:aftn@mindspring.com) ...email me for your prize details!). Don't forget my one-year money back guarantee offer on the Info-Pack too.

Ken Silver

The "How-To" Guru!

Ken Silver enthusiastically publishes the almost-300 page digital manual and newsletter pack:

'How To Make \$100,000 A Year

In Your Spare Time

Creating Profitable How-To Manuals'

which is a best-seller by mail-order and has sold many hundreds over the internet. You can order it and get your digital PDF files delivered within minutes to your computer, ready to read or print out at top-quality.

Visit: <http://www.ksilver.com>

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PASS IT ON

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TALK ABOUT YOUR INTEREST

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In a recent message I outline a strategy to help a self-publisher turn frugality into a paying proposition. Have a look!

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You've received this almost daily info-goldmine by signing up on my website. To unsubscribe, put REMOVE in the Subject of any







Ken Silver enthusiastically publishes 'How To Make \$100,000 A Year In Your Spare Time Creating Profitable How-To Manuals' which is a best-seller by mail-order and has sold many hundreds over the internet. You can order it and get your digital PDF files delivered within minutes to your computer, ready to read or print out at top-quality.

Visit: <http://www.ksilver.com>

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Thursday  
11.13am

## **EXCLUSIVE OFFER!**

(But first, a little story)...

Yesterday I climbed the small mountain behind our home. It's called Mt Kau Kau. It's not a big walk, and because our house is already at one of the highest points in Wellington, overlooking our spectacular harbour, I took only 20 minutes to reach the top.

It was a little break from the comforts of my home office - though if I wanted I could've taken my Macintosh PowerBook up there and continued working.

But I sat in the long grass and basked in the sun. There was just a gentle breeze, and the view was awe-inspiring.

I spent most of that time reflecting on my new life, free

from the onerous task of being a wage-slave. Just 9 months ago - now it seems much longer. The rest of the time I spent calling my family on my StarTAC, telling them how much I appreciated them and their support.

Yes, it was a good couple of hours well spent. Exercise, reflecting and connecting.

I thought about the profit vehicle that allowed me to do this...my Info-Publishing Knowledge Pack. Sales are booming, yet I spend absolutely no time at all processing the orders.

That's all done automatically, while I climb mountains.

(Get to the point Ken!)

Well, my trip up the mountain yesterday was my own self-imposed reward...a reward for finally finishing an offer I'm going to make to you now.

Here's what I've dreamed up for you...

**NOW - YOUR REWARD!**

You see, selling on the internet is darn difficult for most people. They often lack the credibility, the background, the winning product to make the step to burgeoning sales. Sure, many of my info-manual buyers learn how to take the steps and sell their info-manual.

Lots do. I've heard of some good stories so far.

But if you had a top-quality product right NOW, that you could sell and have confidence in, you'd be out there on the mountain with me, I bet!

So that was the reason for my climb...I had just put the finishing touches to an Exclusive Offer that you can use right now, to start selling a ready-made info-manual while keeping all the proceeds from the sale for yourself. And get all the backing and support in the world to grow your sales.

That way is through Authorised Reprint Rights.

## MY EXCLUSIVE OFFER TO YOU

I'm offering the exclusive, limited, Reprint Rights for my Info-Publishing Knowledge Pack to you.

There are just 20 international rights available...and one of them is reserved for you.

## ABOUT THEIR BENEFITS

Are you familiar with the term 'Reprint Rights'?

Reprint Rights is the exclusive permission for you to take my full Info-Publishing Knowledge Pack product and sell it on your website, or by email.

You can duplicate and sell my product as often as you like, without paying out any royalties, or any other extra payments whatsoever.

You are as free as a bird to promote it globally, and keep all the proceeds. And don't worry about competition...there are hundreds of millions of prospects - more than you or I will ever contact in our lifetimes. They'll never run out, and more keep coming each day.

Here's how you benefit as a rights buyer:

1) It's an easy and profitable way to GET STARTED NOW. You don't have to spend time creating a manual...just piggyback on the success of my Info-Pack to grow your income. You can do it in your spare time too - just like I do.

If you already sell info-products, so much the better...it'll be an easy step.

2) You get a top product. This is important - no-one will buy or keep a poor runner. My Info-Pack is a winner. Over 600 have sold since the end of last year, with only 2 returns (yes, TWO - that's not a misprint). And no-one was dissatisfied with the quality of the Pack.

Even if you are new to Reprint Rights and the publishing business as a whole, you'll know that this is an exceptional



record.

- 3) I stand behind my product totally. You have been to my Discussion Forum, even posted on it perhaps, and know that I am active in the self-publishing business - have been for years. And I'm a Board Advisor for Anthony Blake's Inner Circle...you can't get more credible than that. These facts help your sales immensely.
- 4) If you've seen the unsolicited testimonials on my home pages, you'll know that I give superior service in everything I do.

I was recently approached for the Reprint Rights for my Info-Pack by Dr Paul Hartunian (the man who sold Brooklyn Bridge). Paul is a discerning businessman who specializes in Reprint Rights, and he wanted mine.

If he didn't think my product was viable, and worth its weight in gold, he wouldn't have made the offer to me.

Done!

That leaves 19 rights to sell as of now.

Bill Myers also sells some of his info-product rights, and if he too didn't think it was a great deal, he'd be the first to tell you. Bill's got a great article, and you can read on it on the site I'm going to give you below.

**START CLIMBING TO THE TOP...**

I've put more information on my website. Visit it now and learn a little more about the fascinating, low-risk business of my Authorised Reprint Rights.

It's 11am. I'll change out of my pajamas and take another walk. The sun is shining, the future is beckoning. Join me!

And remember- only 19 Authorised Reprint Rights are available. Be one of the successful climbers now!

Visit: <http://www.ksilver.com/rights.htm>

Warmly,  
Ken Silver



and effective.

But they were no substitute for me...the kingpin that built my 2 newspaper empire through determination and hard work. (Oh, the hard work! Don't remind me of it!)

So traveling was a worrying time. Would the papers meet their deadlines? Would someone be off sick? Would all the equipment work properly, and the computers not crash?

Yes, there was no real freedom in my traveling then.

But the Info-Pack business is a different kettle of fish altogether. If you had such a business, like me, it would allow YOU to:

- \* Travel without worry, even if you had to take your laptop with you like a security blanket.
- \* Be confident that any problems would be minor, that could wait until you got back.
- \* Not worry about staff, overheads, finance...all the conventional bother of ordinary business.

You may not have a destination in mind, but when you do, you can run your business in Hawaii, Bali or the Bahamas.

Here are the core secrets to a successful 'free-to-travel' business operation:

- \* Automate Your Business With E-Commerce.

A staffless, officeless business is easier on the net than ever before. It gives you an international freedom bounded only by the number of country's adapter plugs you can carry. ("Being Digital" author Nicholas Negroponte carries a big bagful of adapters with him as he travels the world).

You automate in 3 easy steps:

- Your order page is connected to your credit card agency who process your orders automatically, and bank your

daily income or send you a check.

- Your order page gives out the location of your info-manual on a secret, password protected web page, for your buyers to download.
- Your order page autoresponder tells your buyers that you're away from the office, but will contact them at the first opportunity. (You can do this at any of the growing number of cyber-cafes springing up in practically every city).

\* Have An Info-manual Ready To Sell.

This is the easy part, really. My Info-Publishing Knowledge Pack is designed primarily for mail-order, but most of the nearly 700 buyers (since September last) are using it with the intention of producing e-books to sell over the internet.



**ADVANCE NOTICE**

I'll be bringing out a manual shortly that will tell you, step by step, how to market and sell your e-books through digital delivery.



Until then, you can get started right now with the Info-Pack... all the information you need is ready in my Info-Pack for you to begin now.

And it won't be wasted if you only want to sell electronically. You need this basic Info-Pack information to start your e-business. You'll even get a discount on your purchase of the e-book system because you're an Info-Pack buyer.

\* Turn Your Info-manual Into An E-book.

It's a simple process. All you need is Adobe Acrobat to easily create PDF files, almost instantly. My almost-300 page Info-Pack takes about 5 minutes to convert from PageMaker files into PDF files, at the touch of a button. This format means that anyone in the world can read your manual...it is truly cross-platform.

Now your electronic files are ready to send to your buyers as an email attachment, or be placed on a password-protected page for buyers to download.



THINKING POINT

Can you see how the paperless, staffless, officeless concept is beginning to build for you?



Once you have your business set up, the donkey work done, you need never touch it again...even when you travel.

But you can't do a thing until you have a product, an info-manual for your many buyers.

And this is the easiest part, because my Info-Publishing Knowledge Pack leads you through the creation of your manual in easy, step by step chunks.

And at the lowest price ever - until Saturday.

PACK YOUR BAGS!

The Info-Pack is the best investment you can make in this cluttered world filled with seemingly amazing opportunities.

How can you sort out the good ones? By testimonials... actual words from living, breathing customers.

I get dozens of emails raving about my "How-To" manual... like this one from the vice president of Musivation - singer Michele Blood's motivational company:

"And all I can say...is that it looks awesome! Where I see your manual differing (and far eclipsing) almost all others on the market is in the tangible and practical tips that you give for implementing your idea. You not only explain a concept, you draw on actual examples and case studies to show EXACTLY how to execute the plan. This alone, Ken, is worth thousands of dollars to any reader with ambition and some plain old common sense!"

Jesse Horowitz

Don't think you can write? Don't worry...the Shopping List system I teach is not complicated - in fact, it only takes up a few pages in the info-manual...but it is effective.

So now you're only a short time away from planning that trip, free from the responsibilities and constraints of other clunky full or part-time businesses.

Here's the best part...

I've saved this bargain till last...the US\$39 price for the Info-Publishing Knowledge Pack is still available until Saturday, when it goes up to US\$47.

This gives you the full Info-Pack - but without my Consultation Commitment...the 2 hours I devote just to you. (Don't worry, this can be bought separately anytime you need it).

Your business journey starts with a single step...

Start your journey now. You'll get the Info-Pack as a PDF file in just minutes after your credit card is accepted!

And the price will NEVER be lower!

To order, go now to:  
<http://www.gta-tech.com/nof.asp?merchantid=2150>

Or have another look at my page at: <http://www.ksilver.com>

Happy traveling!

Ken Silver  
The "How-To" Guru!

Ken Silver enthusiastically publishes the almost-300 page digital manual and newsletter pack:

'How To Make \$100,000 A Year  
In Your Spare Time

Creating Profitable How-To Manuals'

which is a best-seller by mail-order and has sold many hundreds over the internet. You can order it and get your digital PDF files delivered within minutes to your computer, ready to read or print out in top-quality format. Visit: <http://www.ksilver.com>

(Winner of the free Info-Pack: [bprater@jipes.com](mailto:bprater@jipes.com) Email me now to

collect your prize at: ken@ksilver.com )

^^^

**WE'RE ALMOST SOLD OUT OF INFO-PACK RIGHTS!**

Yes, only 5 out of the original 20 Authorised Reprint Rights offer remain. After these sell, the only way you're going to grab a piece of the profit action is to buy the Master Rights (only 3 available) at US\$6,000 each.

These fortunate and enterprising resellers are already starting to promote my Info-Packs, selling ready made profit centers for up to \$95 each, and keeping ALL the income for themselves.

Join them now...go to: <http://www.ksilver.com/rights.htm>

^^^

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**TALK ABOUT MARKETING ON THE NET**

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^^^

You've received this almost daily info-goldmine by signing up on my website or Self-Publishing Forum. To unsubscribe, put only the word REMOVE in the Subject of any email and send to: ken@ksilver.com

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**BIRTHDAY TREAT!**

Yes, it's my birthday, but YOU are the one who will benefit here...

For a short time only, for as long as the celebrations may last - I'm reducing the cost of the Info-Pack from \$95.00 down to a ridiculous \$29!

You get the info-Pack manual of 230 pages, plus six newsletter back copies totaling 48 pages... an absolute bargain - for less than the cost of a meal out!

(I've made this price by not including my consultation or newsletter subscription - but all the valuable information you need to make money with "How-To" manuals is still here!)

How will the info-Pack help you start making a good part-time income?...

1. Whether you intend to sell on the internet or by mail-order, this manual is invaluable. You'll get full information on how to create a "how-to" manual... the most profitable form of information publishing you can find.
2. You'll get dozens of valuable tips and hints that I haven't see anywhere yet.
3. If you want to sell information or products on the Internet, you've got to know how to write. My manual tells you in an easy, step-by-step form.
4. There is still money to be made in mail-order... you'll get the most complete, practical information you need to make money without 'working' for it. You still only need a couple of hours each week to keep your business running profitably.

You can order now by going directly to the order form at:  
<http://www.gta-tech.com/nof.asp?merchantid=2150>

Or visit my website again for details and more information:  
<http://www.ksilver.com>

If you have any questions, why not write me:  
ken@ksilver.com I'll get back you quickly (but allow 12 hours delay if your country is in the northern hemisphere... I've got to sleep sometime!)

Look forward to hearing from you,







## **Marketing - THE hidden Key**

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What's the answer to **maximizing sales from tiny audiences** as I have done? Getting enormously high percentages of sales from a small area?

For a start, there's a lot of **wasted marketing effort** going on by others.

I often wondered why many marketers **throw their message at thousands of completely disinterested prospects.**

We're all guilty of it at some stage, with:

- Free classifieds in general-interest ezines.
- Posting in unrelated newsgroups.
- Long personal replies to someone whose buying interest you haven't qualified yet.

All a terrible waste. Such a **low proportion of sales** for the numbers and the effort we put in. So how do you cut down on this unnecessary effort and **raise your strike/success rate?**

### **Two simple words**

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One of the **secrets of my success** - the way I get hordes of sales from a tiny handful of prospects - has been due to these two simple words:

- 1) **Target.**
- 2) **Qualify.**

## True Story

.....

I used to sell real estate 25 years ago. I was a dismal failure at it, and I don't know why. Certainly when I later sold advertising in my own newspapers a little later **I was a tremendous success.**

So it wasn't entirely me or my lack of personality or sales savvy.



.....  
I've now come to realise that we each have a '**special place**' in our personality where we outshine - and if you are mismatched in a job or career, then success constantly eludes you until you **find the right match.**

.....

However, as I went along the way in my 6-month realty mismatch, the one big estate "barrier" I had to overcome was **how to qualify the prospect.**

I needed the ability to decide - were they someone that **really wanted a house**, or were they tire-kickers simply wanting to see inside a glitzy home? I learned the best real estate sales people know how to **ask the right questions to qualify their prospective buyers**, and they drop the no-shows like hot potatoes.

And so should we in our e-book marketing. Here's how we do it:

## The positioning solution

.....

Using the **two key words** I've mentioned - **target** and **qualify** - are the **ONLY** way you are going to emulate my success!

You need to strongly **TARGET** and **QUALIFY** your audience... those world-weary, cynical prospects **who want your material** if they could only be persuaded to see you as the only solution for their lack of money and freedom.

So I do these things to **extract the highest number of sales** from the people who read my writings and visit my sites:

- I **write personally** and in a conversational manner. No executive-speak here.
- I **post only** on discussion boards of like-minded people.

- I **tell prospects** about my product as clearly as possible, so they don't get fooled into thinking I'm selling something else.
- My deals have **no catches** to trip people up.
- My ezine opt-ins are people who **want to read** the first chapter of my manual, like you did. Because of that, I know these are **people who are on my wavelength**. Now they just need to know the benefits, and when they do, they buy like crazy.
- I **host a discussion board**, again only for the type of people I want... those mainly to do with self-publishing and internet marketing of my "How-To" manuals.

Doing these things means **I attract the right sort of people**... those who already **qualify themselves** to buy my material. Then I sell to them, fast and frequently. And it works.



.....  
 The other, almost secondary point to the Target & Qualify credo is to **offer alternatives**. I sell the Info-Pack as well as the Authorised Reprint Rights to my buyers, so they have the choice of duplicating my success both ways.

.....  
 The more hooks in the same river, the more fish you catch!

## **Focus site success**

.....

Here's how an **Amway salesman boosted my business operations**, without realising it, and taught me more about focus:

I had a visit last week from someone in one of the several spinoff companies of the Amway Corporation. A pleasant fellow, like most of them are, I guess.

I didn't know he was from that company. He didn't say.

He had rung me a few days earlier to tell me about the **coming boom in home delivery networks and the internet**, and wanted to have a chat about it. Said he had contacted me because I had an ad in the local PennySaver for my PC card fax/modem, 28.8 for my PowerBook.

Now, I have a keenly tuned "story" detector, but I think it was switched off at the time he called me, lulled into a false sense of security by his intelligent conversation.

Normally I say goodbye to most offers like this before the smarmy salesguys are through the second sentence. (The first sentence is always: "How are you today friend, great weather isn't it?")

Tim didn't say this. What a change!

I said I didn't want to invest anything (**Rule Number One: Always invest in yourself first when you own a business**). He said no need to do that - he wasn't offering anything.

Then I said I have a thriving business (**Rule Number Two: Don't dilute your interest or efforts elsewhere**). He replied, "No worries, my friend, this may even surpass it with only a little work."

I invited him round. This was sounding good... maybe I was on to **the bottom rung of the Holy Grail** at last!

