



## **Online Training Program Worth \$500**

(plus free hosting, mailer and software for 1 month –  
everything you need to start making money today)

# **Do Less Work** **Make More** **MONEY**

## **A Step-By-Step Guide To Making Money And Doing Business Online**

*(including all the stuff you really need to know, but  
the universities and internet gurus will never teach you...)*

**Leon Jay**

**Do Less Work**  
**Make More**  
**MONEY**

The image features a motivational quote centered on a white background. The text is arranged in three lines: "Do Less Work" in a bold, black, sans-serif font; "Make More" in a bold, grey, sans-serif font; and "MONEY" in a very large, bold, grey, sans-serif font. Below the text, there is a faint, semi-transparent reflection of the words "MONEY" and "Make More" on a light grey surface, creating a 3D effect.

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A Step-By-Step Guide to Making Money  
And Doing Business Online

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universities and internet gurus will never teach you...)

**LEON JAY**

Published through FHQ Publishing

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For further information please contact:

Email: [support@fusionhq.com](mailto:support@fusionhq.com)

Web: [www.DoLessWorkMakeMoreMoney.com](http://www.DoLessWorkMakeMoreMoney.com)

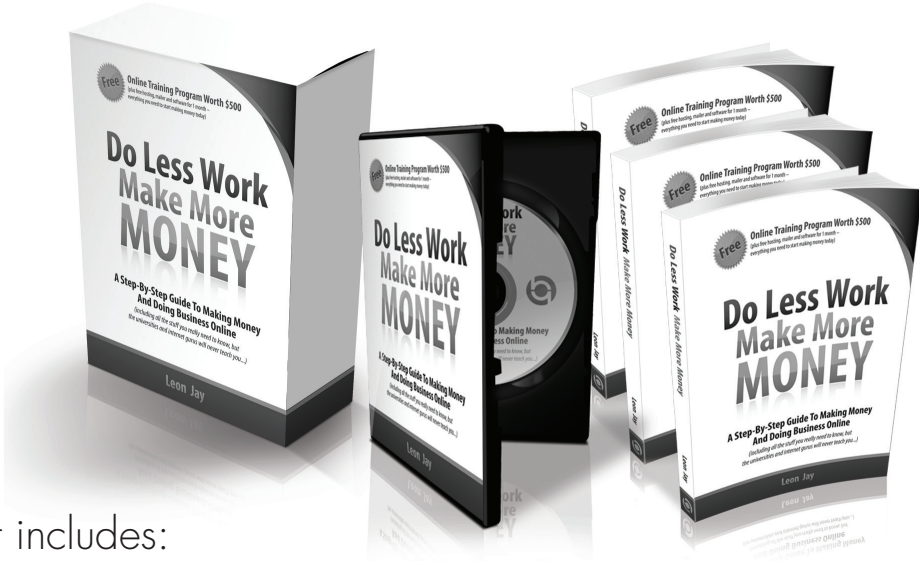
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**Free**

## Online Training (worth \$500)

To help you even further I have created a training program that will expand upon, and demonstrate, the content in this book.



It includes:

- Video training to clearly see the concepts being talked about in each chapter so that you really 'get it'.
- Case studies and site analysis to really understand what works, why and how to emulate it.
- Essential information for offline business wanting to get online, and ways of online business to expand offline.
- Email reminders complete with daily tasks to act as your personal coach and keep you on track.
- Additional free software, resources and updated information as it becomes available.

Simply go to

[www.DoLessWorkMakeMoreMoney.com/bonus](http://www.DoLessWorkMakeMoreMoney.com/bonus)

to get free instant access now...

I dedicate this book to everyone who has made the decision to play life to the full. Life is perhaps the most exciting game that can be played, and yet most are too afraid to play it. Whichever rules you choose to play by, play with purpose and play with passion...

~ Leon Jay

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Ben Brandes, the affiliate manager needs a medal for his testing efforts that have gone beyond the call of duty. Kristina, his lovely girlfriend, for not only putting up with our insane working hours, but also helping so much too.

There are many more at FusionHQ, and all are important.

I’d like to give Mark Joyner a special mention. He taught me not just what to do, but perhaps more importantly what not to do. Thank you for seeing the potential in me.

A big thanks to Gideon Shalwick for his ongoing support and honest feedback. One of the few internet warriors I have met who has maintained his integrity despite many a financial temptation. Not many people demonstrate how to combine business and ethics so well.

Mara Dower for her friendship, tolerance to my quirkiness and especially for editing this book. Thanks. (I know the readers will appreciate your efforts, though perhaps they will never fully understand how much.)

As this is my first book I should also mention my parents. Thank you for teaching me it is OK to think differently. An essential skill that has carried me through life well.

Last but not least my wife Catherine, and daughter Aleshya. (Have been told I must add them in or Cat will kill me.) Seriously, I could not have asked for more understanding or support. Long hours working on both FusionHQ and on this book have meant a certain amount of sacrifice. Both have not only made this possible, but encouraged it and done whatever it takes to allow this to happen.

There are so many more that deserve a space here—you know who you are, thank you...

~ Leon Jay



## Forward

I started online, just as Leon did, with no idea what I was doing.

I knew I wanted to make money, and I knew I needed the internet, but was not really sure where to begin. Back then it was a bit like the Wild West. Plenty of gold to be had for those who knew where to look and how to dig; but mostly just filled with cowboys and snake oil sales men.

Now that I think about it I guess not so much has changed!

Anyway, I thought I would be rich overnight. The promises were many, and convincing.

It took a few months before I had made my first dollar, and a few years before I would ever class myself as successful on the internet. Why?

Well I am not stupid, nor am I lazy. A few years devoted to marketing online proved I was certainly persistent. So what could possibly be the reason for taking so long in the promised land?

I had never really thought about it until reading through *'Do Less Work, Make More Money'*. Then I began to get a series of 'aha' moments.

Although I had purchased many courses, pieces of software and seminar tickets, none of it had given a clear action plan with the what, the why AND the how. Almost all of it had focused on selling me the product first and delivering quality information second.

Many 'gurus' taught one thing, yet did another. (It was only after getting to the top that I realised this.) I had been led in one direction and then another and never really knowing who to believe. Everyone seemed to have 'the answer'.

How refreshing then (though I regret somewhat late for me) to find a book that finally delivers without the hype. Something anyone can follow and build a successful business regardless of skill or experience.

If you are beginning your journey into the world of marketing, business and making money online then you could not be starting at a better place.

If you have been lost and struggling to see the light at the end of the tunnel then relax. You will see it by the end of this book.

If you are an established business trying to understand how to make the internet work for you, then you too will not be disappointed. The ideas given in this book can truly be used by anyone. Yet at the same time, the information is specific enough to guide you in the best direction for getting results fast!

Leon will guide you in understanding how to apply the principles while following clear action steps to enable you to produce something unique. This truly is a unique book.

I have known Leon for some time now, and I am so pleased he has finally decided to share his insights, experience and wisdom for others to benefit. Prepare for the truth. Prepare for action. Prepare for success!

~ Gideon Shalwick

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

## About the Author: **Leon Jay**



Leon Jay came across Internet Marketing in part by accident, and the another part by necessity.

Having had many different jobs over time (including working with people with special needs, unloading trucks in a warehouse and even for a time as a grave digger), he is most noticed for his contributions in the areas of natural therapies.

However, while providing a range of experience and insight, none of these occupations made it easy to enjoy his passion for travel. The internet provided the possibility to combine skills and interests in a way that allowed the lifestyle so long sought after.

He has since worked as Director of Marketing for Mark Joyner Inc, helped launch WP Mage (which grossed over \$1.5 million in under 2 weeks), as well as creating or assisting on many other online products. He has spoken at marketing events around the world and helped create many online success stories.

Leon is also founder of [www.FusionHQ.com](http://www.FusionHQ.com), a revolutionary marketing platform designed to take the headache out of the technical. His focus is making business on the internet as easy and as accessible as possible. FusionHQ has done exactly that and continues to make marketing online both simpler and more effective everyday.

# Chapter 1.

## Why Read This Book

“Try not to become a man of success, but rather try to become a man of value.”

~ Albert Einstein

Why Read This Book

Why Read This Book

## **Exposed! The myths, the lies and the real science to making money anywhere (with the internet)**

Firstly I want to say, that I wrote this book because I am really pissed off.

Pissed off mainly with all the bullshit out there. Having an insider view, I can tell you straight that much of what you read from the Internet Marketing world is little short of science fiction.

And what really pisses me off most is there is no need for it.

Marketing online has so much potential as a genuine tool for business, and for creating massive wealth from any internet connection.

Unfortunately too many unscrupulous individuals have given it a reputation more closely connected to shady used car salesmen than to respectable business professionals.

Now that's off my chest, let me continue...

This book is for:

- 1) The business owner looking to leverage the internet to maximize his or her business potential. This includes generating extra leads, making more sales and generating additional online income.
- 2) The average person looking to escape the 9-5 lifestyle, or who needs to generate an income from home (or indeed anywhere with an internet connection).
- 3) Any person wanting to make additional income on top of their primary income.

This book is not just about how to make money on the internet... but how to build a real, long-term, sustainable business.

There are too many different ways of making money online. Beware, many are spammy techniques aimed at short-term cash flow.

They're looking at the latest deceptive strategy taking advantage of a loop-hole; such as, how to trick Google, or fooling site visitors to click on sponsored links. The problem with many of these 'get rich quick' models is that they are either unethical, unstable or both.

It is possible for your money to simply dry up overnight. Perhaps because you don't understand Google's latest terms of service, or simply the loop-hole is plugged (as is always inevitable when large numbers of people exploit its weakness).

Waking up and finding your account has been banned happens more than you think. Many of my friends have woken to find they have not only lost \$30,000 or \$50,000 owing to them, but the recurring income they had come to depend on as well.

In this book we're looking at more sustainable business models, something for the long-term—a business that you can keep building, and will hopefully outlive you.

Something that you can pass on or sell, should you choose to.

I encourage your business to be based around creating value for others, and one not dependant on lies, deception or trickery. A novel concept for some I know!

Turning to the internet for quick, short-term cash is not what this book is about. However, do it right and you could be making money faster than you think?

For those who are focused on making money online I encourage you to look at the concepts given to offline business owners and consider how you may use them to expand beyond the internet.

Even if you want to focus on the online marketing side only, the potential for partnering with offline businesses in your niche is almost infinite.

## Why Read This Book

By approaching traditional business owners with joint venture opportunities is something that is rarely done, yet holds massive, passive potential.

For those who already operate an offline business I encourage you to read this book with an open mind. If you consider yourself too busy to implement these strategies, or they're simply not your passion, then consider partnering with someone who can. You will be glad you did.

Whatever your starting point let's take a look at 3 of the main reasons for taking advantage of the internet.

### **3 Perks of Running an Online Business**

There are so many perks of running your business from an internet connection...

#### 1. Economic Leverage (Global Staff / Contractors)

You can leverage your business by employing staff or contractors from developing countries that you couldn't afford in a first world country.

You can work with highly-skilled individuals at a fraction of the price. You're not exploiting anyone when you pay above-average rates. It's a win-win situation that makes great business sense.

#### 2. Minimal Set-Up Cost

If you have a computer and an internet connection, that's all you need to get started. Even if you don't own one personally, there's always access to one—at the local library, an internet café or at a friend's house.

Other than that you will need some form of hosting and at least one domain name. This should set you back no more than about \$80 or so per year.

Compare this to traditional businesses with large fixed overheads, material prices and fuel bills; the internet is a business paradise.

If you already have an offline business the potential for expansion through the internet is huge, and likely to be a fraction of trying to expand via normal offline methods.

### 3. Not Just For Nerds, Internet Geeks or Techies

Despite what you may think, you don't have to be a computer programmer to run a successful internet business. The internet is simply a means for you to market your business through.

In fact, many of the top internet marketers I know do not know anything about HTML, servers or editing graphics. (In many ways its better you never do, or you may get caught up in aspects of your business that suck up your time.)

The internet makes a level playing field for people of any gender, race, age, social background or education. Again, I know successful marketers who are still in their teens, some from third world countries, men and women, black and white, some who have university degrees while many never even finished school.

There are several multi-tool platforms (such as my own offering, FusionHQ) specifically designed for on-line business owners to easily create their entire online business without having to know anything technical.

Yes, you can create multiple streams of passive income and manage them all from one central place (all without knowing a single line of code).

An intuitive, simple 'drag and drop' interface removes many obstacles. You don't have to worry about being computer literate or hiring a mass of expensive programmers.

FusionHQ is run through a web browser. Any modern computer today with a recent browser installed and an internet connection will be able to take advantage of FusionHQ (or something similar).



## Why Read This Book

Bottom line is this – there is no excuse for not being online.

It's time to leave behind any and all reasons you have created for yourself for not taking action before. Ten or fifteen years ago, getting online could have been costly, time consuming and may have had minimal impact on your business. Today it's very different.

## Why You Need More Money

I hope the reason you're reading this book is because you want to make a permanent change in your financial life, and ultimately in all other areas of your life.

This is a liberating change that will allow you to finally live life on your own terms. A goal worth aspiring to, despite the advice of many whom never succeeded in getting there.

If you want to make choices based on real desires (and not by price tags) then this book will be your personal handbook. (When you're eating in a restaurant do you choose what to eat based on what you feel like eating? Or do you choose something based on the price in the menu?)

Everyone has a turning point and their own story to tell, when enough really is enough.

Do you feel inadequate that you can't give your family the quality of life you want to provide for them?

Are you tired of putting in long hours to make your boss even richer?

Is your offline business struggling, or just reached a plateau that you can't break through?

Have you lost or fear for your job in these uncertain financial times?

Do you desperately want to turn your financial world around, but don't know how?

If you feel bewildered, angry or frustrated with the amount (or lack) of money in your bank account then you are not alone.

A quick disclaimer...

## **Money Alone Cannot Make You Happy**

However, having said that, money can make life a whole lot easier.

Looking back to the first time I traveled around Central Australia in my early 20's, I don't know how I survived. Basic things such as transport, food and shelter was such a struggle for me.

Days were spent with my thumb out trying to hitch a ride. I frequently found myself with no money in my pocket, and had to rely on the kindness of strangers to house and even feed me.

Eleven years later, I traveled the same route in Central Australia (with my wife and daughter in tow). This time I enjoyed helicopter rides, a luxury hire car, eating whatever and sleeping wherever we wanted.

And I loved traveling the same route not thinking about the price of everything.

It was so much easier and more fun having money. So many more choices were made available to us simply because we weren't on a budget.

Thankfully money was no barrier this time.

## **Lack of Money Can Wreck Lives**

It's true. Marriage break-ups, general unease, emotional stress and even suicide have all being attributed to not having enough money.

Many top medical doctors now attribute up to 80% of disease to stress. Stress often caused by the lack of money, the stress in creating it, or the relationship issues caused because of it.

## Why Read This Book

How many people's lives would be more peaceful if money allowed them to live as they wanted? Perhaps your own life?

If you don't have as many funds as you would like, then don't accept this as your fate.

Do something about it.

How much (or how little) you want to increase your income is up to you. Being a victim to circumstance never helped anyone.

Whether you want to create the next Google, replace your current job income or buy your children new shoes—your dreams are your own.

By doing the right things in the right order, and by being committed to achieving your goals, you too can find success.

When you do different things you'll achieve different results. If you want a different outcome it makes sense that you must take a different action.

The sooner you do something different about your money situation, the quicker you'll enjoy a richer outcome.

Let's discover how to research, create, and launch your own product. By the end of this book you'll have a complete A to Z of information that will allow you to start, sustain and strengthen your online business.

## **There Are Only 3 Ways of Making Money Online**

That's right. Online you can only make money in three ways: as an affiliate, as a product creator or as a service provider. Everything else is simply a variation of one of these methods.

### **1. Affiliate**

In this category I also include models such as AdSense and Cost Per Acquisition (CPA). They're all the same whereby you are creating traffic for someone else and either paid per click, per lead or per sale.

The fewer variables that you can have in an equation, the more sustainable and passive your business can be (and the less chance there is for failure).

Being an affiliate for somebody else's product can be a great way to get started with minimal setup. However, you are at their mercy.

As mentioned, I know many people who lost their income overnight by relying on these models. That was a huge shock for all of them.

Their commissions vanished overnight and there was nothing they could do about it.

That's why whether you choose to be an affiliate or not, it's best to be making money in a situation where you have more control.

I know many 'gurus' teach that it's best to start as an affiliate, and in some cases they may be right. The majority of time though, I think they have it the wrong way around.

Become a product owner first, affiliate second. (See point 3 to understand why.)

## 2. Service Provider

Being a service provider could be anything from offering hosting, to providing copywriting or SEO services.

There is a lot of potential in this market, but be warned, it usually requires long-term investment of your time or money.

Services can be difficult (though far from impossible) to scale. For example, if you are a copywriter the only way you can take extra work past your limit is hiring more people to do the work for you.

Being a service provider can create great value for your customers and produce some excellent long-term income. However, it does require long-term maintenance.

## Why Read This Book

This model is very difficult to set and forget and may not be the best for anyone just getting started. If you get it right though, you will be rewarded.

For offline businesses already offering services, then this is not a problem. The trick then is knowing how to leverage what you already have setup, and find ways to use the internet to scale or add backend income.

### 3. Product Owner

The other option is to own and market your own product. It's true that product creation is the best way to create sustainable income that's more likely to last in the long-term.

This is because you can control the variables much better and you're usually not reliant on any third party.

You can control your product, the sales process, payment, delivery and your own terms of service.

Even if you are totally new to Internet Marketing you can create your own product.

Yes, you may feel overwhelmed or intimidated by the idea, but the truth is, it's easier, more fun and more profitable than you think.

One advantage of having your own product is you can leverage the power of having your own affiliates working for you. Affiliates are a great way to get high converting traffic with no up front costs.

So now... the reason you should become a product owner before becoming an affiliate...

As a product owner you build a list of buyers, build authority and create credibility. You also have sales funnels, autoresponders and mailing lists.

All of which can be leveraged to make your affiliate promotion efforts exponentially more successful than trying to be an affiliate without them.

If you don't believe me check out any of the affiliate competitions that are held.

Almost all of the top ten affiliates in any launch competition are product owners (not a coincidence).

## **5 Benefits of Creating Your Own Digital Product**

Why own your own product and why make it digital? Let's take a look at these five main benefits in more detail...

### **1. Leverage**

When you have your own digital product, you own an asset that you can leverage over and over again.

You've already done the hard work in creating your product in the first place. To turn your existing digital product into a different medium to make a new product is very easy.

Providing you drive traffic to your product, it will go out and work on your behalf 24 hours a day, 7 days a week while you get on and create your next product.

### **2. Instant Authority**

Just like an author gets instant credibility for writing their own book; you too will gain instant credibility when you have your own product to put your name to.

You will be seen as an expert in a specialist area and you will be viewed as a credible source.

## Why Read This Book

Note that authority and credibility is not the same thing, however they do often go hand in hand. Credibility with authority will give you the best potential in business. This is something that many offline businesses in particular do not take advantage of.

Think about it...

A massage therapist for example, may take advantage of their qualifications to build credibility. However, a massage therapist who has a product (such as a book or DVD training program) will also have authority.

If asked to choose between the two, the answer is simple for most potential clients. The therapist with authority will win 9 times out of 10, and can usually ask for more money too. We are preconditioned to expect to pay more for services from an authority.

### 3. High Return on Investment

Creating digital products doesn't cost much; in fact, production costs are minimal.

In contrast, the amount of money you can make with a physical product (compared to what you put in) can be very high.

What you mainly need is your laptop and some good software.

That said, even physical products these days can be cheap to produce, and many services such as [www.dlwmmm.com/cafe](http://www.dlwmmm.com/cafe) and [www.dlwmmm.com/fhqpublishing](http://www.dlwmmm.com/fhqpublishing), make production and shipping simple.

Perhaps the biggest advantage of physical information products is the increased perception in authority. The author of a physical book will command more respect than the author of an e-book.

I recommend you make the most of both.

#### 4. No Packaging or Postage Headaches

With physical products, you have to pay and organize your product to be packaged and then shipped off to each customer. Even if you have a company taking care of this for you, it still costs.

With a digital product there is nothing to package. The only thing you need to send is a download link to your customer's e-mail. (This can be set up so the e-mail is automatically sent after they've purchased.)

#### 5. You Build the List

As an affiliate, building a list can be difficult though not impossible. However, not all lists are created equally.

When you're the product owner, you build a high value list of customers (the most valued of all types of lists); and convert the best both for your own future products and for affiliate products you may choose to promote later on.

With digital products building these lists can be very easy. With physical products, it will depend on the channel you are selling through. If you are selling direct then this is a lesser problem.

If you are selling through an online service such as Amazon, they will take the order, the payment for you and ship the product out to your customer; however, you may not get the customer details to add them to your autoresponder list. Check to see if they will send you the customer details—many do, or will if asked, but some don't.



# Chapter 1.

## Action Steps

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- Decide what it is you want to get out of this book. Studies have shown that learning is increased when a student decides what questions they want answered before they begin.
- What do you hope to learn by reading this book?
- What are your objectives after finishing the book?
- Are you looking to make a small residual income to top up your primary income?
- Are you looking to quit your job and make a full time living online?
- Are you trying to expand your offline business?
- Are you looking to create a multimillion dollar internet company?
- There are no right or wrong answers, so long as you are truthful with yourself about what you wish to achieve.
- Write down your answers and you will increase the amount of value from your time reading this. Remember what you put in is what you get out.
- Unlike many books this is not meant to be a one-way flow of information, but a two-way interaction. I can give you the information, but you will need to take the action.
- At the end of each chapter will be a series of action steps. Please write down the answers to any questions, take the actions listed and complete all steps before moving on to the next chapter.

## Chapter 2.

# Failure is the First Step to Success

“Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude.”

~ Thomas Jefferson

## Failure is the First Step to Success

**E**very successful person you meet, hear or read about has failed, without exception (and not just once either).

Often the best learning comes from experiencing firsthand what not to do. You cannot follow someone else's path to success exactly; we each have our own personal variation.

Don't be afraid to experience things firsthand. Unfortunately many people who fall over, complain loudly to everyone about their 'bad luck'. Worse still they stay put where they've fallen and don't get up. Imagine if we had done this as children learning to talk, walk or talk—where would we be today?

Sometimes falling down will hurt. I lost tens of thousands of dollars on my journey to making many more. And I still lose a lot experimenting with new ideas and projects. But that hasn't stopped me.

Every successful person has fallen, and every single one has gotten up and continued walking.

When you experience failure, pick yourself up, learn from your mistakes and then just keep on going.

### **3 Secrets to a Successful Mindset**

#### 1. Strong Desire

Right now does your life suck?

If so, this may be a good thing and almost essential to help you move forward. Don't complain about it or use it as an excuse, instead use it as motivation.

If you could give anything to change your financial situation right now, this is good motivation to put your head down and start doing something differently.

Do you want to quit your job? Do you want to travel more often? Are you feeling unhappy that you can't live life how you want to live?

