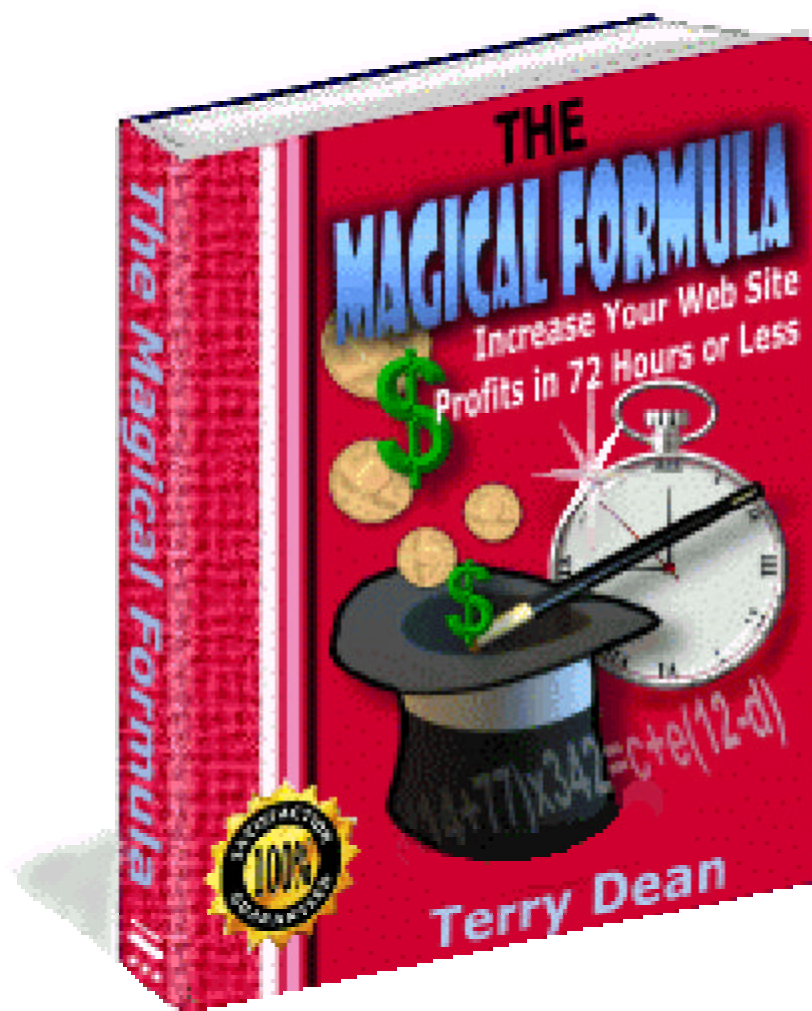# The Magical Formula:

Increase Your Web Site Profits in 72 Hours or Less

The Magical Formula: Increase Your Web Site Profits in 72 Hours or Less

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Introduction

My name is Terry Dean and I have been consulting with and creating successful Internet businesses for over 4 years now. I have seen it all.

I have seen people come online and try to make money without having the slightest idea what they are doing. They have no concept of business whatsoever when they get started, but still they succeed through hard work and providing a good product at a good price.

I have seen successful businesses try to transfer online and fail miserably because they don't have any understanding of this new environment. They try to go about business as usual. Then, they wake up six months later and see that they have wasted $100,000 to a million dollars on completely ineffective web sites and marketing plans.

They have been fleeced by the most dangerous Internet roadblock of all...the Internet expert. There is a lie that has been circulating the Internet ever since the day it was founded. The lie is that the Internet is difficult and you have to have someone else do it for you because you're not qualified.

What people don't realize is that if they refuse to learn the formula for Internet success, they will be at the mercy of the "Internet expert" who is just out to pad his own pocketbooks.

The average small business spends over $40,000 on web site development (and that is not including if they want database systems integrated with their current computers). This is for basic web site development that shouldn't cost more than a few thousand at most...and it doesn't include any real marketing support.

Just like in offline business, if you don't know how to market your business is dead in the water. So these businesses end up with a pretty web site that is just as deserted as any ghost town of the old west. The only traffic they get are their own company workers making sure the site is still there.

Individuals come online and they fall prey to another scam just as dangerous. It is the scam of the turn-key Internet business opportunity. It comes in many different forms...from the pyramid scheme being promoted at a cost of $20 to the Internet malls costing over $5,000. Although they come in different pack-

ages, each of the "turn-key" business opportunities come with the same pitch: "Just give us your cash and we will do it all for you." Yeah, sure, and I have a bridge I want to sell you in San Francisco.

The truth is that you are going to have to get involved in your own business and your own marketing. There are a lot of things people can do for you (including designing your web site, helping you create your product or ad, and even giving you a step-by-step marketing plan), but you are going to be the one who has to follow the system.

When the rubber meets the road, it is up to you.

That's why we have created this entire emanual. It will teach you all of the information you need to know to get started marketing online and earning a profit from your Internet business.

Forget the hype. Here's the system.

We are not going to overcomplicate it or mix in hundreds of pages of useless words and clipart. There is a new bright idea to create encyclopedia's of Internet marketing content (taking up 400, 800, 1200, or even 3000 pages). Then, people get the idea, if it's big, it must contain a lot of useful information. Forget it.

Although this appears to be a "new" thing, it was done before by igneious marketers. They would create 1,000 page books about some type of business opportunity knowing that almost no one would read them. The whole purpose of it was to impress their customers with the out-of-box experience when they received the package in the mail. They know that most of the customers would never read the entire product, so most of them would also never return it since they would just put it on the shelf to read when they had more time.

If you are waiting for more time to get started in your Internet business, I promise you it will never come.

You need to get started today, so we have created this emanual that you can print out, dig into, and get started using it the same day you get it.

I could write you an entire encyclopedia of Internet marketing if I wanted to, but then you wouldn't read it and you would get what I call "Information Paralysis."

You would have so much information inside your head that you just wouldn't know where to get started.

Stop thinking that you have to get everything perfect to start your online business. You will always be learning and adapting to the Internet market, because it moves at business light speed. Technology advances on the Internet at such a rate that people often refer to an Internet year as only being 90 days. So, you will never know it all.

What you do need to know is a simple system or formula for picking the right product and setting up your web site to sell the largest number of prospects possible.

This formula has 2 sections:

1. Pick a Hot Product or Reposition Your Current Product for the Internet

The first key to Internet success is having or selling the right product. In general, the Internet is a "pull" medium which basically means that the customer is in charge. You don't really go out and get customers online. They come to you.

They decide what they want to buy. It is your job to find out what your customers want to buy, and then give it to them. We will give you a simple step-by-step system for finding out what your customers want to buy and then giving it to them.

2. Design a Direct Response Web Site

Most web designers don't know anything about getting a customer to respond by the web site. They know how to design beautiful sites with flash graphics, Java applets, and 16 million color graphics. They don't know anything about selling though.

I am going to assume that you purchased this emanual to learn how to get your visitors to respond, whether it is filling out a form, purchasing a product, or getting them to come to you.

If so, you are going to have to learn how to get your visitors to respond to your web site. Don't worry. It is a lot easier than you think and it costs a whole lot less than most web designers will tell you.

"Don't Overcomplicate the Formula"

The power of this formula is in it's simplicity. We give you a step-by-step system that you can follow quickly and easily for setting up your web site and profiting from it. Your mind is going to tell you, "It can't be that easy." It is going to try to get you distracted into some other plan or a business opportunity.

Don't let yourself get distracted. Follow the formula to the letter.

Then, once you have a profitable web site you could create other ones if you wish and cross promote them on the backend.

We have given you all of the tools you need to succeed online in this emanual (and the membership portion of the site will give you the most updated business ideas and marketing avenues).

Now, the ball is in your court.

Section One: How to Create Killer Products That Will Sell Faster Than A Hamburger Stand in The Middle of A Starving Crowd

One of the things I have picked up from the marketing expert Gary Halbert is that you must sell your products to the right market. This is more important than your ad copy, your web site, and even your product itself. The market is everything.

There is a question that Gary Halbert asks at every one of his marketing conventions. He asks, "If you and I both owned a hamburger stand and we were in a contest to sell the most hamburgers, what advantages would you most like to have on your side?"

The answers the students give would vary. Some people say that they would like to have the superior meat to make the best burgers. Others want the best buns. Some want the best location. Many want to have the lowest prices.

Anyway, after all of the students speak up, Gary then gives them his final answer, "OK, I'll give you every single advantage you have asked for. I, myself, only want one advantage and, if you give it to me, I will whip the pants off all of you when it comes to selling burgers."

"The ONLY Advantage I want is a STARVING Crowd"

If you find a starving crowd, they will buy even if your marketing piece isn't perfect, your web site graphics aren't that great, and they aren't sure who you are.

All discussion and complaining from marketing who keep talking about not being able to generate traffic and sales at their site is coming from people who aren't selling to a starving crowd. They are the webmasters who are trying to sell "Their Thing" irregardless of what the market is desperate for.

Too often their thing is simply the product they have always had. They refuse to change it, reposition it, or do anything to make it more suitable for their online audience. Basically their attitude is, "this is my product and I am going to sell whether anyone wants it or not."

What is helping people keep this weird notion in their heads is the old statement

that people used to say, "He/She could sell ice/refridgerators/coolers to eskimos."

That statement misses the whole point of sales and marketing completely.

The "test" of how good of a sales person you are isn't based on selling the wrong product to the wrong market. It is based on identifying the "hot" prospects for your product.

All sales (online or offline) is the practice of sifting. You have to know which customers to focus your time and energy on instead of focusing on all potential customers equally.

You want to find the starving crowd…And then...

Act Like a Waiter and Let Your Customers Give You Their Order

You can plan, prepare, and brainstorm product ideas all you want, but there is only one real way to find out if the product you are selling is a hot item or not. You have to test it.

Even as an Internet "expert" I have had some amazing flops with product ideas. Things that I would have thought would sell like wildfire actually produced ZERO sales. No one wanted it. You couldn't give it away.

I didn't ask my customers beforehand what they wanted.

How would you feel if you went to a restaurant and the waiter or waitress brought out the meal they thought you should eat. You really wanted to have a nice big steak that day, but they decided you needed chicken instead. I am pretty sure you would be highly offended and never want to eat there again.

The job of the waiter/waitress is to ask you what you want...and then to bring it to you and make sure you have everything you need to enjoy your meal.

You have to ask the market what they want…

Two strategies for doing this are:

1. **Be a Lurker**—If you want to quietly find out what kind of products people

want to buy, then start lurking in discussion boards, newsgroups, and mailing lists. Go to the below sites to find large groups of each:

Newsgroups - http://www.dejanews.com
Mailing Lists - http://www.liszt.com
ForumOne - http://www.forumone.com

At these sites, do searches for keywords that would involve your products. For example, if you sold golf products, do a search for "golf" on the below sites. If you want to sell a manual of "credit repair," then search for that.

Then, visit the different groups that come up and subscribe to the newsletters that are available. The key is to find large groups of people who regularly discuss topics concerning your business.

Start lurking in these groups and find out what problems they are experiencing, what questions they are asking, and what sites they are visiting. You want to find out what the "Hot" topics are in this market.

This process will take you a little time, but don't skip over it. I will never forget my miserable failures when I didn't ask the market first. I hope you don't have to go through what I did. Learn from my experience.

2. Ask Your Customers Directly—If you already have an established business, online newsletter, or previous customers this step is a little easier. What you need to do is prepare a simple 3 or 4 question letter and send it to your customers. Make the questions easy to answer (possibly multiple choice).

If possible, also give them some kind of bonus for filling out your form. If they are already customers, the bonus could be a $10 gift certificate off their next purchase. You could also prepare a short 5 to 10 page special report that they will receive just for filling out the form.

You've already been lurking in among your customers so you should have a good idea by now what type of products they want. Prepare at least one of the multiple choice questions to ask them which product they would like more information on. For example,

Which product would you like more information on?

a. "How to Promote Your Consulting Business Online"
    b. "How to Market By Using Opt-In Email"
    c. "How to Set Up An Auto-Pilot Ordering System"
    d. "How to Have Others Marketing Your Products For You"
    e. "How to Sell Your eBook Online Without having a Web Site"

That was just an example. All of those subjects would have to do with my own field—Internet marketing. Which specific item are people more interested in finding out about in the online marketing field?

You could prepare a similar poll for your audience and find out what types of products they are interested in. If you plan on selling clothing on the net, you may ask questions such as:

    a. What motivates you to buy clothing online (best price, store reputation, referrals, etc.)?
    b. Which online store did you last purchase from (if ever)?
    c. Would you order from them again (why or why not)?

Get the idea?

Not only will you find what products your customers want to buy online, but you can also find out what your competitors are doing right...or wrong in this market. Let your customers tell you before you ever get involved in the competition.

If you don't currently have an audience or current customers, then you can also run this poll by posting it in the newsgroups, mailing lists, or discussions boards you have been lurking in (even if you do have customers, you should post there just to find out what potential customers think and want).

If you are posting the poll by email or on a forum, you should just use basic text and ask for the participants to send the poll to you by email. If you want to post your poll on a web site, then we have a free polling tool you can use at http://www.bizpromo.com/pollworld which will create your poll and give you the HTML to use on your site (it will also tabulate the results for you and make sure people only vote once).

In other words, let your potential customers tell you what types of products you should be selling and what your unique web position should be...

Find Out Your Competitor's Special Of The Day

Not only should you research what your customers want, but you should also be researching what your Internet competitors are already doing. What is their special uniqueness (if they even have anything unique about them)?

This is a key to your online business. You have to find a compelling reason why your prospects and customers should do business with you instead of your competitors. If you don't know what your competitors are doing, you don't have a chance in this world of ever coming up with a unique web position for your online business.

Be careful. If a market and product idea you have chosen doesn't appear to have any competition, that could spell double trouble. Don't take the mindset that you just must be a genius and have come up with something that no one has ever thought of before. Somebody has thought of it. If there are no competitor sites in your niche, then you need to be very sure of why.

In most cases, if you don't have any competitors, then the market you are trying to reach cannot be found cost effectively on the net. If it was possible to reach a specific market, then there should be at least one or more companies currently trying to reach them. If there are none to be found, they may have just died a slow painful death doing it.

Being an inventor is an expensive proposition. Be a makeover artist. That is much easier to accomplish. In other words, find a market that some companies are currently trying to reach. Then, figure out what mistakes they are making... what the customers really want...and create a better mousetrap in the process.

In other words, research your potential customers. Research your competitors. Build your own little niche where no one is fulfilling the customer's needs.

In the back of this section, we have several worksheets for you to fill out on each of your closest competitors. How professional is their site design? What is their primary UWP (Unique Web Position)? Do they focus on price, tech support, instant delivery, or a specific aspect of the market?

If you were to market with their products, what would you do differently? Do

they do followup on leads? Do they have a newsletter (if they do, make sure you subscribe to it to know what they are up to)?

What is each competitor's reputation in the marketplace? When you were doing your customer research, how often did their name come up in the discussion boards? Did people have good things to say about them? Did anyone mention how good their products were?

Pick some keywords for your target market and products. If you are selling web site design, then do a search for "web site design" in the major search engines... Do these competitors come up in the top twenty rankings of the search engines you use? Search for them on Yahoo…are they listed here (Yahoo is the standard for really high quality unique web sites)?

You are doing all of this research to find out just how far reaching their influence is in the marketplace. If you want to know how many people link to their web site, then go to the Alta Vista search engine at http://www.av.com and do a search with this as the search phrase—"links:http://www.yourcompetitorsaddress.com"

This type of search will show you just how many links they have coming to them from web sites which are ranked at Alta Vista.   If they number in the thousands, you will have a pretty heavyweight competitor in this company. If they don't have many incoming links, then they may be new in the industry or they focus only on paid advertising methods (which would mean they have to use a high ad budget to compete with you).

Use the worksheets in the back of this section to come up with the information on each of the best competitors. Just don't ignore this step. If you don't know what your competitors are doing, how will you ever know if your products, business, or marketing is unique in any way?

How to Create a Unique Web Position

The advantage of the Internet is that you have a worldwide market and a worldwide potential pool of customers.

The disadvantage of the Internet is that you have worldwide competition.

The Internet is the ultimate in customer empowerment. Customers can choose what is important to them instead of only being limited to a small number of choices in their local vicinity.

This can spell a large danger for your business if you don't figure out how to use it to your advantage. All in all, the Internet is a "pull" medium. The customer is in charge and will search out to find the products they want. You can't just "push" your products on Internet consumers by spending millions of dollars in advertising. That is the death fault of most large Internet corporations.

Your customers are in control of the buying decisions from start to finish. If what you are offering does not stand out from every single one of your competitors in a major way, then it is only a 5-second click over to the competition to buy. Click... there goes the sale.

You have to have something that makes you stand out from your competitors so that your customers wouldn't even think of buying anywhere else. You need to make yourself so inviting and so convincing that there is no longer any other option...no matter how many competitors you currently have.