Well, to cut things short, as he sat down in my comfy home office, I noticed he was holding an Amway diary. I knew this because an Amway friend who has been trying for about 5 years to enlist me had sold a similar one to my wife.

So our conversation was brief and to the point as I realised he had duped me.

As we stood at my front door, I said to him, "One of the main reasons I won't go into your business is the sheer waste of time... time I would have to spend recruiting unqualified prospects."

**He looked a little quizzical at that.**

I continued pleasantly, "You've come round here - spent half an hour travelling, twenty minutes talking to me - only to discover I have no interest whatsoever in your product! And worse, you didn't even check out whether I was interested or not at various points in our talk."

He said, "Well... what comes around goes around." (He was full of pithy, tired little sayings like that).


But as I showed him the door and promised to remain open to the concept, the thought of his gross inefficiency remained with me. And as I discussed the waste of resources and time of this meeting with my wife, it suddenly hit me.

Much of my - and your - **success on the internet is due to two things**. And these two essential ingredients are the ones that salesman Tim failed dismally in:

## 1) **Correct TARGETING**

Tim failed to target me effectively. Instead of **inviting me to a large seminar along with others so that he could speak to 100 prospects at once**, he went one-on-one... wasting hours, days, maybe months of his time on people that would only be vaguely interested.

Maybe 1 in a 100 would take him up on his offer. That's a pathetic strike rate in any field.

 In my self-publishing internet business, **ALL** my prospects are strongly targeted through the **beauty and efficiency of email**. No plodding, singular effort here. Instead, I use wide-ranging email and forum methods that talk to millions of people at once. Then I let the interested ones **respond to me**. No wasted effort!

## 2) **Proper QUALIFYING**

Tim failed to qualify me properly many times **as a prospect for his business**. Instead, he used only a primitive qualifier - he assumed that if I had a modem to sell, I must be computer literate and would be interested in his product. Wrong!

You increase your effectiveness to get qualified prospects if you follow my lead here... all my **prospects are prequalified first** because they **opt in to read the first chapter of my info-manual**.

By this I know they are fully qualified because they're eager to know more about my manual. You can't do better than that.

So I figured Tim had taught me a great lesson. By learning from his mistakes, **my marketing efforts are getting that much more effective!**

I never did find out exactly what he was selling though, other than it was a pitch to come along and meet someone further up the organization. He was unable to even leave me a pamphlet.

What a way to sell! It's set up for failure all the way.

When you compare the sales methods here with the **pure effectiveness** of the internet, you're on to a winner, no question about it.

## **Revealing hidden content**

.....

Should you **reveal some of your e-book** to titillate the buyer's wallet, or simply make them **pay without viewing first**?

There's no doubt that a preview will help sales. Prospects want to know what they're buying nowadays.

The old days of concealed, "whip your prospects up to a frenzy with sales talk" are gone with the advent of the internet.

However, **I'm a believer in showing the content...** not by revealing too much, as you are then lessening the impact. For information to be really worth something to your buyer, it has to be partly revealed.

In my info-manual promotions, I allow the reader to read the first chapter.

But as this is mainly devoted to **explaining the concept and profitability of information manuals**, very little is given away. The real meat in the product follows after that.

## **Persistence pays off**

.....

**You need to make many offers to get the sale...** it's an essential strategy.

But with your various promotions come rejection, refusals, even rebuffs - and remarks on how you are 'too commercial.' I've had some of these.

But only when you **approach your e-book market time and time again** will sales start rising.

Persistence is the payoff in the selling business that many experienced marketers know. If for every 10 approaches they make, they know they will get 1 sale... then the sum is easy to predict: **to get 5 sales a day, their target is 50 calls.** Easy!

There's a great example here that was told by Wendy Evans of Saatchi & Saatchi Advertising in her book: **"How To Get New Business In 90 Days And Keep It Forever,"** and it went like this:

## Filling The Barges

.....

Imagine your prospects as being a long way down a river, out of sight. You start **sending barges filled with product** to them, but it takes quite a while before your cargo reaches them.

If you **stop** now, or your prospects happen not to be at the side of the river when your barges pass, you get no sales.”

“So you have to **keep sending the barges** down, one after another. Eventually one of them will connect - a sale!”

“But the promotion attempts **don't ever end** - you have to keep the barges moving, moving, moving. If you stop, then for a while you may get the same volume of sales as the loaded ones continued to flow down the river and reach their destination.

But when they run out, **sales will dry up**. So it's a constant, ongoing process.

This marketing strategy can be applied to your own e-book marketing... it'll work for you!

## Flouting the **one-product** rule

.....

The only rule about **rules** is that they're made to be broken!

I'm generally in favour of the **One-Product Rule**... “Only offer your prospect one manual or deal at a time, otherwise they'll become confused with all the possibilities.”

But in one of my product lines, I offered a **Giant Bonus Pack** - all the Reports and extra value material bundled into one 'product.'

This **bundling secret** is not commonly used in our business, and so I want to highlight how my use of it shot my profits through the roof.

It wasn't until I **bundled all my associated services and reports** together that I started to see some serious sales.

To achieve that, all I did was to put **another offer on my order form**. (I never call it



an order form, it is an Offer - mine is '**Ken Silver's 10-Day Limited FREE Offer!**').

**eTip**

.....  
Note the 10-day limit. If you don't have a **deadline in ALL your offers**, say goodbye to 50% or more of your business. It's that important.  
.....

My offer was a **GIANT BONUS PACK**, comprising of all my programs and reports together with the main manual, worth a total of \$105.

**I offered it for \$49 with a limited timeframe.**

And the Bonus Packs sold **1 out of every 5 orders!** Through pure opportunism. This sales secret shot my profits up 37%!

Now the interesting thing, for me, is that each Giant Bonus order represents a '**vapour**' sale... something from nothing - like smoke. I had the material there - all I had to do was to present it differently.

Look at your main e-book product. See if you can **produce associated material** from it. Then bundle and offer it to your prospects for another bite of the income pie!

**Asking for the sale**  
.....

I got thinking about an email newsletter I received recently. For those who haven't been exposed to the exuberant **Dr Jeffrey Lant**, he has a huge following through many clever marketing strategies.



Where you find every tool you  
need for success on the web!  
*Now in our Sixth Year of Business Online!*

**Worldprofit**

<http://www.worldprofit.com>

His WorldProfit organisation claims **100 million visits this year** on the associate and home pages that sell his information products and websites.

His **advertising methods** are both shunned and grudgingly admired by many. But all the criticism comes from one part of his pitch - **it is simply that he asks for the**

**sale.**

Again and again. Then again. As many times as humanly possible.

On and on he goes, **supporting his sales pitches with solid marketing information**, then sandwiching more sales pitches between them.

His in-house classifieds run constantly through his ezine... positioned at the top, middle and bottom.

**SELLING ANYTHING? ANYTHING AT ALL? Then get your sales message on thousands of websites FREE. Do it at <http://www.worldbannerexchange.com>**

**SUBSCRIBE to all the FREE Worldprofit ezines! Do it at <http://www.worldprofit.com/ezines>**

**TUNE INTO THIS SUNDAY'S "WORLDPROFIT INTERNET SUCCESS HOUR W/ DR. JEFFREY LANT."** Every week we take up another vital aspect of profiting on the net! The program is 8 p.m. Eastern, this Sunday. No charge to participate, but you must reserve your phone line in advance. [Mailto:drjlant@worldprofit.com](mailto:drjlant@worldprofit.com) to do so!

**ARE YOU BROKE? FLAT BROKE? NO BUCKS? Well, let Dr. Jeffrey Lant and Worldprofit get you out of this completely unsatisfactory condition just as soon as possible. [Mailto:drjlant@worldprofit.com](mailto:drjlant@worldprofit.com) w/ "I'M BROKE" in the subject.**

**WARNING! "EARLY BIRD" REGISTRATION DISCOUNT FOR THE CLEVELAND PROGRAM EXPIRES AUGUST 15TH!!! Go to <http://www.worldprofit.com/conference.htm> now**

**GREAT NEWS! Already more Worldprofit Associates have signed up for our "Making REAL Money On The Net" Program in Cleveland, Ohio October 1-3 than attended our Washington, D.C. program. That means CLEVELAND IS GOING TO BE PACKED!**

**Friday October 1 hear Dr. Jeffrey Lant on "WHAT YOU MUST DO TO SELL ON THE NET!" Ever heard Dr. Lant? He's an electrifying speaker. Intense, enthusiastic, punching, probing, funny as Lenny Bruce (and cleaner), he's as motivating as Billy Graham while delivering one money-making technique after another. AND THIS FULL DAY PROGRAM IS FREE IF YOU'RE A WORLDPROFIT ASSOCIATE!**

And here's a **clever catch** - many times an opportunity he presents is often **rephrased in 6 different, separate classifieds...** each with a vibrant headline showcasing another point of view.

The effect is outstandingly commercial, and it grates... but it sells.

And it sells well.

I just had to write this to remind us that it's often easy to **play with sales projections**, and **fiddle with advertising placements**, but at the end of the day we've just got to **sell, sell, sell!**

## **Learn from the Masters**

.....

One of the most **profitable ads of all time** can help you with your e-book marketing.

In the 1950's an entrepreneur and advertising copywriter called Joe Karbo devised one of the **most eye-catching ads yet produced**.

It has been **copied and reused in various forms, but never with the same effectiveness**.

Read the headline and these first dozen paragraphs or so and see why it has become a classic in its time, and by studying and applying it how you can **improve your marketing** in the same way:

(Headline) **The Lazy Man's Way To Riches**

(Subhead) **"Most People Are Too Busy Earning A Living To Make Any Money"**

(Body copy)

"I used to work hard. The 18-hour days. The 7-day weeks.

But I didn't start making big money until I did less - a lot less.

For example, this ad took about 2 hours to write. With a little luck, it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darn fool not to do it.

After all, why should you care if I make \$9.50 profit if I can show you how to make a lot more?

What if I'm so sure that you will make money my Lazy Man's Way that I'll make you a most unusual guarantee!

And here it is: I won't even cash your check or money order for 31 days after I've sent you my material. That'll give you plenty of time to get it, look it over, try it out. "

Note how Joe uses **several unique motivators** to stir his readers...

- **Use of the word 'lazy' to appeal to the residual income side in all of us...**
- **His completely open and transparent explanation of how he will make money from his offer even while helping the reader...**
- **The 31-day guarantee (unique in its time)**

Some of his sentences don't even **read well grammatically**. It made no difference - this ad was enormously successful.

## **Increase your profits while reducing your effort**

.....

Everyone wants this magic formula. Yet it is not complex, nor difficult to do. There is only **one step** to accomplish:

### **Increase the price of your products.**

American mail-order entrepreneur Jeff Gardner broke into a **higher profit ceiling** this way.

He says: "One of the things that has made a **big difference in my business** (and profits) is realising how important a **higher-priced product** is. I spent my early years in this business trying to sell \$5 to \$10 reports. Big mistake on my part."

"Recently, I've **switched to products costing \$200, \$300 and \$500**. My profits have jumped tremendously, I'm messing with less product inventory, and I have less customer service to deal with."

"And now, with the customers I do have, I can **devote more time to them** and help them more. It has been a better situation all around."

Jeff sells **high priced home study courses, multi-packaged manuals and**

reports.

## Revealing your **income**

Are you put off by the advertisements for moneymaking businesses or manuals that always seem to **promise a giant income** for you? Do you believe them? Do these figures make you interested - or turn you away?

These are all questions, as marketers, **we ask ourselves constantly in this business.**

Many people think it is too commercial - too pushy to do this.

Well, I'm in favour of it... of **giving income figures wherever you can.** There are a number of reasons I think this way:

1) It is difficult to **gain credibility in any business without quoting the income figures** you expect buyers to get from it.

People want to know **how much they can make financially** with your e-book... what **they can expect to gain** by spending their hard-earned money with you. After all, that's what business is all about - if you want to grow your investment.

You can say it by explaining that the secrets in your e-book can get you earning as much as the average Joe or Betty gets. Or you can say how you've bought a Porsche from the sales letter you sent out.

That doesn't get people too excited. It's not in their **mental arena of possibility.** It probably turns them off your product and concept too.

### **eTip**

It is far more effective to give strong financial testimonials... dollar figures stated precisely - **daily, weekly, or per-project.** It focuses the prospect's mind wonderfully when they can visualise their money-in-fist.

In my case, I earn over **\$1,000 a week** from my manuals and reports (it's now considerably more now that I'm selling through the Internet... in one week I brought in over **\$6,000**).

But if you went to **my website** <http://www.ksilver.com> and erased all the

statements that talk about my earnings... how could you - or anyone - tell if my product was worthwhile buying?

You can't. **Accurate sales figures qualify best.** If you leave them out, readers may guess wrongly - or worse, not guess at all - and go on to another site which gives them a better idea of income.



.....  
If you put an **income figure in your sales material**, be prepared to **back it up...** in some countries and states it is illegal to promise that you could earn a similar income. Always **qualify your statement** by saying somewhere in your sales material: "Results may vary according to your experience and skill level."  
.....

## **Free Offers**

.....

One of the most attractable ways to hook your target audience is to **offer a free add-on**. FREE is a **powerful word** that has an instant appeal.

Here's a list of some of the ways you can develop a **Free Offer** to stimulate your **e-book** sales. See how many you could adapt to your promotion:

- Free sample of your material... an abbreviated or cutdown version of your full manual. You could even give away the first chapter of your Manual as I have done.
- Free information
- Free use of a product for a trial period
- Free toll number to contact you (toll-free number)
- Free gift certificate
- Free estimate or quotation
- Free sample issue
- Free Audio cassette
- Free Video cassette
- Free survey results
- Free seminar

- Free coupon
- Free consultation
- Free analysis
- Free problem-solving
- Free info-product evaluation
- Free sample if requested on a letterhead or with a business card
- Free return postpaid envelope
- Free two-for-one offer
- Free booklet

**eTip** .....  
Try to make your free offers **conditional on your prospect buying something from you within a certain period**. Or by buying and getting the free item. Or trialling your product and getting a free item regardless of whether they take your offer up or not.

.....  
There are many ways to benefit and **stimulate sales** using **FREE** as your lever!

## **Banners - are they worth it?**

.....

Should you **place your marketing reliance on banners**? Here's some information that will make you think again...

Your readers **may not even see banners**, let alone click on them.

**1)** Some readers, especially those with slow connections, **view their web pages with the images turned off**. This means they won't be able to see any banners at all... only the banner's HTML title.

**2).** Perhaps more dangerous to e-commerce are the **ad stripping software** titles on the market. These shareware programs stop web pages from loading graphic images (ads).

**Ad stripping** fortunately hasn't caught on yet... but we hope it never does. Why?

Consider a simple example using **search engines**.

These are free at the moment because **advertisers effectively pay for the service through the banners**. Now imagine if ad stripping takes hold... that means the search engines will have to look elsewhere for their income.

So **website advertising would become ineffective**, and commercial sites and businesses would eventually **stop their online ad buying**.

Instead, they would **charge you to view**.

Say goodbye to many of the **free services** you now enjoy!

This ad stripping concept, although it is not widespread, is going to have some implications on how you do advertising.

My suggestion is that you don't even consider banners, but the stick with the "**Y Factor**" system that ignores these forms of advertising.

## **The Guarantee goldmine**

There is no substitute for a **no-questions asked, money back guarantee** -it is a tremendous confidence-builder for your e-book sales.

You **MUST** give - and follow up on - a guarantee. **The longer the timeframe the better.**

While one of my manual's guarantee is only 30 days, the one for the Info-Pack is a full year. In practice your returns are very low if your product is good AND you present it genuinely and honestly.



The Guarantee is your **primary marketing confidence builder**. Without a guarantee you will have a hard time in the e-book business. You can use the guarantee to measure the **success rate** of your products. If the percentage of returns under your guarantee system is more than 10%, you should look carefully at your product to see where it is failing. My response rates are a fraction of a percent - so low at 2 or 3 a year, that I am always surprised when I see one.



The **usefulness of a guarantee** comes up from time to time in marketing discussion. Many people see a guarantee as a small part of the selling package.

But I've done a test which contradicts that.

## **Refund test surprise**

**To explain:** I had a refund request recently. It was only my fourth request from many hundreds of sales... so it was a bit of a surprise to say the least. Of course I honoured it.

Then I decided to run an experiment. **I cut out any mention of a guarantee in my website sales material...** used nothing at all - didn't even talk about it. I filled in the spaces caused by the gap, altered the numerous references to my refund strategies, and sewed up the page again.

My idea was to see if the **guarantee**, or lack of it, would affect sales in any way. It was to run like this for a week.

Well, that week was the lowest sales week on record! I kept the same promotional effort going, but sales dropped dramatically.

Added to the dive in sales, **I also got several enquiries about whether I gave refunds... or any sort of guarantee.**

So I added back the guarantee after a week. You guessed it - sales rose immediately!

This was a eye opener for me... a real-time indicator of the essential usefulness of a guarantee.



In one part of an earlier offer I gave a **Lifetime guarantee**. This meant at any time in MY lifetime I would give their money back if they weren't satisfied my product did all I said it would. While the **response was good** to this move, I feel it was too extreme... a lifetime is one of those too-good-to-be-true periods that would put people off instead of creating confidence.