Think about all the things you hate in your life. Then use this as ammunition to strive for something better. You deserve it!

## 2. Owning Your Results (good or bad)

When you experience success, you cheer; and when you experience failure, keep going.

Part of owning a success mindset is not blaming anyone. Ultimately, you alone are in charge of every success and failure.

When something goes wrong in your business, don't externalize the blame on someone else. Take responsibility.

A failure mindset is when you blame your software. Or blame someone for doing something wrong. Or blame your payment processor.

During my days as a personal development instructor, I would teach my students that blame could be looked at as 'B lame'. That is, you act like a cripple unable to change circumstances.

When you take responsibility you take back the ability to respond. It is this ability to respond to each situation that will allow you to create the ultimate outcome you are looking for.

Look to the big picture and quit being petty about things that don't matter in the long run. Someone else is always far worse off than you, and many who were in much worse situations than you have gone on to become successes. You too can rise to the occasion regardless of your current circumstances.

### 3. Being Detached

This is similar to the last point, but almost paradoxical.

While you must own your results you must also remain detached from the outcome. Whether you succeed or fail, it's important you keep a level head.

This will carry you through with grace and certainty.

Know that you won't (and can't) win every time. But when you do have a big success, all your work will be worth it.

You may put equal time, money and heart into 10 projects. Let's say 6 projects fail miserably, 3 projects break even and one is a whopping success.

It's hard to know which projects will fall flat and which will fly. What matters is that you consistently go after your goal.

Don't fret and wonder which projects will work or not. Keep going. If a particular project looks promising, run with it. Keep going until there is nothing left that can be done.

Too many people give up just before the final breakthrough. You can run a 5000m race, but unless you complete the final meter you will never get a result.

If you are 100% certain that there is no future in it, then let it go and move on. Knowing when to quit can also be a good thing.

Just remember, your first success is the hardest to get to.

When you keep at it, you'll be financially rewarded. And once you've made it, it's much easier to create the next success.

## **Remember to enjoy yourself**

Make business fun. For me, life is about enjoyment. Whatever you choose, do it because you love it.

Yes, if you chase the money you can be financially successful (despite claims by many ultraistic self help gurus), but you may not be happy. Choose both.

Business is just one part of life—a part of life that will probably occupy a large percentage of your time. It is because of this that often, the best businesses are the ones that are built by people out of passion.

Seeing business as a game can help you through the challenges and make it more enjoyable.

To be successful in any sport you must train hard, sometimes endure pain, and face your competitors. In the end though, it is the love of the game that will keep you playing.

Victory should be aimed for, but not the sole purpose. Have fun along the way and you will not only be happier, but far more likely to continue in the game and attain your goal.

So if your skills involve golf, maybe the best business that you're going to create involves something to do with golf.

Internet Marketing is a tool.

It is not an end in itself!

The point is not to become another internet marketer who sells Internet Marketing products (unless this is an area you're enthusiastic about).

Internet Marketing is there for you to use as a tool to create your business, or as a tool that your business uses to leverage itself.

Failure is the First Step to Success

## **Bonus Tip (The Secret Source to Success)**

Build a team.

For me this was my tipping point (though I never realized this until after).

I will talk more about this later, but is worth repeating because it's that important.

Like many (perhaps you?), I thought I would build my team once I had the money and became successful.

Truth was I could only become successful once I had built a team first. Talking to other internet marketers, the same was true for them too.

Once I made the money, then I could expand my team, but I still needed a team to start.

More on that later...

# Chapter 2.

## Action Steps

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- Make a commitment to yourself to succeed. Tell yourself it is okay to 'fail'. Remember, if you are not failing you are not trying something new, therefore are unlikely to be succeeding in reaching new goals.
- Go to [www.dlwmmm.com/mdt](http://www.dlwmmm.com/mdt) and download the free software available there (sorry, for PC users only). This will help reprogram your mind for success. It runs in the background while you work, so no effort is required on your side. (My net worth increased over tenfold within one year of using this.)



Chapter 3.  
Forward Thinking  
Will Make You  
More Money

"One can have only  
as much preparation  
as he has foresight."

~ Jim Butcher

## Forward Thinking Will Make You More Money

**B**efore you get started on your online business it's helpful to sit back and consider what exactly you want to achieve, and why.

A bit of foresight can save you a lot of time, effort and money further down the track.

It's wise not to rush in eager without some form of preparation. Instead position and plan your business from the very beginning.

Most people don't do this; and then, most fail.

Be honest with yourself and your goals.

What would you really like to achieve? What outcome would you like your business to have? There's no pressure to create the next Google.

Would you like to own a small business? Perhaps you want to keep your day job, but earn some extra money on the side. If so how much profit will your business need to make?

Maybe you would like to create a quick flood of money and then move on to a new business?

When you take time out to set yourself up for success and long-term profit, you can plan what to do in your business to ensure that happens.

The ideal position to be in, is where your product holds authority over your niche—where you lead in one powerful aspect, where no one else can threaten or touch you.

As well as setting yourself up for profit you have to be aware of your weaknesses. What are the main challenges that will impact your profitability and your journey getting there?

For many internet marketers it may be a fear your website simply disappears into Google's 'sandbox'. Is Google the main barrier to your business succeeding or not?

If so, what will you do to minimize the risk of this happening, and what are you doing to prevent this being the death of your project if it were to happen? Some things may be beyond your control, but planning for alternative solutions is not.

## **Is There Demand for Your Product?**

Demand is needed for the success of any business. Without demand for your product, your business will never get off the ground. Unless of course you can create demand, but this is not for the light hearted, nor advised for the beginner.

For example if you sell food, people need to eat. That said, a lot of food is luxurious and not strictly needed, so it becomes a want. And it is often food that is ‘wanted’ that sells better than food that is ‘needed’.

Using Mark Joyner’s analogy... if you find a thirsty crowd, you’ll instantly have customers if you sell them water. If you’re the only person selling water, you don’t need to create a sales letter. They’ll buy from you the moment they know you have what they want.

This makes business a whole lot easier!

## **How to Identify a Want or a Need**

Use Google’s keyword search tool:

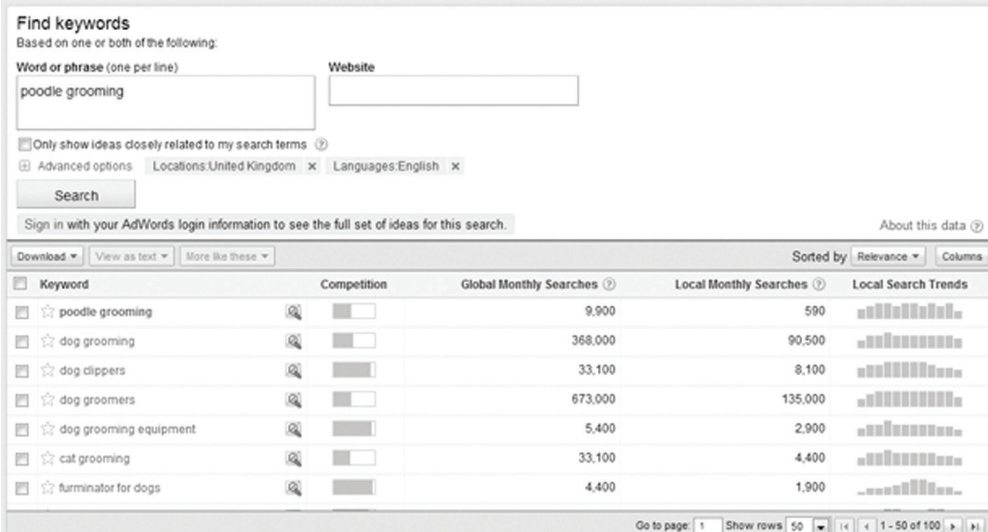
[www.dlwmmm.com/keyword](http://www.dlwmmm.com/keyword)

Type in your niche directly into the keyword tool to find out if there is a potential demand for it. See how many people are searching for your key phrase, for example ‘poodle grooming’ (or similar related phrases).

You can also get an idea how strong the competition is (this strength of competition is based on the number of people advertising on Google AdWords for a particular search term).

## Forward Thinking Will Make You More Money

In an ideal world you would have a high search volume and low competition. Just be careful though as this could mean that a keyword or niche is simply not profitable. Competition is not necessarily a bad thing.



The screenshot displays the Google Keyword Planner interface. At the top, it says "Find keywords" and "Based on one or both of the following:". There are two input fields: "Word or phrase (one per line)" containing "poodle grooming" and an empty "Website" field. Below these are options for "Only show ideas closely related to my search terms" (checked), "Advanced options", "Locations: United Kingdom", and "Languages: English". A "Search" button is present. Below the search bar, it says "Sign in with your AdWords login information to see the full set of ideas for this search." and "About this data".

The main results table is as follows:

| Keyword                | Competition | Global Monthly Searches | Local Monthly Searches | Local Search Trends                 |
|------------------------|-------------|-------------------------|------------------------|-------------------------------------|
| poodle grooming        | Low         | 9,900                   | 590                    | [Bar chart showing low volume]      |
| dog grooming           | Low         | 368,000                 | 90,500                 | [Bar chart showing moderate volume] |
| dog clippers           | Low         | 33,100                  | 8,100                  | [Bar chart showing moderate volume] |
| dog groomers           | Low         | 673,000                 | 135,000                | [Bar chart showing moderate volume] |
| dog grooming equipment | Low         | 5,400                   | 2,900                  | [Bar chart showing low volume]      |
| cat grooming           | Low         | 33,100                  | 4,400                  | [Bar chart showing low volume]      |
| furminator for dogs    | Low         | 4,400                   | 1,900                  | [Bar chart showing very low volume] |

At the bottom, there are navigation controls: "Go to page: 1", "Show rows: 50", and "1 - 50 of 100".

While this tool is not 100% accurate it can give you a good idea of a niche's potential.

You can also look for either global or local search results. This information can be invaluable (and it's free).

There is often a lot of potential for local markets, which is great news for offline businesses. Conversely for offline businesses struggling in locations with low populations, or who have simply saturated their local area, the potential for global expansion is huge.

## Scalability

Look at the size of the market itself, and what you can sell on the back end. It's the back end where you can make the majority of your money.

If you can find a way to continually sell to the same customers, then you can make more money with less effort. Many businesses will spend the same (or more) money on getting a customer as they will make in profit from the first sale.

You cannot compete against this type of business if your entire profit comes from only one transaction.

In the case of a dog training product, you could sell something consumable such as a grooming service or special vitamins for dogs. Something that needs replacing, replenishing or repeating that customers have to buy again and again.

Almost every customer will be happy to buy from you again (provided they're happy with your product) since they've experienced it before and you have already gained their trust.

Think of the soap you use. When it runs out, you're most likely to buy the same soap you used previously.

Typically we'll use the same product time and time again (unless something drastic forces us to change our choice).

Peer into the future and think how successful your product is likely to get?

What impact will your product have on your niche? And should your market die, will you be able to change tact and still profit?

Successful companies take advantage of new opportunities within their niche and change accordingly and quickly. They take their existing customers with them, as well as picking up new ones along the way.

## How to Understand Your Competitive Position: 3 Ways

You need to consider which factors are going to influence your business. On which levels can you compete on? And if you can't compete on those levels, can you compete on a different level? (And if not, perhaps you need to consider another business model or niche.)

Here are three aspects to consider in helping you decide whether you can compete or not...

### 1. Pricing Influence

Perhaps the most common way for businesses to compete is on price.

Undercutting works, but may not be the best tactic. Although this may sound counter intuitive, sometimes increasing the price can also increase the number of sales.

Take a look at not only how much your product costs, but what influence your product has on your customers.

If your product can save your customers a lot of time and effort in doing something, what value are you going to price that?

You must educate your customers about why your product costs the amount it does. Break it down and spell out exactly what the benefits are.

Being the cheapest may just give you low profit margins and poor quality customers. By charging a premium, you can give a better quality product and/or service as well as make a better product.

With a higher profit margin you will have more to spend on marketing and advertising, allowing you to dominate more easily.

You will also attract better quality customers and leave them much happier for having done business with you.

Remember, one simple way to increase your price point is to create an authority status for you or your company.

Alternatively, maybe you have found a way to undercut the current competition. Many business have succeeded by finding ways to out price their competition while still providing a quality product or service.

If so, make sure you explain why, so that people will understand how you are able to beat everyone else and not cut corners. (Otherwise they may be skeptical.)

## 2. Quality

How easy is it for another company to come in and copy what you have done—to replicate your business model? You must think about this in the beginning, and assume other companies will copy you.

How can you differentiate yourself and make yourself stand out from future copy cats?

Your brand plays a big part in this. If your customers believe the experience they have with your product has certain benefits, they'll be more likely to stick around when new players come in.

Think about how you can dominate the industry.

As well as copy cats, be aware of companies who come in with alternative products. Yes, price will be important for a percentage of customers, but not all. The features and/or quality will become more important here.

(And a quality product is more likely to stand the test of time against a cheap and cheerful product.)

What type of position do you wish to hold in your market? Which strategic benefit will your product have? And which strategic benefits will other companies have, that you won't?

### 3. Marketing

In business you need customers.

Your ability to get customers will be largely dependent on your marketing ability. Good marketing will not only help generate new prospects, but also to pre-sell them.

Ironically this pre-selling is best done through education, not selling.

Teach prospects through your marketing why your product or service is best. For offline businesses this is where the internet can provide huge potential. It is also where information products can provide a lot of opportunity for backend products or services.

The sad truth is there are many great products out there that never make a cent.

They are well priced, offer great value and are even in demand. Yet they fail to thrive simply due to poor marketing.

On the opposite side there are plenty of average or poor quality products that do well simply because of a good marketing department. (Don't become one of these.)

Think about the power each of these factors has. How can you structure and improve your business so you maximize the potential of each of these key areas?

## **Person Versus Company Branding**

Some people will brand themselves individually as being 'the company', whilst others will brand their company with its own identity.

Be aware that if you brand yourself, then your company has a limited life expectancy. If you have a serious accident or die, so too will your company.



It's also difficult to hand it down to someone or sell it if your name is ingrained in the company.

If this doesn't concern you, then it is nothing to worry about.

Many gurus teach that people buy from people, therefore it is best to build a persona. I used to believe this too...

Then I realized people buy from places they trust.

If they trust a brand they are just as happy buying from that company as they are an individual. It can just take a little more effort building trust in a company compared to an individual.

With a company brand, someone else can easily take over without upsetting existing customers. This is because the value of the company is not reliant on you being the key individual.

Sometimes a company is excessively tied to a persona...

For example, Apple is a huge company brand, yet the persona of Steve Jobs has taken over the company to such a degree that if something happened to Steve, Apple could well plummet in the future (as happened in the past when he left for a while).

The same happened for Chrysler with the coming and going of Lee Iacocca.

On the other hand, Richard Branson and Bill Gates are prominent front figures. Yet, Virgin and Microsoft as companies are not reliant on either persona to survive as a company.

Yes, Richard and Bill are very much in the public limelight, but their involvement in their companies is seen as separate from their individual selves.

Building trust has to be carried out regardless if you are the brand, or if your company is branded. More on that later too...

# Chapter 3.

## Action Steps

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- Brainstorm—even if you think you know what your product or service is.

Write down all the ideas you may have and what else may be connected to them. Just go wild and allow yourself to think big. Don't hold back no matter how crazy, unlikely or unconnected they may be.

There is time for editing these later.

- Structure your ideas into those you feel are most likely to succeed, most interesting to do and have potential to be scaled. You are not committing to anything yet, just starting your research.
- Go to the Google keywords tool [www.dlwmmm.com/keyword](http://www.dlwmmm.com/keyword) and check to see what demand there is for your ideas.
- Decide in which ways you can be competitive with your different ideas. What feature is unique or how will you differentiate yourself on price?
- Give some thought as to whether you want to brand yourself, or create a company brand.

# Chapter 4.

## The Bones of Your Online Business

“Do not repeat the tactics which have gained you one victory, but let your methods be regulated by the infinite variety of circumstances.”

~ Sun Tzu

## The Bones of Your Online Business

**I**t annoys me when I read about the lies, deceit and misconceptions I see about creating an online business, or taking a business online.

Marketing your digital product online is easier than you think.

There are three things you have to do. 1. Build a product. 2. Build a list of devoted customers around your specialist niche. 3. Then develop a relationship with the people once they're on your list.

That's it.

As more people like and trust you, the more easily you will be able to sell your products. Then, the more willing they will be to buy your future products.

### **What Will Your Product Be?**

Before you start creating your first online business, it's good to step back and decide what your actual product will be.

With a bit of foresight you can plan the future of your product(s), and maximize the sales process.

If you run an offline business, think about how you may be able to apply the specialist knowledge in creating a digital product.

I will try to give some examples for each of the following types. The trick here is to think laterally, and not focus too much on specifics, but the general concepts.

At the bottom of the scale, text products are the easiest to create, but will make you the least amount of money. And at the other end of the scale, software products or services are the hardest to create, but can return you the most amount of money.

Let's have a look at the five product types...

## 1. Text Products

Text products are the easiest, fastest and cheapest product for you to create. Being at the bottom of the scale they will probably make you the least direct profit.

E-books are one example of a text product. They take almost no investment – just your time researching your topic and then writing it. (Or the cost of having one ghost written for you.)

Or you could create an e-course. This is where you set up a simple opt-in form where customers can sign up to your course. Then you put your content into a series of e-mails that you load into an autoresponder, to send out your course automatically.

Text products are used to build your credibility and authority as well as to generate leads.

When you create free products and give them away as lead generators for your other products, you'll earn trust. They can also be low-cost leader products, to direct prospects on to higher priced products.

If you are a florist, consider a book on the art of flower arranging and how to choose the correct flowers for the correct occasion. This could also make a great e-course.

You may also want to write a free report on how to make your cut flowers last longer, or the top ten common mistakes most florists make when building a bouquet.

If you are a plumber, think about writing a free report on the 10 most common shortcuts plumbers make to cut corners on a job and what to look out for as a customer.

In doing so you will build assumed trust. (People will assume that because you are pointing these out, you would not do the same. Hopefully a correct assumption.)

You can use these reports to build lists of potential prospects. This can be useful when you want to offer a promotion at slow times. Essentially

this gives you the ability to run almost zero cost advertising with almost instant results when you need it most.

## 2. Audio Products

Audio products require a bit more effort to create than text products, but are still in the 'easy basket'. Because audio has a higher perceived value, you can command a higher price point than text products.

Take the e-book that you've written and simply record yourself reading it aloud. If you don't like the sound of your voice, or if you want a certain accent for a specific market, you can have someone else read it.

It's easy to do a teleconference call. Organize an expert to come on your call and interview them. Have other listeners ask their questions while you steer the conversation to access helpful information for your listeners.

You can conduct interviews over Skype. Ask the person you are interviewing thought-provoking questions while you record the call. Later you can edit it if you need to, or transcribe it as the base for a text product.

Although I have heard this suggested many times, a lot of people ignore the idea, thinking it can't be that easy. Yes it is.

I know many products made this way in just a day or two. Once you have the system in place, audio products can be some of the fastest and easiest to create.

If you run some type of coaching program or service, then to create an audio course should be a must.

If you run a natural health clinic, then interviewing world experts to create an audio program could be leveraged in so many different ways.

You could use it to sell online to customers who live too far away to see you in person. You could sell it to existing clients, or use it as a giveaway on the first visit.

You could use it as a way to build credibility through association (a very simple but effective strategy for building authority).

When other people see your name or face next to a well-known celebrity or leader in a particular niche, then some of their authority status will be transferred to you. This happens completely subconsciously and is therefore, an extremely powerful technique.

If you run a natural health clinic, then interviewing world experts to create an audio program could be leveraged in so many different ways.

The possibilities here are endless.

### 3. Video Products

Video products are once again another perceived notch up the scale in difficulty from audio products.

Until you are familiar with how to create video products, it can be more time consuming (unless you outsource the work). But it's more a psychological barrier that stops many people from attempting video products.

With the easy-to-use tools that are available these days, using video can be a fast and easy way to create a digital product that you can sell for a lot more money.

Because video has a higher perceived value than text or audio products, you can ask for a much higher price.

Video clips are quick and easy to create. Visit [www.dlwmmm.com/screener](http://www.dlwmmm.com/screener) and you can use their screen captured videos to create content quickly. You don't need software or a camera which makes it effortless.

We will look later at more techniques and details how to build all these product types, but for now focus on the possibilities and potential for each.

When you create short video clips, you can then use them to build traffic. With good video you can quickly build up your e-mail list by generating leads from YouTube or other online video networks.

Video interviews are easy to do. Just as with audio interviews, you can have a guest come in who is an expert in your niche. Just record your video call on Skype, or in person with some relatively inexpensive equipment.

Webinars are another way to create video content (as is filming a live event). Just present your content and record. Some basic editing after you finish and your product is ready to go.

The great thing about video is, it can be another powerful way to build trust. People get a real feel for you in video and so building rapport can be much easier.

If you are a car mechanic consider making a YouTube series on basic home repair tips. Truth is, most people will be too lazy to fix their car themselves; but for those who do, will still remember you when something more difficult comes along.

Used car salesmen could create a video series on what to look out for when buying a used car. Again this will build assumed trust. You can then offer this information for free from your online or newspaper advertising.

If you do a good job, people will share the videos and you will generate a lot more leads through word of mouth.

Music or martial arts teachers could easily create video courses to sell to students for extra home study, or to make money from students who live too far away for in-person lessons.

Remember, this not only builds additional passive income, but builds authority too and therefore increases the rates you can charge for lessons.



#### 4. Membership Sites

Membership sites can provide recurring income. Though not usually for as long as most people would like.

The reality with membership sites is that people drop out after only 3-4 months on average. Using the micro continuity model instead, is highly recommended.

This is where the program is a fixed length, for example 6 months.

By doing this, you increase the average length of time someone remains with your program and you only need to create a fixed amount of content. (The main problem with membership sites with no end date, is coming up with new content every month.)

If you run a financial advice service you could easily provide an ongoing membership service that kept people up-to-date on the latest currency or stock exchange information.

Taking the previous example of a music or martial arts teacher, the same video course could be cut up into sections and drip-fed over time.

The best value membership sites will contain a mixture of video, text and perhaps audio, along with resource links and industry updates.

#### 5. Software Products

It is more difficult to create a software product than video, audio or text products.

There is high risk involved in creating software. But if you can make it work you can enjoy a high return and even be set up for life.

If you want to go down this route, it's best to at least have some experience developing some of the other types of product first. Too many people lose all their money just getting started with software development.

Subscription-based software is a great model if you can find a way to make it work. Autoresponder services are a great example of subscription-based software.

Every single month you have to pay to use their service. Many people rely on an autoresponder and are willing to pay for this service for as long as their online business lives.

Some software also chooses to use advertising as a monetization model. This can work well if you have a large audience, and can be distributed through many of the free software networks.

Also known as adware, software that uses this monetization method will display some form of advertising either when it starts, when it's closed down or in the interface while it is being used. Ads may be privately sold to customers, or provided by an ad distribution network.