For some customers, pricing is their ultimate concern. They will shop at the cheapest stores in the world. If they can save a dollar by shopping at an unknown store, they are willing to do it. They will use a program such as http://www.roboshopper.com (one of many competitive pricing sites) to do all of their online bargain hunting. The online auction site eBay is another one of their favorites…

Price is only one of many different reasons that people buy online. It is the unique advantage many of the largest businesses try to use. As a smaller competitor you will find this to be quite a daunting objective. So, I would recommend you find another unique web position for your business (unless there is an outstanding reason why you can out price your competitors and still earn a reasonable profit).

Recent surveys by the Boston Consulting Group have determined that the two major reasons that customers don't purchase or are disappointed with their online shopping experience is because of slow loading pages and confusing web sites... not price.

A web site could have the cheapest prices in the world, but if they load too slowly and are too confusing to use, then they aren't going to be your strongest competitors.

Most customers do not base their decisions on price alone.

What if I told you my business plan was to setup stores in every major market right alongside competitors such as Walmart, Kmart, discount stores, and more. And the core of my plan is that I was going to carry many less products than them and sell everything in my store for around 30% to 50% more than them. Do you think my business would have a chance of success?

Well, that is 7-11's exact business model. They brought up a whole new type of store...the convenience store. They found that customers are willing to pay more for the exact same item if they see it as being convenient...in and out of the store in much less time because of the smaller size and much faster lines.

This is the exact same reason I shop at Amazon for most of my books. I read about a book I would want to read, pop over to Amazon, and order it. I don't have to go thumb through thousands of books at the bookstore to find the one I want. I don't have to drive down to the mall and then hope that the bookstore has it in stock. Amazon makes it so easy to order. I can search for it by name, read what others have to say about it, and then order with only 1-click.

The fact that Amazon is cheaper in many cases has no relevance to me. I have ordered books and put them on one day shipping (which made them much more expensive than the local bookstore) just because it was a much easier method to get the product I wanted. It was convenient.

Let's take another online shopping experience.   Automobile manufacturers have found it very difficult to sell cars online. There is a good reason for this. Remember, no buying decision is purely logical. Customers don't just think of price, features, and warranty information. Those factors are definitely influences, but all

buying is an emotional decision. People buy based on emotion and then justify their buying decisions on logic.

Buying a new car is a very emotional decision. You want to know how it feels to sit inside. You want to take it for a test drive. You want to smell that "new car" smell. Buying the new car involves four of your five senses (touch, sight, hearing, and smell)...everything except taste.

Convincing customers to buy this emotional of a product in a virtual environment without those senses involved is a very difficult procedure. So, intelligent companies have figured out how to capitalize in another way on new car buyers.

They found that most people used the Internet to competitive price automobiles before they went out and purchased them locally. So, they created services to help them do this. Instead of trying to sell them the cars, they give them a complete readout of how much the car and every upgrade should cost...for a small price of course.

Instead of fighting a losing battle of trying to force their game plan on the consumers, they empower the customers themselves. They become a friend to the customer. They provided a solution to the greatest desire of the prospect...which is to avoid being "taken" by the car dealer.

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

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

Some of the proven motivators that you can base your unique web position on include:

1. Price—This is the one that everyone thinks of when you mention having a competitive advantage. It is certainly a big advantage to be able to offer the lowest prices. Wal-mart has become has become the king of retail chains based on having the lowest prices. Part of Amazon's success is due to the fact that they

have the lowest prices on books. Everyone shops at eBay looking for the lowest prices on everything you can imagine.

The problem that you have to recognize is that having the lowest prices is not the only competitive advantage out there...and in most cases it isn't the best advantage to have either. Having the lowest prices will always force you to have razor-thin margins and to make up for it in high volume.

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

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

If you choose the lowest price model, keep in mind that you are going to have to watch your competitors and potentially build a different UWP in the future. So, in my opinion, you are better off in the start focusing on at least one other potential competitive advantage that isn't quite so easy for your competitors to copy and defeat.

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

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

Let's take a kitchen knife for an example. A kitchen knife which costs $20, stays sharp forever, and has a lifetime guarantee may provide much more value to your customers than a $1 knife that needs to be replaced soon.

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

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

You could quickly develop market dominance by simply providing a better warranty and guarantee than everyone else.   You can show your customers you are willing to stand behind your products even if none of your competition is.

You could even do a slight variation on this theme and let your customer receive your product before they have to pay. Give them a 30-day trial period where you don't deposit their check or process their credit card. Then, if they are satisfied that the product is everything you say it is, you process their payment. This way you take all of the risk from your customer.

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

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

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

Include free bonuses in every product you sell. Hint: They don't have to be pro-

vided by you. You could contract with a magazine that is interesting to your customers and ask for a very wholesale discount for you to buy subscriptions for all of your customers (or you could also ask for free subscriptions for your customers since they are the exact target market the magazine is trying to reach cost effectively).

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

How can you cost effectively add more value to every one of your items?

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

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

My web host, Virtualis also uses this model as their UWP. Every webmaster is going to have technical problems from time to time. It is inevitable. What is important is how quickly they can be resolved. Virtualis goes so far with their tech support and customer support UWP that they put an email link on their front page for new prospects to test their support (being with them for two years now I can tell you that email support almost always occurs within 15 minutes and I have never waited on the phone longer than 3 minutes).

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

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

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

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

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

9. Specific Market—Instead of selling web sites to every business, you could focus on only selling web sites to consultants, golf clubs, real estate agents, etc. In other words, narrow down your market and specialize.

Then, when a real estate agent needs a web site, they are much more likely to go with the real estate web site developer over everyone else. You begin to build a name for yourself in one specific market.

Plus, you will also begin to understand the particular needs for your market and their mindset in setting up a web site. Not only can you command more business in one niche market, but you are actually much more valuable in your market because you will understand it better than all of your competitors.

10. Faster Service—We live in the microwave generation. We want things we order to be in our hands yesterday. Don't you dare tell me the product I want to order will take 4 to 6 weeks for delivery. I guarantee I'll go somewhere else.

Fed Ex has built a business on when it absolutely positively has to be there overnight. Use them as one of your shipping options to get your products in customers hands quickly.

Urbanfetch.com, a company which has only been in business one year, expects to

earn over 30 million dollars this year. Guess what their UWP is. They guarantee free delivery within an hour in New York city. No one can beat that for quick shipping and convenience.

What if You Don't Have An Advantage

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

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

This type of UWP is called pre-emptive advertising. Basically it means that the first one to tell the whole story gets the profit.   Claude Hopkins used this as a major strategy over 50 years ago to separate companies from the norm.

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

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

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

Tell them you will create them their own completely separate domains and fill them up with useful reports that people will want to link to and that the search en-

gines will want to list (you won't be using 'tricks' to try and subvert the engines).

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

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

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

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

Do Something That Can't Be Done Anywhere Else

A great way to develop your company is to create something that can't be done anywhere else. This is what Amazon did with books. They created the world's largest bookstore to handle more books than could ever be offered in any individual bookstore. They also set up features within their system so you could see what other Amazon users were saying about individual books.

None of this could have been done anywhere else. Think about ways you could set your business apart with things that couldn't have been done anywhere else. Can you automate it online so well that you don't have to charge as high of prices as the major corporations are charging?

Can you have a software program created which will do part of the work for your

prospects? Can you give instant access to your software or electronic books? What can you do for your customers that couldn't have been done anywhere else?

Clarify Your UWP Down to One Paragraph Max…

Just having a UWP isn't good enough. You also need to boil it down to one or two sentences. One paragraph would be the absolute max. I hate to keep bringing you back to Amazon, but look at their one phrase UWP, "The World's Largest Bookstore." That's it. That says it all.

You need to get your UWP just as defined. If you can get it down and explain it in only a few words or sentences, then it will open up whole new doors for you. It will open you up to the ability to "brand" yourself and your business on the minds of all of your prospects and customers.

Direct marketers don't talk about it often, but it is an important factor in the long term success of your web business. If you can develop your own brand name in a market, then you will establish yourself as the king of that market.

Basically, you want your prospects and customers to automatically think of your business whenever your industry is mentioned. If you are a search engine expert, then your goal is to have your name come up whenever search engine positioning is mentioned. If you sell CDs, then you want your name to come up whenever people mention buying CDs.

If you are a search engine portal for children, then you want to be involved in any conversation involving children and the web. You have to get your name and your brand built into the minds of your customers, and you do this by creating a short UWP that will stay with people.

In the worksheet at the back of this chapter, you are given a full page to come up with your UWP. First, you start off by writing down "You know how most _____ businesses:" and then you can write about how every other competitor in your market does things...if they only have a small selection, low quality items, bad warranties, etc.

Then, we give you a section to write "What we do is…" and then write down what makes your web site and business different from the competitors. Tell us your UWP in all of it's glory. Write everything that you are going to do better for

your customers.

Underneath of that, we give you a much shorter set of lines where you can write the one sentence crux of your UWP. Give it to us in a simple phrase that your customers will be able to remember you for. You obviously can't tell everyone everything that is better about your company on a business card or in a logo...but you can tell them the one phrase that makes you better. Write it here.

How to Out-Position Your Competition

Many of your competitors probably don't even know what a UWP is! It needs to become the prime "key" to your entire business. It needs to be what makes your business stick out from the normal routine.

You need to drill the whole essence of your UWP into your mind and the mind of any of your employees. It should be what you eat, sleep, and breath as an online business. What is it that makes your company *special*?

Use your UWP on everything. Put it as the headline on your web site. Use it on your business cards. Put it on any offline advertising you do. If you send out a press release, include it there. Put it on your banner ads. Put it on top of your email newsletter. Include it in your signature file.

Let your customers know about it when they call in. Drill it into the minds of your customers, your affiliates, or anyone you do business with. Let them know you sell the "lowest priced," "best quality," or "best selection." Tell it to everyone in everything you do.

You want to "brand" your business in one way so well that customers see you are the only choice when it comes to your products and services.

Then, you will be 90% of the way to having a successful Internet business... everything else will just be details.

What if You Don't Have a Business Yet...

All of the information we have just given is based on the assumption that you already have an Internet business you want to work on. What if you don't have a

business yet?

Never fear...I am going to tell you my favorite type of Internet business for the "little guy." It is the selling of information in all of it's forms…in any specialized niche market.

Information marketing has some advantages for the startup entrepreneur that no other type of business can offer:

1. **Low Startup Costs**—You can start with just your computer, an information product you create using software you already have, and a web site which can be purchased for as little as $6 per month.
2. **High Margins**—Many companies are trying to get by online with margins of 10% or less. With an information product, people are buying the information, not the method it is delivered and you can have incredible 10 times margins. Sometimes you can even keep almost all of the money if you are dealing with a digital product (the only fees would be your credit card processing).
3. **Little Overhead**—You can run your business from a web site which costs you as little as $6 per month. It can be done from any room in your house including your kitchen table. It requires very little long term capital investment.
4. **No Employees**—You don't need to have employees in the information business. Having employees is the curse of many business people. The moment you add employees to a business you have trouble. They go hand in hand so many businesses choose to stay small instead of adding more help.
5. **Easy Automation**—The digital information business is perfect for completely automating your business. You can actually set up your business so most of the work is being done by computers. People's credit cards can be automatically processed, the product can be instantly downloaded, and even followup messages can be sent for other backend products you may offer.

In other words, the information business is hand made for the Internet entrepreneur who is starting with little money, no staff, and only on part-time basis. If that's you, then you have found your perfect Internet business.

The Internet is the "Information" Superhighway and it is time for you to start generating the profits from it.

Why Writing a Book May Be The Biggest Mistake of Your Life

You may now be saying that you don't have the ability to "write" a book. Well, I am not just talking about writing books...not by any means. Books are only one of the vehicles people use on this "Information" superhighway. They may be the most well known vehicle used to sell information, but let me tell you a little secret.

Books are one of the most difficult ways to profit from information...at least books as most people think of them. It takes a year or two (or even more) to write your book. Then, it is extremely difficult to get a publisher to even look at your book in the first place. Ninety-nine percent of manuscripts get rejected without even a second glance.

If a publisher does decide that your book is worthy of publishing, they will get you to sign a contract where you only receive around 10% of the book's wholesale price—or around $1 to $1.50 a book. Then, they will publish it and maybe if you are lucky promote it a couple of months selling 10,000 or so copies (so you would get a total profit of $10,000 for two years of your life).

Being a self-publisher of your own book may be a little more attractive, but in my opinion still not good enough. You get to keep all the money from your book sales, but you still have that two years of your life to complete the book.

You then have to pay an editor to check your book. You have to get the covers professionally designed. You also have to print several thousand copies of the book to get a decent price on printing. All in all, we are talking a bottom minimum of around $5,000 and that is before you have even sent out one ad or press release to promote the book. You now have two to three thousand copies of your book at your house with no one to buy them...yet.

This is a lot of money to tie up without knowing if the book has a market out there. Writing and publishing your own book is a very risky proposition.

If it were me, I would prefer to test my idea in the market before ever starting on a full blown book.

You could create a short report in a weekend of time and then turn it into a digital download (I will show you more information on just how easy it is to create digi-

tal products in the next section). This can be done at ZERO cost.

Then, you could sell the product online in this digital format by setting it up on Clickbank (which costs $49 to setup to accept credit cards and automatically deliver your product online). Then, you could participate in targeted forums, mailing lists, and newsgroups (this will be covered more in our online advertising section).

You could also email all of the ezine publishers (ezine is short for online magazines) which may be interested in your new report and offer to pay them 50% if they would like to sell it. Clickbank would handle all of the tracking and check writing to the affiliates for you as one their free bonuses of using them.

I would also recommend you use the advertising section to find other free ways to advertise your introductory product….as you would want to get the message published as much as possible in your niche market.

Within a month or less you would find out if there was a market for your full blown book. If people love the report and it is selling like wildfire online, then you should go for it and create a the complete book. If no one wants your report, then you may have misjudged the interest in your product altogether...and should rethink whether any book is in order.

NOTE: As a side note, this strategy could also be used very successfully to find out what to title a book as well. You could create several different reports from sections in the book with different titles and find out which one is the most popular in your market. A great title can often be the difference between a successful book and a dud. Don't take the naming of your information product lightly.

Ways to Digitally Publish Your Own Information Product

Well, if a book isn't how I suggest you start your information product business, then what should you do?

I recommend you create a digital product as your first information product instead of a hard type of product. While books, audio tapes, and videos have been the mainstay of the information business for decades, they are much more difficult, time consuming, and expensive to create.

The risk of a hard copy book was covered above with the high expense of cover design, editing, and production. Audio tapes aren't quite as expensive, but still studio time or a good audio taping system will cost around $500 or more. Then, a one-to-one audio duplicating system is around $400. So, you are talking a bare minimum of just under a $1,000 to get the project started and prepared.

Video is even more expensive. We have our own video system in our home office so I can give you the quotes on this quite easily. To produce a non-linear video editing system at home will require a good level computer (700 MHZ Pentium III or higher would be today's recommendation, 256 MB of RAM, and a 30 GB hard drive) which will run you around $2,000, a video editing card at around $1,000 or more, and quite a bit of training in using Adobe Premiere (which is a difficult program to use).

Then, you would also need the digital video camcorder...and some way of duplicating the videos when done. Although this is no where near the cost it used to be to produce videos (around $100,000), it is still a pretty sum starting out and requires a lot of training to be effective.

In my opinion, the best way for any beginner to get started in an Internet information business is to get started selling digital information products which can be delivered online simply and easily. Not only will this be cheaper for you to produce (depending on which format you choose), but it will also make it much easier for you to fully automate your business in the future.

Digital products don't require you to inventory anything or spend any of your precious time running down to the Post Office (which time could be spent more effectively creating new products to sell).

The most well known and most often used type of digital product is the electronic book or "ebook" for short.   The word ebook is used generically for any type of book which is published in just a digital format...which can be downloaded from the Internet and then read on your computer or some other type of electronic book reading device.   Instead of being printed on paper, they are only readable on your computer (or you can also print most of them out if you like).

There are currently dozens of different ways to create these electronic books, but I only want to deal with the two most popular methods. There is the Self-Executing ebook which is created to be a file which runs from windows and ends

with the extension of .exe.

These files are usually created up out of simple HTML files (web site files) which could have been created using HTML, Frontpage, Dreamweaver, or any other web site design program.   A software program such as Editor Pro (One out of dozens of programs which are used for this purpose) is then used to create an ebook which can be downloaded and distributed in one file.

The major disadvantage of using an .exe file for your book is that Macintosh users will not be able to open it...and it is often a little more difficult for the user to print out (my office is full of three ring binders of online ebooks which we print out as it is very difficult to read online when you work online full-time).

Personally, I prefer the "PDF" Manual format. Adobe originally created Acrobat as a file format which made transferring documents easily between two com-puters. This manual was originally written in Word 2000, but if you didn't have Word on your computer or if you didn't have the 2000 version of it, you wouldn't be able to open it up on your computer. So, Adobe created Acrobat so that I could print my Word 2000 file over into Acrobat and then give it to you. Then, you could download the free Acrobat reader program and see my file in it's exact form that it is on my computer.

This is the advantage of Acrobat. When it is loaded onto your computer, all you have to do is select print inside of any word processing program and then choose the Acrobat printer...and an exact duplicate of your file will be created in Acrobat format. Then, anyone who downloads the Free Reader will be able to see your file in it's full color and exact layout you designed (even Mac owners will be pleased).