## Returns - how to keep them at Zero

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Here are **2 marketing ways** you can use to **keep your returns to almost zero**.

I use what I call '**long term conditionals**' to combat the returns problem. These are special, extra hooks... **in addition to the other benefits** I give with the package... that increase customer satisfaction, and prevent returns.

Use them in this way:

**1) Welcome them.** A day after your customers receive your e-book, **write a welcome email** and include information in it **about a new, extra Update Report bonus**.

Explain that from now, and throughout the next year, you will be **updating the content of the manual**. All this information will be sent to them free at irregular intervals - for as long as they keep your product.

There are always improvements you can make to your **e-book** as a result of feedback you get, and this is an economical way to do it... as well as a great selling point for your customers.

**2) Give an Ezine away.** Include a **subscription ezine in the package**, but offer it free. Your customers get it for almost a year! They'd be foolish to return the pack and lose out on this continuing gold mine of information.

## Refunding PDF files

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The short answer is that there is **no way you can prevent returns** once your digital e-book has been sent. You obviously cannot claim the electrons back.

But you won't lose out, really. Luckily there are several advantages in this situation as a digital provider:

**1) There is little outgoing cost for you.** Maybe some small credit card processing cost of the few dollars, but little else. This still means **your loss is tiny** when measured against the sale price. (I'm assuming you're not selling a \$5 information

product, but something at least 5-10 times this price).

**2) If your e-book is good informational quality...** that's to say you offer above average value and you **personally stand behind it** with a good long-term guarantee... you needn't fear returns.

As a guide, most mail-order experts agree **if your returns go above 10% then you have a customer satisfaction problem**, let alone a refund problem! My returns number just 7 from over 750 sales... yours can be just as low if your product works well.

## Returns checklist

How do you further avoid returns? Here's some soul-searching questions for you to check against:

### 1) Are you pre-qualifying your prospects before they buy?

Do they really WANT - and are suited - to your product? Or are you selling fridges to Eskimos, or a complex product to people who just want simple answers?

The **better the match**, the higher the after-sales satisfaction, and the **fewer returns**.

### 2) How can you qualify your prospects more accurately?

In my online ads I used an opening statement like: **“Do you want to make up to \$1,000-2,000 weekly, part-time, in your own home-based business?”**...Each part of this sentence qualifies the prospect by making sure they **understand** what my info-pack offers.

### 3) How good is your product?

Excellent? The more your information reveals **“little-known secrets”** or **uncommon knowledge**, the higher leverage you have. Then the less competition you have, and again, the fewer returns.

### 4) Is your advertising 'overselling' your prospects?

Are your buyers are disappointed with the reality of your product when they get it in their hands? Calling your e-book a lifetime **golden opportunity** - when it is in reality **only gold-plated** - will cause this imbalance.

Your buyer will be disappointed, and back comes the refund request!

### 5) **Are your returns policies too strict?**

If you give a **short 10-day money back guarantee**, your returns will increase because buyers won't have time to evaluate your product properly.

Rather than spend the time going through the material and getting the wealth of value in it, they'll be scared of falling out of the refund grace period... and will waste no time getting it back to you.

Use a **3-month, or even a year, refund period**... it will actually decrease your returns even further.

## **The Follow Up**



The lack of a **follow-up** means lost profits forgotten by thousands of beginners

A few marketers have a **systemised follow-up method using autoresponders**. For example when an opt-in ezine subscription is received, the autoresponder unit will then set up a series of emails. These are reminders and special offers that are sent to the subscriber at **regular intervals**.

I do not use this system. Some prominent marketers swear by it. For example Corey Rudl (The Internet Marketing Center) sells an email management program called MailLoop.



**MailLoop**

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

It sells for US\$399.00. As our manual concentrates mainly on **free and nearly-free software and systems**, Mailloop is well out of our price range.

## The **Email** alternative

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You can achieve the same effect with a **general mail-out** from your email program.

It is simplicity itself. You simply make a **series of offers via your ezine**, mailed to **all your list at the same time**.

Of course, the timing it may mean that some prospects will get your offer a day after they have signed up, and others a fortnight later. I don't think it matters here.



The only advantage an email management program offers is the automation of **individual offers**. In most cases you won't need to do that if you send a global offer. And too, many people now are tired of **obvious** autoresponder offers. Resist the temptation to automate too much!





## How to write **ezone** articles

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An article that **you have written yourself** is one of the strongest forms of free publicity available to you. It is a **powerful attractor** for your prospects because it will do the following for you:

- Increase your credibility (of course!)
- Enhance your visibility
- Give you material for future books
- Generate leads
- Let you be looked on more favourably by other ezine editors
- Force you to generate new ideas and confirm existing ones
- Provide material for your website

## Finding article **ideas**

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How do you get ideas for your articles? One way is to go through the same process as you did to **find the subject for your how-to manual**.

- The best articles are those that **draw on your experience**. Don't stray outside your boundaries.
- Remember that although you are trying to promote yourself, don't do it by making blatant self-references. **Any self promotion should be subtle**. Weave yourself gently into the article. (I've broken that rule many times however :-). It depends how you write it).



.....

If you haven't already done this, sign up to as many **similar types of ezines** as the ones you are intending to send your article to. This will give you an idea of their **style** and their **requirements**. It will also help if you can review back copies too... this means you won't be repeating old subjects.

.....

## **Brightening up your article**

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Once you have the **basis for an article** fleshed out, use these methods to make it even more attractive:

- 1) **Don't be afraid to make your article contrary.** A strong article often has strong opinions. Readers respond best when they are provoked and when they get the opportunity to look at things in a new way.
- 2) **Use specific examples where you can.** Give names and places too... these give credibility to your writing.
- 3) **Don't overwrite...** keep the thought processes simple. Do this by...
- 4) **Use these helpers:** bullet points, listed topics (1. 2. 3.) and subtitles ("How A Simple Question Can Bring Internet Selling Success") to make your article clear.
- 5) **Use short sentences and short paragraphs.**
- 6) **Make your article timeless.** (In internet terms this can mean longer than a month :-) Will your article 'keep' -still be fashionable and relevant - for at least a **month**?... this could be the time it takes for a large or popular ezine to accept it.

## **Better article headings**

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Your object here is to **invite curiosity in your readers**. Don't rely on the ezine editors to do this for you... they often don't have the time to dream up exciting headlines for your article.

The best headlines will indicate what your article is about - without giving the game away. Use the popular and effective '**list**' method:

## 5 Little-Known Ways To Win A Contract

## 3 Secrets That Give You Business By Email

## Top 7 Secrets to a Stress-Free Work Life



.....

Use odd numbers only, 3, 5, 7. (7 could be the highest you can go without making the read seem a long journey). For some reason these **odd numbers are much more attractive** to the eye than even numbers.

.....

**Capitalise all the words in your headline.** This is one way to identify it as a headline, rather than just comment.

Use the words I've referred to in the section of this manual about writing headlines. Words like **"free," "secret," "how to"** and **"reveal"** are just as important for articles too.

## Your article **signature**

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Unless you put **contact information at the bottom of the article**, all your hard work has been in vain! **This is the most important part of your article.**

Here you can - and should - skilfully **weave a selling sentence** into a signature.

Indeed, most ezines allow you to do this as a **trade-off** for the "free" information they get for their readers... so don't be shy!

Always include:

- Your **mailing address**
- Your **website address**
- A **reason for people to visit** you. This is essential... just listing the basic information will not help. You need to put in a selling statement.
- Make sure you **give something away**. In the traditional manner of the internet, a generous spirit returns sales manyfold.

Here is how I wrote my signature especially for an article:



---

Ken Silver (<mailto:ken@ksilver.com>) the friendly HomeMade Publisher, will help you easily create profitable “How-to” information manuals to sell by mail and internet - without you being a skilled writer. Get Ken’s FREE and unique “MY SECRET DIARY” newsletter that reveals fresh successful internet marketing strategies at: <http://www.ksilver.com>

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## Your article **submission** letter

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Your **submission letter to ezine editors** needs to be carefully structured. On one hand, you don’t want to be seen pandering in order **to get your article published...**

On the other, you don’t want to assume that all commercial ezines will take your article immediately.

It’s important to:

- Find out the **name of the editor** and address your email directly to them personally.
- Let them know **you have read and acknowledged any requirements** they have for articles.
- **Write your submission letter on their terms...** so they know that you have their reader’ s interests at heart.
- It doesn’t hurt to make your **submission LETTER a little tantalising** too. After all, editors are human too, and they respond in the same way to interesting material as much as their readers do.
- Make your **submission email SUBJECT slightly provocative** too... I used the word “**interesting!**” in the subject field of my email to DEMC to liven up and invite curiosity.

## Case Study - **DEMC**

.....

Here is my submission letter to **DEMC**, a broad-based ezine on business sent to around 275,000 subscribers.



**DEMC**  
<http://www.demc.com>

Notice in the submission letter below how I included the **editor's name in the email subject TITLE**.

Then I gave a brief idea of what was coming - including my view of what they were getting with the word "interesting!"

In the email I also assumed they would be intelligent people, so I used unusual words like "**stint**" and "**buoyant**." There's no harm in keeping your vocabulary a little different when you are dealing with people who understand the English language (you hope they appreciate your work here!).

**I used the sentence:**

"Sales have been buoyant... even more so when I made a startling discovery."  
... to create curiosity. Yes, **you can use these clever tricks** even on sophisticated readers like editors.

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EMAIL SUBJECT: [Abbie - Article \(Interesting!\) For Submission](#)

[24/11/98](#)

[Dear Abbie,](#)

[I've been receiving your newsletter for a little while now, and I'm impressed at the quality of guest authors you attract. I hope this article - written specifically for DEMC - also makes a similar contribution for your reading audience.](#)

Quick background: I owned a couple of community newspapers for 15 years, and after a stint with Saatchi & Saatchi, developed a highly successful direct response business.

Now I am applying my hard-won publishing skills and knowledge to the internet, and am selling successfully to the world.

Sales have been buoyant... even more so when I made a startling discovery.

You'll read exactly what in my article.

I look forward to your comments.  
Ken.

#### PERSONAL DETAILS

-

Name: Ken Silver

Title: Publisher

Company: Ken Silver Publishing, 78 Kanpur Rd, Wellington, New Zealand.

Phone: +64-4-477 3738

URL: [www.ksilver.com](http://www.ksilver.com)

Article: 7 WAYS TO BE NET-CREDIBLE

-

Two copies of the article are provided. The first is hard-returned at 60-65 characters, ready for publication. The second is not wrapped in case you want to make any changes.

Article size: 797 words (body).

Copyright: Usual applies. This article has been specifically written for DEMC. If it is not required, please advise so I can use elsewhere.

Note: Please provide a virtual tracking email address in my SIG.

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After a week with no reply, I debated whether I should write again. Eventually my practical side took over, and I sent a **gentle reminder**. It doesn't pay to be too **aggressive** here because...

- It is **their decision** entirely whether your article will be published.
- Editors are **busy people**, and your article may have been pushed to the back of the line.

- They may have considered your **article unsuitable**, and not bothered to tell you.

There was one other possibility - that I had posted to the wrong address and it was gone for ever. So just to cover all eventualities, I sent this pleasant reminder...

---

EMAIL SUBJECT: [My previous submission](#)

Hi Abbie,

I'm not sure on your author policy and whether you advise receipt of articles. I ask because I sent an article I had written for DEMC on the 24 November, and haven't heard from you.

Normally I would not disturb you and your busy schedule, but as the article was specifically written for you, I need to know whether I can submit it elsewhere if it's not suitable for your newsletter.

Look forward to hearing from you,  
Ken Silver

COPY OF MESSAGE SENT

---

I sent both copies of the article again, and in a day or so I got a pleasant reply back. Then soon after I received this reply. **Success!**

^^^

Dear Ken,

Thank you for submitting your informative and helpful article. We have published your piece "7 WAYS TO BE NET-CREDIBLE" in our latest issue of DEMC's E-Magazine. A copy of the issue with your article was emailed out to you today for your review.

As specified when you submitted your article to us, we ran the article with your complete contact information listed. We hope this exposure in DEMC's E-Magazine will generate new leads for your business.

If you would like to submit any additional articles for publication in DEMC we would be very interested in reviewing them. Should you have any questions or need any assistance in the future, please do not hesitate to contact us.

Sincerely,

Abbie Drew  
DEMC  
mail@demc2.com  
800-348-3454

^^^

And here is the issue in which my article appeared. I have removed most of the other content for clarity.

### **The DEMC Article**

^^^

**\*\* DEMC \*\* Volume III No. 97 \*\***  
Often Imitated, But Never Bettered  
Serving the Internet Since November 1995

#### **WHAT'S IN THIS ISSUE - FEATURES**

- 1) Marketplace Classified Advertisements
- 2) Business Insights: "7 Ways to be Net-Credible"
- 3) Feature Article: Y2K - Year 2000 - Millennium Bug - What is it?"
- 4) DEMC's - Advertising Information

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#### **BUSINESS INSIGHTS**

##### **7 WAYS TO BE NET-CREDIBLE**

How A Simple Question Can Bring Internet Selling Success

By Ken Silver

A Canadian client asked me an innocent question the other day. And for the first time in my life, I couldn't answer it. And worse - if this question had been asked of millions of other internet sellers - they would have been powerless to answer too.

It is the most important question anyone who sells over the net today will ever face.

He posed this blunt question to me, that would soon change my whole web-life around: "How do I know you're not a

huckster like all the others?" Well, I couldn't answer. How does anyone answer that? All I could do was talk about my vast experience. Not good enough... he wanted more credibility than I could give.

But only days after he asked this question, I discovered one of the most effective website strategies ever. When I applied it, I saw my sales rocket over 300 percent... congratulatory emails started arriving. My e-commerce world changed entirely.

All through changes I made to my credibility.

So how can YOU get credible? What factors do you really need to overcome your prospect's suspicions? Is credibility the reason why only a select few websites spring into profit - while most never make a cent?

Here's some of the credibility problems I've seen around, and how they can be corrected:

#### 1. DO YOU HAVE YOUR OWN DOMAIN NAME?

Obvious, simple, but often neglected by many small players. Using a free public web provider is like renting a store, instead of owning it. Your own domain name shows commitment, stability, and yes - credibility. Having one is a small but important step that accelerates your business standing overnight.

#### 2. USE SOME WORDS SPARINGLY...

There are many weasel words on today's internet that set off warning bells in people's minds. The common ones are: Rich, Wealth, Moneymaking, Success, Fortune, Millionaire, Mail-Order. Rightly or wrongly, these words test a site's credibility if they're used to excess. Remove them, or use them lightly.

#### 3 CHECK YOUR GRAMMAR...

The net is mainly a written medium. Yet it is populated by many people who cannot write properly, and so their credibility suffers. Here are some common grammatical foul-ups. I see them daily, yet they are so simple to fix with a spare minute and a dictionary:

- \* Confusing lose with loose.
- \* Confusing you with your (or making a mistake by leaving off the r).
- \* Confusing its with it's.
- \* Confusing there with their.

#### 4. DO YOU REPLY QUICKLY?

Long silences from your business - when your client expected a reply to yesterday's email - are not credible. Get an

autoresponder for the times you are busy or out, and send a message that says: "Sorry, I'll be back and replying in person on Friday."

#### 5. DO YOU GIVE 'FOLLOW-THROUGH?'

It's a different concept from "follow-up". Your expectant clients have taken the step to buy from you. But they are nervous, waiting for something to go wrong... for you and their product already paid for to disappear without trace.

Reassure them with a series of emails after the sale: "Your item was shipped today," and several days later, "Your item is expected to arrive in \_\_\_\_ days," and then a follow-up, "How are you enjoying your product?" Nurture them before, during and after the sale. They need reassurance - you get credibility and kudos. When I did this, I got thank-you emails to my autoresponder!

#### 6. SHOW YOU'RE A REAL E-PERSON...

Credible, real people give their full name in their net dealings. They don't hide behind an alias, a company name, nor use just their first name or a nickname. They don't use "we," which implies they have a staff of dozens - instead of just one.

#### 7. PROMOTE THE BRAND OF "YOU"...

You can improve your credibility hugely by constantly reminding people of your specialness... the secret ingredient that separates you from every other me-too, ho-hum proposal on the net:

\* Show your history. If you've posted to discussion boards over time, then gather your sent messages all together and put them in a page on your site under "Who is (YOUR NAME)?" When I did this and pointed readers to mine, the response was gratifying. People love dealing with credible people who demonstrate they have a background with a history - and who like to help others.

\* Toss out the old sayings... the cliched phrases that everyone else has done to death. When I removed a statement which implied "Buy my product now and you will get rich" and replaced it with a helpful backup service - a "Free 2 Hour Consultation Commitment" which positioned me as a helper and mentor at my client's shoulders - sales soared.

Improving your credibility is not major surgery. You just make the subtle changes by removing or improving these factors that affect your genuineness and helpfulness. Credibility will follow you automatically.

###

Ken Silver ([Mailto:ken@ksilver.com](mailto:ken@ksilver.com)) the friendly HomeMade Publisher, will help you easily create profitable “How-To” information manuals to sell by mail and internet - without you being a skilled writer. Get Ken’s FREE and unique “MY SECRET DIARY” newsletter that reveals fresh successful internet marketing strategies at: <http://www.ksilver.com>

## **Interviews - compelling & powerful marketing!**

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**Of all the marketing promotion I do, being interviewed for another ezine is one of the most effective I have discovered.**

It has the **implied authority of an editorial** because of the “question and answer” nature of its set-out.