If you have a really good idea for a software product, but do not have any experience, consider partnering with someone who has. It will help save a hard learning curve, and will likely save you a lot of time and money. (Plus your project is much more likely to succeed and actually make money.)

One idea though for small businesses is have some small, simple but useful software written for you as a free giveaway. This could be used to acquire leads, and/or thank current customers.

Examples include: a mortgage calculator for a mortgage broker; software to help calculate renovation costs for builders, real estate agents or property investors. In the example of a weight-loss specialist it could be software to help track your weight loss, calculate your BMI and/or estimate calories for different meals.

Be sure to brand it with your company logo. Also contain a link to your website to maximize credibility, and help spread the message should people share the software with their friends.

# Chapter 4.

## Action Steps

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- How could you apply the different product types to your business or your niche ideas?

If you have an offline business, consider how you may use them to increase your authority status, generate leads or make additional passive income.

- Think about how you may be able to link other products in to generate additional sales or affiliate commissions from your different product ideas.
- We will discuss this in a lot more detail later, but for now just see what ideas you can come up with yourself.

# Chapter 5. To Passion or Profits?

"Passion is the  
genesis of genius."  
~ Anthony Robbins

To Passion or Profits?

To Passion or Profits?

**S**hould you go straight for the money, or go after a niche you know inside out that you're really passionate about?

When you don't have any enthusiasm for your chosen niche or don't know much about it, you can run into problems later on.

For example, customer service can be incredibly hard (and boring) when you've got to answer questions on a niche you know little about. (Of course, long-term you will want to be outsourcing this task. However, initially it is a good idea if you can get your hands dirty so you can understand your customer's problems or concerns.)

## **5 Reasons to Follow Your Passion**

### **1. Fun Factor**

If your niche is about how to cook lasagna and you have zero interest in this, then it's not going to be enjoyable for you. You'll not find it fun researching, selling and providing customer support on a topic you think is dull.

However, when you love a particular subject, it won't be a chore for you—it will be a pleasure.

### **2. Stronger Sales Copy**

When you have personal experience and know your subject inside out, you're better at communicating certain things.

Knowledge and enthusiasm combined is a powerful integration. In your sales copy, this will help you come across naturally and effectively.

One of the hardest parts to writing good copy is to know the product and get into the mind of the customer. Have passion for your niche and the hard part is already done.

### 3. More Money

Because you are so familiar with your niche, you'll understand what other products your customers could also benefit from.

You'll therefore have the opportunity to release other closely related products to a customer base you've already built a rapport and connection with.

### 4. Increased Loyalty

When you share the same passion as your customer base, they see you as one of them. When people like you, they are more likely to trust you.

Trust—leads to customer satisfaction, commitment and ultimately more sales.

### 5. Leverage Your Network

You can potentially get a helping hand from your existing network.

Those friends and contacts who share your passion in the off-line world, may want to help with your content, distribution or other areas of your business.

Interview them and you've got instant material. Or perhaps an expert would like to share their expertise in a special report.

One of the most time-consuming factors in any business can be building contacts. Yes, who you know does make a difference. Save time by making the most of what you already have.

## Broad or Targeted Niche?

A niche is an area, subject or topic you build your product around. You can have broad or targeted niches.

### 1. Broad Niche

An example of a broad niche would be weight loss.

Although broad niches catch a wide net of people, it can be hard to get noticed among the crowd.

You have the potential to attract a lot of people, but you will probably be up against a lot more competition. Also, conversions will be lower because of either the lack of focus, or the range of choices available to the consumer.

### 2. Targeted Niche

An example of a targeted niche would be weight loss for female teens. Another even more targeted niche would be weight loss for female Asian teens who suffer from diabetes.

Although in narrow niches there are fewer customers, they are easier to target because they're searching for something specific.

A customer going to Google searching for a weight-loss solution may end up landing on 'weight loss for female teens'. This may or may not be a good match.

However, if someone types into Google 'weight loss for female teens' and lands on 'weight loss for female teens' this is going to be a great match, because you're solving their specific problem.

Even though the content may be identical, people feel it applies to them more when you have narrowed your focus and talk directly to them.

By focusing on narrower niches you increase your chance of being found (by reducing competition), and increase your chance of a sale (because people like to buy what is the closest match to them).

You can always replicate and repackage your information for more people in different demographics if your content allows. This way you can reach more people and enjoy maximum conversions.

For an offline business for example, an electrician could provide specialist services to the elderly or to retail stores.

While their qualification would allow for either job, by targeting their marketing to specialize in specific areas, they are more likely to stand out of the crowd for that target audience.

The ability to stand out is simple—speak directly to those you wish to reach.

Just the same as you can hear your own name in a crowded room amongst a background of conversation, so too will your marketing stand out in the chaos that is today's advertising world.

### **3 Questions to Answer to Ensure Your Niche is Profitable**

Creating a product around your own passions is recommended, but only if it will be profitable. Personally while I do focus on niches I like, I could build a business in any niche that has potential. The reason?

My passion is business and marketing. Simple as that.

I love the process and therefore it is that passion that drives me more than the actual niche itself.

While there are no guarantees in life, these three questions will help ensure the maximum probability that your niche can be profitable.

#### **1. Find Out What Your Customers are Searching for?**

A great way to see what your customers are looking for, is to visit



[www.dlwmmm.com/seo](http://www.dlwmmm.com/seo) - a leading SEO blog. After you've signed up for your free account, type your niche into the search bar.

Now you'll find out the search volume and exactly how many people are searching for that keyword. It will also break down the keyword you're searching for and show you lots of different related keyword ideas.

Often these keyword ideas can lead you on to many new sub-niche possibilities you may never have even thought of. I recommend small businesses do the same, as they often find markets or ways to apply their product or service that they too would not have considered.

This tool is also great if you want to rank in the search engines and provides valuable information for those playing the SEO game.

If you want to do multiple searches, [www.dlwmmm.com/trends](http://www.dlwmmm.com/trends) is a great tool from Google. You can search for the most popular, seasonal and country terms.

You can also compare the volume of searches between two or more terms. Google Trends integrates news stories and events to give you a reason why the search volume might have spiked for a particular week.

Find out if a niche is hot or not by looking at Google hot trends. This displays the top 100 searches for the last hour. It will give you blogs and news stories too.

[www.dlwmmm.com/keyword](http://www.dlwmmm.com/keyword) can give you an idea of the cost per click. This is useful for knowing how much it will cost you to advertise on Google. If competition is high you can be fairly sure there is a lot of people searching in that niche. (You can also use this tool to check search count and keyword ideas in the same way as seobook).

## 2. Is Your Niche going to be Profitable?

Go to [www.dlwmmm.com/cb](http://www.dlwmmm.com/cb) Clickbank is a marketplace that has about 9,000 products for sale, and offers statistics on all their products.

Type in your niche and see what comes up. To determine how profitable that niche is, the gravity is a good indicator. You can see how much the product is making, what percentage it pays out and the percentage of sales that are referred by affiliates

A gravity of zero means the product isn't selling. If a product has a gravity of 30 or more it means that product is selling OK. If the gravity is into the hundreds, it's selling well. (Gravity can go as high as 1,000, but that's rare.)

Go to [www.dlwmmm.com/google](http://www.dlwmmm.com/google) Type in your niche into the search bar and see how many ads show up on the right hand side.

Lots of ads indicate people are spending money getting traffic to their website. If these people are spending money, it means they're most likely making money too.

If there are no or hardly any ads displayed, it may be good to avoid that niche. You need to decide if your niche idea is an undiscovered gold mine waiting to be tapped into, or simply an unprofitable area.

Some common sense and looking at the other variables in this chapter will help you decide. If you are unsure, there are some market tests you can perform which we will talk about later.

Be aware of the location or country you are carrying out your search from. If you type in your keyword from Australia you'll get different results than when you type in your keyword from the United States in the local search area.

You can manually change this, and is worth doing if your target audience is in a different region from you.

Visit [www.dlwmmm.com/flip](http://www.dlwmmm.com/flip) Flipper is a popular place to buy or sell new or existing websites. Flipper can help you determine whether your niche will likely be profitable, because you can see how other websites in your niche are performing.

## To Passion or Profits?

The website owners must display how much their site makes, as part of being listed on Flipper.

Be aware that you might not get results every time. If your niche is very targeted, you might not find any websites that match yours. Also beware that some of the claims are not always true.

### 3. Can You Generate Traffic for Free?

It's important when you're first starting out and your budget is limited, that you can market your website with zero-cost strategies.

There are three easy ways to generate traffic for free (that we will talk in more detail about later):

1. Affiliates (not strictly free, but no up front cost),
2. SEO (natural search traffic), and
3. Forums or news groups (specific or related to that niche).

Make sure there is potential for at least one, ideally two, or even all three methods of traffic generation.

# Chapter 5.

## Action Steps

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- Have a look through your list of ideas. See if there is any potential for targeting your products or services to narrower niches.
- Use the research tools in this chapter to ensure there is still a sufficient number of potential customers for each idea.
- Evaluate your ideas so far, based on the passion versus profit potential. It is important to enjoy what you do—make sure that making your ideas a reality will be fun for you.
- Cross off anything at this point that will not work, based on lack of customers or lack of interest. Start to narrow down your ideas.

# Chapter 6.

## Your Financial Success Depends on Your Team

"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

~ Andrew Carnegie

Your Financial Success Depends on Your Team

## Your Financial Success Depends on Your Team

**N**o matter the type of business model you follow, if you don't have a team you'll run into trouble. Maybe not immediately. But sooner than you think.

Without a strong team behind you, your business will either never get off the ground, or it will die a quick death.

Too many internet marketers overwork themselves and struggle too much on their own. And every single marketer I know who has succeeded has done so with the help of others.

Without exception, not one has done it alone. (I have met some who claim contrary to this, but when questioned in more detail it soon proves otherwise.)

Perhaps you don't have the money to hire staff? (Not a valid excuse.) Or perhaps the entrepreneur in you wants to do everything your way? (One of the hardest things to overcome for many of us, especially me.)

If you don't already have a team, now is the time to create one.

Anyone who has enjoyed serious success will tell you the same thing—that they couldn't achieve their wealth, or success, without a helping hand. This is true for musicians, movie stars, sports professionals and business men.

## **How Ordinary People Can Make Extraordinary Money**

Teamwork is the ability to work together towards a common vision. It's the fuel that allows uncommon people to attain uncommon results.

With more people on-board, the opportunity to create huge money becomes realistic (and not just a far-fetched dream).

Famous profiles such as Richard Branson do not do everything alone. They are not special people who are better than anyone else.

What makes them so successful are the teams they've created around them, the people who carry out their vision.

## **5 Reasons Why You Need a Team**

### **1. More Gets Done (And Faster)**

Once you structure your business properly—the more people you have on your side, the faster things can move, that is, assuming they are structured correctly. (There is a point at which the reverse can happen if you are not careful.)

If you're like me (and I believe most entrepreneurs are) you want everything finished yesterday. You have an idea and you want it completed sooner than it's possible.

Every new person you get on board taking responsibility for their area of expertise unburdens everyone else. Things become easier and your company can grow so much faster.

### **2. Experts Quality**

When I first started in Internet Marketing, I tried doing everything myself: graphic design, product creation, sales copy, HTML, lead generation and search engine optimization. Anything that needed doing, I'd try and do.

Now I have experts who are strong in their specialist area. As a result, my business has gone from strength to strength.

These experts do the job far better and quicker than I ever could, saving me time, headaches and money.

Another bonus having experts—your marketing presentation and the quality of your product will improve. This helps increase sales and customer satisfaction.

## Your Financial Success Depends on Your Team

If you think you can compete as a one-man-band against companies employing a range of experts, then you have either been misled or are just fooling yourself that you can do it alone.

Yes, you can make money—but not as much as you could do; and your products and services will be inferior.

There are rare exceptions of course, but if you like those kind of odds then you probably also play the lottery. There is no need to take such a huge risk in your business, and nor should you.

### 3. More Support (And Fun)

There's no doubt you will experience days from hell. Every person who is successful has encountered challenges along the way.

When you feel frustrated, at the end of your tether and you feel like you want to throw everything in, you'll be glad you have your team.

Your team should believe in you, your vision and the product you're creating. If they do, then they will help carry you through those down times.

A team will also make working fun, so make sure you have a team who can laugh with you. It will make your business less stressful and more enjoyable.

Remember to see business like a game. You will want a good team on your side. Playing with passionate, talented and genuinely nice people will make the sport more enjoyable.

I refuse to work with people if they do not meet all three of these criteria. It is worth the wait to find the right people. Not waiting will often cause more problems in the long-term than it solves in the short-term.



#### 4. Greater Available Network

Everyone has their own circle of contacts. You never know when you may need to call upon the skills, talents or other contacts hiding within the network each person on your team has access to.

For example, two of my best programmers have come as direct referrals from within the team. No need to spend time hunting, interviewing and testing people, only to find they were not suitable.

No business is an island. You need contacts.

Utilizing your team member's contacts will increase the speed at which you can grow your business. Enough said.

#### 5. More Money

Have you ever heard someone say that they don't want to share the workload because they don't want to share the profits?

The truth is, when you take on team members (who share a common vision, have the right skills and the correct attitude) the profit that you can create when working together is so much more than you could make alone.

Remember the acronym for TEAM: Together Everybody Achieves More

So to sum it up...

A team gives you more free time, allows you to focus on what you enjoy the most, produce a better product, have more fun and make more money.

So what are you waiting for?

## How to Structure Your Team: 4 Ways

There are several ways to build and structure your team:

### 1. The Employee

In a typical business, employees are the normal model for building your team.

Typically employees work closely together in the same office environment. The advantages of employees are that they (should) have a long-term commitment and loyalty to the company.

The downside is that employees can be pretty expensive.

There are a lot of legal responsibilities such as health care plans, retirement plans and sick leave. If you discover you've made the wrong hiring decision, employees can be hard to fire.

Another disadvantage of having employees... Studies have shown that in a typical eight hour working day, there are only one and a half to two hours of actual productivity per employee. That's not very cost effective!

For example if you are paying \$20 an hour for an employee, you are paying them \$160 per day for effectively two hours work.

### 2. Outsourcing

We're all familiar with outsourcing in the Internet Marketing industry. It's a popular way to expand your team as many gurus now teach that you can get quality work at a very low cost.

You can also take advantage of having team members in different time zones.

This means that you can go to bed at night and in the morning wake up to find that something's already done. Working around the clock can move your business forward at high speed.

Another advantage is that you only need to pay outsources for as much as you need them to work. There's no maximum or minimum amount of hours required.

The disadvantages with casual outsourcing are multiple:

- It can take a long time to find anyone of half decent quality.

Personally I've lost thousands of dollars and too many frustrating hours vetting people. Communication can be an issue if English is not their native language.

- Inconsistency can be a big problem. I've worked with teams of people who have given incredible results when they first start working with you, then the next week they seem to vanish.

The reason being, outsources are usually motivated by money. They don't know when the next piece of work is coming in. When they say yes to your project, they may not have anything else on.

Then suddenly they take on work for other people and they're focusing on three, four or five jobs at once (and often don't complete any of their deadlines on time).

- Sometimes outsourcing can end up being very costly.

You can't always be guaranteed with the quality of work. It's not uncommon to discover the work you've paid for has been sold to another competitor at a lower cost.

The final disadvantage?

There is no long-term relationship. There's no motivation for these people to put their time, energy and effort into your company. And why should they, when they have no vested interest in you other than being paid at the end of the month?

### 3. Contracting

Typically, contractors are specialists in a particular field. Their reputation is based on providing you with good service. I'm viewing contractors as being people who run a company (be it themselves alone or multiple people) to provide the service that you're looking for.

With a company-to-company business transaction there's usually a long-term relationship. You're looking to contract that company to provide a service on an ongoing basis or long-term basis.

Short-term contracts share similar disadvantages to outsourcing and can cost even more. The company you are contracting with short-term will often have other clients, so you may not be the priority. Despite this, there can be a much higher desire to please you as a customer.

I personally like finding people who usually work freelance and then contract them to work full-time for me. This does run into legal complications in many countries though, so be very careful with this approach. (You may need to structure globally to achieve this.)

### 4. Joint Ventures

When you partner up with someone, there is no up front cost involved. Payment is based on results.

Basically if you don't succeed, they don't succeed. If they don't succeed, you don't succeed. It's a great opportunity to create win-win situations.

However, it can cost more in the long-term. If you've negotiated a deal with somebody where you are splitting the profits 50%, it will cost a lot more in the long-term than contracting or outsourcing the work.

At the same time, if that 50% that you keep ends up being far more than the 100% that you would have made trying to do it alone, it makes sense. Just do a quick analysis as every situation is different.

## **No Hard and Fast Rules**

It's no good looking for absolute rules because there are none.

You need to modify your business model depending on your situation, product and your goals.

Often your team structure can be decided by being very clear on the kind of business you want to have.

You may be looking to create extra income every week, perhaps a couple of hundred extra dollars. Or you may be looking to create a long-term sustainable business that will support your family in a comfortable lifestyle.

Or you may want to create the next Google.

Depending on what you want to achieve will dictate the type of team structure you need. Your current situation may also dictate your choices.

If you have little or no money, then partnering with someone may be your only option. Other times you may choose to partner with someone simply because of other benefits they bring to the table (such as their network).

## **Hybridize Your Team**

Look at trying to hybridize your team. Where are you now? Everyone is different.

If you're just starting out, all you may need are a couple of outsourcers under your belt to get the revenue coming in.

Or you may need to try and find partnerships with people that you can leverage to get started. Look for partnerships that you can create to attain the same results without footing any money up front.

As you have more available resources and more financial income coming in, then you can grow your team and expand your business. You can then look at trying to add contractors or employees to the mix.

Your Financial Success Depends on Your Team

Personally, I use a combination of everything.

I have partners that I work with on some projects where we split the profits; or it's purely commission-based. I have teams where I basically contract their work (effectively as employees) but essentially they're independent contractors.

And I still use outsourcers for occasional projects where I need a specialist skill for a short-time only. In these situations outsourcing works well for us.

One tip though...

Before you try and find someone to work for or with you, look to see if you can automate that process instead.

For example, one of my early businesses was creating websites. I could have paid an outsourcer \$10 to install a website script for somebody and charge that customer a couple of hundred dollars for the same thing.

Instead I paid a programmer to create a script that automatically installed the same script. This took me 30 seconds to create a website that I could still charge the same price for. (This was done in the same time as it would have taken me to send the request to the programmer, and without waiting.)

## **How to Recruit Your Team: 7 Essential Things to Check**

How do you get the best people on board?

First check to see if the person you're considering for the job even fits the right work profile type.

In my experience there are two types of people:

1. Those who are entrepreneurial by nature and that are driven by long-term results. They're willing to put in the long hours, weeks or even years to get a result. They have long-term vision, patience and sacrifice. These long-term vision people can make great partners. Don't partner with anyone that does not fit this profile, or it will end in tears.

2. Then there are those who are driven by short-term results. These fall into the contractor and employee groups. These people don't like the long-term gamble of whether they'll be paid for their work or not. They are happy with an hourly wage.

### 1. Commitment

Set up a mini-commitment test right from the beginning. Have your interview in an unfamiliar location, or have it at an awkward time.

Test practical applications—anything that will force them to do something out of the ordinary. If they let you down early on, they will likely let you down later on too.

Check the ability to follow instructions and understand English. If you're using Elance or a similar company, ask them to enter in a keyword you give them into the subject line of their reply to you. This shows they have an attention to detail, understands English and can follow simple instructions.

### 2. Attitude and Skill

Skills can be taught, but attitudes are very difficult to change. I'd much prefer to hire on attitudes than skill any day. (This doesn't mean you hire someone with no talent.)

Check for skills. This doesn't mean qualifications. Broadly speaking, those who are university-taught know about regimented routines and rigid structures. Those who are self-taught can be more flexible and show they are willing and able to learn.

Always ask to see examples of their work, speak to previous customers or employers and give small test projects to be sure before contracting on a long-term basis.

### 3. Their Commitments

If you're hiring somebody on a part-time basis, what other commitments do they have? Does what you expect from them match their availability? Is there potential for giving more work to them in the future if needed?

You want to make sure the workload you expect from them is realistic, and that if you plan to expand and need them for more hours in the future; that this is possible.

### 4. Team Player?

Check that they can work together as part of a team. Some people just aren't team players. If you find this to be the case, move on.

### 5. Shared Vision

Everyone on your team must understand which shared goal you are all working towards. Everybody must know what the shared outcome is.

If everyone is heading in different directions your business will produce scattered or low quality results.

### 6. Passion

Passion is underrated.

Skills can be learned. Having true passion for an area is either present or not. You can't force someone to be passionate about something they are not.

Find out if what they are doing is their dream work. Do they love it so much they'd do it for free?

The big benefit to you is not only will you have a happy team member, but they are likely to keep up with all the latest industry updates for their specialist field. Your company will benefit (and will be far better than trying to flog a dead horse).



## 7. Speed and Quality of Communication

It's important to check how fast somebody responds to you. If somebody takes four days to reply to your e-mail, they're too slow.

You also want to make sure communication is clear. Nothing slows a project down worse than poor communication. Let's look at how we can do this effectively as possible...

## 6 Communication Essentials

Too often we make assumptions that people have understood what we've told them, when in fact they haven't.

While you can't get this perfect all the time, there's a lot of things you can do to help minimize the problem.

Let's look at the pros and cons to the different communication methods...

### 1. E-mail

E-mail can be fast if people check their inbox regularly.

If you are using e-mail a lot, try to minimize the amount of e-mail you receive so that the e-mail you do receive gets your attention.

Put the spam filter on so you are not bombarded with junk. Gmail has by far the best SPAM filter I have ever tried and has given me hours of my life back.

Unsubscribe from every list from your main e-mail account. And once an e-mail has been dealt with then archive it. Don't allow old e-mails to crowd your inbox.

Another great tip is to auto-filter e-mails that you need to receive, but don't need your attention (such as PayPal receipts). Have them go straight to a folder or archive them so you can reference them if needed, but don't need to process them yourself.

## 2. Phone

Many people are now talking about turning their phone off. Disconnect your phone, because when you're in a productive zone the last thing you want is to be interrupted.

Studies have shown that it takes at least 15 minutes before you get back into the same zone that you were in before the interruption. That is a lot of lost productivity.

It's rare that anything is urgent enough to warrant a phone call.

However, there is a place for the phone. If you're trying to chase urgent information from another company, give them a call to get the response you need.

In contrast, if your company offers phone support, ensure the phone is answered within three rings. Your customers will love you for it.

## 3. Skype

Skype is really good for instant communication over long distances, and is especially useful in an office environment...

When you've got a lot of people working together it's easy to start interrupting each other. Remember, when someone is focused on something and you come and interrupt them, you've cost them 15 minutes.

It's better if you can just send a Skype message which they can ignore while they finish off what they're doing. Then when they're ready they can get back to you.