The program to read Acrobat files is free, but the program to create Acrobat files costs right around $200 and can be purchased online at Amazon or many other shops. If you want to create your first electronic book and can't afford $200, then Acrobat also has a free Acrobat creation program which can be used from their web site at http://cpdf1.adobe.com/index.pl?BP=IE (the free version doesn't have nearly as many features as the purchased version of course).

To show you the basic difference between these two file types, you can download my "101 High Profit Businesses You Can Start Online With Little Or NO Money" for free at http://www.bizpromo.com - The self-executing file format is

downloadable at http://www.bizpromo.com/101.exe and the Acrobat PDF version is available at http://www.bizpromo.com/101.PDF

Currently, ebooks are the primary publishing format online...and probably will stay this way for several years to come because of bandwidth problems and the learning curve associated with other types of digital products. Ebooks are also where I recommend you start out if you are a beginner online as well. They are an accepted format and won't cause you nearly as many headaches as the other types of digital information products you can create.

If you are a little wild and want to start experimenting with other forms of digital information, then read on to the below formats and possibilities.

Real Audio is really beginning to become a practical format now for information products. It has been a long time in development, but now RealNetworks has reached their eighth version of the software. People's local connection speeds are beginning to increase from the old snail's pace of 14.4 to 56k or higher. Cable modems, satellite modems, and ISDN lines are spreading.

All of these items influence and give us the capability to go on to other forms of digital products and Real Audio products are probably the most welcome and easiest to create of the newer formats.

You could take a series of audio tapes and turn them into a digital product online which can be listened to in Real Audio streaming format. For example, 6 audio tape interviews of experts in your field could be produced quite easily by contacting them and arranging the interviews. Creating covers, producing the tapes, storing them, and shipping them can be quite a hassle though.

So, why don't you just create them into a Real Audio format instead. Divide all 6 tapes into 30 minute clips and then sell the whole package online for $39 with instant access. Most web hosts now give you Real Audio servers as part of your online packages so it isn't too difficult to set up the whole system for complete online automation.

The customer orders. They are given access to your site. They can listen to all of the audios online at their convenience. You don't have to do any more duplicating or shipping.

Real Video is another option which is beginning to make itself available. Because of limited bandwidth from many of your customers, you may have to make Real Video clips short (such as 5 minute clips, etc.), but they are beginning to be available. Personally I wouldn't want to make a primary product a Real Video clip yet because of the low quality, but I would be very happy to product a set of Real Audios or an ebook and give a Real Video clip series as a bonus with the product.

Once you can introduce video into a product, you can open a lot of doors. Video is an extremely powerful medium (just take one look at the TV and you will realize this) and it gives you many options for online products.

NOTE: Keep your eyes open. Within the next few years as cable modems, satellite modems, and other forms of high speed access become more prevalent, video online will quite likely become one of the primary focuses of many large web sites. You may find yourself at an advantage now if you can introduce yourself to this medium and can take a leading role in it in the future.

For producing Real Audio or Real Video products, there is really only one primary solution. You need to purchase the "Real Video Creation Kit" from Real Networks at a cost of $349 which includes the video editor, Real Producer, and a video capture card. This can be purchased at http://www.realnetworks.com

Another method that is quite successful for producing software related information products is that of using screencams of your computer. You can use a software program to record your monitor image and audio from a microphone so that you can provide narration while teaching how to use software programs.

For example, I could teach you how to use Microsoft Frontpage to design your web sites with. I could bring up the Frontpage program and turn on a screencam program and record a complete set of tutorials of how to use the software. The person will be able to watch what I am doing right on their computer screen and here me as I explain each step.

This type of tutorial is better than a book any day for most software users. It is also quite easy to produce using either Lotus Screencam or Camtasia.   Lotus Screencam can be purchased for $95.99 at Amazon.com and has actually been the tool of choice for a few years.   Camtasia is a little newer of a product and appears to have a few more features with a cost of $149 and is available at http://www. techsmith.com

Macromedia Flash is another tool that I see having a lot of potential in the online information business. Every year Macromedia comes out with a new upgrade to this software and it is quickly achieving a huge following. Flash makes it easy to design web sites with full moving animation, mp3 quality audio, and interaction. I see quite a potential with using this software to design potential online training courses with full audio and video in the near future. The current version, Flash 5.0 is available for $339.99 at Amazon.com

While this next tool may not be practical for many small online businesses, I had to include it because of the power it possesses. During the past several months I have been doing intensive research into online training and distance learning—both in the business world and at the university level. Guess what? Once you look into what is going on in distance learning, you will understand why I am so excited about digital publishing and why I predict education will become one of the major tools and uses of the Internet.

There are several hundred different high-level educational programs being used by universities to build full virtual training facilities. While these programs are quite expensive, it would be a mistake to ignore them altogether when teaching anything that has to do with online information products. One of the best of these programs is Macromedia Authorware, priced at $2690 at Amazon.com.

That is a pretty penny and learning how to use it is even harder to swallow. It is definitely not built to be easy to use and has a high learning curve. If you run a small business and are considering creating dynamic training courses online with student tests, audio, video, assessments, and more, this may be the tool that you should look into using. It is a major learning tool, and the price and learning curve prove this out. If has what you want though, you may not find any more powerful application.

Although we do have these advanced tools available to us, let me repeat that for your first information product you should go with a basic electronic book in self-executing format and/or PDF format. You will find that using either of these tools will be much quicker to learn and much easier to get off the ground.

Then, only after your first product is up and earning you a profit, you may want to think about creating products in the other formats such as audio, video, flash, etc. My whole purpose in showing you the other digital product formats is that I

wanted you to know there is an unlimited variety of options for you to create your own products in the future. You are not limited to just basic printed text.

Ten Ways To Generate Product Ideas Any Time You Want…

Your whole information business future will be based on coming up with good product ideas and being able to get them out the door quickly and easily. More than any other question, my customers ask me what products they should sell and that they can't seem to come up with good product ideas.

The first caution that I want to give you in this area is that you really need to figure out and come up with ideas that you are extremely "passionate" about. If you love a subject, you will find it is much easier to study, produce a product on it, and then stick to selling it even when times are hard (every business has hard times so don't just stick your head in the sand and don't think that line doesn't apply to you).

You really have to choose something that makes you excited. Have you ever seen a salesman trying to sell something just as a living? I am sure you have. It is a very discouraging site. If you don't believe in what you are selling, it will show through...in person or in a web site.

If you love golf, you will be much better off creating an information product based around this sport than you will by creating a network marketing report. If you love bodybuilding nutrition, then you should focus on that instead of an Internet marketing course. You will find that there are niche markets for virtually any subject on the Net as long as you position yourself correctly (go back to the UWP section to read more on this).

Choose a subject you love to talk about...

Below I will give you my 10 quick and easy product idea generating methods... Ideas don't grow in a vacuum with you just immediately thinking them up out of thin air (at least not in most cases). They come by observing what is going on around you. If you need product ideas, then just put this system to use.

Idea Generator #1: Create a Product out of Ideas you get from Headlines in Magazines.

In most cases the magazine editors know exactly what their market is wanting to read and will try to give it to them on the front cover. Use those article titles as ideas for doing your own reports.

Virtually any article idea can be taken and expanded on into a full blown report. Currently I am looking at a "Start Your Own Business" magazine and I see dozens of ideas for potential products. There is even one article in here called "The Hottest 500 New Businesses to Start Now" which has literally hundreds of business reports you could do. Almost everyone of the ideas could be used to create an entire report out of.

For example, "Open an Auction House" online is one of the ideas. Well, I know by experience that creating and selling a book about eBay and how to do online auctions is an extremely lucrative business.

Pick up some of the magazines you read normally and start looking through them for potential report ideas. For example, if you read motorcycle magazines, you may find all of these ideas in just one issue of a magazine: "How to Choose Your First Motorycle," "Quick and Easy Methods to Customizing your Own Bike," and "Romantic Motorcycle Getaways," and "Cruising through Indiana."

By the way, all of those ideas were generated just in the Letters to the Editor section of one Tour and Cruiser magazine. I never got past the 10th page.

You could come up with the same type of idea generation in any magazine you normally read (by the way, this is a good way to come up with project ideas since you will already have magazines sitting around from the subjects you enjoy).

Idea Generator #2: Look for Best Selling Book Topics.

Just go to Amazon's 100 best selling non-fiction books at:
http://www.amazon.com/exec/obidos/subst/lists/best/paperback-nonfiction.html

If a subject is on this list, then it is a subject that people are willing to pay money to learn about. You will find that "making money," "nutrition," "exercise," "politics," "finances," "software," and "parenting" are perennials which will always be on the list.

The goal of this exercise is to see how people are creating unique positioning for

all of those ideas. They don't just create another nutrition book. They create a very specialized diet such as the Dr. Atkins diet or some other type of thing. Although this type of material has been presented over and over again, it just needs to be presented in a new way for it to become a seller again.

Idea Generator #3: Write a How-To Article.

How have you or people you have known accomplished something other people need. Did you decrease your golf score by 10 strokes? Have you found a better job? Did you buy a house even with bad credit? You have done something in your life that other people would like to learn from.

Any type of how-to product can usually find a market. If you have learned how to train your golden retriever, then you can be sure that there is a large market out there waiting to get that information. If you know how to raise three kids while also being a career mother, there are people dieing for that information.

Think about some obstacles that you have overcome in your life. Whatever has been a hindrance to you can also be turned around and used to create your successful business. If you didn't have enough money in college, then you could write "How to Make it Through College on a Shoestring Budget." If your husband ran off and left you with four kids to raise on your own, then it could be "How to Raise Four Kids as a Single Mother."

Turn your adversity into profits. The public loves personal interest stories. So if you find a way to combine your story with good how-to information, you have the makings of a winning project.

Idea Generator #4: Look at the Most Searched For Keywords Online.

What is at the top of the list in words being searched for online? If everyone is looking for mp3's, then you can create a product about how to create mp3's, how to market your singing career through mp3's, or how to set up your own music store online. Go to http://www.wordspot.com for a Top 200 keywords report sent to you free every week.

By choosing and creating a product based solely on the top search results, you will know that you have a ready market already waiting for you online. You won't have to hope that people look for your product (you will also know that

search engine positioning should be a major key in your future advertising as well).

If you have never looked at the top keywords, I do suggest you do this even if you don't plan to pick your product ideas from them. It may be quite a surprise for you to see exactly what people are searching for online. While you might have thought they were interested in one thing, they may be interested in something completely different.

While on the subject, I also would like to mention that you can put in any keyword into Goto.com's Search Engine Suggestion Tool and it will show you how many people are looking for that word and combinations of that word. This can be used for research as well when creating any other type of product idea. If there really isn't any online interest for your product, why would you want to do it.

Use the Search Term Suggestion Tool at:
http://inventory.go2.com/inventory/Search_Suggestion.jhtml

Idea Generator #5: Create a Product which Combines Hobbies with Making Money.

Making money is always a hot topic to anyone and finding out ways to make money using your hobbies is even more so. You could do "17 Businesses you can start online with your golf hobby" or "How to create an eBay business from garage sale hunting."

The possibilities are endless in this market. Any hobby can be taken and turned into a money making venture. All you have to do is find someone who is currently making money from your hobby and then offer to interview them for your report...or if you find the information to make money from your hobby, you can write the report yourself.

Even though many of your potential readers do not currently plan to start a business from their hobby, they will still want to get a hold of your information. In general, people of today are very dissatisfied with their jobs and want more free time (in recent polls free time is the number one thing people want in their lives coming in ahead of both money and sex).

So, they will buy your information product for the "dream" that is holds for them.

They don't currently plan to build a business out of their hobbies, but they want to think about and hold on to that option for the future.

This is an important note to take for any information business. Many times your purchasers are buying the "dream" more than anything else. Most subscribers to the Robb Report (a magazine dedicated to the millionaire lifestyle) are not millionaires. They just like to dream about it.

Dreams are a powerful motivator to think about when developing your information business. People will buy a "dream" much quicker than they will ever think about buying something they "need." You will go broke if you try to sell products that meet people's needs.

A book about "How to Get a Job" may be a good idea to help people in their needs, but you will find that many people will not be willing to spend money for it. Most of your potential customers will probably send you sob stories and ask you to give them the book for free.

Sell to their dreams. Create a product on "How to Build an Internet Business and Sell It For Millions" or something similar. Again, this is another idea you could use to find people and interview them about how to do it. This is a "dream" of Internet entrepreneurs, not a need.

Idea Generator #6: Deal with Technology.

Technology is another consistent winner. Anything that has to do with advancing technology is a good idea: web site design, new Internet software, DVD creation, Audio and Video on the web, etc. Design a user guide for software programs you have mastered. Creating a book on "115 Tips to Get More Effectiveness from Adobe Premiere" would be an idea that would relate to this.

Another advantage of dealing with this market is that when a new version of the software comes out, you will be able to update and sell your new product to many of your previous customers. You will also find it is a field with many built in back ends such as information products on other software programs and one-on-one consulting.

For example, if you create a product on how to use Dreamweaver, then many of your customers would probably also like to learn Fireworks and Flash. So, those

are built in back end products for you to start working on as soon as you finish your Dreamweaver product.

Many of your customers will also want personal training so you could start a one-on-one phone consulting service. You could also hold seminars on the software programs as well. Software is going to become even more influential on our daily lives so this is definitely a growing market.

To figure out which software to use, go to Amazon's Top 100 and choose the top 100 software programs. This will show you which products people are buying. Then, choose a program you are proficient in which costs a minimum of $100. It is even better if the software retails for $200 or more.

If the software program itself is too cheap it will be difficult to find people willing to pay for training. If they just spent $600 for the software though, selling them a product which teaches them how to use it is almost a given. So, the higher priced the software, the better the opportunity to sell to them.

Idea Generator #7: Pick a Targeted Market and Study It.

This idea is based on you choosing a targeted market first. If your interests revolve around 18th century French antiques, then you could choose that as your niche market. Basically this approach will be used to immerse you in the audience's mindsets so that you can pick and create the product that they all want.

Once you have chosen your subject, start joining every online community which is involved in that subject (if you find that there are tens of thousands of communities around your subject you need to specialize more). Signup for a separate email address (you can get one from your ISP, web host, or a free email provider such as Hotmail.com) as you will be receiving a lot of mail using this system.

Subscribe to all of the free ezines in your market (you want to get to know what is being published out there so you can become the expert). You can always unsubscribe from the useless ones later on.

You can find most of the ezines by using one of these directories:

http://www.bestnewsletters.com
http://www.homeincome.com/search-it/ezine/

http://www.e-zinez.com/cgi-bin/hyperseek/hyperseek.cgi
http://www.ezinestoday.com
http://www.listsnet.com
http://www.ezine-universe.com

Then, subscribe to the mailing lists which discuss the subject. Go to http://www.liszt.com and do a search for keywords which relate to your subject. Subscribe to the lists you want to be a member of (this is where you have to have your new email address as some of these lists may generate several hundred messages a day).

Go to http://www.forumone.com and bookmark discussion groups which talk about your subject (you can do the search for keywords here just like you did when looking for mailing lists). Your final stop will be at http://www.deja.com where you can search the newsgroups for discussions about your topic.

Start paying attention to the discussions and find out what people are constantly asking questions about. Ask some questions yourself and find out what "pain" members of this community is going through. Then, create your product to be a cure for the pain.

Idea Generator #8: Watch TV.

Most people already watch too much TV so this one shouldn't be a problem. Watch some of the news shows and see the hot topics of the day. What are talk shows talking about (besides transsexual nazis who hate their brothers because they married their cousins).

Whatever is hot on TV will eventually translate into a hot topic online. For example, when all the TV shows talk about the new killer virus, it may be time for your "How to Protect Your Computer from Viruses" product to come out.

The advantage of this method is that it will have publicity campaigns built in. If all of the news shows are talking about viruses, then it is the perfect time to be the expert on virus protection...and sell thousands of your new virus protection reports at the same time.

Never discount publicity and it's value to you as a webmaster. One news release can give you more traffic in a day than working on the search engines for an en-

tire year. No matter which type of infoproduct you create, you should try to come up with unique ways of positioning yourself for maximum publicity.

Idea Generator #9: Use Those Reprint Rights Report Ideas as Starting Points.

Everyone has seen those 650, 1100, 1500, or 4500 report packages by download or on CD, right? Well, the secret is a lot of those reports really aren't that great. What you can do with them though is use them as a starting point and idea generator to create your own high profit high quality product.

This is the mistake that many people make with those report series. They are an awesome opportunity if you use them the right way. You could select several reports, edit them, and create an all new online document.

Do this with several of the reports and you could now put together your own reprint rights package for $297. You would have a unique item that no one else is selling.

Most people are just too lazy to do this. They want to buy the rights and then hope they can turn around and sell the same CD or collection to thousands of people (not counting the fact that almost everyone online has seen these CDs and that they know the reports aren't that great).

As always, the real profits from these packages will go to those who come up with their own ideas and techniques to add value to the packages.

We have now added in a 2,000 reprint rights report package as a bonus to Instant Cashflow members over at http://www.allthesecrets.com (this one bonus usually costs the full price that the entire Cashflow package sells for with over 20 books, Real Audio training, and more).