And an interview is attractive to your readers because **it promises a “dialogue” between the questioner and yourself...** this is always interesting to read because it appears to be your personal viewpoint.

Even though you might **write the same material in an article**, for some reason an interview is **many times** more effective.

You don’t have to wait around to be asked either... the best opportunities come when you propose an interview to an ezine editor. Rarely will you get turned down.

To make it easier for them, you can write a series of suggested questions which they made or may not use.

Here are two articles I did for ezines that together with the sales strategy at the end brought in a considerable number of sales.

## **Newsletter Interview 1**

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**Interviewer:** Rick Smith

Rick Smith, “The Net Guerrilla”



Discover the Insider Secrets of The Net Guerrilla!

Small and homebased business owners, subscribe today to Rick's free online newsletter to discover how to competition proof your business and be a "Net Guerrilla". Send any email to [<mailto:majordomo@talkbiz.com?body=subscribe%20guerrilla>](mailto:majordomo@talkbiz.com?body=subscribe%20guerrilla)

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## INTERVIEW WITH KEN SILVER

Q: Ken, can you share some of your successful moneymaking projects? Any "case studies"?

A: The most effective so far has been my Info-Publishing Knowledge Pack. A year ago I decided that too many people went into mail-order projects and failed. The percentage was even higher than the number of failures in small business...) over 80 percent. And after 5 successful years in the mail-order business I decided to analyze why I had succeeded while others didn't.

Well, part of my answer was revealed to be that everyone started off reinventing the wheel. They would try various ways that appeared to work well for others, but failed dismally for them.

I discovered something else as well... they had no-one to get advice from. So they were working in the dark, struggling to make sense of what should be a simple process, but not getting far. That's when I realized that they needed a mentor... someone with experience who had been through the mill and done it all.

When I found that link in the otherwise perfect mail-order business, I set out to make myself a mentor to my clients.

It has worked tremendously well. Though I have a lot of mail from my clients wanting information on their projects - and it is growing the more I sell - I still am able to find the time to direct people in the right direction.

The Info-Publishing Knowledge Pack was the first complete manual that had 'me' along with it as an advisor. I give up to 2 hours free consultation to advise on projects, tips and advice that is directly for the project my client are working on. There's no substitute for real-world advice, and this is why the Info-Pack sells so well. But while I have time to give advice to a thousand buyers now, I don't know what will happen when that number doubles. I'll be pretty busy!

Q: Do you know of any other ways people are making money in New Zealand? How any small-time operators have come up with unique moneymaking ideas?

A: There is a gentlemen in Nelson, a school teacher, who sells a horse-racing system. And another in Christchurch with a lottery system. But the number of people who succeed in without strong mentorship in this business are very few indeed. However I'm starting to see a few students of mine appear now that I've been selling my Info-Pack for a while. I'm sure they will do well.

Q: Why do some struggle to come up with ideas?

A: My theory is that many people are unable to focus. There are too many distractions in this modern world. It is made worse by the constant barrage of infomercials and seemingly credible people who say they are making a million dollars. I can't tell you the number of times I've also been swayed by pitches like these, and almost decided to throw in whatever I was doing at the time to try them.

Now, many opportunities can be very successful. But many are fake. So many students say they try this course and buy that manual, and get nothing out of it. They denounce the system as useless.

In fact, surprisingly, everything works for some enterprising people... it all depends on the vitality, the persistence, the courage they put into it. Look at mega-marketer Ben Suarez. In his recent book "7 Steps To Freedom II" he outlines the incredible problems he faced in his early mail-order years as he tried to bring products to market. He believes that only one out of 7 ideas tried will work. That is an enormous waste of time and resources. But we all have to do it to get to the successful product.

Another example: Many sales organizations tell their salespeople this: "We know that for every 100 calls you make. You'll get 20 appointments. For every 20 appointments you'll get 3 sales. We've statistically proven it."

So the salespeople face up to each day with enthusiasm... they know they only have to plow their way through the 100 calls to make the sales they need to pay their commission. So in a reversed way - every turndown from a prospect actually makes them keener, because they are getting to their goals by going through the failures.

It's the same with ideas. You have to keep trying until the one you want turns up... there's no short-cut. And the more hooks you have in the river, the more fish you catch!

Q: What are some cheap inexpensive sources for getting project ideas?

A: Read, read, read! I get through 3 newspapers a day, up to 5 magazines, and spend yet more time on the internet trolling for more ideas. It is not that there is a lack of ideas out there... it is more that we have to train ourselves to recognise them.

There is a good story about American real estate entrepreneur Robert G Allen (“Creating Wealth” and “Nothing Down”), who back in 1981 had a bet with the LA Times. He said, “Send me to any city. Take away my wallet. Give me \$100 for living expenses. And in 72 hours I’ll buy an excellent property using none of my own money.”

And he did it. The example here is that when knowledge meets opportunity, a profit is born.

Another way for internet users to find ideas is to check out the discussion boards and newsgroups. You’ll always find a number of questions that are repeated in one way or another. These questions actually do your idea research for you, because they have defined the problem - a solution that someone else wants. As we know, a defined problem is an answer on a plate. No need to send out questionnaires or set up focus groups - these problems in the forums are exactly what you need to solve.

Q: Ken, it’s said that one way to come up with project ideas is to model a proven winner... not copycat, but model a proven winner. Can you further explain this to us?... perhaps an example?

A: Modelling is the easiest way to get started, but the secret to modelling your business on proven winners is to isolate the part of what they do to gain success. There are many successful marketers about to model on. Take (American marketer) Anthony Blake for example. His success factor is not easily modelled - because it is based on his vast knowledge of his subject.

But you can duplicate one of the factors he uses to gain a leading edge - and his secret is overkill. Yes - if you ask him a question, Tony will give incredibly detailed answers at length. I’m an Advisor on his Inner Circle Board, and I know the amount of trouble he will go to just to answer a question.

Another American marketer, Nicholas Schmidt, uses a clever strategy for his speciality... the Theme Store. He believes that everything you do should reflect a commonality - all your projects talking with the same voice.

My winning method is the “How-To” information manual model. Many people only partly realize how potentially powerful how-to products are. The best thing here is that “How-To” ideas are in everyone’s head - ready to be released and turned into income with the right methods.

Q: What are some HOT TOPICS for possible information products?

A: Again, visit discussion boards and newsgroups in your area of experience and interest. Look for enquiries on each one that have a common denominator. You’ll find that many people are asking the same questions:

- How do I get traffic to my site?
- How can I start a web page?
- I need e-commerce... how do I go about it?

Questions like these that are not answered satisfactorily are your gems of opportunity. They point out areas that people want to know. One of the most effective ways to make money in anything is to recognize what people want and then give to them.

Q: Ken, as you know, problems tend to create opportunities.... ideas for products. Have you had any specific problem that, once solved, created a product or project idea?

A: No, despite knowing that problem answers are best, my best projects have tended to be opportunistic. Why? Well, after many years in business I have a sense of what might appeal to people, and I can develop a product around my intuition. Not everyone can do this... it takes many years of 'getting out there' in the marketplace, talking, reading and thinking. In a sense it is a refined method of searching for problems that can be acted on... I've just come to it in a roundabout way.

Q: Can you give, for the benefit of our readers, a project idea they could put into action right NOW?... Something they can take and "run with"?

A: An affiliate opportunity page for their website. Now, a word of caution - affiliates are a buzzword at the moment, and not many people are making money at it. But a page that is actively promoted in an ezine or newsletter could bring in some pocket money.

Geocities have just listed a number of affiliate programs that could form the basis of such a page. Each of these sites pay a proportion of their sales on a regular basis. Here's what Geocities says about this opportunity in their new Pages That Pay program that anyone could use or adapt to their own circumstances:

"Homesteaders said they wanted more ways to make money from their GeoCities home pages, and we listened! The result is Pages That Pay, our new affiliates program that gives you the chance to sell products from many of the Web's top merchants, such as barnesandnoble.com, Egghead.com and Staples.com"

"You may be asking, "What is an affiliates program?" Simply put, it means that you, the affiliate, can team up with hot merchants and sell products from your home page. Every time visitors buy something through your site, you earn commissions!"

"Until now, adding merchant links to your home page required you to sign up with

each merchant individually. But with Pages That Pay, you can add many different merchant links quickly - and you only have to sign up once.”

“You can sell books, software, movies, concert tickets, office supplies and much more from your very own home page. You’ll never have to worry about the details of shipping products or billing customers - the merchants you select take care of that. All you need to do is create a great home page that attracts visitors.”

“Pages That Pay brings you the best merchants on the Web. Here’s a sample of some of the leading brands we’ve teamed up with. We’ll be adding more great merchants on a regular basis, so stop by the Pages That Pay Sales Centre often.”

- \* barnesandnoble.com - If we don’t have your book, nobody does!
- \* Digital Work - Online tools for growing businesses.
- \* Egghead.com - The Internet’s Value Shopping Community!
- \* E-Merchandise - Bringing the Stars to you!
- \* Fogdog Sports - The Ultimate Sports Store.
- \* GoTo.com - Search made simple.
- \* MSN Expedia - Become a travel agent for yourself and your friends and family.
- \* Net2Phone - Over 1 million customers can’t be wrong!
- \* Outpost.com - The Cool Place to Shop for Computer Stuff!
- \* QSound Labs, Inc. - 3D Audio With Attitude.
- \* Reel.com - The best place to buy movies.
- \* Seattle FilmWorks - The Easy Way to Share Pictures via the Internet.
- \* SmarterKids - The Online Store That Helps You Sell Fun Children’s Educational Products Parents Want!
- \* Staples.com - Team with the #1 online office supply store.
- \* Tickets.com - Covers the world of tickets.
- \* Tutorials.com - The Leading Provider of Enhanced Learning and Communication Solutions.
- \* Value America - The Premier Online Retailer.

“You don’t need to be a business pro to earn money with Pages That Pay. We’ve teamed up with Be Free, a leading provider of affiliate technology, to make sure Pages That Pay works for you. We’ve also simplified everything for you - from choosing merchants and adding links to your site, to producing detailed sales reports and, of course, getting paid.”

To learn more about Pages That Pay, check out this link: [http://www.geocities.com/pagesthatpay/ptp\\_market.htm](http://www.geocities.com/pagesthatpay/ptp_market.htm)

Q: How would you market this product?

A: I would produce a series of regular mailings to my newsletter/ezone readers, say 2 or 3 a week, each with a short introduction to the way that each of these affiliate businesses can benefit them.

Thank you Ken, for your excellent input and comments. How can our readers get in contact with you?

A: They can visit my website: <http://www.ksilver.com>  
Or email me direct: [ken@ksilver.com](mailto:ken@ksilver.com)  
Or visit my Forum: <http://www.netbabbler.com/goto?forumid=11488>

Thanks for the opportunity to answer your questions and spread the word about internet business. The next couple of years are going to see massive explosion of e-commerce... it is absolutely essential to climb on board now and establish a presence.

It's even more important to recognize this now, because in the future we're all going find it very much more expensive to be seen and heard. Look at the search engines who are charging for a good position on their indexes... banner ads that are soaring in price, paid ezine advertising, and more.

## **Newsletter Interview 2**



### **Interviewer: Marc Goldman**

Marketers Resource Weekly <http://www.goldbar.net/>  
Email to: [goldbar@bestweb.net?subject=subscribeMrW](mailto:goldbar@bestweb.net?subject=subscribeMrW)



### **INTERVIEW WITH KEN SILVER**

1. What are the people who make money online doing consistently that is helping to increase their leads and sales?

They are marking their patch! Yes, the leaders are moving quickly to firmly establish themselves in this first wave of internet info-opportunity. They are hosting their presence on forums and discussion boards, newsgroups, and setting themselves up as experts in their areas. These early adapters are cleaning up!

But it's not too late for marketers to join the online rush... and I'll explain exactly how in this interview.

2. If you could change one thing that most marketers do wrong, what would it be?

Most entrepreneurs simply put up a website, fill in a few free classified forms, get active on a few forums, and wait for results... that often never come. Barely 1 marketer in 1000 is making a decent living on the internet. (And the number could

be much less than that).

This one thing that I'm going to detail now is the most misunderstood aspect of marketing on the Internet today. It is this - marketers will succeed mainly by putting their energy into creating a web presence... an online personality.

The most effective way they can do that is by promoting themselves as an 'expert'. Obviously if marketers are an expert in their field already, then this is so much easier. But if they are not skilled or experienced, they can make their website effectively be an expert for them - by offering a large selection of links on their subject.

However, no-one should get discouraged - because everybody is an expert on something! Think back through your hobbies and interests, even your work. As an expert, you can create a unique position in your field on the Internet. I did this with "how-to" information products. It was relatively easy because up till now there had been few people who had recognised this new aspect of informational opportunity. I had also had several years of mail-order experience in the same field. Many other web marketers have similar backgrounds.

3. How important is maintaining and building a list? How often should one contact their list with offers?

Let's talk about the second question first, by saying you have to be in frequent contact. And I mean frequent. Even daily. But many recipients get upset if they receive ezines frequently from the same marketer, even if they have requested them. Yet this is one of the most important factors in targeting your audience. You must approach them again and again in print.

Don't be shy. Ignore the small number who will protest, because the majority will love you for it! You won't step on too many toes if you provide useful and relevant information in your newsletter.

But to get back to your first question. The subscriber list is an essential part of your marketing. As proof I can point to my own example... a tiny list of barely 1000 opt-in subscribers, to whom I have sold nearly 700 info-packs. That is an extraordinarily high success percentage, but it was easily achieved simply by:

Emailing frequently, and,  
Providing useful information that readers could apply immediately to their own marketing.

4. What is the most important thing you can do on a consistent basis to be successful?

Apart from daily marketing, you should observe basic business practices. The three

most important among them being:

- 1) Answer your email promptly
- 2) Be friendly and open in your marketing
- 3) Under-promise and over-deliver.

Many marketers on the Internet don't have basic business experience. The internet is all they know, and this is not enough. For anyone who wants to get experience, even taking a part-time job at McDonald's will help immensely with an internet business.

5. Why is it that most online marketing efforts fail to produce the marketer's expected results?

This answer is closely linked to the ones above... I can't stress how important it is to:  
Be an expert in your field,  
Market aggressively through your list.

Anyone who fails to get a reasonable response in their own marketing should look at these two points closely.

6. How many products should one be selling from their website?

Let me answer that by asking - how many buying opportunities can you wave in front of people and expect them to make a correct decision - or any decision at all? If it is three products or more, you are asking them to make a complex decision. Even with two products to choose from, they have to make alternatives. With only one product, it's easy, because the decision is: to buy - or not to buy. For most people that is a stressfree decision to make. If you have done your marketing right - it will be an effortless decision for them.

Keep it simple. Overchoice means complexity, decision-making, and to find the time to research. Not many people have these luxuries. Like most of us, a buyer wants to make a quick decision. We help them by keeping the choice simple: Offer just one product.

Every day I see complex home pages with dozens of products on show. They will never be as effective as a strongly targeted and focused site with only one or two products.

7. What is the optimum price to charge for an entry level product?

Many experts in the off-line mail-order field will tell you that a \$50 item is the minimum for a profitable business. That may be true in the paper based world, but not so here. Online you can sell even a \$19.95 digital product in quantity, with tiny overheads - maybe just a dollar or two to the credit card provider. Your marketing



costs are close to zero. Selling digitally, you have the best business in the world!

#### 8. Should every marketer have a back end product/service?

Once again, in the mail-order world, a back end is imperative. Because of the large costs in promotion and marketing off-line, mail-order businesses often lose money on their first product in order to sell their back-end later on. But again, the Internet is different. Here you can reach an infinite number of people at practically zero cost... so the old way of doing things doesn't apply. I didn't start with a back end as many people recommend... and the sales of my primary product have been more than adequate.

#### 9. Is there an information product for everyone? What I mean is; can you find a target market and come up with the information that they would buy to, or are there some markets that will not purchase informational products?

Yes, there are markets which seem attractive, but have traditionally not proven to be good sellers. An example of this is real estate information... it would seem that everybody wants to know how to buy a house, but few info products sell well in this field. However, if you were able to produce a manual outlining the most successful way to win a house through entering a contest - this is a different story. Putting a twist on ordinary information is the way to succeed.

#### 10. How do you create a simple "How To Product" and how long should it normally take?

You can do an instant how-to product right now by attaching a tape-recorder to your telephone and interviewing an expert. This method is quite common as a way to get started quickly. In this case, about one hour's recording and some time spent transcribing will do wonders. You will have an instant product of 20 or 30 pages.

However, the best way is to start from scratch using your own unique knowledge - as an expert in your field. If your product is in demand - like a winning Lotto system for example - you can produce 20 pages in a matter of days and be on your way. An info-product of 100 pages usually takes about one month to complete.

#### 11. Are "digital" products the future?

Most definitely. The ease and convenience of a digital product - as we see now with info-products produced in e-book form - is the way of the future. But there are a high percentage of people not on the Internet who can be a substantial part of your off-line business. Don't forget them - they can make a large and regular addition to your digital income.