If you can implement this, a much faster speed of communication can be had (while still maintaining maximum productivity).

#### 4. Webinars and Screen Sharing and Screen Capture

Webinars and screen sharing are great ways to communicate your ideas with outsourcers.

This is because somebody else's interpretation of what you want can be completely different to yours.

If you can learn to communicate effectively from day one using something like a screen share, you'll be amazed at how much more accurate the results you get, are.

Long distance, you can verbally explain to somebody while showing them on the screen exactly what you want. It's as close as you can get to speaking in person.

Personally I use [www.dlwmmm.com/camtasia](http://www.dlwmmm.com/camtasia) to do this, though there are many other solutions.

#### 5. Project Management Software

Using project management software allows a record to be kept of all new tasks and bugs. These can often get overlooked, or 'go missing' via e-mail.

With project management software, everyone can see what needs to be done and by who. And there are no excuses.

Streber is the one I personally recommend: [www.dlwmmm.com/streber](http://www.dlwmmm.com/streber)  
Streber is free, and is butt-ugly—but it's simple to use and does the job.

(I prefer it over [www.dlwmmm.com/base](http://www.dlwmmm.com/base) and many of the other alternative popular solutions, though it is not for everyone.)

#### 6. How to Give Detailed Instructions

If you are not very specific about what it is you want your team to do, everyone will go off on their own tangents.

## Your Financial Success Depends on Your Team

Use precise step-by-step bullets about exactly what needs to be done and by whom. Seeing everything listed makes things clear.

Give a general outline of what it will contain, why and who it will be built for. This overall concept will help all team members see the bigger picture.

A simple checklist includes what, when and why. (Never underestimate the power of the why.)

Use images and diagrams to illustrate your words.

If you are developing software or a website, the best place to start is with the GUI (Graphical User Interface)—basically how do you want the finished product to look (menus, buttons, form fields, information boxes, etc).

I like to use something like [www.dlwmmm.com/msviso](http://www.dlwmmm.com/msviso) to draw general flow charts and create basic interfaces (essential in software development). For information products, sketch ideas for the cover and give a flow chart for content.

While tech-specs in software can be useful they are not the focus. This is old-school thinking. Create a user interface first.

Once you have the user interface, then you can save a hell of a lot of time. You can identify potential problems that you didn't even think about before.

Plus your tech team can look at a GUI and already know what you're trying to achieve. They're more qualified to figure it out than you. You don't need to tell them how to make it technically happen.

## How to Walk Behind Your Team: 3 Simple Steps

When you're in business your team becomes your extended family. (Though never let personal feelings get in the way of making good business decisions.)

Too many people try to be the leader by being in front. A good leader needs vision and to have a clear goal in mind. However, a great leader also needs to be behind the team, supporting them at every step.

If you're the one building the team, then this will be your responsibility.

Whatever your team needs, make it happen for them. When each team member feels supported, they'll produce their best work for you.

Provide education and training. If somebody wants to learn something, give them what they need. It will not only benefit your team and your company in the long-term, but will also help build loyalty and job satisfaction.

So, to those three simple steps...

### 1. Give Responsibility

Reward your team with responsibility. Quit being a control-freak and allow your team to manage themselves. The most important thing is that the job gets done, not the way you dictate it.

Make sure your team members understand that they can have failures and that you won't punish them or fire them. Give people the responsibility to make their own mistakes.

You don't want to create a working environment where they're afraid to occasionally get something wrong. When someone makes a mistake, they learn from it and they evolve.

When every team member is evolving, your team as a whole is evolving. And in turn, your company will continue to evolve too.

## 2. Pay Well

If you've been told to find the cheapest possible team and pay them minimum wages, think again.

Pay everyone what they deserve. And pay well from day one. This doesn't necessarily mean paying US wages if they are living in the Philippines. But do go above and beyond what is expected for the local area.

If you've got somebody talented who is highly skilled and dedicated, then they deserve to be paid well—because if you don't pay them well, then someone else will.

In the long run your projects will suffer. It's a lot harder (and more costly) to try and find someone new who is both committed and talented. Great people are hard to find, don't lose them.

Admittedly when I first started out, I could not always pay top dollar. When there was a tight budget, I started with what I could afford, and then scaled it as the company earned more.

## 3. Value Your Team

It's your job to ensure everyone on your team understands how important they are and how important their work is to you.

People are not primarily driven by money when it comes to their work. (It's an important factor but not the real reason they stay with a company.)

Psychological studies have shown that people's perception of their importance is more critical than their wage. Most people will leave a job that pays more, to work in a job where they feel more appreciated.

Ensure everybody knows they are respected, appreciated and valued. We all produce results when we feel a sense of satisfaction and pride in our work.

This is something you can do from day one, even if you can't pay as much as you would like.

I have done things like buying a pool table for everyone to use, take the team out on various occasions (we recently went mountain biking on a work day just for fun) or go out for dinner at a nice restaurant. Bonuses are another way to show appreciation at certain milestones or special occasions.

Even without any of the above, simple things like saying thanks, using smiley faces in Skype communication, and the best of all, public acknowledgement of achievements in front of the whole team (or through group e-mail)—will all go a long way to building the self esteem of individuals and your team.

Anyone who has their own business will tell you, finding the right people is the hardest part. There are plenty of people who can 'do the job'—but not all will do it well, or with the correct attitude.

Plenty of business books have been written on finding the right people to get on the bus. Not nearly enough has been written on keeping them there.

The cost of the right people in the right place is one of the best investments you can ever make. The cost of the wrong people in the wrong place is an expense that could easily break you if you're not careful.

# Chapter 6.

## Action Steps

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- List all of the skills you want to have as part of your team. This could include writers, video editors, programmers, graphic artists, copy writers, bookkeepers, affiliate managers, business managers and people to generate traffic.

Write everything you can think of down, no matter how small or large the tasks or skills may be. It all needs doing. It's important to know what you need so you can decide how to structure your time, and who to look out for.

- Go back through this list and break them into three sections. The first is short-term, once only work. This may include company structure setup, or a company logo design. The next is part-time work on an ongoing or frequent basis (such as writing or programmers). The final section is skills you will need on a day-to-day basis (perhaps affiliate management or lead generation).
- Write a list of everyone you know, everyone you know they know, and anyone you can think of you could get access to. Even if you have no idea how they could be useful.

Your network extends beyond just those you have daily contact with. It is also one of your most valuable assets and something most people never take stock of.

Write down every name you can think of. It's amazing how one thought can lead to the next.



- For each person on your list write down the skills, interests or experience you know they have. While doing this, think laterally about how these skills may be transferred to other tasks, or what networks their interests and experiences may have exposed them to.

These contacts may be just what you need on your team, or may provide some low-hanging fruit later when you come to promote your products.

- Decide who, from your list you would like to work with. Not everyone will be a good choice. Never choose someone just because you like them. They need to have the correct skills, personality and motivations for business too.

Short-list those who would be ideal candidates and be a valuable asset to your team.

- Keep these lists handy and update it as new ideas come to mind. No need to do anything with it quite yet. Just let it be a work-in-progress.

# Chapter 7.

## Marketing Comes Before You Create Your Products (Not After)

“Creators start at the end. First they have an idea of what they want to create. Sometimes this idea is general, and sometimes it is specific. Before you can create what you want to create, you must know what you are after, what you want to bring into being.”

~ Robert Fritz

Marketing Comes Before You Create Your Products (Not After)

## Marketing Comes Before You Create Your Products (Not After)

### **Marketing Comes Before, During and After You Create Your Product (Not Just After)**

**I**t is a common mistake to create your product first and then think about how to sell it afterwards.

If you only consider how to market your product after it's been created, you limit yourself unnecessarily.

When you build your product while you're thinking about marketing it, you'll end up with such a great product it will pretty much market itself.

It's no good completing your product and then realizing afterwards that if only you had included certain features it would sell so much better.

Good marketing removes the need to sell.

That is why marketing needs to be involved from day one...

You'll then find out if you need to re-design your product idea so that it is easily marketable.

### **What Does Your Niche Want from You?**

Unless you find detailed answers to this question, you're not going to make much money.

Do your customers really want your gadget? Or are they really seeking the unconscious aspects that owning your gadget brings? Do they want to belong to an exclusive group? Do they want to be liked and admired? Is owning your gadget simply a ticket to belong to the 'cool group'?

Do your customers really want your miracle face cream? Or are they really seeking to be admired and desired by the opposite sex? By owning your face cream are they secretly competing with their girlfriends to be more beautiful?

Do they resent their adult daughters and want to reclaim their youth? Are they looking in the mirror and seeing an aging face? Does your face cream make them feel pro-active to hide their feelings of powerlessness?

What is your product really giving to your customers? How are you adding value to their life? Look at this from every conceivable angle. Don't forget the emotional and psychological benefits, as these are huge.

What are you saving your customers? Time? Money? Effort?

## **4 Quick Ways to Segment Your Customers**

When you really understand and are familiar with your customers, you can uncover the most valuable areas to focus on within your niche.

### **1. Demographics**

Break your customer-base down into some basic demographics. What sex are they? How old are they? Which county and city do they live in? How much money do they make?

### **2. Lifestyle**

After you've found out the basic facts, find out about your customer's lifestyle. What social class are they in? How much education have they been through? What are they likely to be doing in their lives?

For example, have they just finished college, had their second baby or just about to enter retirement? What do they think about, need and desire out of life?

Where are they now, where do they want to be?

### 3. Personality

What is your customer like personally? Are they extroverted or introverted? How would they likely react to certain common scenarios in their life? What are they like socially? How do they mix with others? Would they be great customers or low quality customers? Find out everything you can.

### 4. Behavior

How do your customers act? What is close to their heart—what they really care about and are passionate about? What do they aspire to be? What do your customers aspire to do and have? How would they use your product?

## Your Company Persona

A persona is a face to all the facts, figures and marketing to your product, business or company. This helps you to reach out in a personal way and make each customer feel as if you are speaking directly with them.

Having a persona forces you to think about how one person would reach out to another. How would the persona of your product or company communicate one-to-one with another person, i.e. a potential prospect.

You need to decide what values your company (or product) has. What are its world views, objectives, ambitions, etc? To do this, and to help build the perfect product, it helps to decide on your perfect customer first.

Create a character and think of him or her as real. What is his or her name? What age group are they? What country do they live in? Where in that country? What job do they have? What level of education do they have? What religion and/or political views do they hold? What are their fears, hopes or dreams?

Be as specific and detailed as possible. We will need this character profile later on when we come to do the copywriting.

You have to constantly ask yourself whether ‘Bob’ would care about this aspect of your product or not?

It doesn’t matter what you—as the product creator—thinks.

Will ‘Bob’ understand how to work the software you’ve created? Or will he need an in-depth training video? Will ‘Bob’ appreciate this feature? Will it enhance his experience of your product and increase the joy in his life, or will it cause him frustration?

Always think what matters most to ‘Bob’.

Think about and converse with ‘Bob’ as if he were real. Find out what your customers want and what they definitely don’t want.

If your company is you—that is, you are building a personal brand—then this is of course a lot easier. You may just need to look carefully at how you portray yourself to ensure it will match your core audience’s expectations (and if not, that you have very deliberate reasons, e.g. for creating a controversial angle).

## **Your Elevator Pitch**

If a stranger were to come up to you and ask you about your company, you must be able to tell them in one sentence.

You should be able to clearly tell them what your product is, and why it is special. The aspect that is special is the main aspect which differentiates your product or service from the rest.

Being of the highest quality is not enough. Everyone will tell you this.

You need to be able to summarize how your product or service affects people on an emotional level. How does it impact, change or improve the lives of your customers?

Does it reduce stress by saving them money? Give them more choices by increasing their income? Give them more time to enjoy with their friends and family? Reduce worry from health concerns? Increase their self esteem by improving their physical appearance?

Marketing Comes Before You Create Your Products (Not After)

Many top brands don't differentiate on features, they differentiate on emotions.

For example, Nike, Reebok and Adidas all make running shoes. There isn't any special feature, such as their soles or laces that make one stand out from another. Nike, Reebok and Adidas differentiate on emotion.

Nike's slogan is to 'Just do it'. Someone who wears Nike running shoes will be seen by others as someone who gets things done quickly, are adventurous and youthful.

Features are important to help the logical mind justify the purchase, but it is the emotional mind that makes the decision to buy in the first place.

## **TOP TIP: Consider Your Sales Copy First**

When you draft your sales letter before you've even created your product, you'll discover what needs to be included in your product design.

When you come up with strong bullet points that will help sell your product, you'll know what your product should possess.

This may be specific features, benefits or information. It could be additional useful bonuses or add-ons that you will need to build by the time your product is ready for launch.

Every time I have written a sales letter, I always come up with some idea that was not in the original product. On more than one product now, I have written what I thought would be the perfect sales letter first; then built the product to fit it.

Using this back-to-front approach actually helps have a stronger sales letter (you are not forced into trying to make something sound good), and makes a better product (because your product has to be built to match the high expectations you have created in the sales copy).

Different I know, but it works.

There is another advantage to this technique too. You can actually test to see if your idea will even sell, before you invest time and effort into development.

By placing the sales copy up online and sending some traffic to it (detailed later), you can see if anyone clicks on the ‘buy now’ button. Remember to track the results on this experiment!

While you are not legally allowed to sell to anyone before you have built the product, you can have the ‘buy now’ button direct to a waiting list via an opt-in form. This way you can collect names and e-mails so you have a list to promote to when it is complete.

## **Usability, Simplicity and Functionality**

Usability is often overlooked.

Programmers in particular are guilty of adding a lot of features and functions, when those ‘extras’ are only used by a small percentage of your audience.

It’s better to release the product with half the features with a simple, easy-to-use interface. This way you can release your product quicker, gain valuable feedback and start making money sooner.

Take an honest look and remove anything extraneous—whether this is several pages in an e-book, or the luxury functions in a software product.

Keep things as simple as you can. And remove anything distracting. Think Apple. They have a policy to remove anything that is competing for your visual attention that is not required at that time.

Clearly label everything that needs labeling. Make your product as easy to process for your customers as you can.

Refining your product is an important part of the marketing process. How easy it looks to use will, in part, define how easy it is to sell.

Even a book should be made simple to use.



Marketing Comes Before You Create Your Products (Not After)

Short chapters, short paragraphs, even short sentences and words. If you are creating an e-book, use a sans serif font such as Arial or Verdana. A physical book is better in a serif font such as Times Roman.

These can all help make it easier to read, and ultimately lead to more people reading it.

By having your marketing department involved with product design at every step of the way, you will save time, money or effort later on.

## **Design, Design, Design**

Rule number 1: don't let programmers do any type of design, get a designer.

Rule number 2: don't let designers design marketing materials without guidance from you (or whoever is in charge of marketing).

While they may sound obvious, you will be amazed to see the vast majority of projects do not follow these two golden rules.

Design is one critical element in marketing that will carry through from every element of your project. The book cover, layout, software interface, website, marketing materials, etc.

When you get the design right, it makes a product easier to sell. It can also increase the perceived value and therefore the price point.

You must remember that designers are rarely trained in marketing. Their skill is usually to make things look good or pretty. Not the same thing. That is not to say your marketing needs to look ugly, just the design needs to follow certain marketing principles and objectives.

Same goes for programmers if you are building software. All can create an interface, almost none can make it easy to use or look good.

There are many design principles given throughout this book in regards to marketing. Make sure they are communicated to the correct people in advance. Never assume that everyone knows already (they don't).

On a side note, this is true even for 'professional' advertising.

For example, the Yellow Pages or a newspapers advertising department will supply you with a designer to create your advert. Never use them. Most use classical advertising layout formats that look professional, but do little.

If you want to get the most out of any advertising you do, ensure your marketing team (which is probably you) is actively involved at every step.

Back to the point...

Spend money if you need to. But do not settle for second rate graphics or design. It will cost you more in the long-term.

# Chapter 7.

## Action Steps

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- Have a look at your list of project ideas. Think through and decide how you might be able to market each. As you get more experienced and read through this book more, you will have more ideas. For now though start with what ideas you can come up with. (You will always get better, but you have to start somewhere.)

Also think about how these products could be used to help market themselves, or other products in your current or future portfolio.

- Now is the time to make a decision and commit to one of your ideas (if you have not already).

Use all the information you have collected to make a decision—the amount of potential a product has, your available resources, what else you may be able to do with your future customer base, your passions, interests and skills, etc.

Focus is the key to success. You can always build other ideas in the future, but for now stick to one. If you focus your time, money and other resources on one project, it is far more likely to become successful.

From now on, all action steps will apply to this one project idea. Feel free to refine and adapt if needed, but do not lose focus on the end goal.

- Start to understand your potential customer. We will go into more detail later, but for now, outline your target audience. What are their key problems? What are they looking for? And where are they?

- Write a detailed description of your company persona. If you are the brand, then take the time to detail how you would like to be seen. What are the ethics, objectives and beliefs of your company? What image do you wish to have? What emotions do you want to be associated with?
- Create an elevator pitch.

If someone were to ask what your company, product or service was about, how would you reply in under 30 seconds?

Make sure that it summarizes the key benefits, emotional drivers and speaks directly to your target audience. Also try to ensure it captures the essence of why you are unique.

For example, FusionHQ's elevator pitch is:

'We provide a simple-to-use solution, and easy-to-follow training, for people wishing to create financial freedom online. We also enable offline businesses to expand easily and take full advantage of the internet to generate more customers and more sales per customer.'

- Write a basic outline for your sales copy.

We will discuss how to improve on this and write excellent copy later. However, for now it is important to have an idea how you will sell your idea. Draft it out on paper or on a computer, whichever you prefer.

Include ideas for headline, write some bullet points and highlight the key features, benefits and cost.

Look through this sales letter and look for features, benefits or angles that you could add to your product that would help it sell even better. These will help you in your product design and save a lot of time, or make a lot of money, later on.

## Chapter 8. Product Creation

“The dumbest mistake is viewing design as something you do at the end of the process to ‘tidy up’ the mess, as opposed to understanding it’s a ‘day one’ issue and part of everything.”

~ Tom Peters

## Product Creation

### **The Nuts and Bolts of Creating Your Product (Text, Audio, Video and Software)**

**B**efore you start creating your first product it's good to step back and understand your business objectives and your marketing strategy.

With a bit of foresight you can plan the future of your product.

If you are an offline business, your plan may simply be to increase your authority status.

The same could be true if you are just starting out as a new online business. Your objective may be to create a recurring passive income stream. It may be to create a cash injection, or simply to build a list. It may be your plan to do a combination of these (they are rarely that black and white).

At different stages of your business you will want to focus on different objectives.

Usually though a good place to start is with text and audio products as they are the easiest to create. Chances are though, they will make you the least amount of money.

Video products can initially take a bit more work to create but can make you significantly more money than text or audio products.

It all comes down to perceived value.

And at the top-end of the scale, software products or services are the hardest to create, but can return you the most amount of money.

We have already looked at the different types of digital product. Now let's take a more detailed look at what is involved in creating the four main digital product types. Text, audio, video and software.

## **Text**

Reports, e-books and e-courses are all examples of text based products.

They are easy to create, but it's unlikely you'll be able to retire on the sales from an e-book. That said, there are some exceptions, such as Mike Geary's '*Truth About Abs*', that do make a significant income just from the e-book alone.

Decide if you want to create an e-book or a specialized product to sell, or as a giveaway for lead generation and list building.

## **How to Get Content for Your Text Based Product**

Once you've chosen and researched your niche (and ensured it's both marketable and profitable) it's time to think about creating your digital product.

An e-book is a good digital product to start with. It's quick to compile and you can start profiting from it relatively quickly.

So how to find content for your e-book?

You may want to consider writing your own e-book. If so, it's best to start with something you are passionate about. If you know a lot about a particular niche, this will be easy for you.

Books that sell are books that explain how to do something.

You simply need to answer a problem. Come up with a solution to something that needs fixing. People are hungry for specific, practical information about how to solve their problems.

Customers want to hear about your personal experience, your story and how you found a solution to the exact same problem they have.

## 9 Quick Steps to Writing Your Own e-book

1. The first step is to brainstorm. Outline the main things you want to cover in your e-book. Jot these down quickly without filtering any ideas (this will allow your creativity to run wild).
2. Remove any ideas that don't fit in. Decide what concepts for the e-book will make the final cut.
3. Next, select the core concepts and organize these points into a logical order so that they make sense. Each idea should build upon the last. Now you have your table of contents (or chapter outline).
4. Go back to each point and fill out the chapter heading with the other ideas from your brainstorming session. Bullet point every concept or idea relevant to do with that main point. Then go back and sequence these bullets into a logical order.
5. Next, go back and expand on each point. Don't worry about editing, just allow yourself to write. Each point will become a paragraph or group of paragraphs. You may need to add in connecting paragraphs to make sure ideas flow smoothly from one to the next.
6. Then edit your draft. You may need to shift some points into more relevant chapters, or shuffle around the chapters themselves to make it more orderly. Remember to spell-check and ask a few trusted friends to read through it, to see if you've missed something out.
7. Format your e-book in 14 point Arial or 12-13 point Verdana fonts.
8. Have a cover designed. Try [www.dlwmmm.com/99](http://www.dlwmmm.com/99) for low cost, but professional designs. Also ask for an e-book version of the cover to use on your sales page. (This is a copy of the same design that has been made to look like a physical copy of a real book—usually 3D.)
9. Convert your word document to PDF. There's free software that you can use to do this. The latest version of Microsoft Office also converts your documents to PDF.



Depending on how many main points you have to flesh out, you should easily have a 30, 50 or 200 page e-book by the time you finish.

## **Hate Writing?**

### **5 Ways to Getting an E-book Written For You...**

Writing is not for everyone.

You may not be able to do it, want to do it, get too hung up on small details, or simply do not have the time.

Whatever your reasons for not writing it yourself, you can find the solution in one of these five options...

#### **1. Hire a Ghost Writer**

This is where you pay someone else to write your e-book for you. Make them fully aware you are going to sell it, put your name on it as the author and that you own the full rights to the e-book.

Decide on the terms of payment. You can arrange a fixed fee, or give them a percentage of the sales.

Tell them how many pages you want written, when you want it completed by and how much you'll pay them. You could give them an outline, or you could leave it up to them to research from scratch. It's up to you.

If you have a vision of how you want the e-book to be, then you will need to give the writer as much guidance as possible.

Allowing the writer to interview you can be a great way to help them achieve what you are looking for. As can giving them the chapter outline from the previous process of writing the e-book yourself.

Not all writers will do a good job. To be honest, finding good writers can be difficult, especially on a budget.

Be sure to check previous work, preferably lots of it.

A good book could cost you between \$500 and \$50,000, depending on the length and the experience of the writer. (For an e-book though, you should not need to spend more than an absolute maximum of \$5,000 for a good length, high quality product.)

If you are concerned about the ethics of doing this, you may be interested to know that an estimated 70% of all physical books are ghost written. (Yes, this includes most of the well-known authors.)

### 2. Record Yourself Talking

To record yourself talking, you simply talk into a mike. You can even have someone interview you so you're sure all the right content is recorded.