Idea Generator #10: Update a Hot Product that is out of Copyright.

This is what I did with my "Scientific Internet Advertising" manual at http://www.mrmarketer.com. I took an old product that has helped millions learn how to advertise correctly…and turned it into a manual teaching people online how to advertise most effectively.

You could find numerous books written in the past which are no longer under a copyright (this is how many companies publish such books as Huckleberry Finn, Moby Dick, and the like). You will want to focus on non-fiction books if you do this, but you will find that there are a lot of products out there which are no longer under copyright.

You could also take the publications the government puts out and turn them into new products. Most of the materials published by the government come out under full public domain which means they are open for you to use. Below are several places you can find public domain materials:

Agriculture: http://www.nalsda.gov
Air Force: http://www.af.mil/lib/pubs.html
Columbia: http://www.columbia.edu/cu/libraries/
Disasters   http://www.uwex.edu/ces/news/handbook.htm
FEMA   http://www.fema.gov/library
Finance   http://www.financenet.gov/sales.htm
Library   http://www.loc.gov
NARA   http://www.nara.gov
Printing Office   http://www.access.gpo.gov/su_docs/fdlp/index.html
Books Online   http://www.books-on-line.com
Yale Library   http://www.library.yale.edu/govdocs/gdchome.html

Use the same techniques as for the above tip. Create whole new products out of these public domain materials. Mix and match different items you find. You may want to put together an Army Survival manual with a hiking guide, wilderness maps, etc. Always think about ways to add value to your packages.

Seven Formulas for Instant Information Products

Now that you have your product idea, it is time to create it. Of course you could write it straight through just like a book is created, but that is one of the most time consuming methods you could possibly use.

As always, we need to focus on ways to creating our information products in the quickest and easiest manner. Writing a 200 page book will take you months or even years to finish. That is way too long for most people.

When dealing with people who are creating their own business in their free time, I

have found that many people will never complete a project if it takes longer than 30 days to get it up and ready to go.   If you only had 2 hours a day to focus on your project, this would only give you 60 hours total to complete your first project.

Writing your first book is next to impossible to create in such a quick timeframe. Notice I said next to impossible because it is still possible to do. It just takes knowing your subject frontwards and back (you have to have time to research your ideas as well on the part-time basis)...and it takes having a focused attitude for your project.

Let's face it though. Most of the people reading this course are not writers. You may have never written anything since you left school. Trying to write a full info-product in a short period of time would be next to impossible if you didn't have a system for doing so.

Instead of just writing your full product front to back, use one of the below seven quick product creation methods:

Easy Product Creation Method #1: Create a Tips Booklet

One of my most well known ebooks is "101 High Profit Businesses You Can Start Online With Little Or NO Money." This free ebook has been passed all over the Internet and is on well over ten thousand web sites as a free bonus. Guess what? All of these people are telling their visitors about me and sending traffic my way (you will learn more about viral marketing in the traffic generating section).

None of my other writings has achieved anywhere near the same results. In other words, using the easy product method has produced results for me that I havent been able to duplicate the success of in a straight writing method. My 101 Tips idea took me 3 days to create. My other ebooks I have tested took months to write and never achieved anywhere near the same success. Guess which method was a better use of my time?

Anytime you look at the top 100 books you are sure to find at least several which are tips books. For example, "1001 Ways to Be Romantic" is a top selling book. So guess what? Gregory Godek came out with a follow-up book: "1001 More Ways to Be Romantic."

Just take a notebook with you during research and throughout your day and write up 77 ways to, 784 easy designs, 176 golf tips to lower your score, and 283 ways to make more money online.

This notebook will become your writing fuel. Every time you visit a web site and see a new tip idea, add it to your list. If you think of an idea while in the shower, put it down. If your friend mentions an idea, write it down.

You can ask for people to send you ideas from the mailing lists, forums, and newsgroups you have been participating in. Under each tip you may make a paragraph of simple notes.

It is quick and easy to create...and is built in the exact model that Internet users love. Remember what everyone loves most is to be able to have more free time. With a tips booklet format, you are able to give them a large amount of information without taking up much of their time. It is the perfect Internet product.

Easy Product Creation Method #2: Do Interviews

Schedule and talk to some of the experts in whatever area you want to produce an ebook on. Either write up questions and email it to them or actually do phone interviews. Then, create your product based on the interviews with all of the major experts.

This is the perfect format to create a product in if you are not an expert in your field. Many people think that you can't do a product if you don't know the subject well enough. Well, here is the way to cheat the system.

You can do a series of interviews for any product you can imagine by simply finding experts in the field. Search for them online, in the magazines, or as authors of books on the subject.

Then, contact them by mail (you could use email also, but some of them may be too busy to answer their own email). You will be pleasantly surprised at just how many of them will be open to doing an interview with you just for the publicity that they receive through your work.

Please note that it is expected of you to reference any of their products they sell as one of the questions so that they can get sales from being a participant in your

product. Some of the experts may also ask for a small fee which you should be more than willing to provide if you need them.

The two primary ways to do the interview are by phone or by email. The format you use will depend on your plans and what type of product you are creating. Please keep in mind that some experts may not be all that comfortable with email and you may not get all of the "gold" you would like by just sending over emails with questions to them.

They may possibly open up a lot more if you do the interview by phone. Plus, a phone interview will also give you a lot more opportunity to ask questions, respond to statements they may make, etc. The phone would give you the ability to "pull" those golden nuggets out of them through the right questions.

If you wanted to produce a written information product, you could still have the interviews audiotaped on the phone and then transcribed into a written product (an hour of discussion will usually translate to 25 to 40 pages of written material). Five Interviews would give you a 125 to 200 page product.

The key to creating a good product through interviews is learning how to ask the right questions. This is a skill you will pick up on the more interviews you do, but you can start studying up on it by listening to radio interviews and watching TV interviews. Please notice how the interviewer will do everything in their power to get the expert elaborating on all of their points.

As the interview host, it is your job to keep the material relevant to your audience (if you have done your research you should know your audience and their desires) and to keep it interesting. If you truly love the subject you are doing the product about, you shouldn't have too much trouble with either of these. In other words, you are asking the expert exactly what you want to learn yourself...if you are excited about it, it will show through on the tape.

As a service to your expert, you should also prepare a list of questions to send over before the interview. This will give them the chance to prepare and it will make them quite a bit more comfortable during the interview itself. Ask some of your forum friends or ask yourself what you would like to learn from this interview and spend several days writing down questions as you think of them.

The whole key to the interview is to make sure that both of you are prepared.

Having a written set of questions is the most important item in this preparation. Then, as the interview proceeds, you can ask other questions that come to mind that may further clarify what is being taught on tape.

To do a phone interview will require that you have the a good phone connection on both ends and that you have the correct audio taping equipment. Technology in this area changes rather quickly so my best advice is that you go to your local Radio Shack and ask for the equipment you need to do a phone interview. Expect to pay around $150 to $300 for good phone taping equipment.

Once the tape is completed, then you can edit it on your computer. The most used sound editing program is SoundForge, but it is quite expensive. If you have the money though, this is what you should go for. You can find a few low cost editing programs by doing a search for them at http://www.download.com

You will want to go through the tape and possibly edit for little noises that may come up or possibly edit it for length to keep all of your tapes the same length. Most editing programs also have the ability to change the pitch and increase the volume for the product itself. If we have enough interest, I will show how to use Soundforge to edit audios through the online Screencams in the member site.

Easy Product Creation Method #3: Create a Compilation of Articles

This is similar to the above idea, but instead of doing interviews, just ask for reports and articles from all of the experts. Each author will ask for you to include their resource box so that they can be contacted for further products or services, but that is a small price to pay for having a product virtually handed to you.

Write a short introduction and then organize the articles into a logical format to create your own book out of. You could have a 2,000 page monster of a training course for virtually any subject all written by outside experts.

I have noticed that many "membership sites" are using this as a method of producing their content. This is another model that is becoming more prevalent for the distribution of information online.

You can create a membership site based on rather low cost software such as Account Manager at http://cgi.elitehost.com. If you can't afford the professional version, then they also have the Account Manager Lite for you to test out and use for

free (the purpose of this software of course is to convince you of why you need the paid version).

There are also numerous order processing companies which can be integrated into a membership type of site such as:
http://www.ibill.com
http://www.netbilling.com
http://www.globill-systems.com
http://www.web-charge.com
http://www.instabill.com

My own merchant account company, Cardservice International, also has the ability to integrate into most online membership systems. If you want your own online merchant account, then I highly recommend Cardservice International (no long complicated forms to fill out, no worrying about being approved, and all completed online).

Running your own membership site can have a lot of advantages to it. You can be a fully digital publisher with nothing to send out, provide instant access to your site, and also receive yearly renewals of your members.

Please note that the value of a membership site is in having your members renew year after year (or month after month if you create a monthly membership site). I have run a lifetime membership site (similar to many on the web) and this is not the model you want for your site.

Follow the model of continually adding new valuable information to your membership site so that your customers want to stay members...and then have them renew (or be automatically renewed until canceled) continually year after year. By doing this you will get the maximum value from your customers (and provide them with the useful information they want).

Always think about the lifetime value of your customers no matter what you are doing…

Easy Product Creation Method #4: Do it Resource Guide, Pricing Schedule, or Rolodex Style

In other words, create a product based on how to find the resources some one

needs in a certain field. Most people don't want to spend their lifetimes searching the net to find information. They want all of the best resources given to them in one easy format.

The hot selling "Net Detective" is an example of this type of product. It gives you thousands of web site links for finding relatives and doing background research on other people you deal with. It is one of the hottest selling products online and all it is basically is a resource of links for private investigating.

This type of idea is similar to the article idea (#3) and could also be used as an ebook or a membership site. I have seen Internet Marketing Resource Guides, Wholesale Resouce Guides, Import/Export Resource Guides, Fitness Resource Guides, Network Marketing Resource Guides, Free Advertising Resource Guides, Magazine Resource Guides, Publicity Resource Guides, etc.

I know the experience of trying to find information I need for whatever (maybe even a simple Java code to create a popup box on a web site) and it takes hours or even days to find this type of thing. For me as a webmaster, I would be more than willing to pay for a resource guide of all of these types of tools.

I am sure you have had the same experience at sometime or another. You know exactly what you want, but no matter what search engine you use you just can't find the simple resources you want. It takes days! So, a resource guide with all of the top resources given specifically may have quite a value in your market.

Easy Product Creation Method #5: Do It Step-By-Step

Instead of trying to write a big book, make a simple outline of the steps needed to come to the end result. Then, simply write an article about each of the steps. In other words, you break the book down into little sections that are easier to think about and write about.

Most of the products I create are done in this format including the one you are reading. Whenever you think about an exhaustive work or any type of long creation, it becomes daunting and you just can't seem to get started. And even after you do get started, it seems like it will be so long before the project can ever be completed.

This type of project can and will become a mental block to you. You just won't

be able to do it no matter how hard you try.

So, break it up into short sections. Then, break those sections up further. If you are thinking of an electronic book, break it up so that you have one idea per page. Then, you can write about each idea individually giving specific and exact instructions covering it. Your mind doesn't have to think about writing a full report. It only has to think about writing one page at a time (or around 300 words).

This type of writing will also break up your work into smaller chunks for your reader's benefit as well.   I hate to tell some people this, but people just don't have time for encyclopedia sized products on any subjects. We are all time restricted. There just isn't enough time in the day to accomplish everything we need to accomplish.

We don't have time to read 500 pages to come to the information we need. We need you to give us what we need to know in 5 pages or less.   If you divide up your writing into one page sections (give or take a little bit as you will never know for sure just how long each section should be until you write it), then you can include a comprehensive table of contents so your readers can go right to the information they need right now...bypassing everything else.

With the creation of this type of product, you should spend your first couple of weeks writing down all of the needed steps or bite sized sections. Then, schedule yourself to write a section each day or several sections each day until you complete the entire product. The key to finishing something like this is to write a little bit every day. If you allow yourself to get lazy and put it off a few days, it will only get harder as it goes along. Every time it is put off will just give you more of an excuse to put it off next time.

Apply discipline if you want to ever finish your project…

Easy Product Creation Method #6: Buy Reprint Rights

There are some good products out there which have reprint rights available. All you have to do is buy the one-time reprint rights fee and then you can sell the product forever without ever having to pay another penny in royalties.

The "Internet Marketing Warriors" contain a lot of material which was purchased in this way…and my own "Instant Internet Cashflow System" package also con-

tains a lot of products which had reprint rights available. Products you purchased reprint rights to can make for wonderful bonuses when creating your irresistible online offers.

To find good reprint rights, you must keep your eyes open when they are offered or you can also be prepared to offer them to someone when you know they are self-published (if an author is in contract with a major publisher you have almost zero chance of reprint rights).

If you find someone selling an electronic book online that you would like to own the rights to, then feel free to make them an offer. The worst thing they can do is say "No." You are going to hear a lot of "No's" throughout your business career, so you shouldn't let that stop you.

I have offered cash for many different products I wanted rights to even if the author wasn't offering the product for sale at the time. The going rate for reprint rights to a digital product is around 10 to 20 times it's retail price. So, a product which can sell for $30 has rights at a level of around $300 to $600 in most cases.

When I first approach someone by email and make a personalized offer, I will usually shoot for the 10 times range. This gives me some negotiating room if I chose to go higher with my offer.

I paid $900 for an ebook which retails at $39.

I paid $495 for a $29.95 ebook.

One of the software programs I own the rights to was purchased for a final price of $1500 while it sells for $197. I wasn't willing to pay 10 times the retail price on this item mainly because of the support elements involved in software distribution (when you sell an ebook the sale is done—software users always have questions and problems to work out).

I purchased all of these rights for one major reason. I wanted to add value to products I had already created by using them as bonuses.

You could also create an entire membership site based on products which you purchased the reprint rights to.

One thing to keep in mind about reprint rights. Make sure you have the right to distribute them in a digital format (such as recording them into Real Audio from audio tape) if you would like to use them in this way before you purchase the rights. Generally reprint rights do not come with return guarantees (they can't because the owner has no idea whether you will even use them or not).

So, make sure you ask all of the questions you have about your product or any of it's uses before you purchase the rights.

Easy Product Creation Method #7: Hire a Ghostwriter

If you already have your research material done, then you could actually hire someone else to write the book for you. Call down to your local newspaper office and find out if they have any writers that would like this kind of work.

You can hire a very good (but unknown) writer for around $1,000 to $2,000 to write a full length book from your research. Most of the books by well known political figures, movie stars, and athletes are actually written by ghost writers.

You can actually go one step further and have almost the entire project done by outside workers.   They could do the research and write all of the materials you need for whatever ideas you come up with.

The Internet is definitely turning the world into a world where the "Ideas" are the most valuable commodity.

How much will it cost you to have the entire product done for you? I don't know the answer to this, but I can tell you where you can get quotes and find the people you need to take on the project.

Go to this web site to find independent contractors for all of your project needs: http://www.elance.com

Be Unique

If there was any one thing I could teach you throughout this entire first section, it is this. You must be unique on the web to be successful. The day of wanna-bees and copycats is over.

The day of the turn-key Internet business opportunity is over.

If you want to succeed, you have to come up with "Ideas" which will separate you from your competitors and give your prospects a reason to become your customers. Your competitors are too close (only one click away) for you to be just like them. Without unique ideas, you will be forced to compete on price alone...and that is quickly becoming the death toll for any online business.

You can't compete on price in a world where large retailers can freely sell items for below cost.

You must find a UWP for your business or you must come up with your own unique product. Those are your only two choices in this brave new world. So I hope that I can help you to accomplish one of them.

UWP Worksheets For Section #1

In each section of this manual we have a set of worksheets for you to print out and apply to your business. The purpose of these worksheets is to simplify and outline the entire process of building your Internet business for you.

Most people would have the tendency to just skip over these sections since filling out worksheets is "work." Don't skip these sections!

If you really study the material and want to build a profitable business, as much as 80% of the value of the entire program can be found in these "working" sections.

If you scheduled a consultation with a $200 an hour Internet consultant, they would likely take you through a process similar to the one contained in this manual. They would ask you the questions contained here and then they would help you formulate your Internet business plans.

If you order a consultation with me personally, I will take you through a process similar to the one in these sheets. That's right. I will follow my own outline to make sure we set you up correctly.

Please place the same value on these questions as I do. Print them out for every business you start. Fill them in completely for the creation of your UWP or the creation of your own project.

Don't just skip over the most valuable portion of this manual...

Who is your market (tell me what you know about them and their online buying habits—Why do they shop online instead of in stores?):

_____

_____

_____

_____

Use http://www.forumone.com to pick out ten forums that your potential customers hang out at (write them down here):

Name of Forum   Web Address of Forum

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

Use http://www.liszt.com to pick out at least 5 discussion lists where you can join and listen to your future customers….remember to create a new email address before you do so that your main one doesn't get burdened down with too much email. Your new email address is: _____

After you subscribe to a mailing list you will receive your first email from the list which will tell you how to unsubscribe in the future and where to send your posts to. Please use the below form to fill in the name of the list and the email address you will be sending posts to in the future so you don't forget:

Name   Email Address to Use For Sending Posts

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

After you have lurked for a while, it is time to ask your questions. Prepare three or four questions that you can ask your potential customers before you get started with your new online site or project:

Question #1:_____

Question #2:_____

Question #3:_____

Question #4:_____

Competitor Form

Ask the forum participants who they feel is the leader in your market online, do a search at http://www.yahoo.com, or go to http://www.hot100.com to determine who your primary online competitors will be.