#### 12. What can marketers do to keep their return rate low?

The first and obvious solution is to provide quality. The more unique and useful your information, the less likely it is to be returned. Of the many hundreds of info-packs I have sold, there have been only five returns... and none of the returners were dissatisfied with the product.

A special tip for mail-order products: shrink wrap your product. If you have three parts to your product, shrink wrap them separately as well. Somehow people perceive shrink-wrapped items as more valuable.

Online, provide a regular newsletter to buyers. If, say, you provided a year's free subscription for a newsletter which would normally sell at \$90, there is a strong incentive here for buyers not to return the product.

13. Is there a secret to creating How To Products that you can share with our audience?

Marc, one of the most important issues many beginners have in our business is to find a subject that is unique and in demand. This is not as hard as it sounds, but a surprising number of people are unable to come up with a marketable subject. This is where my expertise can help them... I provide guidance in the direction they should go for a small extra cost. And my manual explains how to find the most suitable subject in detail too.

One of the biggest hooks to acquiring your product is to offer a moneymaking solution. Tell your buyers how to make money with the information you are going to give them. Set the details out step-by-step, and before you know it, you have a hot winner on your hands!

14. As far as Free Publicity is concerned, what can a marketer do to make their site more attractive to editors?

Editors are the same the world over... they want timely, interesting - and sometimes provocative - news for their readers. In your press release, you should put the most interesting fact about your product in the first paragraph.

And remember, the most interesting fact is not how customers can buy the product from you! Instead, think of the reader first and what they want, then write your press release to appeal to their hopes and aspirations.

15. What are the most cost effective methods of advertising online?

Unfortunately, many cost-effective methods are not "effective" methods on the Internet! Banners, free classifieds and similar "too good to be true" areas have proven not to be that effective. One of the best ways is to participate in a forum. You

need time to do this, but the results are very effective. Here's why: when you take part in a discussion board you are automatically displaying your expertise in your answers. There is no better way to showcase your talent than this. A half hour spent a day replying on several forums will work wonders for your reputation... and sales.

16. How important is customer service, especially on the net?

Customer service has become an essential part of the net enterprise. Customers today expect a rapid speed of response... but often get long delays and poor quality response. Anyone who can improve on today's standard will do exceptionally well.

17. What is a reasonable time for a customer to wait before their product gets delivered?

Instant! Yes, the sooner the better. Never has it been as imperative to provide blinding speed as on the Internet today. The closer you can approach this instant response, the happier your customer will be.

18. Has being a New Zealander ever been a hindrance to your online business, or does that simply prove your theory that you can live anywhere and run a business in mail order/internet marketing?

It has made no difference whatsoever. I am convinced now - with my customers spread right from northernmost Newfoundland, down to New Zealand at the bottom of the world - that anyone can indeed be a global enterprise just working out of their front room. The majority of my buyers are American, with about 10% from Europe and elsewhere. It's made no difference to my success where they are located, or where I am located.

And your business can be portable too... a few weeks ago I travelled to England on the other side of the world, and for ten days successfully ran my enterprise with just a laptop and a phone connection.

19. How important is branding your business?

Management guru Tom Peters has consistently talked about the "brand of you" as a marketing force. If you are a one-man band, you are a one-man brand! It is all tied up with the personality of your business. The more you inject your personality into the business, the more successful you will become.

I have lost count of the times I visited websites where not a trace of the owner or operator can be found. This is bad for business... I recommend to get your site branded with your personality today!

20. What can a beginner do today to get started in "How To" Publishing?

The first step is to get more information from experts, people like me. Visit some web sites, ask questions, get an idea of your market. This shouldn't take long... the "how-to" market is seriously underrated.. Few people realise how immensely profitable it can be, and how little competition exists. Because the number of information subjects is so vast, anyone can write on any subject - without conflicting with anyone else. I've said it before, it's the best business in the world!

Here's another way to start: I'd like to offer your readers the opportunity of winning a free info-pack worth US\$47.00. All you have to do is enter your email address at the top of my forum page at: <http://network54.com/Hide/Forum/goto?forumid=11488>

You will then be subscribed to my newsletter, a sometime daily, sometime weekly information source on "how-to" publishing... and be able to read the abbreviated first chapter of my info-manual "How To Make \$100,000 A Year Part-Time Creating How-To Manuals At Home" absolutely free.

Both the 5th and 15th subscriber will win a free info-manual! Don't delay! Look forward to seeing you there...

Ken Silver  
The "How-To" Guru!  
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Digital Book Author  
"How To Make \$100,000 A Year Part-Time  
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[www.netbabbler.com/goto?forumid=11488](http://www.netbabbler.com/goto?forumid=11488)  
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## Pyramid your publishing profits



So your manual or booklet is selling well, but you're not making a decent living at it yet. How do you generate more income? More importantly - **how do you increase your profits?**

The answer is to increase your product lines. Have several **INCOME STREAMS.**

**You need to increase the number of products you sell.**

As some authors find, selling **one e-book manual** or booklet is not going to give a spectacular income without hard work.

This is because:

- If you sell a **gardening How-To e-book** manual on spring vegetables, your sales may fall off in winter.
- Your e-book on **making pottery** may not be a big seller in the summer months when your readers want to be out water-skiing.

**eTip** ..... The secret is to layer your income with more how-to **e-book manuals**, one after another. Once you have completed one e-book manual or e-booklet, **you need more product linked to your main one** to on-sell. Worried about the extra work? Don't be. Building **a line of related manuals** may seem harder than it really is.



There are several ways to do this **without too much extra work.** (Thank goodness, you say!

**1) Expand your manual** into several smaller booklets. Or,



Now that you realise this, you are ready to start Manual No. 2 or 3, or 4... or more!



.....  
It is easier to make **\$24,000** from 3 manuals at **\$8,000** per item each year, than it is to make **\$24,000** from a single one. Your aim should be to **increase the number of income streams** you have flowing into your bank account. Do this by having a variety of Manuals and Booklets on varying subjects.  
.....

Of course, you don't have to be the **creator** of everything you sell:

- You can expand your line by also **selling products created by others**.
- You can have **orders for other people's products**, where you send an order to your supplier who returns the product to the customer.

But as I have emphasised before - your own product is best.

## **Improving Your Hit Rate**

.....

Once you've got success from **one manual**, keeping moving!

A Manual is designed to help your readers in **one specific area**. You already know how you can expand it to help that same audience further.

For example, a closely-tied manual for this e-book would be a '**Search Engine Marketing**' manual. (Yes - it's already under way!)

So find out what these are for your readers... how you can help them solve their pressing problems. And then work on a solution:

- One book can be broken down into several **Special Reports, audio tapes, videos, home study courses**.
- Several related smaller products (such as Special Reports) can be **grouped together** to form the foundation of a new book or other major information product;
- A chapter or **section of one product** may be expanded later into yet another major information product.

- Excerpts from your Manual can be **used as articles** to promote sales of the product itself, as well as other related products or services.

## Lifetime Value

.....

Have you estimated the **lifetime value of your customers**? You'll be surprised at how much they could spend with you over a long and extended period, given the chance.

If you offer them **a manual each year**, and they spend \$80, that's \$800 you have in the bank over the next 10 years. 1000 customers like that means another \$800,000 every 10 years.

What would happen if you didn't make those offers? Or didn't have a **back-end** product? Yes - say goodbye to a huge potential income.

## Product Or Affiliate?

.....

This is a **common question** I get every once in a while:

“Do you think a newbie to marketing should focus on developing a product such as you have done and give priority to promoting it; or learn more about **affiliate marketing**? I'd like to hear your opinion.”

Many **top marketers promote affiliateships** because their global boundaries are expanded enormously. It's like suddenly having **hundreds of no-cost salespeople** all plugging their products.

In the business world, this is a **good thing**. Free expansion, so to speak. And I'm in favour of the concept.

But many people trying to make money as affiliates fail for one common reason - **they have no experience of the product**.



.....  
A grounding in the product is **essential for affiliates**. This is such an essential part of the selling process, it's no wonder they can't make sales. It's like





product some authority.

- These are **exclusive rights** - which means that the buyer can sell on and keeping all profits and income from the sales.
- The only restriction is that they **cannot sell the rights**. That means for example they cannot duplicated what I am doing in selling the rights to my product.
- I made **only 20 rights available**. A restriction is important to the buyer, because it means the rights have some exclusivity... the chances of the market being saturated is very unlikely. The same applies to the Master Rights... there will only be three available at US \$6000 each.

The information on reprint rights below appears on my web page, and is directed towards potential rights buyers by answering all their questions.

## **AUTHORISED REPRINT RIGHTS**

Exclusive Limited Offer For The  
Info-Publishing Knowledge Pack

I'm offering a limited number of Authorised Reprint Rights for my Info-Publishing Knowledge Pack. There are just 20 international rights available in total, and demand is expected to be strong.

### **WHAT ARE AUTHORISED REPRINT RIGHTS?**

Authorised Reprint Rights are the exclusive permission for you to take my full Info-Publishing Knowledge Pack product and sell it either on your website, or by mail-order - or both.

You can duplicate and sell my Info-Pack product as often as you like, without paying out any royalties, or making any other extra payments to me whatsoever.

You can promote it globally... there are no area restrictions. And you keep all the proceeds.

All you need to do is follow my easy instructions for marketing the Info-Pack. You get regular emails from me on methods and ways to get more sales from your Authorised Reprint Rights package. And of course you'll get full support for your questions on any aspect of the Info-Pack.

If you decide to sell the Info-Pack by direct mail (mail-order), you'll also get all the material you need to start.

## **HOW TO ACHIEVE SELLING SUCCESS WITH REPRINT RIGHTS**

On the internet you will succeed best in selling these rights if:

- You have previously used the Info-Publishing Knowledge Pack.
- You have a website and a mailing list, or
- You have a website that promotes similar products, or
- You are an active marketer.

If you have a website, but no marketing strategy, I will assist you in finding ways to help increase sales for as long as you need it.

## **IT'S A SAFE INVESTMENT**

Here's why your investment can be safer and more profitable than almost any other printed information product I know:

### **1) High Sales Volume**

My Info-Publishing Knowledge Pack is a winner. Over 600 have sold since the end of last year at prices up to NZ\$170 each, and with only 2 (yes, TWO - that's not a misprint) returns... and neither of them were dissatisfied with the quality of the Pack. Even if you are new to Reprint Rights and the publishing business as a whole, you'll know that this is an exceptional record.

The Info-Pack is even more attractive now as it can be sold without my Consultation Commitment offer (\$500 worth of my time over a year) for just US\$39, or WITH the Consultation for US\$78. These low prices have proven to be a winning move with sales leaping up to 7 times the previous volume.

### **2) Full Backup And Support**

I stand behind my product totally. You may have been to my Self-publishing Discussion Forum, even posted on it perhaps, and know that I have been active in the self-publishing business for some time. And I'm a Board Advisor for Tony Blake's Inner Circle... you can't get more credible than that. These facts help cement your sales to your own buyers.

### **3) Top Quality Service**

If you've seen the unsolicited testimonials on my website you'll know that I try to give superior service in everything I do. Your customers are also my clients, and you'll be happy that I give full backup in everything I do. This helps you sell my Info-Pack with confidence.

#### **4) In-Demand Product**

Here's a further guarantee of quality for you. I was recently approached for the Reprint Rights for my Info-Pack by Dr Paul Hartunian (the man who sold Brooklyn Bridge). Paul is a discerning businessman who specializes in Reprint Rights, and he wanted mine. If he didn't think my product was viable, and worth its weight in gold, he wouldn't have made the offer to me.

#### **5) No Royalty Payments**

There are no ongoing royalty payments or per copy payments. Once you purchase the Authorised Reprint Rights, all income you make marketing these products is yours to keep. Additionally, you are not required to provide me with any information regarding your sales figures.

All these points are important for you, because your income depends on my product. You'll want to know if I can deliver quality... I can. And you'll benefit from my reputation.

### **YOUR INFO-PACK OFFER**

You can sell my Info-Pack from your website or by email, either in a hardcopy form, or digitally as a PDF file. Your costs are minimal when you sell and deliver electronically... as much as 99 percent of the selling price is yours to keep. I'll even help you set up a way to do this.

What do you get with my Authorised Reprint Rights offer?

#### **1) Reprint and Duplication Rights.**

The reprint and duplication rights give you the non-exclusive right to duplicate, sell, give away, rename and resell individual copies of the Info-Pack in any way you choose.

#### **2) Master Product Material.**

You get the current Info-Publishing Knowledge Pack along with all the sales material for both your website or for mail-order. It is provided in Acrobat PDF form, but it can be mailed to you as hardcopy if you prefer.

#### **3) Masters Of All Promotional Material.**

You also get my sales letter for your website, and a free secure server order site set up to process the orders. (You'll need to have a credit card account to process credit card payments).

#### **4) Retained Income.**

ALL income from all and any sales is yours to keep.

#### **5) Product Guarantee.**

The offer comes with all the guarantees and benefits that you know about already as an Info-Pack buyer. (Visit my website to refresh your memory).

#### **6) Certificate of Reprint and Duplication Rights.**

This is made out in your name, giving you the legal right to reprint and duplicate the product.

### **RESTRICTIONS**

The only restriction on the Authorised Reprint Rights is simple: you can not offer the Info-Pack products as a wholesale agent (you must only sell them to retail customers), and you may not sell the reprint and duplication rights to anyone else.

However you can obtain those rights. Just send me an email and I can give you more information.

### **WHY REPRINT RIGHTS ARE GOOD BUSINESS**

For more independent information, take a look at two other websites that deal with Reprint Rights. You've got to know all the facts.

The first is a past newsletter by Bill Myers, where he talks straight at you about the upside and downside of Reprint Rights. He gives warnings that you should take notice of too... but I can tell you first that my Authorised Reprint Rights pack has NONE of the problems he talks about. And he talks about all of the benefits too - they are numerous. Bill sells the rights to a lot of his own products and admits they are a good income earner for his buyers. See this site now:

The second is Dr Paul Hartunian's site. As I've mentioned, Paul is the expert. He makes a very good living selling Reprint Rights, and his information will help you too:

#### **HOW TO ORDER:**

When you order, you'll receive the current Info-Publishing Knowledge Pack as an attachment, just as your own customers will. Within 24 hours, you'll receive PDF and

HTML files location that contain the website and marketing material.

You'll be in constant contact with me - I'll advise you on the best ways to sell the Info-Pack, as well as ways your can improve your sales.

Thank you for your order!

**Ken Silver**

**SMALL PRINT**

Because you are buying the rights to the resale of a product rather than the product itself, this is not a business opportunity, and there is no formal refund policy. The sales depend on the effort you make to promote the product, and I cannot be responsible for your sales volume success or lack of it.

However I pledge to back and support you in every way for as long as it takes, to assist you in the sales & marketing process. No guarantee is given for achieving any sales figures, or for the claims of the product. Any sales are dependent entirely on your own individual efforts and any figures here should be taken as a guide only. State and local area taxes are your responsibility.

Please make sure you understand these statements fully so that we can continue a happy business relationship.

**eBook Rights**



The letter for the **eBook Rights** is similar, but reflects changes made in the period since the Info-Pack Rights were released:

**AUTHORISED REPRINT RIGHTS**

Exclusive Limited Offer



“Ebook Secrets: How To Create And Sell Your Own Profitable eBook On The Web - Using Free and Nearly-Free Programs”



I'm offering a limited number of Authorised Reprint Rights for this manual. There are just 20 international rights available

in total, and to date (Sept 99) 15 have been sold.

## WHAT ARE AUTHORISED REPRINT RIGHTS?

Authorised Reprint Rights are the exclusive permission for you to take the eBook SECRETS manual and sell it either on your website, or by mail-order - or both.

You can duplicate and sell the product as often as you like, without paying out any royalties, or making any other extra payments to me whatsoever.

You can promote it globally... there are no area restrictions. And you keep all the proceeds.

All you need to do is follow my easy instructions for marketing it. You get regular emails from me on methods and ways to get more sales from your Authorised Reprint Rights package.

And of course you'll get full support for your questions on any aspect of the e-book.

## HOW TO ACHIEVE SELLING SUCCESS WITH REPRINT RIGHTS

On the internet you will succeed best in selling these rights if:

- \* You have previously experienced e-book publishing.
- \* You have a website and a mailing list, or
- \* You have a website that promotes similar products, or
- \* You are an active marketer.

If you have a website, but no marketing strategy, I will assist you in finding ways to help increase sales for as long as you need it.

## IT'S A SAFE INVESTMENT

Here's why your investment can be safer and more profitable than almost any other information product I know:

### 1) High Sales Volume

My previous manual, the Info-Publishing Knowledge Pack is a winner.

Over 750 have sold since the middle of 1998 at prices up to NZ\$170 each, and with only 4 (yes, FOUR - that's not a misprint) returns... and no-one was dissatisfied with the quality of the Pack.

Even if you are new to Reprint Rights and the publishing business as a whole, you'll know that this is an exceptional record.

## 2) Full Backup And Support

I stand behind my product totally. You may have been to my Self-publishing discussion Forum - even posted on it perhaps, and know that I have been active in the self-publishing business for some time. And I'm a Board Advisor for Tony Blake's Inner Circle... you can't get more credible than that. These facts help cement your sales to your own buyers.