After you've finished talking, you can have it transcribed. To improve the finished product you can pay to have your content structured in logical sequence, edited and formatted (or do it yourself).

### 3. Private Label Rights

You can also use Private Label Rights. Let's say your niche is about Italian Cooking, you would type 'Italian cooking PLR' into Google.

You can then buy an e-book for \$9 or \$17 and then re-sell it as it is, putting your name on it as the author.

Check to see if you have the permission to edit the book. Many low cost PLR products are also low quality and may need work before you want to sell them. They can however, provide an excellent base to start and save a lot of time.

You will then have an original e-book which you can copyright as your own.

If you are willing to pay more, there are some good quality PLR products out there, but they can be hard to find.

#### 4. Public Domain

Public domain refers to works that never had, or no longer has, a copyright. You can sell and/or edit public domain work as your own, because no one owns the rights to it. (There are no issues with plagiarism.)

Almost anything written before 1923 is public domain. And many other works before 1977 are also within public domain. Make sure before you use anything that it really is in the public domain.

[www.dlwmmm.com/gutenberg](http://www.dlwmmm.com/gutenberg) is a great place to find public domain books already in digital format.

I wouldn't recommend you sell the books from here as they are. Use them as a base and bring them up-to-date (many use very outdated English).

Another option is to use them as a foundation for audio or video products.

#### 5. Partner With an Expert (or Experts)

If you research and uncover a profitable niche that you know nothing about (that really requires expertise) you can find someone who is an authority in that area.

You can leverage their knowledge and create an e-book together. Organise a deal where the expert writes the content and you do the selling, in return for splitting the profit 50/50.

You have the marketing know-how and the systems in place to sell the book, you just need the content.

Another option here is to get several experts to contribute a chapter each. This way you will not even need to share the profit. Experts are often happy to donate a chapter in return for the publicity they will get.

Plan this correctly and you may even be able to take advantage of their mailing lists later on when it comes to launch time.

**TOP TIP:** Find a book that is out of print and contact the original author.

There are many great books on almost every topic that have not been marketed well. They get abandoned by publishers and are left to the confines of history.

These are never likely to see the light of day again and so authors have little to lose by letting you try and sell them.

Also the work is done, you may just need to scan the print version and put it through a scanned document to text convertor (simple software that will give you a text based version of the document to re-publish as a PDF).

Another advantage of this technique is that publisher's usually only give about 10% to the author. This means their expectation on the profit share from you will be much lower than you may expect.

## **7 Tips to Make Your E-book Truly Excellent**

When you implement these seven tips, your e-book will be a product you can be truly proud of (and attract more sales)...

### **1. Critique**

Seek out someone who is in your target audience (not a family member) and ask them to review it. You are interested in their honest suggestions and constructive feedback.

Ask them what they learned? Did your e-book offer a solution they feel they could implement? Ask them if they liked how it was structured? What else would they like to have seen included? What, from their perspective, could be done to improve it?

It is good to get as many reviews as possible both from beginners and experts in your niche. You can then see if you have delivered on your initial objectives, or whether you need to work at it some more.

If you can get some positive comments from experts in the niche you are writing about, see if you can use them as testimonials. This will help give more credibility to your e-book and increase sales.

## 2. Read it Out Loud

Read through your e-book out loud. This will highlight any complex sentences that are difficult to read. Remember, simplify.

You are also likely to come across many more grammatical errors that you may have missed.

## 3. KISS (Keep It Simple Stupid)

When you know a subject so well, you tend to make the assumption everyone else does too. What you think should be common knowledge may not be for your customers.

You need to explain things on your audience's level. And because you don't know what your customers may or may not know, it's best to assume they have no prior knowledge.

Give them clear and detailed explanations so they can grasp a new idea. Provide links to further resources for those who need more information.

## 4. First and Last

People tend to remember information that is first and last told to us. The bit in the middle can be easily forgotten.

Use this knowledge to your advantage by hammering home the most important points at the beginning and end of each chapter.

## 5. Interaction

Hold your reader's attention by interacting with them. Stop and ask them a question. Create a pause with a new paragraph so they can consider the question, and then give them the answer.

Illustrate certain points with personal stories from your own experience with the same problem your readers have. They'll resonate and connect with you more readily, than if you didn't share anything of yourself.

If your e-book is a how-to, then give simple, what-to-do exercises at each stage. New concepts are so much simpler to grasp when you are told what to do in manageable stages.

### 6. Easy Brain Processing

None of us can easily process large chunks of information. When there is too much text all lumped together it looks overwhelming.

When you break down the same information, it instantly becomes visibly approachable. Write short sentences, short paragraphs and have no more than 3 or 5 bullet points in a group.

When you're teaching, it helps people learn and process if you tell them what you're going to teach, then teach it, and then you recap.

### 7. Be Yourself

Don't be afraid to let your personality come through in your writing or videos. You don't need to be uptight and formal. Keep it fun. When something is taught in a fun way, it makes it easier to learn.

Everyone likes originality. Share your mistakes as examples of what not to do. Your readers will appreciate you being a real person.

## Audio

### Determine the Purpose of Your Audio Product

It's important you know how you will use your audio product. This will determine the best way to produce and format it.

An audio product has a higher perceived value than an e-book. With a higher perceived value, comes an increase in the amount you can charge.

If you want to sell your audio product by itself as a front-end product or as an up-sell on the back-end you can easily sell it for between \$27 and \$147, depending on how good it is and how you position it.

You may choose to simply package it together as a bonus to your e-book to give additional value. Some people would never read an e-book, but love to listen to the audio.

You could give away your audio product for free as a lead generator to build your list. You can gather future customer names and e-mail addresses, and they gain valuable information.

You can turn your audios into live feeds and post them on your blog or website. This will instantly add more value, and can be used as a lead generation strategy (thanks to iTunes).

If you have an e-book or physical book, I suggest producing an audio to go with it, even if it is just an hour long. The reason being, is that books get shared (in any format) and so you want a reason for those people to go to your website and give you their details.

## **Designing Your Audio**

Identify an angle within your chosen niche people are already searching information for—thorough research is important.

Google your topic to see what information already exists and see what information is missing. You can take a look at forums on your topic and see what people want to know more about.

Basically use the same procedure as in writing an e-book. The only real difference will be in the way you present the information.

You can look up public domain publications to find further information for your audio product or make use of PLR products as a foundation.

## 5 Unique Ways to Present Your Audio Product

While simply reading out aloud your content reaches out to more customers, there are other ways to create audio content. Here are five different ways you can present your audio product to make it more interesting and add extra value

### 1. Create a Course

If your topic contains a lot of information, why not turn your information into a course? You could deliver your audios in chunks so your customers receive it at fixed intervals.

You could present basic information at the beginning and then build on that with more advanced information further down the track. Providing practical worksheets or additional resources, could be useful to include as free bonus material.

### 2. Bring in an Expert

If you are not very knowledgeable in your chosen topic, or to add more value to your overall product, you can bring in an outside expert.

They will be able to provide high quality information and give a different perspective on your topic.

If your expert is very well-known in the field, their name can instantly give you credibility and help you sell your audio. They may even be keen to help promote your product once it is finished.

Of course you don't need to just limit yourself to one expert. There are so many ways to play with just this one idea.

### 3. Run a Question and Answer Session

Often your target audience will have key questions in mind that need answering. When you identify these questions and then provide answers, you are giving your customers exactly what they want to know.



This can be done via a free teleseminar company such as [www.dlwmmm.com/conference](http://www.dlwmmm.com/conference)

This information can then be recorded, edited if needed, and then provided to others as a replay.

#### 4. Get Interviewed

Have someone interview you about your topic. This sets you up to look like the expert. Have your questions ready in advance, and familiarize yourself with the answers.

Know your answers so well that when you answer the questions you sound natural and knowledgeable. Avoid reading your answers out word for word; otherwise this will sound canned and unprofessional.

All you need is a friend and a good microphone. The good mike will make the interview sound more professional. This format really does need to sound professional (unless it is being conducted as a webinar or teleseminar).

If you can get a well-known person to do the interview all the better.

#### 5. Create a Show

You could present your information in an audio series.

Think of this like a radio show. It is ongoing content that you present at a set time each week. You act as a reporter and can deliver industry news, updates, information, tips and research etc.

You can take advantage of podcast directories such as iTunes to help spread the information and give your audio additional exposure.

This approach is not for everyone, or every niche. However, for some it can work well.

### 3 Criteria Your Audio Must Meet

#### 1. Good Speaking Style

An audio is more personable than an e-book. Your listeners can get a feel for you from your voice and as a result feel more connected with you. Ask a friend to give their honest feedback on your voice.

Record your own voice and then listen to it. How do you pronounce words? Is the tone of your voice friendly? Are you speaking too loudly or too quietly?

You may be able to use your normal everyday voice, one that you would use when talking to your friends. It is not necessary to be formal. You'll find that you talk a bit faster when you are enthusiastic about something, and this is OK.

For some people however, you may need to put a little more attention on your voice while recording. With a little practice you should find a style that works for you.

#### 2. Coherent Order

If you jump all around the place it may confuse your listeners. This is why you need to present your information in a logical order.

Group all related information together under each main topic. This helps your listeners follow what you are talking about.

I have never used and read a script, as it sounds too artificial. However, following bullet points helps a lot.

Just follow the first 3 or 4 steps to writing your own e-book and use this as the guide to your recording.

#### 3. Give Valuable Information

If you don't provide your customer with quality information, they will request a refund. So don't be stingy on the information you share.

Be generous in the information you give and over-deliver. When you exceed your customer's expectations they will be truly happy (and will usually want to come back for more).

## **Audio Equipment and Services**

The quality of your recording will reflect on the quality of your product. Even if your information is top-notch, your product will be viewed as low grade if your recording is low grade.

To help ensure the best quality recording, make sure you are in a quiet room. Any background noise will sound much worse on the recording than at the time.

Also reduce any reverb in the room (this makes the recording sound cheap and tinny, especially on a good microphone). To do this, simply pad your room with blankets and cushions behind the microphone, and on the floor if you do not have carpets or rugs.

Let's take a look at some of the audio gear and services you can use...

### **1. The Microphone**

If you want to record your audio yourself then a good USB headset microphone will often do the trick. Make sure it is a USB headset and not one that plugs into the microphone and headphone socket on your computer.

A better option is the range of USB microphones from *Blue*. These are desktop microphones that give an excellent quality recording.

To ensure the sound quality is at its best, you must determine the right distance from your mike. Once you know this, you must maintain this distance. Experiment until you get the best quality sound.

## 2. Audacity

Audacity is an audio editor that is free and easy to use. You can download it from [www.dlwmmm.com/audacity](http://www.dlwmmm.com/audacity).

You can record your audio, change the pitch of your recording and mix sounds together (useful for intro and exit music).

## 3. Record for All

If you are using your audio products to add value to your blog or website, [www.dlwmmm.com/record](http://www.dlwmmm.com/record) offers a useful package. You can install this software on your computer to record your audios and then turn them into live feeds.

You can purchase their Podcasting Bundle (which comes with their popular Record for All and Feed for All software).

There's a free version you can download and try out. If you're happy then you can pay the one-time fee.

## 4. Teleconferencing Services

There are so many teleconferencing services out there, such as [www.dlwmmm.com/conferencing](http://www.dlwmmm.com/conferencing) It's free and is simple to use.

You phone in, carry out your audio (if you're interviewing an expert you have them call in too) and they record it. (You can even download the MP3 file then burn it to a CD and upload it to your website.)

## 5. Create a Transcript

To add more value to your audio product, you can include a transcript of it. Some people like having a text copy to have as a reference to read.

[www.dlwmmm.com/dictate](http://www.dlwmmm.com/dictate) is an affordable and quick service that can transcribe your MP3 files (usually within 24 hours).

## **Video**

Can you communicate clearly and explain yourself in a way that is accessible to most people? Do you have valuable, expert knowledge that can enhance other people's lives? Do you have information that is best demonstrated?

If so, then video could be a profitable medium for you.

If you've never created a video before, the idea may seem daunting. But once you become familiar with it, video is a powerful way to do a number of things.

If you want to create a video product, the higher perceived value means you can charge more for a video product than a text or audio product.

You may want to use video podcasting and v-logging for lead generation.

Also, in exchange for their e-mail address, you can deliver free information via video. This encourages future customers into your sales funnel.

Video can generate a lot of traffic for you (especially if one goes viral). You can upload your videos to video-sharing sites with a call to action that directs many potential customers back to your website.

Video is a great way to build a long-lasting relationship with your existing and future customers. It's easy for them to get a 'feel' for who you are and what you stand for.

Done well, video will build trust. Done badly it will decrease credibility.

## **5 Ways to Ensure Your Message Gets Through**

### **1. Remember Your Target Audience**

Consider who you want to reach out to in your video and speak only to them. You must have your target audience in mind at all times. This will make your video personable and they will feel more connected with you.

The more rapport your viewers have with you, the more they will like and trust you. This will make them more willing to follow your suggested action (e.g. visiting your website, opting in, or buying your product).

### 2. Writing Your Script

Brainstorm first, but not for too long. Get down to writing your video as soon as possible. Give yourself a deadline and stick to it. (Although you may come up with some ideas during your initial brainstorming session, most will come when you start writing.)

Just get it all out. Don't worry about grammar, flow or a logical sequence.

Next step, is to edit. Look for ways to shorten concepts, or ways to demonstrate ideas, products or services. Remove the rubbish, refine the words and clean up the script. People have short attention spans so keep it as concise as possible.

One of the big differences with writing a video script is you need to think about what the viewer will be seeing as well as hearing. Break down the page into scenes, each with an approximate time frame.

Each scene will have three parts to it. The text being spoken, what will be seen on the screen, and any music or sound effects to be overlaid.

In many cases this will be very simple, i.e. just a video of you talking, or a sequence of screen shots. If doing promotional videos though, be sure to use music and sound effects as they add a lot more impact.

The sooner you have your script, the sooner you can shoot your video.

### 3. Show (Don't Tell)

Your viewers will comprehend so much better when they see something demonstrated, rather than just watching you talk about it.

Show what you are doing to another person, so your viewers can understand what you are teaching. You can also use this other person to ask questions your viewers may have. (Think infomercial.)

This way you can clarify any obstacles as you go through your video.

With educational and 'how to' videos, you should make use of voice-overs. This is where you speak off camera as your viewers watch your demonstrations.

#### 4. Length

I have already mentioned this, but I will say it again. People have short attention spans (and studies show they are only getting shorter).

If you are explaining how to do something, then take all the time you need to explain well, but be concise. Three to seven minutes is an ideal length. If what you have to say takes considerably longer, consider breaking down your content into a video series.

#### 5. Can They Understand Your Message?

Before you upload your video you must gain some valuable feedback. Ask someone in your target audience to critique your video.

Can they understand it? Do they 'get' the purpose or message of your video? (If not, which parts need working on?)

Ask them if your video makes sense as a whole? Does your video flow smoothly and seamlessly? You don't want your video to be made up of a jumble of information strung together.

## 7 Tips to Instantly Improve Your Videos

### 1. Use a Tripod

If you are not moving the camera then a cheap tripod will do. If you are moving the camera you will need to pay considerably more.

Expect to invest around \$150 or more in a quality tripod to stabilize your camcorder. This is because even if your camcorder has built-in stabilization, it can only compensate for a small amount of movement.

Ensure the tripod you get has a head specially intended for video, rather than just a static camera.

### 2. Panning and Zooming

It is not necessary to pan constantly back and forth from one subject to another, or zoom in and out constantly. That said, it can help keep interest for the viewer.

Pan and zoom to bring emphasis to your subject, and never for no reason. Pan and zoom intentionally, using slow, deliberate movements. This smoothness will make your videos more professional (and watchable).

### 3. Composition (Rule of Thirds)

All artists employ the golden triangle or the rule of thirds. It's the fastest way to achieve a professional and balanced composition.

Break down an image into thirds, both horizontally and vertically. Now you have 9 parts, with four intersecting points. (Our eyes naturally go to one of these intersecting points and not the middle of the photo.)

So when you place your subject's eyes in one of these intersecting points, people watching your video will find it automatically harmonious and balanced.



#### 4. Invest in a Lavalier Microphone

For great speech audio; invest in a lavalier (lav) microphone. They are small, discreet and clip onto the clothing of the expert you're interviewing near their mouth.

You need a lav, because even the best camera-mike will pick up sounds between you and the person you're interviewing, and sound behind and to the sides of the camera too.

#### 5. Two-Third Lighting

Three-point lighting with two-third lighting on your face will give you a great result.

Two-third lighting is where you have one bright light, and another less bright light called a fill light. This means one side of you is going to be brighter than the other, giving you more definition and contrast.

Your fill light should be higher than you, shining on your shoulder to reveal your outline.

Don't use a harsh halogen light as this will create too much shadow. Being 'too defined' is not flattering. If you find you are having this effect, you can reflect the light away using sheets of paper, material or a sunshade.

Look on YouTube for many great video tutorials on how to set up 3-point lighting. And whatever you do, don't skip this step—it can even improve the results of a web-cam!

#### 6. Framing Your Interview Subject

Your aim is to carry out a 'normal' conversation with the person you're interviewing so that they look both natural and professional.

Frame your expert off to one side (and not directly in the middle of your frame). Include their head and upper chest. Ensure you leave plenty of space around your expert so they can move naturally without going 'out' of the shot.

You don't need to be visible when you are interviewing your subject. Have them face and look at you while they're talking (and not look at the camera).

## 7. Camtasia

If you don't have a camera, Camtasia is a piece of software that allows you to record your actual screen. (They have a free 30 day trial, just go to [www.dlwmmm.com/camtasia](http://www.dlwmmm.com/camtasia))

You can zoom into areas of interest, and highlight where your mouse is if you want to point at something specific. People watching your video can easily see where you are clicking.

If you are not technically-minded, Camtasia has a one-click audio cleanup. This acts like a filter to clean up your sound if it's noisy afterwards.

Camtasia is perfect for software 'how-to' products, or recording a PowerPoint presentation with a voice overlay.

There are free alternatives, or Screen Flow if you use a Mac; however, Camtasia is by far the best in my opinion and well worth the investment.

## **Go for Good Over Perfect**

It's no good being too much of a perfectionist and finicky with your video.

Spending a lot of time getting it perfect will probably not make you more money in the long-term. This is not a very balanced approach to your videos.

Getting your videos good, clean and presentable is your main aim.

For more ideas on video, get a copy of Gideon Shalwick's free guide at [www.dlwmmm.com/rapid](http://www.dlwmmm.com/rapid). A must read for anyone looking to use video, especially for lead generation.

# Software

Successfully developing and launching your own software can be one of the most difficult, but rewarding things you can do.

It can also be your ticket to huge financial success.

If you have an idea for a software product, and want to know more about the specifics involved then this is the chapter for you!

## How Quickly Do You Want Your Software Released?

You need to find out how quickly you want your software out in the marketplace.

Go through these five questions to find out if your software idea is worth developing.

### 1. Is Your Software Unique?

Right now, is there anything like your software on the market?

If there isn't, then getting your software out first gives you the exposure and competitive advantage of being the first one.

If your software already exists, then you will want to be sure you have a unique angle, or at least a better strategy for marketing than the current competition.

To be competitive, educating people why your software is better than what is already out there will be essential.

### 2. Less or More Features?

If your software product idea is unique, you may have to settle for fewer features than you would ideally like, just to get your software out there.

If you wait too long to get your software 'perfect', someone else may beat you to the number one spot and release the same idea before you.

The one thing you can be sure of is that someone, somewhere has the same idea as you.

Fewer features can often sell better than software with more features. This sounds counter intuitive; however usability is a key issue. Often only 20% of the features are used by 80% of the people.

### 3. Can you Afford to Wait?

The quicker you release your software the quicker you can start earning money.

The longer it takes you to get everything perfect, the longer you'll have to shoulder the financial burden.

Software can be very costly to develop, depending on its complexity.

Make sure you can easily afford at least double the quoted cost of development; and wait double or triple the quoted development time. Even this is being conservative. I have seen too many projects fail for not allowing this.

### 4. What do Your Customers Think?

The easiest way to find out what your customers think is to give some a copy. Start small and scale up. The quicker you release your software the quicker you'll gain valuable feedback.

Although your customer complaints will be high, your customers can give you great feedback and ideas on how to develop your software further.

A lot of criticism is good. It shows people are interested enough to actually try and use it.

If you do take the time to develop your software, you should have less customer support to deal with. However, if you wait too long you may find that nobody wants your software product at all.

## 5. How Will You Market It?

Remember the golden rule of marketing firms—be clear on how you plan to sell your software. How does it fit into the bigger picture?

If you understand this up front, you can design the software to fit in with this. You'll also have a clearer idea if it's worth developing at all.

The trick then is to develop the first version as quickly as possible. Ensure that all the major bugs are ironed out before releasing it to a small list.

Never trust programmers to test the software. In my experience this rarely happens, even with the best of them. The reality is that even if they do the testing, they cannot test every possible variable. This is why you need a small launch before going large. Your users will find bugs, probably lots of them.

As you keep improving the software and removing the bugs you can keep increasing the user base. Once you are confident you are ready, then go for the full launch.

## 7 Tips to Determine the Purpose of Your Software

It's not good enough having a vague idea what your software will do.

You will end up with a better product when you ask yourself what you want your software to do. Ultimately you want a software product that pleases your customers.

1. Who will use your software?
2. Why will they use it?
3. What does your software do that other software doesn't?
4. When will they use it?
5. How often will they use it?
6. Where will they use it? (Online or offline? At home, in the office or while travelling?)

7. How will they obtain your software? (Will they log-in or is it a licensed based application?)

Once you have all these questions thoroughly answered, you will have an idea which systems to use (and which systems need to be integrated).

You can then give these guidelines to your developer to explain what you want. This will make the development process easier for them as they have a clear idea of what you want.

## **Software for a Browser or Desktop?**

How do you decide whether to develop your software for a desktop or web browser? Each has their pros and cons.

Having your software run on a desktop provides your customers with a product they can use on or offline.

The cons are that support can be time consuming (remote support can be expensive) and it can be hard to deploy. There are also huge compatibility issues with different browsers and bug testing can take forever.

On the other hand, having your software run on a web browser gives platform independence, let's you reach out to more people (as everyone has a browser) and you have less support issues. But it can be expensive for servers and may create security issues managing data.

It's up to you to decide which solution will work best for your software.

## **Building Your Programming Team**

The bottom line is if this is a long-term project do not outsource—period. (I will explain why in a second.)

That said, let's look at the different options relating specifically to software development.

## **Outsourcing**

With outsourcing, you pay for the job to be done and that's it. You don't have to pay for any expenses such as renting an office space or providing a computer for your developer to work from.

Unfortunately if your project is big, outsourcing can be hard to manage. You will want to be sure you have regular backups, access to source code and check updates regularly.

Another big issue with code is that it is almost impossible to get someone else to come and work on it. The longer or more complex the code, the less likely another programmer will want to touch it.