Then, fill out a competitor worksheet for each and everyone of your primary leading competitors (you will need to print out more pages for this as we only include two pages to save space and download time—You are free to print as many copies of this page as you need personally):

Competitor Name: _____

Web Site Address:_____

Headline of Web Site:_____

What are their Prices on Competitive Items:

Item Number One:_____   Price:_____

Item Number Two:_____   Price:_____

Item Number Three:_____   Price:_____

Rank them on a scale of one to ten with ten being the best you have ever seen on these items:

Web Site Appearance: _____   Reputation in Groups: _____

Low Prices: _____   Ad Copy & Headline: _____

Ease of Navigation: _____   Free Content: _____

Go to Alta Vista and find out how many links they have coming in to their site by

using the search of links:http://www.yourcompetitorsaddress.com

How many links does this site have on the web: _____

What does their unique Web Position appear to be if they even have one (what makes them different from the other leading web sites you visited)?

_____

_____

_____

What other opinions do you have about their site? What do you like about it and what would you like to do a little different?

_____

_____

_____

Purchase one of their products if possible to experience how quickly they ship and what their products are like.

How quickly did you receive it:_____

What is your first impression of their product?

_____

What would you have done differently?

_____

_____

Unique Web Position Worksheet

The first blank below is for you to put the type of market that you are in. The second blank is for you to write down one of the major disadvantages that all of your online competitors have...or a disadvantage that they are perceived to have as shown by your research with prospects in forums and mailing lists.

You know how most _____ web sites: _____

_____

_____

_____

On this form, you are going to write what will make you different from the above.

Well, what we do is:_____

_____

_____

_____

_____

Now, the final and most important step is to boil your UWP down to one sentence or phrase that you can use in all of your ads, as a logo, on your headlines, in off-line advertising, in your packaging, etc. Take the above paragraph statement and boil it down to one simple and very specific competitive advantage (don't say we have the best prices as that just doesn't cut it) that no one else can say about themselves:

_____

_____

Digital Product Ideas

If you are going to create your own information product, then it needs to be about some subject that you really love to learn about and practice. Please write down four hobbies that you would enjoy spending more time in:

_____   _____

_____   _____

Visit some of the top sites that pertains to each of these hobbies by doing a search for them at http://www.yahoo.com. Then, pick one of these hobbies as a basis for building your first project idea around.

The hobby I most want to pursue is:_____

Use one of our ten idea generation methods such as looking through one of your magazines and come up with a minimum of 10 potential product ideas:

Idea #1:_____

Idea #2:_____

Idea #3:_____

Idea #4:_____

Idea #5:_____

Idea #6:_____

Idea #7:_____

Idea #8:_____

Idea #9:_____

Idea #10:_____

Now, use the forums at http://www.forumone.com and the mailing lists at http://www.liszt.com to ask them a question just like we did a poll for a UWP in the previous worksheets. Ask them which of your ten ideas would like more information on. Write down the most popular idea and the second most popular idea below:

Idea #1:_____

Idea #2:_____

Now, use the competitor forms that we have provided you for studying your competition for a Unique Web Position. Research your 5 best information competitors and find out where their strengths and their weaknesses are.

Then, use the UWP worksheet to decide on how to focus your information product to be unique from all of your competitors. Write down a basic idea of how you will create your product to be different from all of your competitors:

_____

_____

_____

Which format will you use to create your product to give the most value to your customers (ebook, membership site, Real Audio, etc.—we recommend an ebook for your first project)?:_____

Which one of the seven quick and easy product development styles are you going to use to create your project—and why will it benefit your customers while showing your business is unique from your competitors?

_____

_____

_____

Section II: How to Develop a Direct Response Web Site That Can Sell Thousands of Dollars Daily

The key focus of all of your future promotion will take place at your web site. Having a good direct response web site is the key to every element of promotion that you do online.

We will be discussing how to use email marketing later on in this section and throughout the traffic generating section of this manual, but every email marketing campaign relies on you having a direct response web site which can sell your prospects when they get there.

If your web site can't sell, everything else you learn is useless.

It doesn't matter if you have 10 visitors or 100,000 visitors if your web site can't sell. All you would have is a heavy hit counter, but an empty bank account. You have to have a site that gets people to respond and purchase your products.

Let's start this off by defining for you what a direct response web site is and how it is different from the majority of web sites that you will visit.

Direct response by definition is when you believe and focus that every single promotion your business does is with a specific goal in mind. For example, for some web sites, this will be to sell a product directly.

If the goal of your web site is to sell a product, then the only element we are going to be looking for is the number of sales at your site. We will take your number of visitors (using tracking software which should be provided by your web host) and we will compare the number of sales you have per visitor count.

Let's say your web site is getting 1,000 visitors a day. You are also selling 10 products a day. We would then say your web site is getting a 1% response rate. This may or may not be good depending on the type of product you are selling and it's price.

If you were selling $100,000 yachts, then a 1% response rate would be incredible. If you were selling 50 cent pencils, then a 1% response rate could make you go broke (if you are selling pencils you are selling the wrong item for the net by the way unless they are highly unusual pencils).

So, the response rate for your site is relative to the products you are selling, the price they are at, and who your market is. I cannot tell you what an average response rate is because it varies so much to the type of business you are in.

Suffice it to say at this point in time, every "direct response" site always has a primary goal in mind to get a specific response from every visitor. Some sites will be able to do it 1 out of 100 times while others may be able to do it 35 times out of a 100.

We call this specific response we are looking for the "Primary Response."

We will get more into how to decide on your primary response in a minute. First, let's compare a "direct response" web site to the other types of web sites which are developed on the net.

Ninety-nine percent of webmasters have no idea how to design a web site for a direct response. They have absolutely no idea how to get the response they want from their visitors. All they are doing is providing "content" and hoping that someone will someday respond to buy their products or click on advertising.

They also wouldn't have any idea what you mean by a "direct response" or some of the other terms we will be covering in a minute.

What the major media usually discusses in relation to web site design and use is in "content" sites and "branding" your web site.

A "content" site is usually defined as a web site which contains tons of free information on a specific subject with the goal of selling advertising for the pages themselves. This is an OK idea until you find out that virtually no one wants to buy your advertising space. If they are willing to buy it, they aren't willing to pay much for it.

The goal of these sites is to generate as much traffic and possible and then sell out the ad space. Once they find out no one wants to buy the space, they usually give up and complain that the Internet doesn't work.

A more reasonable goal for most sites would be to build the site up in the same way and then sign up with affiliate programs which sell the products their visitors

would be interested in buying. Then, they could track all of the ads to start figuring out how to product "direct responses" from their audience.

They could then use response mechanisms such as HTML banners, popup boxes when visitors leave, and email newsletters to advertise the affiliate programs that they are a member of (all of these response techniques are covered inside of the Web Marketing section of the membership site). They could use all of our response generating mechanisms to produce sales for every affiliate program they are a member of.

So, even a content site containing hundreds of free information articles is going to have to use a direct response setup to be profitable.

The other term often used in relation to web site promotion is "branding." This term is often discussed in terms of the web without the individuals having any real understanding how it works.

These so-called experts will tell you to focus on "branding" your site. By this, they mean that the goal of your advertising isn't to make direct sales. They will proclaim to you that you can't sell through advertising. The whole belief is that all of your advertising should be focused on producing name recognition for your company so that people will come back to your site and buy whenever they next think about your product.

Well, forget this whole notion. Branding can be very important. It would be awesome for you to build the same name recognition that a site like Amazon has in relation to book selling. This would produce long term sales for you and your products.

There is a better way to go about advertising though. Instead of focusing just on branding your site, focus on achieving a direct response. Focus on making every ad you place be profitable on it's own two feet. If you place a banner ad campaign costing $5,000, then this individual campaign must produce more than $5,000 in profit for your business. If you place an ezine sponsorship ad, expect it to be profitable. Plan and test every single ad to be profitable.

Then, let the "branding" of your site occur on it's own. Let me guarantee you...if you place one million dollars in ads bringing in three million dollars in net profits, those one million dollars of advertising will produce a "branding" effect even

though that wasn't your primary goal in the advertising itself. With that amount of advertising, you would become a household name in your niche market.

Isn't this a much better idea than spending twenty million dollars over the next year hoping you can become the next Yahoo, eBay, or Amazon….with no guarantee of return?

Primary and Secondary Response Devices

Always force your site to focus on one simple measurable primary response.

This doesn't always necessarily mean making a direct sale. Some sites may want to focus on a different kind of direct response. If you are selling a $19.95 report delivered instantly online, making a direct sale is rather easy. If you are trying to sell a new Mercedes, you probably aren't going to be able to make the sale.

In that case, you would probably want to go for more of an information form being filled out….or a search being done for a local dealer. Then, you could supply the "more info" forms to local dealers to follow up on. Your goal wouldn't be an immediate sale, but it would be something that you can track very specifically.

You would be able to track how many of your visitors were filling out the form and how many of them end up purchasing from the dealers in the long run. So, a direct response site is even practical for a car dealer. Once you spend some time thinking about it, you will see why a direct response site is not only practical for every type of online business, but it is also the only intelligent choice.

Let's cover some of the primary responses you could be looking for in your web site. You could be going for an instant sale. That is one option and it works best for low priced introductory items (you can introduce yourself to your customers by giving them an exciting low ticket introductory offer). This is my favorite type of direct response site.

Having visitors fill out a form to receive more information would be another type of direct response site. Just like our above automobile dealer, you may decide that getting your visitors to part with their money on a first visit is a little too difficult.

So, instead of going for the sale, you have them fill out a form to receive more information on your product or you give them some type of free sample of your

product. This could be a demo of your software program, two chapters from your book, or a sample you send them in the mail. It really doesn't matter.

The free sample approach can be extremely effective for all different types of products. The best example of it though can be seen in selling software online. Almost every company in the software business offers a free demo version of their software at their web sites.

It makes the whole selling process so much easier. Instead of having to sell you on their value of their software, they only have to get you to realize that it "may" work for you. They just have to get you interested enough to download the software and try it out.

If the software is everything they say it is, then you will end up purchasing it. If it isn't, then you won't make the purchase.

So, then this type of web site would track the number of demo software programs downloaded compared to the number of software programs purchased.

An information product could be done in the same way. You could create a short demo version of your information available for free from your site. If you were really being igneous, you could also create the entire product itself in the free digital download—protected by a password system. Then, if they want to instantly be able to read the rest of the book, they have to purchase the password.

This again would make the selling process much easier. Your web site would only have to convince the visitor to download and read the demo version...and it would be the job of your demo version to convince them to purchase the rest of the package.

For either of these systems or any other type of sample, the key to making the direct response mechanism work from your site will be setting up an email follow-up system for all of the users.

We will be discussing email follow-up in more detail later on in this section, but I do want to cover why it is so vitally important for every direct response web site here. The average visitor will not purchase when they come to your site. Even a great sales letter for a low ticket item usually can't get much above a 5% sales rate.

If you are giving something away free such as a demo download, then you can get a much higher response rate...but your sales rate still will stay low because many of your visitors will forget they downloaded your demo, may put it to the side to examine later, etc. They will just never get around to even trying out your demo or they won't understand all of it's functions if they do use it. It just won't do a good enough job of selling on it's own.

Your email follow-up system comes to the rescue. By using an email follow-up system you can make sure the visitor was able to download the demo easily, has had a chance to use, understands it's major functions, and realizes that the demo only works for the next 30 days before they have to purchase the full version.

Each of these messages can be sent on different days so that you don't appear to be bugging your prospects. You could send the thank you email making sure the visitor was able to download the demo immediately after they fill out your form. You could send an email making sure they had a chance to use after 3 days.

Another email could be sent on day seven explaining how to use several of it's functions. Day fourteen could be another training email. Then, on day twenty-one you can let them know how you are running a special offer if they order before their thirty days is up.

All of these messages should be written up by you beforehand and then you can simply upload to an automatic follow-up system such as Postmaster Online and watch the sales happen automatically...without you having to lift a finger. An automatic email follow-up system such as the one I explained above should be able to increase your sales rate by two to three times at a bare minimum.

Email follow-up is extremely powerful…

Some web sites even take email to another level and their whole primary response they are seeking is for someone to subscribe to their "Ezine." An ezine is an electronic magazine and is also often called an email newsletter.

Instead of going for a direct sale or a form to be filled out, these marketers work to get more subscribers to their email publications. If I had to give a name to it, I would call email the "Power Selling Tool of the Net."

By generating subscribers to their ezine, they are able to then market to their visitors over and over again. Every subscriber could easily end up being worth twenty-five cents, fifty cents, or a dollar apiece every single month. This would be income that they generate just from the newsletter itself using the multiple profitstreams of an email newsletter (read more about this in our advanced email section).

So, they look at every single new subscriber as a $1 every month. If they generate 5,000 new subscribers this month, that is $5,000 more dollars they will have in their pocket every month from now on. Once you look at the lifetime value of these email subscribers, they are often worth more long term through a newsletter than trying for a one-time sale.

Build up a list of 10,000 subscribers, or even better 100,000 subscribers, and you have a permanent long term income from your web site that you can count on every single month.

For my own site, I go after making an immediate sale as the primary response. Then, I set signing up subscribers to my ezine as a secondary response goal. If I can't make the sale today, then I want to be able to follow-up and make the sale later.

This brings up a very valid point that I want you to think about. In many cases you will have a primary response and a secondary response that you are going after. For some sites the primary response would be to make a sale and the secondary response would be to get them to sign up for your ezine and later follow-ups.

On other sites, your primary response may be to get them to download and try out your demo. Then, your secondary response may be to get them to sign up for your affiliate program.

This is another good goal that many web sites will have...signing up members for their affiliate program. We will cover affiliate programs in detail in the traffic section, but I do want to mention just how important they can be to your overall sales and traffic building strategy.

An affiliate program is when you allow other individuals and web sites to refer visitors to your site for a share of the profits from all of your sales. You may give them 20% of the sales price of your product or you may give them 50% of the

sales price. It all depends on what you are selling and what the margins involved are.

Virtually every webmaster who has their own product can find a way to profit from having affiliate programs to generate traffic and sales for them. Instead of you having to spend time and money for advertising that may or may not work, you have other people sending you traffic and you only spend money when someone buys something. It is completely risk-free for you as a merchant.

If someone buys, you give the affiliate their percentage of the money. If no one buys, then you aren't out any money. In most cases, you also only pay affiliates once a month so you get the advantage of having a positive cash flow throughout the month until you send out all of your affiliate paychecks. Having an affiliate program is the ultimate Internet business builder.

So, many web sites will set up signing up new affiliate members as a secondary response they are looking for at their site since these affiliates are such a primary strategy in their Internet growth.

So, we have a primary response we are looking for in every single web visitor on every single web site. We also sometimes have a secondary response we are looking for on some web sites.

Please use the worksheets at the end of this section to come up with your primary response and the secondary response for your web site.

Knowing what the response you are looking for at your site makes all the difference in the world in building an effective web site. The idea is to create a funnel throughout your site to lead them to this response.

If your web site has one page, then the full letter on the page will then lead them to the primary response.   If your site has multiple pages, then every page should lead them one step closer to taking the response that you want them to take.

You want to keep all distractions out of their way on the road to your response. So, keep outside links out of the way, flashing banners that distract, and anything else that might slow them down from taking the response you are after. In other words, dump what many people consider to be web design.

You are after one goal from your web site. Everything on every one of your pages must be after and pointing toward that same goal. If it doesn't, then your response rates will pay the price.

Internet Terminology

As we go further into our study of how to design our web sites for maximum profit I want to help you to understand some further terminology that we will be discussing. These terms will become integral parts of your web advertising vocabulary:

Traffic	Hits	Visitors	Unique Visitors
Impressions	Clickthroughs	Cost Per Response	Profit Per Visitor

Each of these terms will be very important for you to understand the rest of this book and my Internet marketing strategy...and they also are important so that you understand the vocabulary of other marketers you will be dealing with online.

"Traffic" is a rather generic term which simply means how busy your web site is. People use it differently so it isn't really a good indicator of a web site's number of real visitors or a good indication of advertising effectiveness. Some marketers will refer to traffic as how many hits their sites receive...others will use it for how many visitors come back to their site...and still others will only use it for unique visitors.

When I use it personally I am referring to how many unique visitors you have coming to your web site in a given period of time. "High" traffic means that you have lots of visitors coming in a short period of time.

"Hits" is often used as a very deceptive advertising term. In actual and original use, it means how many accesses your web page receives, but this needs to be understood. If I have one web page with 5 pictures on it, then my web site will receive 6 hits for every visitor who shows up at my site. The web page file and all 5 graphics must be pulled from my server so it is recorded as 6 different hits.