## 3) Top Quality Service

If you've seen the unsolicited testimonials on my website you'll know that I try to give superior service in everything I do.

Your customers are also my clients, and you'll be happy that I give full backup in everything I do. This helps you sell my product with confidence.

## 4) In-Demand Product

Here's a further guarantee of quality for you. I was recently approached for the Reprint Rights for my Info-Pack by Dr Paul Hartunian (the man who sold Brooklyn Bridge). Paul is a discerning businessman who specializes in Reprint Rights, and he wanted mine. If he didn't think my product was viable, and worth its weight in gold, he wouldn't have made the offer to me.

## 5) No Royalty Payments

There are no ongoing royalty payments or per copy payments.

Once you purchase the Authorised Reprint Rights (US\$900), all income you make marketing these products is yours to keep.

Additionally, you are not required to provide me with any information regarding your sales figures.

All these points are important for you, because your income



depends on my product. You'll want to know if I can deliver quality... I can. And you'll benefit from my reputation.

## THE OFFER

You can sell my eBOOK SECRETS manual from your website or by email, either in a hardcopy form, or digitally as a PDF file.

Your costs are minimal when you sell and deliver electronically... as much as 99 percent of the selling price is yours to keep. I'll even help you set up a way to do this.

What do you get with my Authorised Reprint Rights offer?

1) Reprint and Duplication Rights.

The reprint and duplication rights give you the non-exclusive right to duplicate, sell, give away, rename and resell individual copies of the eBOOK SECRETS manual in any way you choose.

2) Master Product Material.

You get the current eBOOK SECRETS manual along with all the sales material for both your website or for mail-order. It is provided in Acrobat PDF form.

3) Masters Of All Promotional Material.

You also get my sales letter for your website, and a free secure server order site set up to process the orders. (You'll need to have a credit card account to process credit card payments).

4) Retained Income.

ALL income from all and any sales is yours to keep.

5) Product Guarantee.

The offer comes with all the guarantees and benefits that eBook SECRETS manual buyers get.

## Restrictions

The only restriction on the Authorised Reprint Rights is simple: you can not offer the eBOOK SECRETS manual as a wholesale agent (you must only sell them to retail customers), and you may not sell the reprint and duplication rights to anyone else.

However you can obtain those rights. There are only three Master Rights available at US \$6000 each.

## WHY REPRINT RIGHTS ARE GOOD BUSINESS

For more independent information, take a look at Dr Paul Hartunian's site. As I've mentioned, Paul is the expert. He makes a very good living selling Reprint Rights, and his information will help you too:  
<http://www.concentric.net/~prpro/licensekit.html>

### How To Order:

When you order the Authorised Reprint Rights (US\$900), you'll receive the current eBOOK SECRETS manual details, just as your own customers will.

You'll be in constant contact with me - I'll advise you on the best ways to sell the manual, as well as ways you can improve your sales. Go to:

<http://www.gta-tech.com/nof.asp?merchantid=2150>

Look forward to hearing from you!  
Ken Silver

## SMALL PRINT

Because you are buying the rights to the resale of a product rather than the product itself, this is not a business opportunity, and there is no formal refund policy.

However I pledge to back and support you in every way for as long as it takes, to assist you in the sales & marketing process.

No guarantee is given for achieving any sales figures, or for the claims of the product. Any sales are dependent entirely on your own individual efforts and any figures here should be taken as a guide only. State and local area taxes are your responsibility.

Please make sure you understand these statements fully so that we can continue a happy business relationship.

## **Letter to Authorised Reprint Rights buyers**

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When my Reprint Rights buyers make the purchase, I send them the following email message which gives full details on my support, and their instructions.

Hi (name),

Here are your details for marketing and promoting the Info-Publishing Knowledge Pack.

As you know, I'm going to share with you my strategies for successful selling from time to time by email. For example, I'm compiling a series of my successful newsletters which you can adapt for your ezine.

But to start the process, either selling through your website, or by direct mail, here is what you'll need:

### WEBSITE:

1) Copy the site at: <http://www.ksilver.com/arr.htm> and link it to your own website.

It is an adaption of my successful site. Please check the text carefully, word by word. It has some dates that will need changing frequently, and some pricing and ordering references that you may want to change to suit your own circumstances.

- The page has links built in for the sample income webpage.
- You can place links back to your own pages.
- You can also place your own address on the page if you want.

2) If you have a credit card merchant account, you can use the free order form by GTA-Tech at: <http://www.gta-tech.com/>

Follow their instructions for obtaining the order form, and don't forget to link the form to the sales webpage.

The link phrase is near the bottom of the page, and reads:

“Immediate Order With Your Credit Card On Our Secure Server.”  
Change it to your new GTA order form URL.

**DIRECT MAIL:**

Use the text from the 3 sales letters in your PDF Info-Pack:  
pages 142 to 168.

Because your strategy and pricing structure will be different. ie; you may prefer to rewrite the letters to fit your own promotions, I suggest you copy and paste the text from each page, and put them on your word processor. Then you can rewrite or alter the message to suit.

**PRICING:**

My prices are suggested prices only. You are free to offer the product at any price you want. Many people have suggested my indicated prices are far too low, so you may want to raise them.

Suggestions have been made that the Info-Pack together with an audio tape would retail at over \$150. Try whatever price you feel comfortable with promoting.

**REFUNDS & RETURNS:**

You are responsible for all refunds and returns, and should they occur, please be prompt in your repayment.

As I have had only 2 refunds of the Info-Pack in over 600 sales, your returns should be similar. If they are not, you may be targeting the wrong audience, or hard-selling. Either way will reduce buyer loyalty.

Consult with me if you have doubts over your marketing strategies here.

-

Let me know if there's any more information you need. I'll give you a prompt answer on any question you may have, and you'll also get updating email information from time to time.

Best regards  
Ken.

^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^

## **Bulletins**

■ ■ ■ ■ ■ ■ ■ ■

Each rights buyer receives a regular **bulletin** which gives more selling information and backup support from me. I also answer their questions individually.

### **Reprint Rights BULLETIN #1**

^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^

Welcome to the first bulletin for you as an Authorised Reprint Rights purchaser. This is one of many regular short emails from me that will help you get the most from your investment.

Please don't hesitate to ask me questions if you have any queries about the rights system, or how you can get more sales. I'm here for you!

Ken Silver

^^^

I received a question from a prospect recently that will be of interest to you all. He asked me how would I honour all the Consultation Commitments if he sold a large number of the \$78 Info-Packs.

In essence he was asking how he could guarantee his clients would get the service offered in the sales letter, if all sales got too high for me to service them.

The answer is simple - I will honor every Consultation Commitment sold by all 20 Authorised Reprint Rights owners.

Here's why.

My experience has been that barely 10% of all Info-Pack buyers will make a start on their info-manuals, despite my enthusiastic proddings to help them along!

And 10% of projected sales over the next year is still a

comfortable number for me to respond to. Sales will need to go to ten times the present volume in the next 12 months before it gets to the stage where I cannot meet my commitments to my rights clients and buyers.

So you can be assured you'll get full service all the time.

All the best!

## **Reprint Rights BULLETIN #2**

^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^

Hi again!

Many of my ezine topics are sales stories designed to sell the Info-Pack. Normally you would not read them as a sales message directed at you, but as a resource for selling my Info-Packs to your own readers.

I'll be sending these ezines to you as I would to a reader on my own list. You can take what you need from them, adapt them, and send to your own mailing list.

You can use them:

- 1) As an ezine from me straight to your list, but with your own contact details.
- 2) As a 'guest comment' from me within your own ezine.

Just remember:

- Remove the content that doesn't apply. In the case of the ezine I've given below, you would not use the FREE CONTEST unless you planned to start this yourself.
- The \$39 offer will obviously not apply, unless again you plan to follow my pricing structure exactly.
- Each message must be signed by me... you cannot put your own name on the ezine as author. This is to maintain the integrity of the message.

- You can use whatever subject heading you like.

Any questions? Let me hear them. Remember I'm here to help you boost your sales. You've got a great product, ...all you need to do is promote it!

All the best.  
Kind regards,  
Ken Silver

## **Selling The Rights**

Selling reprint rights is not an **automatic process**, as you've probably guessed. You have to work hard at making the option a tremendous opportunity, and tag it with deadlines as you would your standard product.

Writing an **email** to do this takes a lot of thought. Use my actual example below to give you ideas for ways to do it.

Thursday  
11.13am

**EXCLUSIVE OFFER!**

(But first, a little story)...

Yesterday I climbed the small mountain behind our home. It's called Mt. Kau Kau. It's not a big walk, and because our house is already at one of the highest points in Wellington, overlooking our spectacular harbour, I took only 20 minutes to reach the top.

It was a little break from the comforts of my home office - though if I wanted I could've taken my Macintosh PowerBook up there and continued working.

But I sat in the long grass and basked in the sun. There was just a gentle breeze, and the view was awe-inspiring.

I spent most of that time reflecting on my new life, free from the onerous task of being a wage-slave. Just 9 months ago - now it seems much longer. The rest of the time I spent calling my family on my StarTAC, telling them how much I appreciated them and their support.

Yes, it was a good couple of hours well spent. Exercise, reflecting and connecting.

I thought about the profit vehicle that allowed me to do this... my Info-Publishing Knowledge Pack. Sales are booming, yet I spend absolutely no time at all processing the orders.

That's all done automatically, while I climb mountains.

(Get to the point Ken!)

Well, my trip up the mountain yesterday was my own self-imposed reward... a reward for finally finishing an offer I'm going to make to you now.

Here's what I've dreamed up for you...

### NOW - YOUR REWARD!

You see, selling on the internet is darn difficult for most people. They often lack the credibility, the background, the winning product to make the step to burgeoning sales. Sure, many of my info-manual buyers learn how to take the steps and sell their info-manual.

Lots do. I've heard of some good stories so far.

But if you had a top-quality product right NOW, that you could sell and have confidence in, you'd be out there on the mountain with me, I bet!

So that was the reason for my climb... I had just put the finishing touches to an Exclusive Offer that you can use right now, to start selling a ready-made info-manual while keeping all the proceeds from the sale for yourself. And get all the backing and support in the world to grow your sales.



That way is through Authorised Reprint Rights.

## MY EXCLUSIVE OFFER TO YOU

I'm offering the exclusive, limited, Reprint Rights for my Info-Publishing Knowledge Pack to you.

There are just 20 international rights available... and one of them is reserved for you.

## ABOUT THEIR BENEFITS

Are you familiar with the term 'Reprint Rights'?

Reprint Rights is the exclusive permission for you to take my full Info-Publishing Knowledge Pack product and sell it on your website, or by email.

You can duplicate and sell my product as often as you like, without paying out any royalties, or any other extra payments whatsoever.

You are as free as a bird to promote it globally, and keep all the proceeds. And don't worry about competition... there are hundreds of millions of prospects - more than you or I will ever contact in our lifetimes. They'll never run out, and more keep coming each day.

Here's how you benefit as a rights buyer:

1) It's an easy and profitable way to GET STARTED NOW. You don't have to spend time creating a manual... just piggyback on the success of my Info-Pack to grow your income. You can do it in your spare time too - just like I do.

If you already sell info-products, so much the better... it'll be an easy step.

2) You get a top product. This is important - no-one will buy or keep a poor runner. My Info-Pack is a winner. Over 600 have sold since the end of last year, with only 2 returns (yes, TWO - that's not a misprint). And no-one was dissatisfied with the quality of the Pack.

Even if you are new to Reprint Rights and the publishing business as a whole, you'll know that this is an exceptional record.

- 3) I stand behind my product totally. You have been to my Discussion Forum, even posted on it perhaps, and know that I am active in the self-publishing business - have been for years. And I'm a Board Advisor for Anthony Blake's Inner Circle... you can't get more credible than that. These facts help your sales immensely.
- 4) If you've seen the unsolicited testimonials on my home pages, you'll know that I give superior service in everything I do.

I was recently approached for the Reprint Rights for my Info-Pack by Dr Paul Hartunian (the man who sold Brooklyn Bridge). Paul is a discerning businessman who specializes in Reprint Rights, and he wanted mine.

If he didn't think my product was viable, and worth its weight in gold, he wouldn't have made the offer to me.

Done!

That leaves 19 rights to sell as of now.

Bill Myers also sells some of his info-product rights, and if he too didn't think it was a great deal, he's be the first to tell you. Bill's got a great article, and you can read on it on the site I'm going to give you below.

**START CLIMBING TO THE TOP...**

I've put more information on my website. Visit it now and learn a little more about the fascinating, low-risk business of my Authorised Reprint Rights.

It's 11am. I'll change out of my pyjamas and take another walk. The sun is shining, the future is beckoning. Join me!

And remember- only 19 Authorised Reprint Rights are available. Be one of the successful climbers now!





Creating How-To Manuals At Home”  
Read The First Chapter And Contents FREE  
Go now to: <http://www.ksilver.com>

Member of the Self Publishing Association  
of New Zealand.

Join Me On The Ken Silver Online Forum:  
[www.netbabbler.com/goto?forumid=11488](http://www.netbabbler.com/goto?forumid=11488)  
^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^

PS. This extended payment is a limited offer, and may be discontinued  
at any time without notice.

\* Currency fluctuations may change the monthly prices by several dollars.

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I HAVE A CONFESSION TO MAKE TO YOU  
^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^^  
>From Ken Silver.

Welcome to this new week! The weekend has been busy with  
sales, and as the dust cleared, another 4 Authorised Reprint  
Rights were sold!

That leaves just 14 international rights left, and once they're  
gone - they're gone for good! (And there are still 5 prospects  
who've told me they're keen, but haven't paid up yet).

Most of the buyers elected to pay the US\$900 investment in full,  
while two paid in 3 monthly instalments. If you have your card  
almost maxed out at the moment, buying with this interest-free  
offer might be a good way to secure your rights issue now.

Because if you wait another month, they'll probably all be gone  
and along with it your unique opportunity to make a decent  
living with your feet up on your lazyboy armchair!

Already the weekend's buyers are poring over the material I've  
sent them... the extra bits and pieces that will help them





See you with a QuickTip tomorrow!

Ken Silver

'HOW TO MAKE \$100,000 A YEAR  
IN YOUR SPARE TIME CREATING  
PROFITABLE HOW-TO MANUALS'

Ken Silver enthusiastically publishes 'How To Make \$100,000 A Year In Your Spare Time Creating Profitable How-To Manuals' which is a best-seller by mail-order and has sold many hundreds over the internet. You can order it and get your digital PDF files delivered within minutes to your computer, ready to read or print out at top-quality.

Visit: <http://www.ksilver.com>

^^^

PASS IT ON

Do you know someone interested in web marketing or self-publishing who would be interested in receiving this newsletter? Just press FORWARD on your browser and enter their address.

^^^

TALK ABOUT YOUR INTEREST

Want to talk about web marketing? Visit the Self-Publishing & Web Marketing Forum at: <http://www.netbabbler.com/goto?forumid=11488>  
In a recent message I outline a strategy to help a self-publisher turn frugality into a paying proposition. Have a look!

^^^

You've received this almost daily info-goldmine by signing up on my website. To unsubscribe, put REMOVE in the Subject of any email and send to: [ken@ksilver.com](mailto:ken@ksilver.com)

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^^^

WE'RE ALMOST SOLD OUT OF INFO-PACK RIGHTS!

Yes, only 5 out of the original 20 Authorised Reprint Rights offer remain. After these sell, the only way you're going to grab a piece of the profit action is to buy the Master Rights (only 3 available) at US\$6,000 each.

These fortunate and enterprising resellers are already starting to promote my Info-Packs, selling ready made profit centers



for up to \$95 each, and keeping ALL the income for themselves.  
Join them now... go to: <http://www.ksilver.com/rights.htm>



## QuickTips Archive

One very effective way to add value to your newsletter or ezine is to produce a number of **short, quick tips**. These are very easy to source and only take ten minutes each to write.

You can also use them to **add value to your discussion board**. I put mine up on my forum several days after my email list had received them (to give them some exclusivity).

They were very popular. After I had stopped writing them I got several dozen emails asking me when they would be continued.

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### QuickTip #1: Here's 7 Ways To Improve Your Writing

Here's 7 ways to get more response from your writing, whether it is sales letters or a "How-To" manual:

- #1. Use a short opening paragraph.
- #2. Short sentences make firm friends!
- #3. Make your paragraphs less than 5 or 6 lines.
- #4. Underline or boldface important words or phrases.
- #5. Include attention-boosters: questions, news items, promises...
- #6. Ask for action in a sales letter.
- #7. Use positive language.

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### QuickTip #2: The Publisher's Letter

ENCLOSE a second letter with your main sales letter pack.

USE this letter to catch the readers who have decided NOT to respond to your offer.

This letter is often called “The publisher’s letter” because it comes from the desk of the editor or publisher. Write yours to repeat and reinforce additional strong selling points in your main letter.

PLACE the letter in a separate sealed envelope with a heading on it: “Open this letter ONLY if you have decided not to buy...”

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### **QuickTip #3: How To Find Best-Selling Products Without Effort**

JUST look up back periodicals over a long period - the previous 5 years.