This means you can spend hundreds or thousands of dollars on it, to then have the outsourcer disappear and leave you with something you have no way of developing further.

If you do decide to go down the outsourcing route, then you have two choices. Should you look for a team that's already constructed, or find individual contractors?

A team that's already constructed can get things done quicker because they know how to work. You'll be dealing with just one person on behalf of the team, which means less management from you. But they are more expensive.

Finding individual contractors can be more time-consuming. You need to decide if people have the right skill set. But if you're knowledgeable, this can be a more cost effective solution.

## **Hiring Programmers**

Because your team is with you, there's less likelihood of them using the same source code on a different project.

There's also higher morale when you're all in it together. And you can get more productivity out of someone who is on your side.

It's more expensive to hire internally. You may have to buy in equipment and provide a space for them to work from (though not always).

If you offer them a percentage of your product, they will have more of a vested interest in getting things done more quickly. They will also be in it for the long-term and less likely to disappear on you.

## Where to Find Your Team: 3 Unusual Places

Personally I use places like [www.dlwmmm.com/elance](http://www.dlwmmm.com/elance), [www.dlwmmm.com/coder](http://www.dlwmmm.com/coder) and [www.dlwmmm.com/lancer](http://www.dlwmmm.com/lancer) as a last resort. I know everyone recommends them, and there is some talent there. However, I think there are better places.

1. You'll be surprised by the talent you find at [www.dlwmmm.com/meetup](http://www.dlwmmm.com/meetup)  
Do a specific search for the skills you need your team to carry out.
2. Have a look at your local technical colleges and universities. A lot of bright young people look for jobs to build their resume. Often they are looking for an opportunity to advance their career or get a foot in the door.
3. Coding forums. This is my favorite. Geeks love to hang out in these places. If they are there it is only because they love to code. Always a good sign for a programmer.

## Be Clear About Your Role: 3 Tips

Your job is not to develop the product—your job is to facilitate and inspire the development of your software project. Here are three practical tips to help you do just that...

1. Design First (Build Later)

I have said this before, but I will say it again (because few people listen and it is that important)...



Create the screen mock-ups based on the 7 questions you asked yourself earlier.

Every application has an interface. You need to describe to your developer what you want done. For example, if you want a button in a certain place, or when someone clicks a button where do you want them to go, or what happens when they log-in?

Your developer can ensure these specific things happen.

Give your developer an overview of what kind of information you're going to be collecting or working with. Then your developer can work out the technical details.

Information such as whether you're going to have a log-in or not? Are you going to use just their e-mail address or do you want their name too?

Are you going with browser-based or desktop-based software?

## 2. How to Track Tasks: 2 Quick Ways

Every software product that's being built has tasks that need to be done and some tasks that relate to each other. You need to track all project tasks—that is, what has been completed, and what tasks need to be done before something else can be started.

I wouldn't recommend this, but at the very least you need spreadsheets. Ask your developer to identify all the tasks that need doing and how they relate to each other. Now you can manage that process and see if you are on time.

To better manage your software development process, use [www.dlwmmm.com/base](http://www.dlwmmm.com/base) (they have a free version which you can find in small print) or my favorite, [www.dlwmmm.com/streber](http://www.dlwmmm.com/streber) (the free project management software I suggested before).

In addition to the software, the best thing you can invest in will be a huge white board. Very little beats this simple method of seeing what needs to be done at a glance.

### 3. Decide on a Time Frame

In the beginning of your project give your developers a time schedule of two weeks and let them set their own tasks that they can complete in this time. At the end of the two-week period review what they've done.

For each two-week period, allow your developers to work, without harassing them.

Towards the end of your software development, you can have shorter time periods of say a week, and eventually move to daily.

It's likely you'll have to adjust your final deadline. It will probably take you longer than you envisaged. Even your developers may overestimate their capabilities.

If your project falls behind, you may be tempted to add more people to your team. Unfortunately, the more people you add to your team the longer it will take you to complete your software. This is because you will lose time communicating.

The only people that can get your project up to speed are your existing team members. In order for you to meet your deadline, you'll have to remove some features.

## **How to Profit from Your Customer's Feedback**

When you make it easy and encourage your customers to tell you what features they want, you can receive some great ideas.

You can use those ideas to further develop your software. You will have longevity in your niche if you implement what they ask you to do.

Make sure your customers can submit their feature ideas to you easily. Their input is worth a lot of money. However, be careful not to try and implement everything. Ensure first that there is real demand for an idea.

## **How to Manage Your Success?**

When you are conscious of how you control your growth you're in a better position to be financially successful in both the long and short-term.

The more involved and complex your software product is, the more your growth must be controlled.

If you grow too quickly you may not be able to provide support for your software. You may have to be prepared for 100,000 people signing up. Could you cope with that number?

On the other hand if your software is simple, you will be able to manage quick growth.

When you grow quickly, you need to be vigilant about preserving your reputation. This comes down to how you market your software.

This can easily be assisted by using affiliates as the primary method of promotion. Your affiliates will be saying good things about your product, and therefore influencing the market's perception.

What level of customer support will you provide for your customers? Will you have e-mail or phone support?

A good support desk (such as [www.dlwmmm.com/Zend](http://www.dlwmmm.com/Zend)) can be worth its weight in gold. As you grow, you will want to ensure customer support is managed by someone else.

If customer support is managing refund requests and missing links, it will be something you can outsource quite easily. If there is more technical support required, then you may be better off keeping it in-house, or using a specialist customer support outsourcing company.

## Product Creation

If your product works in other niches, you can offer your software to someone else to sell under a different brand name. To avoid them having to offer support for the software you can use [www.dlwmmm.com/cerberus](http://www.dlwmmm.com/cerberus) to manage support for all your white labels.

White label software is software that is already written, and that you can purchase to sell as your own. It will however, be able to be sold by other people as well.

[www.dlwmmm.com/cerberus](http://www.dlwmmm.com/cerberus) can do e-mail routing. You can set up multiple domains. And it all reports back to one central system. By offering support as part of your white label, you provide more value. This also allows you to charge for each white label license.

How many people do you need to handle your support requests? If you need to install things for your customers, even a small number of people can add up to a lot of support.

At first it may be good, even essential to have developers help with support. They can fix bugs faster, understand customer's problems better and ensure a good technical FAQ is built.

Long-term though, don't ask your developers to handle support requests (unless it is code related). That's not fair on them to handle common issues. You need a dedicated team just to handle that.

# Chapter 8.

## Action Steps

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- Outline your product, or products (you may have more than one that connects together to build one project).

Decide if you will need an e-book, audios, videos, membership sites etc. How will each of these be sold or given away? What is the value of each to your customer? How much will each sell for? How will the product benefit your company (will it generate leads, build authority, generate backend sales, etc). Determine if it will be an information product—what will the content be?

- Create a detailed product description for each of these parts based on your outline. Include mock-up designs, detailed descriptions of how your product will work or be used, etc. Find examples of competition and include references to them, what you like, what you don't like, etc. If your product is a book how many pages will it be? If it is audio or video how many hours? If it is a membership site how many weeks or months and what type of content?
- Now look at each of these and decide who will create the content or the product, or who will provide the service you have outlined? Do you have the skills, passion and time to do it alone, or will you need assistance?

List all the type of help you will need, and for what.

Create a time frame for each item on your list. What can be done at the same time? For example, if you are writing an e-book you may decide to write the content yourself, but outsource the graphics. In this case you may decide that you can write 2,000 words/day, and plan on 30,000

## Product Creation

words in total. This means it will take you 15 days to complete your content.

During this time you could have the graphics person creating the graphics for you, so that your e-book is ready to go sooner than if you were to wait until after you had finished. This is basic project planning.

A word of advice, don't skip this step. I have seen too many projects fail simply because they drag on too long and either funding or enthusiasm runs out. Chances are, things will take longer than you expect, but at least with proper planning you can minimize this.

- Build your product/s.

Get started. Do what you need to do—find people to do what you cannot do or do not want to do, or simply do not have the time to do. (This last point you need to be very clear with yourself. There are plenty of things I get other people to do just because I know I will never get around to doing it, even when I think I can do a better job myself—at least they get it done.)

If you need help, then you need to decide will you pay someone up front, or do you need to partner with someone in return for a split in the profits?

If you already know who will be involved then great. Hand out the tasks and set the time frames and get going.

If not, then you will need to hire someone to do the work. This is where having your detailed outline will be essential. Chances are you will need to outsource at this point. If so, follow the steps in this chapter, and in chapter 6 to find the people you need.

Now make it happen. (Yes, I know this sounds overly simplistic, but reality is at this point, as Nike says: 'Just do it'.)

Chapter 9.  
**Servers, Security  
and Payment  
Processors: The  
Nitty-Gritty**

"The key piece in the center is trustworthy systems, systems that do what you expect on an extremely reliable basis."

~ Bill Gates

## Servers, Security and Payment Processors: The Nitty-Gritty

**T**his chapter is really important (and don't worry it's not technical).

If you've got the wrong systems in place, you're setting your online business up for unnecessary headache. A lot of your hard work will be flushed down the drain if you don't set up your online business properly.

### **Servers: Your 4 Choices**

Depending on what you anticipate your launch to be like will determine which type of server you use.

Let's have a look at your four options...

#### 1. Shared Hosting

Shared hosting is a great option for you if you're just starting out and don't expect much traffic, or if you're testing something small.

You can host unlimited domains, it's easy to set up and its cheap (you pay from \$4 to \$25 per month).

But if you are developing server-based software, or become really successful, you will not be able to build your business on shared hosting.

This is because you are sharing hosting with a company who may not know what they're doing. They could do something wrong with a piece of code that eats up the memory in the server that results in your website disappearing off the web.

#### 2. Virtual Private Server (VPS)

This is a virtual environment where you pretty much own your entire server.



Although the resources are shared, each one is dedicated to one person. Because you are isolated, you don't have any worries of someone else using up your resources.

If you want root level access to your server, you need the technical understanding to know what you're doing. VPS is more expensive than shared hosting, but still quite affordable for most people.

### 3. Dedicated Server

This is your own physical 'box' server which is hosted at a data center. Although you have to maintain your server, you have complete control of it—you can install whatever you choose.

For your own dedicated server you will pay more than shared hosting or VPS per month. But if your business hits the big time, you will probably need to go to a dedicated solution.

### 4. Cloud Hosting

With the 3 previous options we've looked at there's a maximum limit of traffic and resources that are available to you.

Cloud hosting on the other hand gives you scalability. Your website is hosted in what they call 'the cloud'. If you need more or less resources, the cloud will accommodate your situation.

If one server goes out, your website won't go down because they have redundant capacity (other servers that take over).

Cloud hosting is more expensive than shared hosting, but is cheaper than dedicated servers, and usually cheaper even than a VPS.

[www.dlwmmm.com/fusionhq](http://www.dlwmmm.com/fusionhq) offers an easy to manage, affordable cloud server service. Cloud servers are perhaps the cheapest and most stable way to scale the majority of online businesses, especially if you are using multimedia content.

## Two Security Tips

In your online business you'll be collecting personal information from your customers that could identify them. You have to be careful with their names, e-mail addresses and other personal data such as credit card information.

If you are using PayPal or similar services where you are not collecting data on your website, the following two points do not apply to you:

1. Secure Connection

If you are using PayPal or something similar you are not collecting data on your website. But if the form you are collecting data from resides on your URL, you need to have a SSL certificate installed on your hosting. (See your domain registrar for this.)

2. PSI Compliance

When looking for a shopping cart make sure it is PCI compliant. PCI compliance deals with how credit card information is stored and used.

This way you are not accountable for anything.

## Least Privileged Access

Make sure you use the rule of least privileged access in your business. This means that team members can only access the information they need to do their job.

Only let your accountant access your customer's credit card information. Let your marketing staff that sends e-mail on your behalf, access your customer's names and e-mail addresses.

You need to ensure you protect yourself ahead of time. Have signed documents in place from your staff to ensure they are held accountable if they use any information inappropriately. (You don't want someone leaving your business and taking your e-mail contact list with them and then spamming them.)

## Multimedia

Don't use up resources by sending your videos or audios from the same place that's hosting your website (unless it is a cloud server with an integrated CDN designed for this task).

Whether you've got video on your opt-in page or have audios in your membership area, use a CDN (content delivery network).

CDN's work by having these spots all over the world. If you're requesting data, they'll find the closest delivery option for you and that's where the data comes from.

It's cheaper for you and faster for your customers to access your video and audio.

Try [www.dlwmmm.com/simple](http://www.dlwmmm.com/simple) or [www.dlwmmm.com/fusionhq](http://www.dlwmmm.com/fusionhq) (which has the advantage that it can also act as your hosting).

## 5 Payment Options

The service you choose to use to collect payment from your customers is a crucial part of your online business.

It's wise to be aware of your options and not just settle for the first one you hear about. Knowing the pitfalls and pluses will help you make the best decision for your business.

Here are five payment options...

### 1. ClickBank

Although your product needs to be approved before you can sell it on ClickBank, once you are up and running ClickBank does a lot for you.

Your refunds, charge-backs and much of your customer support are all taken care of for you. You can use their affiliate system and ClickBank also handles the payment of your affiliates, which is great.

They are familiar with internet marketers and understand the sudden flood of sales you can generate overnight.

However, ClickBank keeps 7.5% of every sale you make, which is a sizeable percentage.

## 2. PayPal

[www.dlwmmm.com/paypal](http://www.dlwmmm.com/paypal) is easy to set up and use. There's lots of potential if you want to integrate more advanced features with it.

PayPal have had a bad reputation with internet marketers. It's not uncommon after you've done a big launch to have your money frozen, while they try and figure out what your business is about.

I think this reputation is a bit unfair. Most merchant accounts will do the same. It is simply protection against fraud.

To avoid any problems, simply explain your business and affiliate model to them—before you launch. Tell them how you drive traffic, when you are launching and how many sales you expect to make. Let them know your refund policy and how you provide customer support.

Ring up PayPal and inform them of your upcoming launch. Make sure you write down the names of the people you speak with so you can verify your conversation.

When you keep PayPal informed and they can see you've been trying hard to communicate, you shouldn't have a problem.

One of the big advantages of PayPal is they don't charge for refunds or chargeback's and there are no setup or monthly fees. Their per transaction fee is also very reasonable.

## 3. Private Merchant Accounts

You need a payment gateway such as [www.dlwmmm.com/authorize](http://www.dlwmmm.com/authorize) which is how your customer's payments occur. Your merchant account pays you, but it works in conjunction with your payment gateway.

[www.dlwmmm.com/powerpay](http://www.dlwmmm.com/powerpay) understands Internet Marketing and the nature of big launches. For this reason they're easy to work with. Their fees are comparable to PayPal.

Unfortunately PowerPay keep 10% of your money for 6 months as a rolling reserve. But then so do ClickBank and PayPal as soon as you start making any significant money.

If you have a good relationship with your bank, it's worth seeing if they can give you a better deal than PowerPay. Your bank may be able to give you a good deal on the credit card processing fee, but expect to pay a fixed monthly fee on top. (Also be careful with contract lengths too.)

The main problem with these services is that you need to be a resident of the US or Canada. Other countries are catching up, but most still do not have great options available.

#### 4. Amazon Checkout

Many people are familiar with using [www.dlwmmm.com/amazon](http://www.dlwmmm.com/amazon), so their credibility may rub off on you and increase your conversions if you use them.

Amazon has Pay Phrase, where customers can check out typing in 'text'. (i.e. typing a password when you are logged in, so customers don't need to retype credit card details everytime). This takes them to their Amazon account, checks them out and makes it very easy for purchasing.

#### 5. Google Checkout

Like Amazon, people are already familiar with [www.dlwmmm.com/google](http://www.dlwmmm.com/google). Another bonus is if you get Google's checkout button under your AdWord's ads. This may increase your click-through ratio.

The main problem with both Amazon and Google (at the time of writing). is that they both force you to create an account with them before you can buy anything. This is only going to reduce conversions by creating an

extra step in the process. Many customers don't want an account, they just want to pay by credit card and check out.

### **3 Tips to Stop Your Merchant Account Getting Shut Down**

It can be difficult getting approved for opening another merchant account if you've been shut down before.

Apart from checking the term and conditions, there are a few simple measures you can take to avoid getting closed down.

#### **1. Communicate Before You Launch**

Before you launch you must tell your merchant account what is going on. Communication is key! Tell them the volume of sales you expect, your launch time period and what you are selling. Answer any of their questions patiently and thoroughly.

#### **2. Know Your Limits**

Be very aware what your limits are. If you exceed your limit, your account may be shut down overnight.

It's a grim position to be in when you can't take your customer's payments and could even be the end of your business. It's much easier to avoid this happening in the first place.

#### **3. Charge-backs**

It will cost you a set fee (usually around \$25) each time you get a charge-back, so your best tactic is prevention. You can largely avoid charge-backs by providing good products and good service. If someone wants a refund, issue them one promptly.

Some customers may not recognize your company name on their credit card statement and do a charge-back in panic. Do your best to minimize confusion by ensuring your product name is identifiable. On your download page, state clearly the name that's going to be printed on their credit card statement.

# Chapter 9.

## Action Steps

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- Decide on your hosting needs and create a hosting account if you do not already have one.

If you are not sure, then feel free to try out the cloud server provided by FusionHQ, free for 1 month. Go to [www.dlwmmm.com/hosting](http://www.dlwmmm.com/hosting) for your free account. If you prefer a popular shared hosting solution or a dedicated server, then you may consider [www.dlwmmm.com/host](http://www.dlwmmm.com/host).

- Decide on a way of accepting payments. If you have no experience, I would suggest by starting with PayPal. Go to [www.dlwmmm.com/pp](http://www.dlwmmm.com/pp) to create a free account.
- You will also want to decide on the platform to build your site. This could be using a programmer to setup a CMS or WordPress, or using a more integrated and user-friendly option such as FusionHQ.

If you require a programmer, then this needs to be part of your team considerations. Again decide if you plan to outsource, contract or partner with someone who has the technical skills (assuming you do not).

If you wish to try an integrated (zero technical) platform, then give FusionHQ a try, also free for 1 month. (FusionHQ includes hosting and the mailer, so you can skip steps 1 and 2 if you take this option.) Setup your free trial at [www.dlwmmm.com/fusionhq](http://www.dlwmmm.com/fusionhq)

# Chapter 10.

## The Psychology of the Sales Process

“There is only one way... to get anybody to do anything. And that is by making the other person want to do it.”

~ Dale Carnegie



## The Psychology of the Sales Process

**T**his is the essence to online business success and, has been the foundation for the success of infomercial products. Yet many offline businesses fail to make use of it.

Even many online business owners don't consider the sales flow or the buying psychology behind it.

Without understanding what a prospect or customer is thinking, or why they make certain choices, you can easily lose up to 80% or more of your potential sales.

When your customers first enter your sales funnel (typically enticed by your free incentive) you are carrying out a qualifying procedure. At this point, regardless of the source of that prospect, you know they have an interest in whatever you offered.

This is extremely valuable information.

When people buy something that is niche-specific, they will often be looking for as much information or products related to that niche as possible. For example, when I buy a magazine on mountain biking then chances are I want as much information on mountain biking related products as possible.

That means that you now have the full attention of a highly qualified potential customer. Everyday that goes by, reduces the chance that they will still be interested in more information. That means you want to maximize your opportunity while you can.

This is why sales flows (also known as sales funnels or sales processes) are so effective and important to your business.

Let's look at this in more detail...

## The Importance of Your Sales Funnel

A sales funnel starts by qualifying potential customers. Typically the metaphor of the funnel is that it's wide at the top and narrow at the bottom. You start with a large number of potential customers entering the top of your funnel, and finish with a much smaller number of A-grade customers who buy everything you have.

At the top of your funnel, it's usually where you offer something for free. This needs to be highly valuable information so that you can create desire to opt-in, and then establish trust and credibility.

Too often I see low-grade offers on the front and site owners wonder why no one is giving them their name or e-mail. Whatever you offer—it must have a high appeal and be relevant to your following offers.

Once you have earned credibility and formed a relationship with your potential customers, it will be much easier to sell them your (or other people's) products.

Not all of the people who enter the top of the funnel will end up buying from you. In fact the chances are, most won't.

And not every customer will end up buying everything you have. However, there is a very important metric you need to be aware of based on the number of people who do buy, and the average amount of profit you make from each one.

Once you have been in business for a while you can find out what each customer's lifetime value to you is. Once you know this figure, you know how much you can invest back into attracting new customers and getting them to enter your sales funnel.

This metric—the lifetime value of a customer—is perhaps one of the most important numbers you will ever know. And those businesses that understand this number are able to dominate in any niche they choose to enter.

### **3 Benefits of an Effective Sales Funnel**

#### **1. More Sales**

You can easily maximize the amount of profit you make, for little effort. This is a great return on investment of your time.

By making use of down-sells (more on that in a moment), you also save sales that may have otherwise been lost.

And with more money to invest back into your business, you can hire more staff and outsource more tasks to increase your productivity—and the upward cycle of generating more income continues.

#### **2. Add Value**

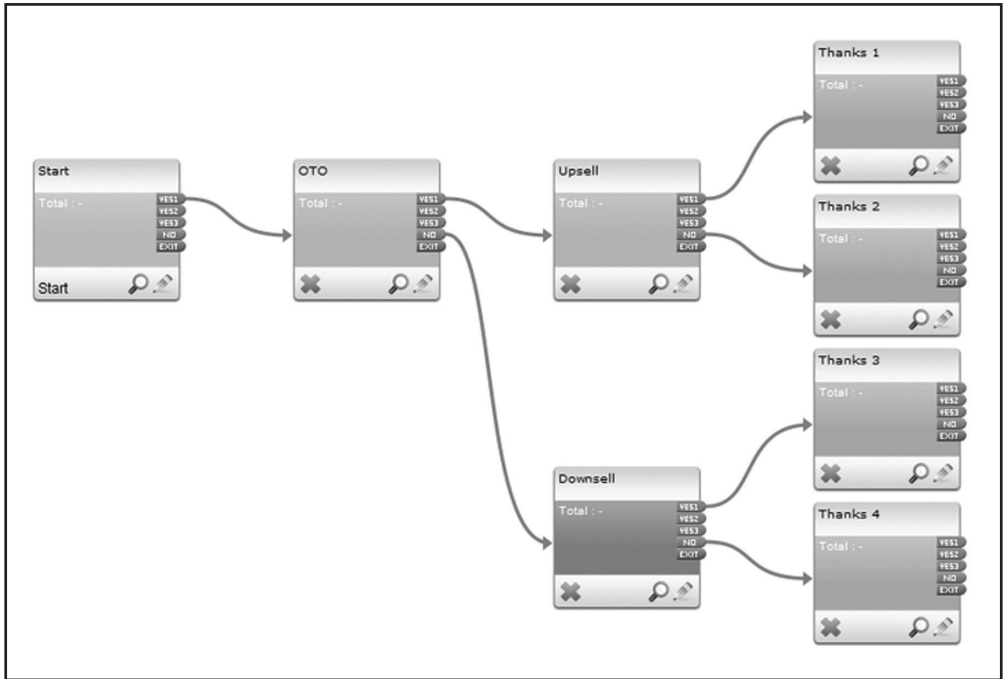
When you offer your customers other products which compliment what you are selling, you are providing them a more valuable buying experience.