If I then visit another page on the same domain, it may have 10 pictures on it. This would be another 11 hits, but still only one visitor. This one visitor has now recorded 17 hits at your site. You could be only receiving 1,000 visitors a month and claim to have 100,000 hits or more if your visitors go to a lot of pages on

your site with lots of graphics being shown to them.

This is where the Internet malls suck people in. They tell them what high "traffic" they have and how they have 1,000,000 hits a month...sounding very impressive. Now that you understand the terminology, it doesn't sound quite as effective anymore, does it? Don't fall for these ploys. Internet malls have been proven not to work...and they won't work for you either.

"Visitors" is a more practical term than hits or traffic. Visitors refer to how many people actually looked at one or more of your pages. It doesn't count graphic downloads or how much load was put on the server. When looking at your stats (provided to you by your web host), you will be able to see how many visitors each of the pages in your domain has. You may have 5 pages at your site—an index page, a free report page, an about your company page, a frequently asked questions page, and an order page.

Your traffic stats will look at each of your pages and tell you how many visitors went to each page. One hundred people might have viewed your index page. Then, forty-five of them visited the free report page. Fifty-five visited the about your company page. Twenty-seven visited your frequently asked questions page. Ten visited your order page.

Many of those visitors may be the same people visiting different pages on your site and they don't necessarily have to be different people. In most cases, you will want to be able to look at your stats and see people visited many of your pages. This means that you are holding their interest and keeping them at your site longer. They want to know more…

"Unique Visitors" is another term which means how many different visitors came to your site. This doesn't count your visitors over and over again at each page and it also doesn't count when they come back to visit again (many times you will see that a majority of people will visit your site 3, 4, 5 times or more before they make a purchase).

Unique visitors only counts each person one time. They only count for one. Visitors may count the same person one hundred times with each different visit to your site and every page that they visit. Hits counts how many times your server provides information which also counts all graphics being downloaded.

So, the following math is quite possible for the traffic to a site. You may have 10,000 unique visitors this month with 200,000 visitors and 1,000,000 hits. This would be pretty good and profitable traffic for a site, but it wouldn't be too impressive in Internet terms.

These terms can be a little confusing at first, but you need to understand them to properly understand the amount of traffic you are receiving at your site and to understand the terminology that other people are using.

"Impressions" are the keyword of online advertising. An "impression" is every time someone sees your advertisement. If you run a banner ad campaign, then it would be considered an impression every time your banner loads onto a web page. You will usually purchase your banner advertising per impression.

You may purchase 100,000 impressions of your banner for $500. This would mean that your banner would be shown 100,000 times. The same person may see it 10 times as they visit different web sites running your banner campaign, and every one of those 'showings' counts as one impression each.

The clickthrough rate is counted as how often someone clicks on your banner. If one person out of every hundred showings click on your banner, then your banner would have a clickthrough rate of 1%. The Internet wide industry average for banner advertising is one half of one percent clickthroughs OR 1 out of every 200 impressions results in a clickthrough. There are some ways to beat this average and get your clickthrough rates up to 2% or 3%, but those are only when you can get the banner and targeting done just right.

So, if you purchased 100,000 impressions and were able to do twice as good as the average web site, you would get 1% or 1,000 of those people to visit your site. Keep that in mind when you are buying impressions.

Email advertising is also usually calculated in impressions. Advertising with sponsor ads and solo ads in ezines is one of my favorite forms of paid advertising so I recommend you follow my online examples (in the member site) as I show you my ad results in ezines.

If an ezine has 10,000 readers, then they will usually say that they are going to give you 10,000 impressions of your ad. They also will usually produce much higher response rates than banner advertising. An ezine ad may give you a 10%

clickthrough rate when banner ads only gave you 1%.

Some ezines have figured this out though and are charging you accordingly for your viewership. Many ezines charge around $10 to $50 per thousand impressions (so a 10,000 mailing would be $100 to $500). Targeted advertising professionals often are known to charge quite a bit more. PostmasterDirect which is considered the king of email advertising charges over $200 per thousand impressions for a solo ad (when your ad runs by itself with no one elses ad or any content). That is extremely expensive, but if you have tested your offer it may be just what you need for an incredible breakthrough in new sales at your site.

"Clickthroughs" is another advertising term and it refers to selling you actual clickthroughs to your site. Many people have become very disillusioned with the poor clickthrough rates of purchasing impressions and are looking for another solution. Instead of selling you impressions, many sites will now sell you clickthroughs.

You can buy banner advertising with 1,000 clickthroughs instead of just buying banner impressions and hoping for that same number of clickthroughs. Of course, you pay a premium price when you are purchasing guaranteed visitors such as this to your site. You may end up paying 50 cents or more per clickthrough, but it's worth it if you make more than that from every visitor.

"Cost Per Response" is how much it costs you to get responses or sales from your visitors. If you are paying an average of fifty cents per visitor to your site and 10% of them fill out your form for more information, then the cost per response is $5. It costs you $5 for every lead you are receiving.

Some people never spend a penny on advertising, but that doesn't mean that they don't have a cost per response. Free advertising also costs you something—your time. It may take you 3 hours to visit all of the discussion groups and put your postings producing 300 visitors at your site. If 10% of those fill out your response form, it cost you 6 minutes per response (180 minutes divided by 30 responses).

You need to know how much these responses cost so you can determine your best and most productive forms of advertising. No one has unlimited time or money to spend doing every form of advertising...paid or free.

"Profit Per Visitor" is your most important statistic of all. How much money do

you make from each of your visitors? If your site sells a $50 to 2% of your visitors, then you are earning one dollar per visitor at your site. If you can increase the number of visitors to your web site, you will also increase your profits by that amount.

You could afford to spend up to one dollar for every visitor to your site (as long as they are the same quality of visitors). Knowing how much you earn per visitor gives you the ability to make intelligent decisions when it comes to advertising.

If you normally earn $1 per visitor when doing banner ad campaigns (please note that your profit per visitor will vary from every form of promotion and you should not spend too much money on any form of advertising until you know how much you will earn from that specific type of advertising), then you can spend up to $1 per clickthrough on your future banner campaigns.

NOTE: Some people ask me why I spend so much time talking about paid advertising when the Internet offers so many options for free advertising. The reason for it is again that all advertising will cost you something—either money or time.

When you are first starting out you will spend more time than money. As your business grows and you want to breakthrough to the next level you will often find that it is easier to spend money on one million advertising visitors and reap the profit from that than it is to go out and try to spend your time producing one million visitors. I do both free and paid advertising personally and I enjoy the paid advertising much more since it requires less of my precious time. Money is easy to earn online, but we all have the same number of hours in a day.

If you don't keep track of your cost per response and your profit per visitor it will be next to impossible to choose the correct forms of advertising that you should be using. Everything that you will ever learn in marketing beyond the basics will come about from testing one approach against another. Which web site makes more money? Which advertising is a better use of your time...search engines or discussion group posting? What is the best way to spend your money...ezine ads or pay-per-click search engines?

Guess what? If you expected me to answer those questions for you, you are out of luck. I can tell you which ones are best for my web site, but I can't tell you 100% positive which ones will be right for your site and offer.

That kind of knowledge will only come from you testing the different methods and comparing them to your profit per visitor. What may only work decently well for me may produce the breakthrough you need with your offer. What produces awesome results for me might only give you decent results. There are so many variables in marketing techniques that it is up to you to test and find the right one for your business (of course you can learn from my examples and case studies as well).

Choosing Your Basic & Essential Internet Tools

If you want to sell online, you absolutely must get your own domain name. There is no other option. Some people believe the net is all "Free" and that everyone is just going to hand them all of the tools they need to have a successful business online. Well, that just isn't the case.

You are going to greatly hinder your business and potentially destroy your own credibility if you try to run your business from a free web host. Sure, some of them provide you with a lot of tools you can use, but they will also be putting advertising on your web site.

Those free web hosts have to earn their money someway, and they earn it from hosting free advertising on their web sites. If you use a free host, then you will also have to host their advertising on your web site...hurting your response rates in the process.

A second disadvantage to using a free host is that you will find it next to impossible to get any search engine rankings. Most of the major search engines have the free web hosts banned, because they have received way too many bad submissions from their users. You can't even get listed in many cases (when you see a free web host on the search engines it is often because they were submitted years ago before the host was banned).

Your most important disadvantage is the credibility factor. If you cannot afford your domain and hosting, then many of your customers will look at you as a beginner in business or someone who doesn't have the stability online that a company with it's own domain has. This may not be true as a statement, but it is the perception that many customers will have.

So, you have to get your own domain name and web host.

The web site that I order my domains from is Order Your Domains which is available at: Domain Name http://www.orderyourdomains.com

They have lower priced domains than most of the services and they have great support. They also have their recently expired list of domains and their domain "gizmo" which helps you pick out domain names.

There are some rules you have to keep in mind when choosing your own domain name. You want something that is memorable, as short as possible, and easy to spell. The whole key is that you want to make it easy for your potential customers to find you and remember you once they have found you:

1. **Memorable**—Some of the most popular domains don't really appear to have anything to do with the subject they are selling. For example, "eBay" is one of the most profitable web sites to consumers, and yet they are eBay instead of onlineauctions.com or anything like that. Yahoo is another profitable site and that name really doesn't have to do with searching. The goal was to create a domain name which could be "branded" and remembered. Although we feel direct marketing is more important, this does not mean that branding is of no effect.

2. **Short As Possible**—The shorter your domain name the better. You will find it next to impossible to get any domain names 3, 4, or 5 letters long anymore. They have all been taken, but still try to go for the shorter of different choices. Along the same lines, make sure that if you are selling something you choose the .com domain. Whenever anyone hears a domain, they immediately think of .com to such as point that a .net name is only worth about 10% of the value of a .com name (if you are a non-profit, then .org is also acceptable).

3. **Easy to Spell**—Some webmasters have made a profit buying domain names which were a close spelling to extremely popular sites. One man found that many people would misspell http://www.microsoft.com so he reserved dozens of misspellings that people could make when looking for Microsoft (this is a potential legal situation by the way as Microsoft could say he was using their trademark so I don't recommend this strategy). The point of the strategy is that people often misspell the domain name and end up somewhere else. If you choose a domain which has potential misspellings associated with it, try to reserve those domains also.

Special Note: There has come a debate about domain name length especially

from the search engine gurus. Many of the search engine specialists like much longer domain names, because they can then use their keywords in the domain name itself. This is an extremely good strategy for search engines, but it is a bad strategy overall. I like to go for the short domain for my site, and then if I decide to really focus on the search engines I will buy some longer domains to use only for ranking on the searches.

Choose a Web Host

Once you have chosen a domain name, you now need to chose a web host. Picking the right web host can be extremely important to your long term profits online. The wrong web host will keep you from running CGI program such as response forms, won't support you when you need it, and could potentially go out of business leaving your business without a site.

You do a review of hundreds of different potential web hosts at http://www.webhostlist.com , but I have found sometimes that their reviews are a little behind on the times. I had a web host for example which was ranked number three on their list who almost forced one of my sites out of business. They went down for two weeks, overcharged my credit card, continued to charge me after I left, etc. They were someone that I would recommend no one to go with.

When looking for your web hosts, you will want to make sure they have these features built in:

- **Free Tech Support**—I don't care how good you are with web sites, a problem will occur and you will need help from your server. So, I rank this as the important aspect of a web host. How quickly do they respond to problems at your web site, and how helpful are they when they respond.
- **CGI Access**—You have to have your own CGI bin which you have full access to. You may not understand CGI at this point in time, but trust me you will want to use it in the feature to do feedback forms, discussion groups, affiliate programs, and the like. It is essential and don't even think of a web host who doesn't give it to you.
- **Secure Server**—A secure server is essential so that your customers can order from you. If you have an order form up and don't have security in place (provided by your web host), then you are going to lose out on orders...plain and simple. If you plan on selling products or services, you must have a se-

cure server.

- **Good Stat Program**—Being a direct response Internet marketer relies on your having access to all your stats...How visitors are at your site? How many unique visitors came this month? Which search engines and search phrases did they use to find your site? Which links are providing the most traffic?
- **Real Audio Server**—This isn't essential yet, but there will come a day where you need to have Real Audio or Real Video at your site to really be on the cutting edge of business online (this will occur when more people have high speed Internet access such as DSL, cable modem, satellite modems, and the like). Check to see if it is available from your web host.

For web hosts, I recommend you choose one of these two:

My favorite and the host of my own web site is Virtualis. They are the King of Support and even dare you to try out their support people to see their speed. I once sent them over a question at one o'clock in the morning and they responded within fifteen minutes. That's speed...and that's what you need when running a business online.

One of the web hosts I had in the past completely went down on Friday night and didn't have tech support people available until Monday morning. My site was down the whole weekend and there was absolutely no one I could contact about it. I lost thousands of dollars in profits!

So, Virtualis is my king when it comes to web hosting. They respond and they fix problems quickly. When looking through their hosting options, most people will be happiest with the "Mini" or the "Mid" hosting options. The higher options are only needed if you are going to be hosting sites for other people or if you are going to be running major CGI programs such as a banner exchange, search engine, etc.

You read about their hosting options and benefits at:
http://www.virtualis.com/vr/tdean2

Host4Profit is another potential web host and they are a little cheaper than Virtualis. Their tech support isn't quite as good as Virtualis, but they are equal on every other level.

They also provide you with a way to pay for your monthly hosting fees by signing

up other members. If you sign up three other clients, then you get your own hosting for free.

Check them out at:
http://www.host4profit.com/cgi-bin/home.cgi?2708

Web Design Software

There are many different ways that people go about the actual design work on their web site, but I have found that most professionals including myself use the Macromedia Dreamweaver and Fireworks combination. It is an awesome set of programs for designing your web site. These programs aren't cheap, but they sure are powerful.

I don't want to really get into web design software too in depth in this manual, because it really isn't as important as most people make it out to be. The design of your web site is no where near as important as designing a web site which can sell. That is where most people miss it. They spend ten thousand dollars coming up with a beautiful web site design, and then they spend thirty minutes coming up with the offer and sales materials for their site.

You must be kidding. That is the quick way for your site to die a horrible death. You need to focus on the market you are selling, the offer for them, and the sales materials you convince them with.

Web design is secondary. Many people use Microsoft Frontpage which is a sufficient tool if you already have it available. The one problem it has is that it adds in extra coding that makes your web pages be longer than they need to be. This may make them load slightly slower, but it isn't such a problem that you should quit using Frontpage if you already own it and are experienced with it.

Learning the language HTML is another option that many people recommend. If you take the time to learn it, knowing the language itself will give you some advantages in designing your web sites (not the least of which is that you won't have to buy expensive programs to help you design the site). Learning HTML will take you a while though, so you need to have the time available if you are going to choose this option.

Macromedia Dreamweaver is the tool of choice for most professional web design-

ers (along with knowing HTML also) as it can really speed up the process of building and updating your web sites. I personally use it after having using Microsoft Frontpage for 2 years and I love Dreamweaver much better than I ever liked Frontpage.

For designing web graphics, the two most well known and best priced programs are PaintShop Pro and Fireworks. Either program will get the job done, but I personally prefer Fireworks anyday.   You can pick up both Dreamweaver and Fireworks in a combination web design offer from most software stores such as Amazon.com or Buy.com

If you don't have the budget for these programs, you can start out with a 30 day trial version of Paintshop Pro to design your web site graphics and then use Frontpage Express which is a free program to design your first web site. Remember, the one purpose of your web design is to give yourself a clean professional appearance. Giving the right offer and sales letter is much more important to your sales.

Email Software

I use Eudora 5.0 to handle my email. You can pick up a free version of this program at http://www.eudora.com. There is also a paid version of the program which will remove the ads from your screen.

I have found that I like it much better than the other software programs such as Outlook Express or Pegasus. It has more features and allows you to better organize your email setup.

Eudora is the program that I am using on the Screencam videos inside of the membership site when I explain my email use and folder use.

Email Follow-up System

The most effective marketing technique is to have your prospects give you their email address for later follow-up. To do this follow-up will require for you to be using an email system which automatically follows up for you.

The company that I turn to for solutions in this area is Online Automation. They have the Postmaster Online System and also sell the Postmaster software. Either

one of these programs can make a great choice for your email follow-up systems.

The online system is very similar to the follow-up autoresponder services currently being offered by companies such as Aweber and others. The major difference is Postmaster Online gives you up to 50 autoresponder follow-up systems (you can have unlimited personalized follow-up email messages on each one) and you also can have a complete database system for a free online newsletter built in as well.

This means you can have someone sign up for a series of autoresponder messages and then also continue to contact them through a free newsletter built right into the system. This is all handled by a hands-free online system based on their computer systems.

They give all of this for $29.95 per month. It is a great automation tool, especially when you are first starting out. You can find out more here:
http://www.postmasteronline.com/home/10683

I actually like taking my automation to another level and use the Postmaster software instead. The Postmaster software is a program you install on your own computer and use for follow-up. The major advantage it offers over the online system is a few more features which give me more versatility in my follow-up .

Using this software, not only can I have follow-up autoresponder messages and a newsletter, but I can also follow-up automatically on customer orders with other backend bonuses and additional offers. If I want to train my new affiliates, I can have a system of emails sent to all new affiliates. It gives me the ability to take email responses to another level. It costs more than the online system upfront and it also takes a little longer to learn, but it frees you up from making monthly payments for an online solution.