NOTE the number of ads that are repeated. These long-runners are there for 2 reasons:

- 1) They are profitable for the seller, or
- 2) They are “loss leaders” put there to gather addresses and to upsell more expensive products to the list.

MAKE sure you recognise the difference between the two, then copy the methods these promoters use.

---

### **QuickTip #4: The Lowdown On Getting Testimonials**

Testimonials are one of the biggest promotional areas you can have, but even if your buyers are delighted with your product, only a handful will say so. So to get useful testimonials:

- 1) ASK for them! Develop a brief questionnaire with multichoice answers, together with a space for comments.
- 2) After you receive usable replies, SEND a request for permission to use them. If you do this in your initial contact you won’t get as many qualified responses.
- 3) Also ask for permission to USE full name and city...these have greater relevance than initials and country.

### QuickTip #5: How To Word Guarantees

Here's some tips on how to word your guarantee proposals:

- satisfaction guaranteed
  - 90-day no-risk guarantee
  - you must be completely satisfied or you pay nothing.
  - we will promptly refund every penny.
  - if it isn't every bit as special as we say it is, simply return it to us within\_\_\_days for a full refund.
  - we're so confident you'll like it...we'll back it with a full money-back guarantee.
  - ...is backed with a full year warranty.
  - I personally guarantee it.
- 

### QuickTip #6: Two Ways To Get More Out Of This Forum

ONE: Use your post signature to promote your own site. Because this discussion board doesn't have an easy or automatic way to generate URLs, put them in with your sign-off. Here's mine as an example:

Ken Silver  
\*The Profitable Self-Publisher\*  
www.ksilver.com

The middle line could easily be your own promo: 'Visit My Site For A Bargain'

TWO: Use the 'View All Messages' option below the MESSAGE INDEX instead of opening each message separately. It will open up the board in a long list, which then makes all the threads remarkably easy to view.

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### QuickTip #7: Are You Deliberately Abandoning Your Market?

Alan Weiss, in his book "Million Dollar Consulting" brings up a point that can be used by any marketer...

KEEP abandoning the **bottom** 15% of your publishing business.

This is often the least profitable, most labour-intensive, less productive end of your business. So drop it and concentrate on the rest.

ONE year later, take another look at your new bottom 15 percent and discard that. In this way you'll be constantly developing a higher, more profitable business.



### **QuickTip #8: How To Make Your Order Form More Effective**

WHEN you design your order form, make it more than a place for your buyer to put their address details. Do this:

- USE "Yes! Send me..." to start the purchasing process off to a positive start.
- EMPHASISE your guarantee terms.
- SUMMARIZE your offer's strongest selling points.
- INCLUDE all your return information...your contact details, including email address and street address.
- RESTATE your discount or special terms.
- DESIGN your order form as if it were the only information your buyer sees, in case it gets separated from your sales material.



### **QuickTip #9: How A Handwritten Signature Will Increase Sales**

THE most effective mail-order sales letter is one that includes a real signature. Studies have shown that response to a letter has risen when:

- 1) The signature is real - not a rubber stamp or computer-printed one.
- 2) The name is signed in blue ink or ballpoint.
- 3) The signature has a pressure imprint that shows through on the other side of the letter.
- 3) Other notations on the letter are made with the same ink as the signature.

Graphologists (handwriting experts) have noted that the more illegible the signature, the more important the correspondence seems.



### **QuickTip #10: What Size Should Your Newspaper Ad Be?**

WHAT method would you choose to promote your manual or publication: a full page ad...or 50 single column weekly ads?

ANSWER: Frequency is the secret to newspaper and magazine advertising. Repeated smaller ads capture more prospects over a period than a single large ad.

THERE are two reasons for the success for the success of smaller, more frequent ads...

- 1) Repetition increases familiarity with the firm and its product. This leads to higher confidence, and therefore sales.
- 2) The target audience often changes over the course of the ad placements, so you can easily change the copy (text) to meet changing demographics (type of readership). ALSO, smaller and frequent ads extend the sales process so that it is manageable on a day-to-day basis. You won't get swamped with a big response that may slow down your order processing time.

EXAMPLE: A U.K. company that sells writing manuals once received 5,000 orders from a single ad. It took extra staff and almost a month's overtime to fulfill the requests. All other work had to stop during this time.

---

### **QuickTip #11: Give Your Website An Oil Change!**

YOUR car runs better with an oil change and lube...why not give the equivalent to your website as well?

CLEAN up your site by looking at it with fresh eyes and improving these common rundown areas:

- Your interface...how easy is it for readers to get round your site? Could you use less pages, or break up long pages in order to create a better flow?
- Your gifs...could you replace them with text instead to make your pages load faster? Speed counts!
- Your links...do they all work? Don't rely on your readers to tell you a link is broken, because they won't.

- Spellchecks...read through your site again for grammaticals. I often come across problem spelling on other sites, but like most other visitors I haven't got the time to send off an email about the error. (Have you spotted the deliberate spelling mistake in this QuickTip?).

---

### **QuickTip #12: Make Every Selling Opportunity A Surprise Visit**

WHILE selling advertising for my own community newspapers, many, many years ago, I used this trick to keep my regular clients from hiding out the back when I arrived.

EVERY time I visited them, I did something different:

- I might give them an idea, without requesting an ad in return.
- I might ask them to take part in a survey.
- I would drop in an article I'd read that was in their area of interest.
- I would offer them a structured ad plan for the next month.
- I would drop in for 5 minutes (never more!) to chew the fat...talk about their business.

ALL these visits had the effect of keeping them guessing - what would happen next? It made for great business relationships!

NOW, how can you apply these principles to your own business?

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### **QuickTip #13: Using The Filter-Down Theory To Make A Fortune**

YOU'RE sitting facing a pile of stuff on your desk, a couple dozen unanswered emails, and a handful of 'To Do' notes on various bits of paper. What do you do first?...how can you get out of the mess you're in, stop fighting fires, get some structure in your day and start to make some decent money?

THE answer is the Filter-Down Theory (I've made the name up just now, but the principle has been working for me for years!):

1) GO quickly to each task. Ask yourself - "If I fail to do this task, would it put me out of business?" If so, then put that task into a DO basket. The others go into a DON'T basket.

The DO basket generally won't have anything in it...or maybe one or two tasks if

you've neglected important stuff for a while. Fix the problem immediately.

2) THEN go through the heaped-up DON'T basket and ask yourself this question - "Which of these tasks will bring me the most income?" You're looking only for a top task that will MAKE you the most money. Then start on that project right away and complete it as soon as possible.

3) REPEAT these steps each day.

AT the end of a month you'll have a whole lot of tasks in your DON'T tray that have filtered down through your daily question routine. Most of them you can leave alone now - they'll only have a tiny effect on your business!

---

### **QuickTip #14: Are You An "Ideas Dinosaur"?**

DO you look for self-publishing ideas only from this forum and other related areas?

IF you do, you're cutting yourself out from many ADAPTABLE ideas that can be gathered from other areas. I read up to 15 newspapers and 5 business magazines a week on a regular basis, and see many more in unrelated areas. This helps to keep me connected and up-to-date.

BRANCH out! Read more outside your circle of interest. Don't become a contented dinosaur who will be wiped out because you didn't know about the coming of the Ice Age. (Have you adapted that last statement to the Y2K crisis?).

---

### **QuickTip #15: About Adult Writing**

WRITERS - particularly newspaper journalist - are reminded that they should write for an audience with a reading age of 12.

WHILE this sounds a bit extreme, it is a good reminder that at times (weasel phrase! See tomorrow's QuickTip for explanation), we should cut out the adult executive-speak words...like 'apropos'...and get back to more easily assimilated, understandable language.

DID you understand the meaning of 'assimilated' in the sentence above? It probably means your readers didn't either.

Simplify for Sense. Favour the child in your writing - not the adult!



---

### **QuickTip #16: Double Your Promotional Output Without Extra Work**

TO promote your website or expertise, you have to do a lot of writing. (That's why these QuickTips are strong in this area...you can't exist - or succeed- without being a good writer). But it's a labor-intensive job, even if you're a fast typer. SO, here's 2 ways to make your writing go further:

- 1) Write one article for two or more target audiences. Now, if you submit an article to an ezine, they'll take it with more enthusiasm if you wrote it for them alone. But why don't you target another ezine whose readership is different but which will also your article? Then advise them both of the proposed placement in each other's ezine. You'll get added kudos for doing that, as well as double exposure.
- 2) When you answer a query from a client, make it a long one. Then adapt it to an article format by removing any identifiable trace of the client's problem. Now you can submit it for publication and make your client - who has gotten more than they expected in your answer - and your ezine editor both happy.

---

### **QuickTip #17: Weasel Words**

WHEN you write something with a 'qualifier' in it, the words you use are popularly known as weasel words. Why? Because you use them to 'weasel' out of your statement if you're challenged.

Here are a few:

- Sometimes...
- Might...
- A good possibility that...
- Close to...
- As many as...
- Up to...
- Many people...
- You could earn...
- In a few weeks...

THE answer to avoiding weasel words and their waffling effect on your manual, booklet or sales letter, is to replace them with facts.

**EXAMPLE:**

- 'Many people...' becomes '73 people have tried our...'
- 'You could earn...' becomes 'Five of our affiliates have earned over \$20,000...'
- 'In a few weeks...' becomes 'John took 2 weeks to achieve...'

SEE the difference? Avoid general responses and weasel words...it'll sharpen up your writing and make it 5 times more appealing!

---

**QuickTip #18: Three Webpage No-No's**

HERE'S 3 basic mistakes that appear on web pages everywhere. Correct them and make friends as well as customers:

Mistake #1. A plethora of graphics. In case you're wondering, 'plethora' means oversupply, glut. And too many graphics makes pages slow loading.

TIP: Replace your page header gif with HTML text and a color table background to speed your page's download time.

Mistake #2. An all-white background on text pages. This can make pages tiring to read. Substitute a light grey or very light pastel color to relieve eyestrain.

Mistake #3. A stale site. Unless you regularly update your website - particularly the main page - even casual visitors will be discouraged when they get there to see the same page since a month ago. I've just revamped my site...even though it is a simple sales letter, because many people return again and again to cement their buying decision. If they see changes and an active site, then they're more likely to seal the deal!

---

**QuickTip #19: How To Profit From 'Unwelcome' Criticism**

FROM time to time you'll get readers writing to you, criticizing you or your work. Most people jump to defend themselves...this is a common reaction.

IF you get a hard-hitting missive aimed directly at you, simmer down and take another look at it after you've counted to 10. You'll often find:

- That sometimes it is true. This is the best scenario...it means someone is so concerned about your product that they've taken the trouble to tell you. It's a positive point, and one that you should be grateful for. So many folk don't even bother to tell you.

- A critique can help you, especially if you get a further comment which independently makes a similar comment. Look carefully...you're getting the best advice for correcting your mistakes absolutely FREE! Write back to the source thanking them for their comments, and telling them what you've done to correct it. You'll find this person - because they care about you - may become your strongest advocate as a result.



### **QuickTip #20: 5 Tips To Simplify Your Online Life**

MY life is pretty busy at the moment. I have more to do than I have hours to do it in. But I'm still on top, and here's how you can rearrange your working life similarly to make things easier for yourself:

- 1) Prioritize. Do the most pressing item first. Got a newsletter deadline coming up, and a big email to reply to? Quickly run off a one-liner to your email, promising to reply later (takes 10 seconds), and get right down to the newsletter.
- 2) Use form statements. It's sometime known as 'boiler-plate' - the sentences and phrases you write most often. Label these and store them on your system's NotePad for inserting into emails.
- 3) Simplify everything. Do this by keeping your desktop tidy. You'll be amazed how a simple filing system priority helps you get organized. For example, I name every customer file by Name first, then Subject. (The date is labelled automatically by the folder).
- 4) Automate everything that moves. Have you got Typelt4Me (Mac), or a similar keyboard typing speed-up-er for your PC? Just by entering the first letters of a long place name, URL or sentence, these programs auto-fill out the rest. Invaluable. Essential!
- 5) File in advance. Don't wait until you've finished working on a document before deciding where it'll go. Name it and get it in the right folder before you start...then if you're disturbed - or your machine crashes (you DO save every few minutes, right?), then it's easy to retrieve.



## **QuickTip #21: How To Keep Up In The Information Age**

I was flipping through a book about the internet this morning, and it reminded me how quickly information zips along these days.

The book, "How To Make A Fortune On The Information Superhighway" by Lawrence Canter and Martha Siegel was a 'classic' in its time...1994! Amazingly some of the material is relevant, but a lot is humorously outdated...particularly about the World Wide Web.

Hard information (printed book form) dates quickly. When I was at college (35 years ago), textbooks were in use that were up to 10 years old. I regularly read library books that were relevant to me - and which were up to 15 years old.

Information this age is all but useless today. The impact of the internet on information marketing is overwhelming...it's moving so fast now that even a month can be too old. You must find ways to keep your information fresh. Do this by:

- Writing in generalities. Don't give specifics or datable information in your publication.
- Use an 'add-able' format. I use PDF files and a spiral-bound format because a manual can be updated instantly and sent out to the next buyer without reprinting or rebinding old stock.
- Use an e-book format. Selling digitally avoids all of publishing's perennial problems...over-ordering, stock controls and returns.

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## **QuickTip #22: How To Rite And Speell Beter**

You'll never misspell any name again - and cut down your typing time a lot - if you use a clever keyboard shortcut program.

I'm talking about a program that corrects your spelling, and writes out long sentences and phrases with just the tap of a single letter or F key.

It will automatically correct words you commonly get wrong, punch out form sentences or pre-made paragraphs, fill in email addresses, fill out various passwords, and helps with frequent material - like typing your name and address...as well as supplying often-used words that are hard to spell without

thinking about them, like 'entrepreneur'.

All you do is type a single key...or a combination if you want...and the program automatically fills in, changes or corrects immediately.

One program for Windows is ShortKeys (<http://www.shortkeys.com/>)  
For the Mac: Typelt4Me (<http://www.hebel.net/~rettore/AboutTypelt4Me.html>)

---

### **QuickTip #23: Is Your Online Life Spent Hanging About?**

DO you wait for pages to load, or have them even not arrive at all? Well, it's going to get worse instead of better in the future with the expected enormous increase in web traffic over the next year or two.

I get few emails a week saying this board won't open, or that website comes up with an error saying it can't be found. Then, a few hours later, a sheepish message comes back: "It's OK now!"

What has happened is a small sample of the future...slow access. It occurs even with cable modems, ADSL or satellite, and it happens because the slowest link in the chain is the one that could be locking up your access.

So, be patient. Try again later - even a few minute may make the difference.

And join the queue of millions looking for faster-loading sites. More on speeding up your own site in future QuickTips!