Remember too, that these customers are likely to be in the buying mood for your niche. Therefore, you are saving them time by presenting them with items they are looking for, all in one place.

Your customers are happy to buy, providing the ‘extras’ are directly related to your main product.

#### **3. Attract More Affiliates**

Because your affiliates will be making more money from your sales process, their EPC (earnings per click) will increase. The higher earnings per click they have, the more affiliates will want to promote for you.



Example of a sale process (as seen in FusionHQ)

## **The Front End**

There are two basic components to a sales funnel process—the front end and the back end.

We're going to take a look at the front end first, because without a strong front end, your back end will be worthless.

The front end is either your free offer, or the first low-end sale, along with any initial contact.

This includes your squeeze page, your autoresponder delivering follow-up e-mails, your main sales page, and pop-ups or exit pop-ups.

Let's take a look at each of these in more detail...

### **Squeeze Page**

Often your squeeze page is the first contact someone has with you and the first point of entry into your sales funnel. So make it professional, valuable and irresistible.

The purpose of your squeeze page is to capture interested people's names and e-mail addresses. Remember, this is an exchange—their e-mail address and permission to contact them in return for something of value.

You need to see your squeeze page as a sales page. You must convince them that the exchange is worthwhile.

Those who do leave their details demonstrate their interest in what you have to offer. This qualifies the prospect as a potential customer. If they are not willing to leave their name and e-mail address in exchange for free information, they're unlikely to buy from you in the future.

Essentially your squeeze page is building you a list of potential customers who would benefit from your product down the track.

## 5 Things You Can Give Away

Think carefully about what you will give away. The more value and benefit you can provide people, the higher your opt-in rate will potentially be.

The worst mistake I see is marketers or businesses trying to get people to opt-in to a newsletter or a 'keep me updated' list. Unless you really sell the benefits to your newsletter (which is quite difficult unless you already have a high profile) then you will need to provide much more value.

Here are five ideas to get you started:

### 1. Product Preview

This could be for example, three free chapters of your book. This also acts as a pre-sell. If they like what they read or see, they are more likely to buy your product.

If you have a membership program you could offer them 2 months free. Or you could offer them 30 days free trial of your software product.

It's important not to get stuck on specifics here. Try and apply the general concept to your business. For example, a therapist may offer a free 15 minute consultation or an electrician may provide a free safety check.

If you are in retail then consider a free sample. One friend of mine gave away a free salt sample. The offer was so successful they had to close it down after only a few days so they could keep up with orders.

### 2. Audio

If you have interviewed an expert in your niche, you may like to give away this audio. To increase the value you could also provide a transcript.

If you are in the personal development niche this may be a guided meditation, hypnosis session or something similar.

### 3. Question and Answers Webinar

You could hold a webinar where you and other guests converse with people on your list. Give them an opportunity to access expert opinions and receive answers to their most pressing questions.

One personal development guru provided free teleseminars every month along with a guided meditation to build her business.

### 4. Video

Demonstrate your knowledge by offering free training in video format. This could be software training or a seminar style presentation. Be creative and be sure to make it interesting.

If you are a florist, you could create a mini-course or tips on flower arrangements, selecting the best flowers for particular occasions and how to make flowers last longer.

A teacher may provide a first lesson free, or an author may consider a 30 minute overview of the concepts within their book.

### 5. Mini E-course

My personal favorite. By offering a 7 part e-course you create the opportunity to mail prospects regularly. You also get them to start looking for, and opening your e-mails.

E-courses can be made up of just text in an e-mail; or to add more value, include links to hidden pages and provide some video content.

This is also a great way to introduce special offers for various products or affiliate offers at appropriate points during the course.

A multimedia e-course can be simple to put together, but also offers the highest perceived value.

## 7 Tips to Structure Your Squeeze Page

You want to structure your squeeze page so that anybody visiting is only presented with two choices: To enter their name and e-mail address or to leave the page.

If you have a more standard business 'online brochure' website then still incorporate a sign-up form to your offer. However, know that it will not convert as well as a targeted site designed for this one purpose only.

### 1. Essentials

You don't want anything distracting on your squeeze page that may compete for your visitor's attention.

Don't include anything that is not needed such as AdSense ads, affiliate links or gaudy graphics. You want to instill a sense of trust and professionalism.

You can have external links to the rest of your website, so your squeeze page shows up in the search engines and is not marked as spam. However, ensure these links blend in and do not stand out. (Perhaps at the bottom of the page in small type along with your privacy policy.)

The best converting squeeze pages are usually pure white templates. No need for fancy header, background or footer graphics. Just a plain white page.

### 2. Headline

Your headline must immediately spark interest and connect emotionally in some way with the visitor. Promising an immediate benefit is a good way to make them want to enter their details straight away.

At the least, you want your headline to create enough interest for them to keep reading your bullets or watch your video.



### 3. Bullets

List your (emotional) benefits in bullets—nice and quick to read. Create 3, 5 or a maximum of 7 bullets. Each needs to be powerful and really create desire for your incentive.

You won't need testimonials or scarcity if your benefits are compelling enough. That said, testimonials, if used correctly can increase your conversions.

### 4. Capture Form

This should be prominent and clean. Have an action phrase on your green button. Don't put 'subscribe', 'opt-in' or 'submit'. These are off-putting words.

Instead, use 'free instant access' or 'send me my report now' or 'watch this video immediately'. Having the benefit written on the button will help increase conversions.

Make sure your form is clearly visible without needing to scroll the page (what is known as 'above the fold'). Studies show that a large percentage of people will never scroll a web page. Make it as easy as possible for people to take the action you want them to take.

### 5. Privacy

Confidentiality is very important to many. Reassure those concerned that you will never rent, sell or pass on their personal details to anyone else. No one wants to risk being spammed.

### 6. Use Graphics That Sell

Use a product image that creates high perceived value. Even though your product is probably intangible (for example an e-book), you should create a strong image for it. People do judge a book by its cover.

## 7. Clear Instructions

People feel safe when they know what to expect. If you're using double opt-ins, let them know they need to confirm a link in an e-mail that is being sent to them now.

Give people clear instructions, even if you think they are obvious. This will increase opt-in rates.

## **Autoresponder Series**

As soon as someone has entered their name and e-mail address on your squeeze page they go straight into your autoresponder series.

An autoresponder is a system that allows you to collect names and e-mail addresses (and sometimes additional information) to build prospect or customer lists.

You can then use this service to send automated e-mails in a timed sequence to whoever is added to a specific list. These e-mails can be part of marketing an e-course, follow-ups, or some other similar automated mail sequence.

An autoresponder may also be used to send one-off emails to anyone on a list at any given time. You can contact your entire list—which could be thousands, tens of thousands or even hundreds of thousands of people at one time. This e-mail 'broadcast' can be used for sending newsletters or ezines, feature updates, new product announcements, industry updates or mailing one-off promotions.

If you are using a double opt-in (recommended), the first e-mail that is automatically sent out should be the confirmation e-mail. The prospect will need to verify they want to receive the free information you're offering by clicking on a confirmation link.

Making your prospect double opt-in (go through the confirmation process), will reduce the number of people who end up on your list. However, it will ensure proper e-mail addresses are used, reduce SPAM complaints and increase deliverability.

Another more important point is the likelihood that one day, laws will enforce double opt-in practice. If this happens, single opt-in lists will become worthless overnight.

Once they have confirmed their e-mail address you can send them the e-mail with the download link to the promised information. Thank them for their interest and let them know you will be sending them more e-mails with further, valuable information.

The future e-mails you plug into your autoresponder series gives you an opportunity to provide additional valuable information and to build a relationship with your list. This develops trust, and ultimately leads to more sales.

Once a relationship has been established, you may want to start offering your products (or an affiliate's product).

## **Sales Landing Page**

Your sales landing page is an alternative front end. It is where you can send visitors, or have affiliates send their referrals, with the intention of making a sale straight away.

Sales page content is so critical we've devoted all of chapter 12 to it. Chapter 13 also has important elements you can apply directly to your sales pages.

Your sales page is meant to look congruent with your website and other web pages. But there are certain elements you will need to shuffle around.

A top menu bar is not necessary as you want your main headline to stand out. Have links to your Contact, Privacy and Terms of Service pages right at the bottom of your sales letter.

You need to keep prospects focused on the offer. Don't allow them to become distracted by links off the page. Keep them 100% focused on making the purchase.

## **Policy Pages**

Policy pages are those that give additional information regarding the conditions of your offer. These include terms of service, privacy policies, terms of service and a contact us page.

You should generally include these pages for three reasons. Firstly, they can cover you legally. Secondly, they help with SEO ranking and site quality scores, and finally they help increase conversions.

If someone has gone to the effort of reading your Terms of Service, Contact or your Privacy Policy pages, it's likely they are interested in your product but are seeking extra clarification or assurance.

To increase the likelihood of these potential customers buying your product, make it easy for them. Provide a 'buy now' link or an 'add to cart' button on all your information pages as well.

This way your potential customers don't have to click back to your sales page to order, they can do it straight away once they're happy with the information you've provided them on your other site pages.

If you don't want to offer your product from these other pages, you could include your autoresponder form so they have a chance to opt-in.

By using your Terms of Service, Contact and Privacy pages in this way you are creating another opportunity to increase conversions into your sales funnel.

## **Information Pages**

Creating information sites as a front end strategy can work well. However don't confuse this with a sales site. These information sites are really pre-sell sites.

They have lots of valuable content and information relating to your niche. Their purpose is to attract search engine traffic (almost impossible on a sales only page), and to help establish your credibility.

You can use them to educate customers about your product and even make them appear unconnected to your company. Often a ‘third party’ recommendation from an authority site can help close the sale.

Information sites, even if they are content only, are part of your marketing strategy and should be designed as such.

The content needs to be written in a way that is interesting and informative, so people read it. Report on scientific studies, talk about case studies, give useful tips and examples and review related products and services.

Make links clearly visible and tell people to click on them. (See the section on copywriting for more ideas.)

### **Pop-Ups and Exit Pop-Ups**

Although a lot of people don’t like pop-ups, they do work.

A pop-up is an offer that ‘pops up’ when they arrive on a page. An exit pop-up is a small message that appears when someone tries to close down the page they’re on. If they agree not to close the page, they are then redirected to another page where you can create a special offer.

Essentially you are offering your customers something else that may be of more interest, before they click off your page.

You can use either type of pop-up to make a sale or to capture a lead.

Depending which page your customers are exiting from will determine your message to them. If they are exiting your sales page, you may want to offer them a down-sell.

If they are exiting from your other web pages you may offer free information where they have to opt-in (provide their name and e-mail address) to receive the information.

In this way you can both build your list and increase sales.

Just as a general rule of thumb I would use a pop-up on an information site and an exit pop-up on a sales or squeeze page; though this is far from set in stone.

## **Back End**

The other component to your sales funnel process is your back end. The back end can be defined as everything that happens after a customer has purchased something from you, or opted in to a squeeze page.

If you don't have a back end you are losing money.

When you have a back end in place, it is possible to run your front end at a loss or only just breaking even. This is perfectly fine when you have a strong back end that more than compensates for the front end loss.

With the money you make on the back end you can invest that into driving more traffic to your front end. This is how your business will grow.

The money you can make on the back is considerably more than the front. This is because your customers have just bought from you and are still enjoying their 'buying high'.

If you understand the psychology of the prospect as he or she moves through your funnel you can easily maximize their responsiveness.

It becomes easier for a customer who has just bought something from you to buy more from you—and usually at a higher price.

Let's have a look at each of these back end elements in turn: One time offers, Up-sells, Down-sells, and Thank You Pages (where there are multiple opportunities for further selling).

### **One Time Offer (OTO)**

A 'one time offer' or OTO can be seen as a type of up-sell. But what sets it apart is the element of time pressure.

## The Psychology of the Sales Process

Customers are offered something, usually at a significantly reduced price or a stack of additional bonuses, but they must act quickly to take advantage of it.

They have to make a fast decision because the discount will not be offered again—once they close the page, the offer is gone forever. Customers are forced to either accept the offer, or miss out.

Customers will normally have the chance to purchase what you are offering another time, but it will be at the normal price or without the bonuses.

The time pressure mixed with an attractive offer results in OTO's converting highly.

You now have the ideal opportunity to increase the amount of money each customer spends with you. Put into practice your own OTO, so you too can enjoy significantly more profits with relatively little effort.

Offline businesses can really maximize this strategy for securing new customers. For example a massage therapist may choose to offer 3 sessions for the price of 2 if they pay in advance (i.e. right then).

A restaurant could offer one free dinner if you make your reservation for two. The customer would book then and there online and pay a small deposit which would be taken off the final bill.

If you are selling physical or digital products via the internet, this becomes even easier. Personally, I prefer to add extra value rather than offer a discount, but I do use both strategies, often in combination.

## **The Best Time to Present Your OTO**

The best time to offer your OTO to your customers is after they've just bought something from you or just opted in. This is for two reasons...

Firstly, their guard is down and they're on a 'buying high' with endorphins rushing through them. Your customer has already overcome the hardest hurdle, to take action in the first place.

Secondly, you have their full attention. This is hard to get so make use of it.

They have demonstrated that they now trust you, and if they have just bought something, they already have their credit card in hand.

Ensure your OTO page is as strong as the sales or squeeze page you have for your original, front end product. Don't become lazy with your layout or copy just because it is a OTO.

Keep in mind where they have just come from. Whatever action they have just taken, or decision they have just made should be immediately connected with that in your headline. For example, if they have opted in for a free download then they will be expecting the download. If they have purchased something they will be expecting confirmation of that purchase.

Meet them at this point, and then draw them into your OTO copy.

(Please refer to chapter 12 which explains how to write your sales copy. And chapters 13 and 14 for design elements and advanced conversion secrets you can apply to your OTO sales page.)

## **5 Criteria Your OTO Must Meet**

You must not offer an OTO just for the sake of having one. Ensure that your OTO meets the following five criteria...

### **1. Unique**

You definitely don't want to offer something that is on every other marketer's OTO page. There's little value in low grade PLR rubbish, so don't even go there.

You could offer an advanced or deluxe version of your original product. Include other elements or special features that are missing from your front end product.



## 2. Relevant

Your OTO must be something that compliments and relates to your front end offer beautifully. Something that turns the action they've just taken into a great decision.

Your OTO must be relevant, easily justified and make sense.

If you offer something that is completely unrelated to what your customer has just bought, your customers will just think you are trying to squeeze money out of them.

In that case, you risk damaging your reputation.

But when you offer something that adds value and enhances the original purchase (something perhaps your customer has not considered), you will be seen as thoughtful.

Always be careful to frame it in a way that does not negate their previous purchase. The fastest way to lose the respect of a customer is to make them feel that their first purchase was a waste of time.

Too often I see marketers make this mistake.

They sell their front end offer as being 'the complete package' and 'everything you will ever need'. Then on the next page tell the customer they need more.

Don't fall into this trap. Plan your offers carefully.

## 3. Multiple OTO's?

You can present as many OTO's as it makes sense to do so. There is no right or wrong number. Ensure that each time you offer something, that it adds value to the original purchase.

## 4. Price

Not always, but usually your OTO will cost the same amount or more than what your customer has just paid for their original purchase.

As a rule of thumb it should be no more than twice the previous purchase point, and no less than half the amount.

However, rules are there to be broken if you know what you are doing or the offer makes sense.

## 5. The Real Deal

You must honor what you say you will do. Give each customer only the one chance to take you up on your offer.

If your customers see the same offer presented to them at a later date, they will not believe anything you say in the future.

It's not worth risking your credibility and reputation to lie. Short-term you may make more money, but long-term you will lose your influence.

## Up-Sell

An up-sell is where you offer an additional product to a customer who has just bought from you. An up-sell adds more to the original/previous purchase.

The logic behind an up-sell is that it's easier to sell to an existing customer who is already 'warm' than to sell 'cold' to a new customer.

(Often the difference between an OTO and an up-sell is often just a technicality.)

Your customer has already overcome the hardest bit, and decided to buy your product in the first place. Asking them to buy more makes it easier to say yes to, as they're already in that buying mind-set.

Also, there is usually a lot more profit in an up-sell, especially when the front end offer has paid for the customer acquisition cost.

Recommend your customers invest in a product or service they didn't intend to purchase, but will benefit from. Many will take advantage of your offer, especially if you educate your customers how they will benefit from the additional purchase.

McDonalds perfected this process in the offline world with the simple question ‘Would you like fries/a drink/apple pie with that?’ One question that has made millions and millions of dollars.

Whether your business is online or offline you can learn from the simplicity of this technique. It works.

## **How Many Up-Sells?**

Too many up-sells (such as 10) may frustrate your customers. However, the general rule is the same as OTOs; that is, of ensuing relevancy and value.

If it is not relevant and does not add more value to the initial offer then don’t offer it.

## **3 Up-Sell Ideas**

### **1. Common Sense**

Create an offer that benefits the original product they purchased to provide maximum value.

For example, if you sell laptops you could offer software, more memory, bigger hard drives or an extended warranty.

A hairdresser may offer shampoo, or even a foot massage as potential extras that may appeal.

### **2. Customer’s Hesitations**

Put yourself in your customer’s shoes and think about any concerns or limitations they may have in using the product they’ve just bought from you. Then create an up-sell that solves their concerns or problems.

This is where coaching or software really sells well. If you have just a training program, then to provide solutions to help implement the information always makes sense.

### 3. Simplify Customer's Life

Often when you offer something that will simplify your customer's life they'll take you up on your offer. If you're selling software, perhaps you could offer a 3 months 'get up and running', 24/7 telephone support where they can access someone to help them get started.

Services that help them is another great up-sell. For example, if you are selling a product on article marketing, offering subscription to an article writing service would be a perfect fit.

A landscape gardener may consider offering a garden maintenance program. Even if you don't want to provide the service yourself, there are plenty of people you could partner with who would be more than happy to do so.

## **Down-sells**

If your customer declines an offer, you should send them next to your down-sell page.

It's likely the main reason they won't buy an up-sell is because it is too expensive for them. You know that the offer should be of interest to them as they have already qualified themselves at earlier stages in the process.

By providing a similar offer but at a lower price, you can increase the total number of sales. To create a new offer, you can remove bonuses, provide a digital version, remove some of the features or offer a payment plan.

A down-sell should usually be cheaper than the previous offer, or at least provide a way to make it more affordable. Down-sells that are about half the previous offer price typically convert well.

## **Thank You Page**

In simple terms a thank you page is where you provide confirmation of the order and provide any download links. You may also want to include clear

instructions regarding e-mails they may expect, download or installation instructions, membership log-in details, etc.

If you have sold a physical product then provide reassurance that the product will be shipped shortly, and when to expect it.

Telling them what has just happened and what to expect next will keep them informed and put their mind at ease. It also helps reduce the burden on customer support.

You can also use it as a final opportunity to make more money.

Here it is safe to give links to your other related sites or products, or perhaps some relevant affiliate offers.

To reduce charge backs let them know what to expect to see on their credit card bill.

## **5 Essential Elements Your Thank You Page Must Have**

Make sure your thank you page includes these five elements...

### **1. Thank Your Customers**

Even though it's called the thank you page, too many on-line business owners forget their manners.

Remember that your customers have just chosen to buy from you. So thank them and address them by their name (a simple script can do this, or using something like FusionHQ can simply insert a tag into the page).

### **2. Clear Layout**

You want to structure your thank you page so your customers can easily skim and find the information they're looking for.

Go for a clean, uncluttered layout—keep text as short as possible.

### **3. Consistent Branding**

Your website branding (including logo and graphics) must carry through until the end. This reassures your customers they are still at your website.

Avoid using a default thank you page.

It's confusing for your customers if they land on a web-page that looks vastly different from your site (and is not even hosted on your domain).

#### 4. FAQs

Think of any questions and anxieties your customers may have. And then list these FAQs.

Some customers may need extra assistance. Provide them with a link to your help desk so they can file a support ticket. Or direct them to your live chat button (if you have one).

#### 5. Confirmation

As already explained, be sure to confirm their order and provide information they may want or need.

While this sounds obvious it is amazing how many people forget the basics.

## **5 Ways to Monetize and Maximize Your Thank You Page**

Many business owners forget and neglect their thank you pages. It's money down the drain if you do. Optimizing your thank you page and putting in a little bit of extra effort will see you making some easy money.

Your customer is well qualified and has just bought from you—they are open and receptive to your suggestions.

Here are five ways to make the most of your thank you page...

### 1. Cross-Sell Related Products

Follow Amazon's lead. After you've purchased something from Amazon, they offer you at least 20 related products to tempt you into buying more.

The key to cross-selling other products is relevancy.

If you are in a particular niche, you may have multiple products that were not directly related to the main offer, but could be of interest. This is the perfect time to let your new customer know what else you have available.

If you don't have anything you can personally offer, you may actually consider using an Amazon's affiliate plug-in that displays some relevant products from Amazon's store.

### 2. Tell a Friend

Your customer has just bought from you, and they may want to share their great buy with their friends.

Give them this chance by offering a 'tell-a-friend' box. Word of mouth is powerful marketing, especially when it comes from a trusted source.

Don't expect someone to use it without a reason though. Offer a gift of some sort in return for their efforts (an ethical bribe).

### 3. Customer Satisfaction Box

Knowing what your customers honestly think is valuable. Offer a customer feedback box where they can say what they liked and didn't like about their buying experience.

You can implement their suggestions, so the buying experience of future customers is improved.

### 4. Recommend Resources

This is where you can recommend other people's products and services (most or all of which you can be an affiliate for).

To make it appear less sales-ey, simply list your recommend resources. And instead of having blatant ‘buy now’ buttons, have a link asking interested customers to ‘click here for more information’.

## 5. Early-Bird List

Invite your customers to sign up to your early bird list. Let them know they will be the first to know about your next product.

Give them a powerful incentive to sign up by offering them an automatic 20% discount the next time they buy from you.

These lists are great for starting to test new offers. If you can’t get these people to convert, chances are no other traffic source will either.

## **Build a Member’s List**

Ensure to build a list of customer’s contact details. This is needed for a few reasons:

Firstly, so you can e-mail them again in the future. These will provide a highly responsive list.

Secondly, you can manage requests for missing download links. For various reasons some people never receive, or lose the link to their purchase.

Also, if you have a list of buyers, you can send them notifications to updates, requests for feedback on the product or incentives to tell others about what they have bought.

Remember to keep this list updated. For example, add people when they buy and take them off if they refund.

Some systems make this easy (mostly the integrated solutions such as FusionHQ), though most will make you manually remove people who refund.



# Chapter 10.

## Action Steps

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- Design your sales process.