You will also find I have Screencam examples of this software in the membership site. Find out more at:
http://post-master.net/rs/bizpromo

You Must Track Your Results

Our whole membership site is based on tracking all of the results from your advertising. There are two kinds of marketers on the Internet: those who track eve-

rything and those who lose money.

If you aren't tracking everything you do online, then you deserve to lose money in your online business. You need to be tracking your response rates, your sales rates, and the number of sales produced by every type of advertising you employ.

Even if you aren't spending a single penny on advertising, tracking is still important. It can show you which type of free advertising is giving you the best results and where you should spend your time most effectively.

Tracking should also be used to find out what kind of web site produces more orders for your products or services. One headline has been proven to outpull another headline by 1800%. You could be earning 18 times more money from your site if you had a better headline. You will never know if you aren't tracking your results.

There are several different "Free" ways to track your web site results...and I have used all of them at some point in time. So, you have absolutely no excuse to not be tracking your results.

Tracking Method #1: Tracking Provided By Your Web Host

Many web hosts provide good tracking packages as part of their hosting service. My host Virtualis is like this. They provide me with their GoldStats tracking program to track the hits, pageviews, and referral information to my site (where are people coming from).

Most web hosts now have some type of tracking program that they provide to all of their members. It is considered a basic service. If your host has one in place, use it. Sometimes it just isn't comprehensive enough for what you need.

Tracking Method #2: Access Probe CGI Software

This is one of the best tracking programs available on the Net and it is free to try-out and use (if you want to upgrade to the professional version it is only a $39.95 one time fee).

It can generate reports for daily hits, referrals, browsers, most visited pages, and more. It can even go in and clean out your web site logs to keep itself moving and

generating it's reports very quickly.

I highly recommend it as one of your tracking mechanisms. It can be downloaded for free by visiting: http://www.accessprobe.com

It is a CGI program which is pretty easy to install, but if you don't like messing with CGI programs, then you can probably go over to http://www.elance.com and get someone else to install it for you for $20 to $30...not too bad in my opinion.

Tracking Method #3: WebTrendsLive.com is a Free Service

If you don't have good tracking provided by your web host and you don't want to have to mess with a CGI program, then I recommend using a free company such as WebTrendsLive.com.

Their "free" tracking can provide you with good results although it does require you to put their little link WebTrends link on your page which could potentially have people linking away from your site to visit. It shouldn't be too much of a problem though because of it's small size.

The biggest pain to me in their program is that you have to add their code to each of your web pages individually...which can take some time if you have a lot of pages online like I do. It shouldn't be a problem for many of you reading this since you should keep your page numbers to a minimum for maximum sales value from your site.

More Advanced Tracking: Two other methods of tracking your stats can even take Internet tracking to the next level. The first method is to install an affiliate program at your site and the second is to do split run tests of your advertising.

Even if you have no intentions of setting up your own affiliate program in the future you can still use affiliate software to give you the best tracking possible for your web site. This is a trick that many people never think of, but I have used very successfully in my own business.

Set up an affiliate program for your products and services and then sign up as a different affiliate for every ad you run. For example, if I run a $100 ezine ad I will sign myself up as affiliate number one. For my banner test, I will be affiliate number two. For my press releases I will sign up as affiliate number three.

Then, not only will I be able to track my advertising and clickthroughs such as with other forms of tracking, but I will also be able to specifically track how many orders came in from each form of advertising. All I have to do is bring up my affiliate stats and it will tell me exactly how many hits, unique visitors, and sales were produced from every ad.

This type of tracking is much better than basic stat tracking, because you will know where the buyers came from and not just the visitors. You will be able to look at the exact value of every ad you placed in comparison to how much you spent on each one.

You can find over 30 available affiliate software programs at a cost of $39 up to $1,000 by visiting the CGI Resource Index at:
http://cgi.resourceindex.com/Programs_and_Scripts/Perl/Website_Promotion/

My favorite current recommendation for affiliate software is the Little Salesmen Affiliate System which is available through Wes Blaylock's triple threat package including membership site software and email list management software all for one price at:
http://www.cgitoolbox.com/c.cgi/bizpromo_book

Having the affiliate software already installed for your own advertising will also give you the additional advantage of being able to offer your own affiliate program later on down the road. Just think of having thousands of web sites out there selling your products and services for you...and you don't have to spend a penny of your own money until products are sold! Affiliate programs are one of the best marketing devices ever created!

Doing Split Test Runs of your advertising is another important element to online tracking and finding out how to achieve the maximum sales process from your web site. Split runs have been a mainstay of testing for direct marketers for decades through direct mail letters.

Marketers could purchase a list of 10,000 direct mail names and addresses and create two different sales letters. Then, they divide up the list and mail each letter to 5,000 of the names. The one that came back with the greatest sales rate would become the new "control" ad.

Then, they would create another "test" ad to compete with the best pulling control and run another split test ad to more names. This process would continue forever as the direct marketers would constantly try to pull better and better results out of their "control" ads (whenever a test ad could outdo the current control it would then become the new control ad for future tests).

In each test they would make only minor changes to the letters. On one test they may try a new headline. On the next test they may try a different guarantee. On a third test they may try different prices. Each test ad would only have one change in it so that it could be shown exactly what produced the difference in response rates.

This type of split run testing hasn't been available on the Net until now. It is now. Scripts are available which will allow you to place an ad and have all of your visitors spread equally between two different web site sales letters. This way you can test and prove exactly which type of advertising is the most effective for your product or service.

You can test web design, sales letters, headlines, guarantees, and more using this type of software. This is the software that we use to do all of our split run tests inside of the membership site. It is how we come up with many of our "breakthroughs" we teach!

Wes Blaylock created a complete script which will allow you to run a split test with your visitors being directed to two different web pages for your testing. He agreed to let me offer it for free to my members. You can download this CGI program below in zipped format:
http://www.bizpromo.com/clicks.zip

Complete Web Site Sales Letter Formula

The most important part of your web site's entire design is the sales letter itself. If your web sales letter doesn't sell, then all of the most beautiful graphics in the world are completely and utterly useless. Ad copy sells. Pictures and graphics are just there to make people read the copy.

There are a lot of good books and products on the market which can help you learn how to write effective ad copy, and I recommend that you pick up at least a few ad books to learn how to write good copy.

Human nature hasn't changed in the Internet age and neither have the basics to writing effective and results producing ads. You still have to spend the majority of your time writing the offer and creating a headline. You still have to write your ad in an emotional and personal style. You still have to make an offer that people will want to buy.

A few things have changed in writing ads in just how they are used online. So, I am going to give you my "Internet Sales Letter Formula" below for writing ads that give you the maximum sales value from your products and services.

This is the exact same step-by-step system and outline that I use to create my own winning ads…

Step One: Write the Offer

Your offer and "concept" is more important than the whole of your ad copy. An OK ad writer could easily sell a powerful concept, but even an advertising master won't be able to sell a poor concept.

Your offer is everything. What are you going to be giving to your customers? Why should they buy from you rather than the next web site? How are you going to provide them with more value than every other company in your industry?

Luckily, you should already have the answer to this. The Unique Web Position that you developed in the first section of this manual should go a long way to helping you define your offer as well.

If your UWP is customer support, then your offer should somehow give them more customer support than any other company out there for the money. If your UWP is higher quality products, then your offer should focus on providing the highest quality possible in an offer.

Your research into your prospects and customers in the first section will also come in handy here as well. Your offer should be exactly what you found them to be wanting as you interviewed and watched them online.

Many companies also use their first sales letter and offer to be a lead generating offer. In other words, they don't really intend to make a profit on the first sale to a

customer. They are out to break even or possibly take a small loss on generating the first sale to a customer.

They are willing to do this because of the "lifetime value" of the customer and the fact that the customer will purchase from them again and again over the life of their relationship. So, they plan their offer around this.

The whole concept of the companies who offer you 12 CD's for one penny is based on this. They lose quite a bit of money on the first sale to a customer, but they earn it back in profits by selling to them over and over again every month for years to come. In the process, they have also created an offer which appeals to many customers out there (and when it was originally done it would have been considered very unique).

Could you apply this idea to your market? You may or may not be able to. It is just an idea. Either way, you do need to come up with a customer generating offer which stands out in the marketplace. Your whole sales letter and web site response rate is based on it.

You have to offer them something they are desperately wanting!

Step Two: Prepare Your Benefits

The next step in the writing process is to write down every feature and benefit your product has in it for your customers. Since I deal with information products more than anything in my own business, this process consists of going page by page through the "book" I am selling and writing down the benefits that are taught on each page.

I will usually buy a deck of index cards for each sales letter I write so that I can write one benefit on each page (and then use the rest of the card for notes I come up with later). When doing an information product, I will also write the page number each benefit comes from in the book which gives you more ability to create curiosity in your prospect reading your letter.

When dealing with a physical product I will use each index card to write down a feature from the product. This would include it's weight, size, power, strength, material, engine, etc. Anything that you could possibly ever use to describe the product would be put on each individual index card. If you are selling a product

from a manufacturer, you will be able to pull a lot of these features right off the box under specifications.

Then, once I have written down everyone of it's features I will go back through it and turn each feature into a benefit on the same card (so I would now have one feature and one benefit on each card). A benefit is the "What's In It For Me" that comes out of the feature.

For example, if you were selling a washing machine with a large capacity then the fact it can wash twice as many clothes is a feature. The benefit would be that you can get the laundry done in half of the time it usually takes freeing up more time for yourself and your family.

If you were selling brand new shoes to teenagers, they couldn't care less what material the shoe is made out of. What they care about is that it is the hottest new shoe on the market, the top basketball player wears it, and that it will impress their friends. The fact that they will save money purchasing it at your online store is what will impress their parents.

Although I have never heard it explained this way, you could say that the feature is the specific fact about the product while the benefit will often include both the fact and the emotional feeling they get out the product.

People buy based on emotion. Then, they justify their decision based on logic.

Step Three: Create the Headline

This is the writing part which takes the longest. Most copywriters will write a minimum of 50 to 100 headlines for every letter they write. Ted Nicholas, the $500 million dollar man, said in his book "Magic Words" that his success was due to the fact he was willing to work harder than anyone else and write over 200 headlines sometimes before coming up with his best one.

Take all of your index cards you have done so far and organize them in order of their importance to your prospects. When you write the sales letter you will want to have the most important benefits up front in the letter. Don't try to save a great one for last. Give them best in the beginning!

Once you have your cards in order you can now start writing headlines from them.

This is hard work, not the glorious inspirational work people make it out to be sometimes. Most of the time you don't receive a flash of inspiration that all of a sudden gives you the perfect multi-million dollar headline. It comes out through writing it out and working it out in your mind.

The process I will usually go through when writing my headlines is to look through my "Swipe Files" (any good copywriter keeps the best sales letters they receive, punches holes in them, and puts them in 3-ring binders for later use) examining the top headlines other writers have used. I will usually write at least two dozen of the potential headlines as "model" headlines done in the same format but different wording as the top sales letters in my files. If it worked before, it can work for me.

The Magical Benefit: One of the best ways to come up with a headline is to imagine yourself with godlike powers and the ability to grant your prospects best wish to them. What would be the ultimate benefit they would want if your product could do anything for them? What they want is the beginnings of a possible headline for your product (in some cases you may even want to modify your product to come as close to this ultimate benefit as possible).

Your headline needs to give them the answer to their ultimate desires.

Once you have a good selection of headlines, a way to test them would be to pick the top 5 or so and offer them to your customers as a title of a free report (each headline would be a report title). Your customers can choose which report they want and that would be the headline you should use for your letter.

Step Four: Benefit Rich Opening Paragraph

Now write your opening paragraph. It should build upon the headline and make a specific promise of results that can be achieved through your product. This paragraph has one purpose and one purpose only...to get them to read further into the letter. There is no other purpose to try to achieve in this paragraph. They won't be sold through one paragraph so get them excited and curious enough to devour the rest of your material right this minute!

This is the grabber paragraph. In my case, I often like to paint a picture of my customer using the product to it's fullest and receiving all of the benefits from it in the first paragraph (these would be a couple of the best benefits on your index

cards).

HINT: You don't have to tell them what the product is at this point. In almost every case I make sure not to tell them what the product is yet. Remember, people don't buy products. They buy benefits. For example, I never tell someone I am selling a book in the first paragraph. I tell them all of the benefits they will get. The curiosity of wanting to know just what you are offering will often cause them to read deeper into the letter!

Step Five: Build Credibility & Proof

On the Net, you absolutely have to give your ad copy credibility immediately. I don't think that there has ever been a medium before where people have been more afraid to spend their money. Con men are waiting around every web site to take their money and run.

You have to prove every single thing you say. This is why after we get our prospects interested we immediately go to proving our case. We gave them the promise. Now, where's the proof?

Below are some of the ways you can build up credibility and proof in your copy.

1. Specifics

Always write your letters in specifics, not generalities. You didn't make over $2,000. You made $2,142. The new washing machine didn't wash the clothes in half the time. It did it in 21 minutes instead of 43 minutes. You don't buy a car that gets somewhere around 20 miles per gallon. It gets 22 on the highway and 19 in the city. Always be specific in everything you say on your site.

2. Testimonials

There is no better proof on the Internet than testimonials from your customers. Don't you dare just use their initials and city, state anymore either if at all possible. Online, I like to use their names, a link to their email (not their actual email addresses because of spammers stealing them from your page), and their web site addresses if they have one.

That way your potential customers can check out their statements if they want to.

Very few ever will, but some might just do so. Having them on your page gives you more credibility with everyone of your visitors!

3. Product Reviews

If there have been any product reviews by recognizable sources, include those as well on your pages (or you can include links to another page which would be the product review page). People believe these reviews much quicker than they ever do your sales letter.

4. Quotes

Have famous people mention your product or something relating to your product? Large companies will often pay tens of thousands of dollars to get a celebrity endorsement and in some cases it is even worthwhile for a small home based business to hire a celebrity endorsement to increase their credibility.

5. Photos

Show a picture of yourself or of your product in action. If you claimed to have earned $5,200 in one day, take a picture of the check. If someone lost 30 lbs, then show the before and after pictures. Show some pictures beside your testimonials. A picture is worth a thousand words. That is why you see so many before and after shots in advertising. No amount of words can beat the credibility produced by them.

6. Statistics

Are their statistics which have been published by known newspapers, magazines, or the government. Have their been any studies done by laboratories? Has any recognizable person proven your claims? Include all of those.

7. Your Background

Was the "diet" product developed by a doctor who worked at the Mayo Clinic and has won 10 awards for new scientific discoveries? Tell your customers about it, but do it in a benefit rich way. Don't just make a list of credentials. Let them know what his or her experience means to them. What's in it for them?

8. Contact Information

Include your contact name, phone number, and street address if people want to contact you. Even if they don't contact you, having it on your web site will give you more credibility...and orders.

9. Other Ways to Check You Out

This is by no means an extensive list of possible credibility builders. If you currently work on a research project for a major corporation, let people know about it. Anything that adds credibility to your offer should be used.

Step Six: Benefits, Benefits, Benefits

Now, it is time for the most fun part of the letter. It is benefit overload time. This is where you list all of the benefits from your index cards prepared earlier. On many sales letters and web sites this section is categorized by bullets.

You may put 20 bullets in a row and each one will be one benefit phrase from your list of index cards. In some cases, especially in long lists, you may even divide them up into sets of 10 bullets or so each. Then, apply a short phrase or paragraph in between each set of bullets to introduce each set.

Don't neglect any of the benefits even if you aren't sure if that one is important to your prospects. People often buy a product or service based on ONE of the potential benefits they receive. So, you never know which benefit may be the deciding factor for individual customers.

Step Seven: Details of the Actual Product

Now that you have told them the benefits, let them know the features of the product. How big is it? How many pages does it have? What kind of engine is in it? What colors are available? This is where you tell them some of the specifications of the item itself. Try to keep this section rather short, because if you aren't careful you may bore your prospects. For a book, I will usually just tell them it is 157 pages and delivered immediately online in free Acrobat format.

For a physical product your description will be a little bit longer and should help with the logical side of their purchase decision. Tell them how it comes to them

in the mail, how quickly it will get there, and what it will look like when they open it up.

Step Eight: Bonuses

If at all possible, always add in bonuses for purchasing your product. In most cases, also create these bonuses so that your customer can keep them even if they return the product itself. This is part of your irresistible risk free offer. If your customer decides that your package isn't for them and returns it, they still get to keep the bonuses. They have no way to lose in the deal!

In many cases you will find that some type of information product—online PDF file, special report, audio tape, or video tape makes the perfect bonus for most products. The reason is that they have a high perceived value, but they are also of a low cost to the creator. If someone returns your product for a refund and keeps the report, you might only be out 50 cents.

That same 50 cent report may have a $29.95 value in your sales material because information isn't valued as a hard asset. It's price isn't based on the format it is delivered in. It's price is based on the value that the reader can get out of it.

Find a way to give away information products as bonuses.

Step Nine: Sell Dollars For Dimes In Your Price

I first heard this statement from Ted Nicholas. There isn't use in trading one dollar for another dollar. If you can create an offer where you are giving a dollar away to anyone who gives you ten cents, you have a winner. Everyone will jump at the chance.