---

### **QuickTip #24: Your Promotional Email Sig**

YOUR email signature can do more than just give your name and an URL. Here's how some marketers apply extra selling information to its fullest:

\* \* \*

Rick Smith, "The Net Guerrilla"  
Discover the Insider Secrets of The Net Guerrilla!  
Small and homebased business owners, subscribe today to Rick's free online newsletter to discover how to competition proof your business and be a "Net Guerrilla". Send any e-mail to <<mailto:guerrilla@oaknetpub.com?body=SUBSCRIBE>>

\* \* \*

Steve MacLellan

---

Dog BYTE FREE Classifieds  
Newsletter and discussion  
For Internet Marketers  
<http://welcome.to/dogbyte>

---

\* \* \*

~~~~~

Paulette Ensign

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\* \* \*

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---

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\* \* \*

Tony Blake

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**QuickTip #25: How To Increase Your Ezine Readership In An Hour**

What's the most effective way web marketers use to increase  
business?

By having a newsletter, or ezine...this drives more visitors to  
the website... and more traffic = more sales.

To get that increased traffic, you need a targeted audience reading  
your ezine and directed back to your website - it's as simple as

that. So here's how you can immediately increase your visitor numbers.

1) Use NEW-LIST to get your first base of subscribers...NEW-LIST is a mailing list which shows many of the new ezines published.

Subscribe to it at:

<http://scout.cs.wisc.edu/scout/new-list/>

Read through their submission guidelines to make sure your list information is relevant:

<http://scout.cs.wisc.edu/scout/new-list/format.html>

2) Submit your ezine to as many of the ezine directories as possible for greater exposure. Here's a quick starter list:

<http://www.zinebook.com/publicz.html>

<http://www.newsletter-library.com/ven.htm>

<http://www.arl.org/scomm/edir/template.html>

<http://www.linkfinder.com/submit.html>

<http://www.dominis.com/Zines/publishers/add-howto.html>

<http://www.etext.org/services.shtml>

<http://inkpot.com/submit/>

<http://www.catalog.com/vivian/intsubform2.html>

<http://www.meer.net/~johnl/e-zine-list/submit.html>

<http://www.oblivion.net/zineworld/add.html>

<http://www.coalliance.org/>

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

<http://www.neosoft.com/internet/paml/answers.html#add>

<http://www.zinerack.com/search/enterurl.html>

<http://www.netspace.org/cgi-bin/lwgate/request-add.html>

<http://www.coalliance.org/forms/ej.suggest.shtml>

<http://www.edoc.com/jrl-bin/wilma>

<http://www.newsletteraccess.com/database/reg.html>

<http://gort.ucsd.edu/newjour/submit.html>

<http://www.yotta.com/magazine/addfree.htm>

Within days - even hours - you'll start to see your subscription base jump.



**QuickTip #26: Use The Power Of Association To Build OnLine Business**



I've just joined SPANZ - The Self Publishers' Association of New Zealand. In a couple of weeks I'll be making a trip to Auckland - about 600 miles away - for the general meeting.

Now, I'm not a joiner normally. It takes a lot of time just getting through the mechanics of club memberships and I don't have the inclination. Life is far more exciting at the screen.

But there are good benefits in joining an approved association, and you should consider finding one in your line of business to promote yourself. These associations can include:

- Associations for local businesses.
- Community associations like Rotary, Lions, Kiwanis.
- Business regulatory agencies in finance and commerce.
- Other associations that are not directly related to your business, but will help you be recognized as a prime mover in your field. Closed clubs are an example.

The benefits to your clients are many:

- As a member of a recognized association you are automatically elevated in your prospect's mind from a fly-by-nighter to an established business. After all, only 'authentic' businesses belong to such clubs.
- You are, in effect, offering a form of identification. This is crucial to your online and offline success.

The community of associations can't be underestimated, especially if your whole business is on the internet. You need every device pulling for you to offset the suspicion that many prospects have about genuine net businesses.

So, the more concrete your connections, the greater trust they have in you and your product.

Here's an example. Last week, a respected marketer went off the air. This noted entrepreneur removed all evidence of his web existence, and hasn't yet replied to my email. Now, if I knew of his connections to authenticated sources, his disappearance may not be so curious. And many people wouldn't be wondering now.

If a similar crash or worse disaster were to happen to me, my prospects and buyers would know how to get hold of me.

I'm a Board Advisor to Anthony Blake's Inner Circle members. They would know that to contact me, they'd have a way of tracking me...both through both SPANZ and Tony's board.

Search for an association and sign up - it is a necessary step to promote your credibility on the net!

---

### **QuickTip #27: Talk Your Way To Success!**

#### HOW TO ROCKET YOUR SALES USING DISCUSSION BOARDS ...

Online forums, newsgroups and discussion boards are the most understated selling vehicles of all time. I recently went back over my sales figures to discover where most buyers found me.

You guessed it...discussion boards - either my own, or others.

But you can post your heart out and get nowhere unless you recognize a few secrets about getting your post (message) in front of prospective buyers.

The prime attractor is how you set out your headline. Many posters pose simple questions and answers like:

- HELP me please...
- Yes, so do I...
- Here's my view...

None of these are going to attract a reader. I write a 'selling' headline for my post...just like writing an ad.

Here's some examples taken from various boards...read them and see how they can draw you in to reading the message:

- \* Yikes! I've Just Read Tony's Response After I Posted A Promotion For My Country!
- \* I Don't Normally Post The Same Message On Different Boards
  - But...
- \* Recycled? Rehashed? Regurgitated? RESIST!

- \* AutoMail Is A Winner For Me. Does Ezines Too.
- \* How Warm, Feeling Bodies Will Lead Your Headlines To Success...
- \* Batman...Why I Would Never Buy A Rolls Royce...
- \* Are We Revealing Too Many Of Our Inner Secrets?
- \* The Secret That Walt Disney Used Is Also Good For Your Letter!

One more point...If you use capitals for each word in your post, it will have more 'authority.'

And don't forget...long is good, but TOO long is a turnoff. Make sure your post headline doesn't go more than a line in length.

---

### **QuickTip #28: The Most Crucial Part Of Your Website Package**

ANYBODY HOME?...

You're flipping through the newspaper one afternoon, and suddenly an ad catches your eye. It's about that special gizmo you wanted, but could never find. The ad has a phone number, so you race to the telephone and dial the number.

No answer. Strange.

Later in the day you try again. Still no reply. You hop in your car and head down to the mall where their shop is located. It's after hours, so you know they won't be open, but hey - you just need to check it out. Sure enough the shop's there. Over the next couple of days you ring them again...all with the same effect - no reply.

This offline version typifies the problem I've been having making contact of not one - but two webmasters the past week. Their sites are operating, they give their email addresses, but not one has replied to my mail.

What do you think I feel about them? Right!...Downright lousy.

Their reputation has taken a dive in my opinion, and it will take a long while for me to trust them again.

One of the things that distinguishes a good business from the amateurs is being professional in every aspect of our e-business. Responding to queries in good time is an essential part of that.

- The best businesses respond to all their mail.
- The best businesses strive to answer queries immediately.
- Because the internet is open 24 hours, the best businesses have a 24/7 operation.
- The best businesses respond quickly and say that they're working on a solution if the question is complex or will take a while.

What causes these problems to happen? Here's why...

The internet has spawned a huge number of sites owned by people who have no previous commercial sense. Because they have no business experience, they haven't learnt the crucial factors that go to make up a successful enterprise.

A successful site is measured not by the killer app it provides, but by the seemingly non-essentials of:

- \* service,
- \* speed of response,
- \* friendliness and openness

...towards their prospects and buyers.

Got any mail you haven't gotten around to replying to? You know what to do!



### **QuickTip #29: The REAL Secret To Selling Profitably OnLine**

The basic secret to making good money online is to automate the fulfilment side of your business as much as possible. It's easy to get tied up with the mechanics of internet business, and forget to promote your business for a growing income stream.

In my online business each day, a steady flow of orders come in from around the world to my website. Yes - even on weekends.

They are processed on a secure server which can only be accessed by myself and my local call center. This nation-wide company immediately authorizes the credit card and emails me with the approvals. The email automatically triggers a process in my email program which puts the digital files in an attachment and sends it out to the customer.

Everything is automatic, and seamless.

When you automate your online business in this way, it means you can spend 95% of your time marketing.

And here lies your success step.

Marketing...getting your message out to your prospects...means spending the time to get listed by search engines, writing articles, planning promotions, making offers, freshening up your website...in short, doing everything you can to promote the heck out of your valuable product.

When you reduce time producing, and increase time marketing... you'll see a marked improvement in your sales almost immediately!



### **QuickTip #30: The 9 Rules Of Online Customer Service**

1. Your customers are king. If you don't think so, try running your business without them.
2. Don't ever tell your customers they are wrong.
3. Go the extra mile...it is worth more than all the paid advertising you can afford.
4. Return emails promptly. If you can't, set up an autoresponder to tell your enquirers you'll get back to them soon.
5. Under-promise and over-deliver in everything you do.
6. Never criticise your customers directly or indirectly. Never!

7. Have only 3 steps or less from sales to order. That mean only three mouse clicks to get your prospects to the order form.
8. Follow up the day after the sale, one week after, and one month after. Ask if there's anything more you can do for your buyer.
9. Don't worry about your competition...you won't have any to worry about if you keep to these rules.

---

### **QuickTip #31: How To Get Rid Of SPAM Automatically - FREE!**

My SPAM rating has risen dramatically in the last 2 weeks. About once or twice a day I get anonymous messages telling me how this chain letter or that pyramid selling scheme has made millions, and how I can too. Lucky me.

I don't know why the increase, but one thing is certain, it's a nuisance...and even when my delete button is so easy to use.

But just now I've come across a free site that will help get rid of those dratted \$\$\$\$\$\$MAKEMONEYNOW!!!!!! emails for good.

It's called SPAMCOP, and works when you copy and paste the long header and message body of the Spam into a field on their page.

SpamCop parses the details, automatically formats a polite email, and sends it to the originator's network administrator, together with all the detail they need to identify the culprit and close their account if necessary.

You can even send anonymously if you want.

This service is free, but if you subscribe you get added features including filters to your site to block out unwanted incoming mail.

Find it at: <http://spamcop.net/>

**WARNING:** Many ezine publishers report that they get spam abuse from subscribers who have forgotten they signed up. Make sure you have a legitimate reason for using SpamCop, because you'll cause real problems for the publisher and yourself if your Spam reporting is inaccurate.

With every powerful option on the net comes added responsibility. In this case I'm sure SpamCop will occasionally be used to 'retaliate' for the wrong purposes. Make sure you know your responsibility and use it wisely.

---

### **QuickTip #32: The One Big Problem That Halts Sales**

...It's fear. Your prospect has real fears about buying from you:

- Fear of not getting their goods
- Fear you won't do as you say
- Fear of having their credit card details splattered all over the net
- Fear of not being able to return their goods
- Fear of you closing your business and skipping the district
- Fear of their product not working properly
- Fear of not getting adequate support

In fact, almost every problem you could list comes under the 'fear of being burned' category. So how do you conquer your buyer's fears to lead them into your warm, secure, happy comfort zone?

Here's a real-life example. The prospect was about to buy my Info-Pack but, as she said: "I had a bad experience with a business on the net..."

Many people write to me and say this. It is essential you combat it. Here's how I replied...and note the different points I used to strengthen my credibility:

^^^

"Thanks for your enquiry (name withheld).

I provide a full one year money-back guarantee. You'll be pleased to know that from the hundreds of my manuals I've sold so far, only 2 have been returned...one from a 80-year old retired farmer who didn't feel up to writing anything, and another for a reason quite unrelated to the quality of my Info-Pack.

My service gets a lot of enthusiastic comment, like this email recently: "Once again, many thanks for your complete honesty in your dealings with me. You are indeed a highly ethical person and I congratulate you on your standards." (Name supplied on request)

I understand too your concerns about poor quality products.

You'll find that because of the huge amount of information available now through the internet, marketing 'junk merchants' cut and paste other's material for a so-called 'manual' This produces the results you have been disappointed with in the past.

My manual is original. It is based on my own experiences and success, and points out many ways how you too can succeed in the "How-To" info-publishing business.

My 128-page 'How To Write & Sell Your Own Home-Made Information Manual' is the main part of the pack...another is the HOME PUBLISHER LETTER newsletter which gives you further tips and up to date information for a full year (11 issues). And another section of 70 pages has all my sales letters and 2 more valuable manuals.

All original material you can start and use today.

Let me know if I can help you any further (name withheld)."

Ken.

^^^

This quick and simple reply covered some of the points my prospect was concerned about. And yes - she did buy soon after! Copy my success by putting similar positive pointers into your ezines and website.

---

### **QuickTip #33: The Prime Reason For Net Business Success**

All over the Net comes the cry...why aren't I making money from my site!

Of the millions of websites out there - despite the enormous amount of information - most aren't making money from their products. And the answer is simple...

You need practical business experience.

A lemonade stand, paper route and swap'n'buy stall introduced many youngsters to the hard world of real business.



But many of today's netpreneurs haven't had that essential grounding.

Most of the people not making it haven't done a day's business for themselves in their lives. They may be skilled graphic artists or computer engineers...their sites may have all the bells and whistles - but they are not marketers.

Even if you think you can go to a professional company for a shopping site - same problem...a bunch of highly trained technicians with superior skills, but often with not an ounce of selling experience or ability. Now you know what some of us have realized for several years.

Successful business is a peculiar combination of wide-ranging skills and intuition built on experience.

How do you get business experience?

It's simple. You do what everyone else in business does:

1. Be reliable in your activities (ie; answer your mail promptly).
2. Be consistent in your dealings with your prospects.
3. Put the customer first. All the time.
4. Take care of the details. There's a feeling about that because of the vast nature of the web, a few replies missed here or there don't matter. Not so!

You're talking to real people out there...so answer every enquiry, file all mail - just like they do in the real world. The only difference is that it's easier on the net!



### **QuickTip #34: You Are What You Read**

One of the most effective ways for selling your product and promoting your website is called Relationship Marketing.

And it is simple...just send a regular email letter (ezine) to your clients and prospects.

I get lots of ezines daily, but over the years I've managed to reduce them down to just a few. These I've chosen because - like my own - they're mainly original content. This is important, but not necessary...as long as the ezine tells you something you don't know, then it doesn't matter whether content is original or not.

Here's a partial list of the ezines I subscribe to and enjoy. You'll enjoy them too:

—

AdPOWER!(tm) Online

Drew Eric Whitman, D.R.S.(Direct Response Surgeon)(tm)  
An unconventional ezine designed to give you easy-to-use tips and techniques you can apply immediately to help boost response you get from your ads, brochures, flyers, sales letters, e-mail, web sites and more!

Subscribe at: [adpower@oaknetpub.com](mailto:adpower@oaknetpub.com)  
with SUBSCRIBE in the \*BODY\* of the message.

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Good web marketing and writing information for beginners and some intermediate netters.

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Look under the "business" section.

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A monthly newsletter that covers developments with search engines. Don't miss it.

Subscribe at: <http://searchenginewatch.com/about/subscribe.html>

—

## **QuickTip #35: The Weak Link In The Sales Chain**

After years of using a 28.8 modem, I finally made a decision yesterday to upgrade my net access speed.

I looked at ADSL and satellite linking...even cable modems. But in the end I chose a 56k PC Card modem for my laptop.

Why? It wasn't cost or availability that made me decide against the other, faster options.

It was the theory of the 'weak link'.

As you know, your internet access travels a circuitous route through many paths to reach your destination. If there's heavy traffic or a slow server along the way, your downloading drops to the lowest speed.

So the faster, more expensive access options aren't always the best buy. Until every server in the world runs at optimum, you're going to be restricted to the slowest speed in the chain.

Weak links in your website design can affect your sales in the same way. Do yours have weak links that prevent success?

Here is a quick checklist you can use:

- \* Do you use a secure server for accepting credit cards? If not, you'll lose at least 90% of your business because buyers don't trust insecure order pages. A good free option is GTA-Tech at: <http://www.gta-tech.com/>
- \* Do you use frames? Some browsers won't accept them happily... and many people can't format them on their screens. For example, I have a laptop - my smaller screen size cuts off the larger frame for many websites I view.
- \* Do you use Java? Almost all of the Java-laden pages I access are painfully slow, with a full minute's loading time. I'm inclined to leave the page at once when I see "Java loading" - unless I'm desperate for the information (which is not that often).
- \* Is your website graphics-heavy? This makes your page a slow loader. Try replacing graphics with HTML text, or run your GIFs through PhotoShop to reduce colors and file size.
- \* Is your selling letter copy presented in a logical order? Does it open with a riveting intro, ask intelligent questions as well as provide benefits, include testimonials, show the order process clearly and ASK for the sale?

Check these steps to get more response and higher sales.



### **QuickTip #36: Simple & Powerful Search Engines**

When you want to search the web, what search engines do you use? There are many to choose from, and you often need to check out several to cover your search question fully.

But two search engines I use can make the complex business of finding information a lot easier. Try them and see if they don't improve your search options:

DOGPILE < [www.dogpile.com](http://www.dogpile.com) >

This is the 'search engine that searches search engines!' Dogpile is a multi-engine search engine that contacts 13 other engines on the web and brings up results from each in detail.

It checks out Yahoo!, Thunderstone, Lycos' A2Z, GoTo.com, Mining Co., Excite Guide, What U Seek, Magellan, Lycos, WebCrawler, InfoSeek, Excite and AltaVista.

And what's more, it does this quickly too...often just 5 seconds before the first engine starts appearing on my screen. I love Dogpile.

ASK JEEVES < [www.ask.com](http://www.ask.com) >

This is a unique engine that you can ask questions in plain English. Although the 'butler' concept seems a little corny at first, and maybe directed at students instead of serious web researchers, the way ASK JEEVES provides answers is very useful.

For example, I asked it: "what are the major web search engines?"

I got back 10 answers subdivided into areas. In one answer a pop-up field listed 57 search engines I could select. Other answers gave further information searched by major search engines, but cleanly laid out in pop-up fields so they were easily read.

Top marks, Jeeves!



### **QuickTip #37: Management Guru Tom Peters Speaks**

...about what all business needs to survive. And he makes some good points - 5 of them in fact, in his book "The Pursuit Of WOW!" He says you need these five crucial factors to make a success of your business, online or offline:

1) Distinction.

How much different is your business to others? The greater the difference - the greater your chances of making it.

2) Soul.

The enterprise should make your customers say "Wow" or

“Neat.” It should be memorable or unique.

3) Passion.

Enthusiasm for your business will overcome many obstacles. You need it for the times you blink bleary-eyed at the screen as you try to finish your newsletter.

4) Good Books.

That’s accounting - not reading! A simple but complete bookkeeping system will lighten your life considerably,

5) Perseverance.

Running a business on the net or off means you have to attend to a million things at once. Don’t think about giving up...keep going and break out of the rut.

---

### **QuickTip #38: Long or Short Text?**

How long should your sales letter be? Your web site copy? Your email in reply to a prospect’s question?

Long or short?

It’s been proven long copy works better...if people want your product, then they’ll want to know as much as possible about you and your offer.

It has another less realised benefit: Long copy actually subtly reinforces your credibility...increases your reputation.

Sure you can put any information across in less words, but when your prospects are confronted with a ‘wealth’ of text that you’ve written. it creates these positive thoughts in their minds...

- yes, this large volume of text must mean a considerable knowledge.
- yes, this guy must know what he’s talking about!
- yes, he’ll reply to my queries in the same lengthy detail.

All positive selling points.

I can't think of a leader in the marketing field who has built their reputation on short copy or tight words.

Always the reverse is true.

Ken Silver  
The "How-To" Guru.

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