Show the value of your product and why it is worth so much more to your customer than the measly little fee that you are charging. It only costs $30, but they are going to get a minimum of $300 value from it. You will even guarantee them to get this much value from it (*see step ten below*).

A lot of times you will even want to use a comparison in when giving your price. You may say that it costs $11,000 for you to write a full sales letter, but they can buy your copywriting course for only $197. You could also say that it cost $30,000 and travel expenses to six seminars to learn the information you are now

selling for $49.

This is called comparing apples to oranges. It is a regular expression, "You can't compare apples to oranges." When you are doing a sales letter, you do want to make comparisons such as these. Compare the cost of your product to if your customer wanted to have one handmade themselves.

Compare the cost of your product to what it would be if your customer had to go through everything you went through to learn the information. Amoritize the cost down to a daily cost. A $197 membership site only costs 54 cents a day...less than the cost of a can of coke.

Don't beat around the bush about the cost of the product, but do show your customer why the price is so much lower than it should be.

Step Ten: Use a Fool-Proof Guarantee

Everyone of your future customers has one thing in common. They are afraid of making a mistake and feeling stupid about it. They have been wrong before in their purchases and they are afraid of purchasing from you will just be another notch in their long series of bad decisions.

Everyone of your products should come with a no questions asked money back guarantee policy. Even if you don't state one on your site, you still are legally forced to give one. The United States Federal Trade Commission applies a 30 day money guarantee rule to any mail order sales. So, like it or not, you have to refund a customer's money in 30 days even if you don't mention a guarantee. If you are outside the US, I would suspect your country probably has similar laws.

So, make use of that guarantee on your site. Tell your customers about it. Lengthen it to 90 days. Tell everyone that if they are dissatisfied for any reason they can get their money back.

Whenever guarantees are mentioned people immediately begin to worry about people taking advantage of them and getting a refund when they don't deserve it. Sure, that is going to happen. Plan on it, but don't worry about it. If they felt like being dishonest, they could also get a chargeback of their credit card by claiming they never got or ordered the product in the first place.

You are much better off just issuing a refund even if you know for sure someone is trying to rip you off.. That is just the cost of doing business. Let's take it to an extreme. Let's say 5% of your customers decide to rip you off and ask for refunds for dumb reasons. It wouldn't matter, because you would be getting three times as many orders from talking about your guarantee in the first place. You come out on top.

A strong guarantee is Risk Free for everyone!

Step Eleven: Scarcity

You need to add an element of scarcity to your offer to get the maximum number of orders coming in. If people feel they can put their buying decision off till later, then you stand little chance if any of ever getting the sale.

For an online offer, here are some ways to add a little scarcity in:

1. This is a price test. The price may go up.
2. The price going up.
3. This is a special weekend only offer...or Christmas offer...SALE.
4. Extra bonus if you order within 10 days.
5. I can only handle 10 new customers a month.

How you add scarcity depends a lot on your offer. If you are doing an actual service which takes you or your staff's time, then of course you are limited to a specific number of hours in a week. You should let people know about your limitations.

If you are selling a physical product you only have so many in stock before you have to reorder (and people have to wait to get it instead of having it shipped immediately).

If you are selling a digital online product, you are little more limited in your options. You can regularly increase the price. You could add in special bonuses at intervals. You could tell everyone you are running a test and may raise the price. You could also let them know how dangerous it may be for their competitors to your information first!

Step Twelve: Make it Easy to Order

I shouldn't have to mention it, but I have been to several sites I wanted to order from recently who didn't accept credit cards. Don't make your customers go find an envelope, fill out your address, print out an order form, fill it out, write a check, search for a stamp, and mail it in. You are just asking for trouble. There are too many things that could go wrong in this process.

You must accept credit cards from your site. Almost anyone can get their own merchant account, but many small sites don't even need their own account yet. You can start with one of the online processors such as Clickbank.com or CCSlide.com and let them process your orders for you. Get your own merchant account later if you want.

You should give your customers the option of ordering online, by phone, or by mail for most products. In some cases this isn't practical, such as for my monthly membership site, but almost every other product we offer includes all three of these options. Even products I sell as digital downloads give these three options of ordering!

Step Thirteen: The Close—Make Them Feel the Pain

More web sites miss out on the order because of this step more than anything else. They don't ask for the order. Salesmen make the same mistake. They get someone excited and ready to buy, and then they don't close them.

Warn them what it will be like for them if they don't order your products. They are going to end up staying in the same miserable position they have always been in. For example, if you were selling a diet product, then they will continue to have to watch what they eat forever, feel sluggish all the time, and constantly be afraid of the scale. But they can relieve all of that pain right now by simply taking action and ordering your product.

If we call the headline and the first paragraph of your letter the dream. Then, we would call the warning section the nightmare. Show them the nightmare of not ordering your product and receiving your benefits.

Step Fourteen: Create a "If You Don't Plan to Order"

On sales letters we used to just call this a P.S., but we have found it is actually

more effective online to use an "If You Don't Plan to Order" link to take them to another page for a little more convincing from the bottom of your sales page.

In direct mail, this would have been accomplished by having a separate envelope in which would be a "lift letter." It would usually have said something on it like, "Please Don't Open This Envelope Unless You're Still Undecided."

You would usually have a short letter written by another person in the lift letter and would be offering an additional bonus for ordering now.

The most effective form of online lift letter is to prepare a letter written in another person's name (probably a close associate of yours) which have answers to frequently asked questions. Then, this page will also do double duty of increasing your credibility while also serving as a frequently asked questions page.

Wait until your project is up and running and save all of the questions which come in to your office. Then, write a letter answering those specific questions and have it signed by an associate of yours who really believes in your product and use that under a link called "Click Here Only If You're Aren't Going to Order" at the bottom of your web site.

A Final Note For Improving Your Copywriting: Copy Other Sales Letters

This has been a linking factor I have found from almost every great sales letter master. They started out by taking some of the best sales letters of all time and copying them by hand or on their computer. They would just sit down with the letter and write it out entirely. Sometimes they would write it out as many as five times.

Doing this helps program your mind to think like a master copywriter. Once you have written out several letters like this you will know how to spot a good ad and you will begin to think in some of the same types of phrases of those you are learning from. When it comes time for your next web site writing project, you will have been programmed just like a computer is programmed to produce the results you want from your sales copy.

Professionally Design Your Web Site

I have two words for you regarding web site design. Please make a post-it note out of them and stick it right on the top of your monitor.

"Simplicity Sells"

Keep your design simple and focus on the sales letter. Don't worry about creating a $10,000 web site. Too many people are willing to spend $5,000 to have their web site designed and only want to pay someone $300 to write their sales letter. That is my prescription for taking the fast road to the poorhouse. You would be much better off paying $5,000 to a copywriting master to write your sales piece and then paying $200 for your web site design.

Forget about creating a 500 page monster of a site. It will take you months, cost you too much, and isn't the best use of your time anyway. I have had more success with simple one page sites than with any of my larger sites. Using a good sales letter on just a one page web site works wonders!

This doesn't mean I never create bigger sites. My bizpromo.com site includes quite a few pages, most of which are my newsletter archives. It still is a pretty simple design. My netbreakthroughs.com site contains a few pages, but that is just because I include a lift letter, a testimonials page, and some help pages for members to login.

Every site I create is for maximum sales now. I tried my hand at creating some large information sites, but I can tell you the hassle of coming up with new content and the time it takes to run a site like that is almost never worth the advertising money that you bring in. So, after all of my online experience, I am back to creating simple sites again.

Simple Sites = Simply Profits.

One little unique twist I do like using is a pop-up box as a person leaves my web site. This gives you a double chance to sell them—you have your main sales letter on your page, and then if they click away without ordering you can give them a chance to receive freebie in trade for their email address (so you can follow-up on them by email).

One sample Java script for this can be found at:
http://www.psacake.com/web/ea.asp

Setting Up Your Email System

Email is the power of the web. By using strong direct response copywriting and a hot targeted niche product we have been able to get web site response and sales rates of up to 5% of visitors. Once we combine in an email follow-up system along with the sales page we have been able to get sales rates of up to 15% and have regularly been able to achieve 10% rates.

These are sales rates. That's right. On some of our sites, selling 10 out of every 100 visitors is quite a possibility and occurs regularly through the use of effective email follow-up.

By capturing the name and email address of our visitors we are also able to produce a predictable monthly income through sending out a newsletter online. In offline marketing it is expensive to collect the names of your prospects and continually send them mail each month.

Online you are able to collect the names and email addresses of thousands of prospects and future customers...follow-up on them as much as you want…and sell them new products and services continually...for one low monthly cost regardless of how many members you have.

If I had to give credit for my online success to one technique, it would be learning how to use email effectively. If you can use email and follow-up by email, then a lot of your other faults can be overcome. It is the key to Internet wealth.

The highest income per visitor has been created when I follow one simple system (no matter what type of site and product I have been selling):

1. Direct Response Web Site Goes for the Sale.
2. Follow-up Email Course
3. Short Monthly Newsletter

Go for the sale...especially if you have a product priced under a $100. If it is possible to make the sale, I go for the sale directly from the web site and focus the web site on making that sale. This will give me the best response rate possible

from the site itself.

Then, I will use either a popup when someone first comes to my site or a popup when they leave the site to give them a second chance. On this popup they will be offered the opportunity to sign up for a 3 to 7 part training course revolving around the same subject as my product.

For example, if I was selling collectibles, then the follow-up course may be on how to care for your collectibles: store them, restore them, etc. The follow-up course will give them good valuable information, but will also end on each section with another reason why they should order my product or service.

This content will keep your web site and products in their mind. These training messages could be sent out at a rate of one per day, one every three days, or once a week. It is up to you to test which approach is most effective for your market.

Once they have been through this series of training emails, they will be added to monthly newsletter list. Then, once a month you can send them out an email with some more content on it along with a special of the month which is good only for your subscribers and for a limited period of time.

The short series of training emails will be where you get a majority of your sales from. Then the monthly newsletter and special offer will be your guaranteed monthly income from your visitors.

This is a strong winning combination. Use the direct response site to earn maximum sales immediately from your visitors. The follow-up course system will then give you the highest response rate possible through email. Your monthly newsletter and offer will give you a monthly income from those visitors forever.

If you haven't been using a system such as this, then you are missing out a majority of your possible sales...

Learn By My Example

It is often said that the best way to learn something is to copy someone who is already doing it successfully. Unlike many other experts, I am willing to let you know exactly what I am doing to be so successful in my online business.

Model my web site examples:

Marketing Systems #1: http://www.netbreakthroughs.com

This web site goes for a direct primary response of selling the $19.95 per month membership site. Everything that you can see when you visit has to do with this membership and to get you to sign up for immediately.

There is a the main sales letter right when you come into the site. It is a direct response letter all the way, modeled after the 14 point sales letter checklist given to you earlier in this manual.   There is also my "FAQ" where a prospect is taken if they click on "Click Here Only If You Are Not Going To Join." This is a series of questions and answers along with a lift letter (from another individual about why the prospect should join).

There is also a "What Others Are Saying" section which includes a lot of testimonials which we didn't want on the main page because of their size. Normally you want your testimonials on the main sales letter page, but we did this to drop the size of our main page to a reasonable download speed.

There is of a course a "Join Now" button and a button for current members to login to the site.

Everything we did in putting this site together was done for maximum response rates. Please notice that there aren't any free articles or content on the site. Everything is going for the sale. If you want maximum response rates, this is the way to go. "Content" actually will hurt your sales rates on a site such as this.

If someone decides to click away from the site without ordering, then they get the opportunity to sign up for our free affiliate program and our affiliate training series. The goal of secondary response is to get more affiliates promoting for us and to also at the same time give visitors a reason to refer our site to others (because of the highly informative affiliate training series).

For customers who do sign up, we focus on giving them extremely good training and keeping them members as long as possible so that we can continue to earn that $19.95 a month. We actually lose money on the first month's membership fees in many cases from our advertising budget, so we have to keep a majority of members for at least several months to earn a profit.

We also offer our paying customers other products from time to time at a special discounted price (good only for members). This helps us to also earn back our advertising fees and to earn a profit from our memberships. The fact that it is a monthly program gives us a lot of opportunities for future profits even though it ends up being a lot of work each month to produce the content.

Marketing Systems #2: http://www.paperlessnewsletter.com

This site is a simple one page sales letter of a web site. The entire selling process is completed on this one page for the $97 product. The sales letter is extremely convincing. At the bottom, they are given the option of ordering by secure server, phoning in their order, or sending their order in by mail.

Those are the only links on the page. There is absolutely no confusion about what you are supposed to do at this site.

A popup comes up if someone chooses to click away from the site without ordering. On this popup they are given the opportunity to subscribe to the Paid Electronic Newsletter series of emails. The purpose of this series of emails is to show them and convince them that they are able to start a profitable newsletter on their topic (it is an educational series of short sales letters for the product).

This series of emails has done wonders to increasing our already high response rates at this site. Plus, it gives us the opportunity to follow up on them later with other products as well.

When someone purchases the course they are also introduced to our $19.95 a month membership site, because this gives them an example of what is being explained throughout the course. It is also our way of using a backend to provide more benefits to our customers and earn profits through them for years to come (giving a good lifetime customer value).

Other Sites

We use a modified system such as this for any web site we create. The primary response almost always is going to go for a below $100 sale. Then, our secondary response will be to try to capture the email and follow-up.

If the product being sold is more than $100 we will usually take the exact opposite approach. We will go for the email as the primary response from the site and then the secondary goal of the site will be to make the sale. It is much harder to make a direct sale without follow-up on a higher ticket item. The more the product costs, the more time you will have to spend educating your customers.

Follow our system and watch your response rates soar!

Primary and Secondary Responses

Direct response web sites do not focus on branding their names. They focus on their visitors taking a specific action at the site. Branding your name in the minds of people is just a byproduct of the advertising you are doing. Every web site you develop must have a primary response device. Many of them should also have a secondary response device.

What is the Primary Response you desire for your site:_____

_____

_____

Does everything and every page on your web site keep leading people to

making this response? _____ (Yes or NO) If not, which pages on your site do

you need to focus back to this response_____

_____

What is the Secondary Response you desire for your site:_____

_____

_____

How Do You Provide Them With an Ability For This Response:_____

_____

Have you tested using a popup on entry or a popup on exit from your site to help

increase the response rates for your secondary response?_____

_____

Doing The Math

A lot of people don't like to admit it, but being in any type of direct response business ends up being a math business. It is all in the numbers. If you make $50 per product sale and you can sell 2 out of every 100 visitors, then you are earning one dollar per visitor at your site. Knowing this will show you how much you can spend on advertising.

1. The price of your product is _____.

2. You earn how much profit per sale _____ (subtract fulfillment, merchant account fees, wholesale costs, etc.)

3. How many sales have you made this week? _____

4. What is your total profit this week? _____ (take your sales and simply multiply them by your profit per sale)

5. How many visitors have you had at your site this week? _____

6. What is your profit per visitor? _____ (divide your profit by the number of visitors at your site)

NOTE: If the number above is less than one dollar per visitor, you may want to concentrate harder on your sales letter and web site response rates. In most industries you should be able to get this above $1 per visitor and in some industries it is possible to get it up to five or ten dollars per visitor.

Two Ways to Count Advertising Expenses

1. Some ads cost money. For those ads, you need to figure out the price of the ad and compare it to the number of visitors you need through the ad. How much is the ad? _____. How many visitors do you need to break even?_____

2. Some advertising is free but costs you time. For these ads, you need to figure out how much time you will spend placing free ads (for example 3 hours): _____. Now write down how much you want to earn per hour of work. _____. How much money do you need from your advertising to meet your goals? _____ (multiply the hours spent by how much you want to earn per hour)

Tools You Need For Your Online Business

This section is actually a "Checklist" to make sure you have done everything in this section that you need to get started online. Make sure you have done everything below to have the best response rate at your web site. If you neglect something, then your site is guaranteed to suffer the consequences.

1. Have you chosen a domain name which is easy to remember? ❑

2. Have you chosen a quality web host? ❑

3. Have you purchased or downloaded web design software? ❑

4. Have you picked up your free version of Eudora 5.0 yet? ❑

5. Did you set up an automated follow-up autoresponder system? ❑

6. Have you installed and learned your tracking programs? ❑

7. Did you follow our complete step-by-step sales formula? ❑

8. Is your web site simple to navigate? ❑

9. Have you tested a pop-up system? ❑

10. Did you setup your series of follow-up autoresponders? ❑

Internet Copywriting Formula

1. Write An Offer based on Your Unique Web Position.

2. Prepare Your Benefits On Index Cards

3. Create Your Headline by writing 50 to 200 headlines.

4. Write a Benefit Rich Opening Paragraph that will grab them.

5. Build Credibility and Proof

6. Load Them Up With Benefits

7. Give Product Details

8. Overload them With Bonuses

9. Sell Dollars For Dimes When Telling Them The Price

10. Use a Fool-Proof Guarantee.

11. Add An Element of Scarcity to the Offer.

12. Make It Easy to Order

13. Make Them Feel The Pain If They Don't Order

14. Create an "If You Don't Plan to Order" Section