Start on paper and sketch out at least 5 to 10 different possibilities. Think of any up-sells or down-sells you may include, exit pop-ups or back end offers. You will want to try and create multiple options to really get your brain working.

- Look at what you have come up with and decide on the one you will use.
- Adjust your product development plan accordingly. You may need to build some extra products to fit the process design, or make some variations on the original product ideas to act as a down-sell.
- If you are using a programmer, then clearly mark out the flow including price points for each page, opt-in forms and the autoresponders customers will connect to and any information regarding the template design for each step in the process. I would recommend using something like [www.dlwmmm.com/msviso](http://www.dlwmmm.com/msviso) to create a clear PDF for them to follow. (Mistakes are easier than you may think, so be as clear as possible.)

If you are using FusionHQ, then you can simply create the sales flow in the drag and drop sales flow editor. The coding is automatically done for you, so no chance of miscommunication and no time wasted....

Chapter 11.  
**Is the Money Still in  
the List? The Art of  
E-mail Marketing**

"A sale is not something you pursue, it's what happens to you while you are immersed in serving your customer."

~ Unknown

## Is the Money Still in the List? The Art of E-mail Marketing

**Y**ou may have heard it over and over that the money is in the list.

This is definitely true. If your list is targeted and you have a good relationship with them, your list can be a virtual cash machine.

There are many advantages to having a list. Here are four very good reasons to building a list.

### **Why You Need E-mail Marketing: 4 Reasons**

#### 1. Build Your Reputation

Without a list, it is very hard to stay in the mind of your prospects or customers.

When you have a list, you can send regular news, updates and free information. This not only helps people remember you exist, but also builds your perceived authority status.

Another side benefit is that people will share the information you send (so long as it is good) with their friends. This will further build your reputation and is one of the best forms of free advertising you can have.

#### 2. Instant Power to Launch New Products

Sending out an e-mail is an easy way of driving traffic. You can choose when and where you want people to go.

As well as selling your own products to your list, you can also sell other people's products.

When you're an affiliate for other people's products, all you need to do is insert your affiliate link and e-mail your personal (honest) opinion of what you think about that product. This is a quick way to make a lot of money.

Be choosy about the products you do recommend. Recommending junky products purely to make a quick dollar will hurt you in the long run. Trust will be lost and you will destroy your reputation quicker than you built it.

### 3. Others Will Promote You

If you don't have an e-mail list, other product owners in related niches will be less willing (or unwilling) to promote you.

This is because if you want others to promote you, they expect you to promote for them in return.

Be careful of this trap. As mentioned previously you don't want to promote junk.

I have seen people destroy their lists simply because of this type of exchange deal. It can be tempting to say yes to someone, just to get them to promote when you are first starting out.

### 4. Testing

It can be difficult finding a JV partner to promote your product if you don't have test data.

You can overcome this problem by conducting your own testing on your e-mail list. Just send an e-mail to a site setup running a split test to start collecting data.

When your list gets large enough, you can break it down into sections so you can run multiple tests.

## How to Build an E-mail List

First you will need to sign up to an autoresponder service: [www.dlwmmm.com/aweber](http://www.dlwmmm.com/aweber), [www.dlwmmm.com/getresponse](http://www.dlwmmm.com/getresponse), [www.dlwmmm.com/icontact](http://www.dlwmmm.com/icontact) and [www.dlwmmm.com/fusionhq](http://www.dlwmmm.com/fusionhq) are all recommended.

This will allow you to collect e-mail addresses and then to follow up automatically with an autoresponder, or to mail them when you want.

You then need to build a squeeze page. Your squeeze page has one purpose only...

To get people to give you their e-mail address. That's it. Nothing else.

In order to have people give you their e-mail address, you need to entice them with something. You have to offer them something valuable enough that they're happy to type in their e-mail address.

You could give them a free video, e-book or report. Your 'bribe' doesn't have to be fancy. Often the most powerful offers are the simplest ones.

The easy way to ensure people opt-in is to use curiosity. Tell people that you have information to share that will benefit them. Make the information so enticing that they can't help but wonder what it is.

There is a lot of debate over using an e-mail only form, or asking for name and e-mail.

From what I have seen, e-mail only will build a bigger list. However...

Testing has shown you can get higher open rates and conversions when your e-mails use a person's first name. You can't do this if you don't have it.

Also, it is hypothesized that if someone is not willing to enter their first name, chances are they will not be as targeted or as willing to enter credit card details when you ask for the sale.

Therefore, personally I always request a first name.

## **Why a Relationship with Your List Makes You More Money**

Traffic equals money. (Or to put it another way, no traffic means no money).

The better relationship you have with your list, the more frequently people will open your e-mails.

And the more people that read your e-mails, the more people go to your site (and so will buy from you).

When you recommend someone else's product, they're more likely to act on your recommendation if they like and trust you.

Even if you have an offline product or service there are ways to use this to your advantage. A restaurant could e-mail its customers to let them know there is a 25% special that evening, and a free dinner for the first person who comes to ask. This type of promotion could be used spontaneously to generate customers on a slow evening.

### **3 Tips to Strengthen Your Relationship with Your List**

The very first e-mail your potential customers receive from you sets the tone of your relationship.

Once someone has opted in, they should instantly receive a 'welcome e-mail' from your autoresponder.

Keep your first e-mail short and sweet. No one wants to read a long e-mail that looks like it's going to be painful to read.

The purpose of your first e-mail is for you to be remembered. Do this by connecting with each subscriber personally. One trick is to ask them to click on a link that takes them to a video on your blog telling your story.

Make sure to give something of value away for free too. This will build a stronger emotional response, as well as an incentive to go and watch the video in the first place.

The stronger you can personally connect with your list, the stronger the response rate in the future is going to be.

It's important you come across as a 'real' person and not a slick marketer.

Here are three great tips to ensure your list loves you...

### 1. Stand Out from the Crowd

When you are different, you will be remembered. This doesn't mean you go out and invent a crazy personality.

Simply let who you are show through. Be transparent, and be real.

If you're lumped in with many other people because you're perceived as the same as others, you won't be remembered.

Your e-mails have to be personal, and come from you. Never use swipe copy (i.e. copy given to you from other marketers to promote their products) in your e-mails. You can borrow ideas and general concepts, but your e-mails must be your own thoughts and words.

Don't worry if you are not a star copywriter. Write as if you were writing to a friend. Say what you want to say. Being honest will earn you respect.

### 2. Don't Sell Anything in Your First Few E-mails

After someone has opted-in to receive the freebie you've promised them, they are a brand new lead.

Do not pitch to them straight away. If you do, keep it to a very soft sell—more a 'just letting you know what else I have' approach.

The first few e-mails you send them will determine their buying future with you. And when you treat your potential customers well in the beginning, they'll return the loyalty and buy from you in the future.

There is no set number of e-mails to send before you start promoting products. But the more free, valuable information you send them, the more trust you build up.

Even when you do sell, try to frame it in the form of education. (Think infomercials.)

As a yardstick, wait until at least the 3rd or even 5th e-mail until you start recommending your product. And even then try to make two thirds of your mail valuable content without any selling.

You can always plan in advance. Craft your e-mails to provide education that will lead the reader in the direction of your next product or promotion.

Remember that good marketing removes the need for you to sell.

### 3. Segregate Your List

Put those who buy from you on a separate list and take the time to build a strong relationship with these customers. Make this part of your list feel special. They are, and they need to know it.

It's true that the majority of your sales will come from a small amount of people. And it's easier to sell to someone who has already bought from you, than to someone who hasn't.

So look after and treat those who have bought from you before with a lot of respect. Really listen to what they truly want.

They are your most valuable customers and you want to contact them only when necessary. If you do have to do a reciprocal mailing with someone, do not mail this part of your list. Only mail them when the offer is excellent and of really high value.



## How to Boost Traffic to Your Squeeze Page: 2 Quick Ways

The more traffic you can attract to your squeeze page, the more people you can pull into your sales funnel; therefore, the more money you can make.

Here are two quick ways to increase the traffic to your squeeze page.

### 1. Affiliates

If you just have a squeeze page and nothing else, the average affiliate won't bother sending traffic to your squeeze page.

This is because there is no incentive for them.

But when you have a OTO (which is a valuable and related up-sell to one of your products or services) where you give affiliates a commission for sending people to your squeeze page, they will be happy to promote your offer.

There's plenty of potential to build a strong list (and make some sales) from your OTO, via affiliates alone.

### 2. E-mail and Ad Swaps

Type your niche into Google and scour the websites to see which website owners are also trying to build an e-mail list. You'll see the familiar opt-in box on their website.

Contact the website owner and explain that you potentially have the same customer base (as your product is related) and ask if they are interested in sending people to your squeeze page. In return you'll do the same for them.

Once you have a small list, you can increase the numbers quickly by doing an ad swap. You offer to send your list to someone else's opt-in page, and they'll do the same for you in return.

You may lose some subscribers in the process, because you're essentially asking them to opt-in to someone else's list. But if you do it right you

will be sending them to free content, so the majority of your list will benefit and won't mind.

This can be a great, low cost way to get started. Just don't expect people with big lists to do this, and certainly not when you have almost no list.

Start small and build up.

We will devote an entire section of this book later on to driving traffic. While getting customers to your site is one of the most important things you can do, it is also where most people give up.

## **Squeeze Page Example (Converts at 55%)**

A respectable conversion rate for a squeeze page would be 15-20 percent. But [www.dlwmmm.com/.TheRealTrafficSecret.com](http://www.dlwmmm.com/.TheRealTrafficSecret.com) is an example of a squeeze page that converts total traffic at 55%. (George Brown owns this site.)

This squeeze page works for nine main reasons. Let's take a closer look...

### **1. Highly Targeted Benefit**

George's squeeze page is aimed at internet marketer's who want to increase the amount of traffic to their websites.

The benefit of a free video is quite clear and highly valuable to this market.

### **2. Casual**

Everything about George's squeeze page is informal—from the clothes he is wearing, to his headline that's just done using Word.

He could easily have got professional graphics done and put more effort in with his appearance, but he's deliberately chosen not to.

This creates a casual and genuine atmosphere. For those watching the squeeze video, they will associate with George as they feel a connection with a 'real person'. As they let their guards down, trust is increased.

You need to be careful with this approach though. Too casual can just appear unprofessional and sloppy. This can decrease trust and reduce conversions.

Another point to consider is the price point you plan to sell at. George's products are typically around the \$77 mark. If his starting price point was at \$1000 plus, chances are he would need to increase the quality of his presentation.

### 3. Curiosity and Logic

Humans are curious by nature and are keen to find out about something they're interested in.

George uses curiosity when he promises to reveal a powerful traffic generation technique that most people don't know about.

People wonder what technique this could be and the only way to find out is to opt-in.

You too must have something enticing on your squeeze page that will make people so curious they can't wait to find out what the answer is.

George caters to people's logic as well, by saying how people can benefit from using the information he's about to reveal. On your squeeze page, you must also let people know how the information you're about to share will immediately benefit them.

### 4. Benefit is Easy to Access

On George's squeeze page all people have to do is enter their name and e-mail address and they get access to his video.

They don't have to double opt-in or read a long report.

All they have to do is watch a video. This is manageable and easy for many people. It is not time consuming, nor difficult.

Make sure your benefit is appealing, and make it as easy as you can so everyone is excited to opt-in to receive your benefit.

## 5. Proof/Believability

In George's video, he shows proof. He shows the actual results of what the traffic generation technique he is about to reveal in the next video has already done for him.

If you don't have any proof to show on your squeeze page, that's OK. But if you have some, show it.

If not, consider using testimonials from either present customers or authorities in your niche.

## 6. Headline

The purpose of a headline is to hook the prospect's attention and promise them a benefit.

George uses curiosity in his headline to hook his customers.

He also immediately builds more curiosity by removing typical beliefs about which traffic generation method it might be, by saying, 'It's Got Nothing to do With SEO, Pay per Click or Affiliates'.

## 7. Visual Guidance

The purpose of your squeeze page is to encourage people to type in their name and e-mail address.

So the layout of your squeeze page must direct people to do exactly that.

George's squeeze page is a great example of how nothing is distracting. He has used a clean layout with a large arrow to lead people where he wants them to go.

Marketing incorporates both subconscious and conscious techniques and the arrow is a great example of this.

At no point when you look at the page are you unsure where to go next. You start at the headline, are led to the video and then into the opt-in box.

This is further enhanced by the use of the pure white template. This is tried and tested and will typically outperform anything else (even great design).

## 8. Clear Call to Action

You cannot assume that people will know what to do. You have to firmly instruct people what to do, and what they can expect once they've completed the action you want them to take.

On his squeeze page, George reminds everyone that the only way they can watch the video (that will reveal what is the traffic generation secret), is to enter their name and e-mail address.

You must test which action phrase best works on your squeeze page for you. (The action phrase are the words on the button people press, once they've entered their name and e-mail address.)

George uses 'Watch the Next Video'. 'Free Instant Access' has also been shown to work well. But there may be a different action phrase that converts better for you. Testing is key.

## 9. Reassurance About Privacy

On George's squeeze page he does a good job reassuring people who may be concerned about their privacy.

No one wants to be spammed by you sharing their details with anyone else. So you must reassure people that you definitely won't do this.

## **The Art of E-mail Copy**

E-mail marketing involves sending out regular e-mail sequences (using an autoresponder) to encourage your list to invest in your product or someone else's product.

Unfortunately it's lucky if your e-mail even gets delivered properly, let alone read. Open rates these days are getting lower and lower.

Your customers are bombarded with e-mails.

Be aware that your customers may not just be on your list. This is particularly true if you are in the Internet Marketing niche in which case they're probably on 20 other internet marketer's lists too. This is why you always want to ensure the content you send them is unique.

## **Play to Your Individual or Company Persona**

Either you or your company need to have a persona. Your customers are essentially trying to buy a 'piece of you' or your company, and not just your product.

For example, Coca Cola has a persona of youth, fun and friends. When people buy a coke they are subconsciously buying into the company image (and hoping the effect of drinking coke will make them more youthful, fun and popular). There are plenty of other drinks to choose from.

Apple too have marketed themselves very well in this regard. Apple products are seen as quality, stylish and trendy. They have made it the 'designer' choice. Truth is, there are many far better phones/computers/MP3 players than Apple, but people buy into the image to influence their buying choice.

(For reference, I am typing this on a MacBook. I gave my iPhone away though as I needed something that worked better than it looked—a statement I know that will cause a lot of controversy.)

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Before your customers will buy your product or service, they need to be sold on you or your company first.

In the online world, each marketer is looked at as a personality (in many cases celebrity). These ‘characters’ are the key reason why your customers buy.

For example, Frank Kern deliberately plays the laid back surfer dude who lives the beach lifestyle. The target audience Frank Kern attracts dreams of having no worries about money.

And you (or your company), have to create a persona that best matches the target audience you wish to have as your customers.

## **How to Stand Out in Your Niche (no it's not the USP)**

The unique selling point (USP) is a dying thing.

Differentiating yourself from your competition by having a unique feature or benefit doesn't work like it used to. Not to say you should not have a point of difference—you should.

However, unless you have a product or service that is revolutionary, it's hard to compete on a unique feature alone in today's market.

But you can compete when you add an emotional component to your product. Today you must differentiate your product or service based on emotions.

If you could own one emotion in your customer's experience with you, what would that emotion be?

Is it seduction? Is it peace? Is it a sense of daring? Is it security or perhaps prestige?

Once you own an emotion and your customers associate you with that emotion, your e-mails will be much more powerful.

## **Incongruence**

We are attracted to things that are out of the ordinary. Things that stand out do grab our attention—things that are incongruent to our daily routine.

We know our environment and how people are supposed to act. So when something radical happens we automatically tune in.

If your e-mails are the same as everyone else's and your e-mail is simply one in 30 e-mails from 'just another marketer', your customers will ignore it.

Incongruence works really well for PPC, AdWords, Twitter and offline marketing too. When you're able to stand out, your click through rates will dramatically improve.

For example, a headline such as 'Laziness is perhaps the most important quality when looking for a plumber...' is going to make people stop. It is counter intuitive. You could then go on to explain that laziness is the reason you ensure the job is done well the first time. You are too lazy to go back and fix what could be done properly the first time.

Obviously in this example it would be a tongue-in-cheek headline. However, you are using incongruence to grab attention.

## **How to be Naked with Your List**

Your personal stories, testimonials and insights you share with your customers in your e-mails must reveal the real you.

Write a story about yourself—your struggles, headaches, and your triumphs.

The more honest and 'naked' you reveal yourself to be, the higher your sales will be. Unmask yourself to your customers and don't be afraid to show your vulnerability.

E-mail can be a very cold medium, but when you expose yourself to your customers you can increase the intimacy. And once you do that, you can lead your customers where you want them to go.



Write your e-mail as if you are writing to a close friend. Hold nothing back and write from your heart.

When you share stories about yourself it can stir up strong emotions in your customers. It may mean a lot to them that you've identified with them.

This is the success of Oprah and every chat show or gossip mag. People are interested in the lives of other people, and they want all the details. In the case of Oprah, it was her total honesty and openness about the real down and dirty aspects of her life that built her following.

You'll find the more you reveal of yourself, the more your customers will want to follow you.

(If your customer has a short attention span, or you don't like writing long e-mails, you can convert your story into a video. Just send them a short e-mail to direct them there.)

## **The Secret Behind an Autoresponder Sequence**

You want to win over your customers with your autoresponder sequence. To do this, you need an overall theme—something really compelling.

Sending one e-mail is not enough. But when you write a sequence of e-mails you have more time to build trust. And when more trust is built, you'll enjoy more sales.

So you can legitimately keep e-mailing your customers, set up your autoresponder series in the form of a mini e-course. You could make it a 5-part, 7-part or 9-part course which complements the product you are selling.

This could be a product you're selling yourself, or are promoting as an affiliate.

In each e-mail, highlight at least one valuable benefit; and in each e-mail pitch the product you are promoting (yes you are allowed). Provide a link of where they can order your product.

When you send out a series of e-mails, you have more time (and an excuse) to build trust. You now have 5, 7 or 9 chances to sell your product.

Research has shown that your customers are hottest by the third or fourth email. So provide links to your product throughout the course (and not only on the last e-mail).

Just remember to keep it educational too. Even if your customer is not planning to buy your product, that they still find value in your e-mail. This will keep them reading, build trust and could eventually lead to a sale.

It's difficult to know which 'hook' or piece of information you give away will convince your customers. That's why when you provide 5, 7 or 9 benefits, you can appeal to and capture more customers.

## **Where and How Often to Insert Your URL?**

Where exactly should you place your URL for maximum conversions? And how many times should you insert it?

Studies have shown the best place to insert your URL is in three places: 1. The first one or two lines within your e-mail. 2. In the body of your e-mail message. 3. In the PS line.

**Caution:** While it won't harm your conversions to insert your URL more than three times in different places, it can harm your deliverability. SPAM filters will delete your messages if there are too many links in one e-mail.

## **What's Your Signature Line?**

Most marketers do not differentiate how they sign off. Don't join the masses and sign off with the usual 'to your success' or 'all the best'.

These are boring.

Use incongruence to your advantage and sign off uniquely.

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For example, copywriting expert Kenneth Yu uses:

To Pulling Heartstrings and Pursestrings

Kenneth Yu

While list expert Tellman Knudson signs off:

SHABAMBO!

Tellman

First though, you need to ensure your e-mail is read...

## **7 Subject Line Tips to Increase Your Open Rates**

### **1. Scandal**

Unfortunately we as a human race are attracted to scandal, bloodshed and negativity.

Take advantage of any current affairs and tie in the latest 'bad news' stories with your subject line.

### **2. (Use Brackets)**

Many marketers don't use brackets. Putting in brackets teases us and makes us want to read what's inside them.

Many headlines that make it on [www.dlwmmm.com/digg](http://www.dlwmmm.com/digg) use brackets. Visit this site to get an idea what you could do too.

### **3. Being Incongruent**

When you normally send your e-mails in one particular style your customers will become accustomed to you being that way.

So when you do something different to what you usually do, your customers will sit up and take notice. Just make sure you give a reason for the sudden style change, or it will just backfire and break rapport.

#### 4. Make it Snappy

Many marketers write their e-mail subject lines following a sales letter headline formula. When everybody does this, your customer will lump them all together as more or less the same.

However, when you use one or two short word subject lines, this jolts your customers out of what they're used to seeing. Wake your customers up with a sharp, snappy couple of words.

#### 5. 'The Truth About...'

When you use 'The Truth About...?' subject lines, these convert well because your customer's curiosity is aroused. They want to be in the 'know' and find out the inside gossip about a specific topic.

For example, you can put, 'The Truth About SEO...', or 'The Truth About Massage Therapy...', or '3 Truths about Pruning Roses...'. Be specific about what your niche is about.

#### 6. 2 Cheeky Shortcuts

Thanks to Kenneth Yu for many of the tips about writing e-mail subject lines, but in particular for this simplest idea I have seen yet...

Check out [www.dlwmmm.com/crack](http://www.dlwmmm.com/crack) This website has brilliant subject lines. Most of the articles these guys write end up on the front page of Digg. Their headlines are powerful and border on the insane!

Type your niche into the search bar to get instant inspiration. When you use them in your own e-mails you'll see a dramatic difference in your e-mail open rates.

Visit [www.dlwmmm.com/digg](http://www.dlwmmm.com/digg) because the people at Digg write some of the most powerful headlines in the world.

Take your niche and type it into Digg. What will come up are a whole bunch of successful headlines based around your niche. Be aware that the most successful articles will have more than 100 Diggings.

(These headlines have huge social appeal and they work because the public voted on them.)

7. re

When you put 're' and then the subject line, it tricks your customers into thinking you are responding to an e-mail they've written to you.

Although the open rates are high for this, don't use this 're' all the time. Your customers may get annoyed at you for tricking them and refuse to open your future e-mails.

# Chapter 11.

## Action Steps

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- You will need an autoresponder to set up your emails (for more information on autoresponders, see Chapter 10). [www.dlwmmm.com/icontact](http://www.dlwmmm.com/icontact), [www.dlwmmm.com/aweber](http://www.dlwmmm.com/aweber) or [www.dlwmmm.com/gresponse](http://www.dlwmmm.com/gresponse) are good choices. Go to [www.dlwmmm.com/mailler](http://www.dlwmmm.com/mailler) for a 1 month free trial of FusionHQ's mailer.
- Create an autoresponder sequence to follow up for each possibility in your sales flow.

If you have a simple opt-in only as a list building strategy, look at what e-mails you will want to send them. What valuable information can you share, what practical steps could you give, or resources that may be useful?

- Design your follow-up e-mails to focus first on relationship building (education and value) and second on sales (yours or affiliate referrals).

Do the best you can now, and refine later.

- Setup your autoresponder and paste in the sequence you have just written.

Chapter 12.  
**Copywriting is  
So Much More  
Than Words**

"A copywriter should have an understanding of people, an insight into them, sympathy toward them."

~ George Gribbin

Copywriting is So Much More Than Words

## Copywriting is So Much More Than Words

**C**opywriting is the art of putting a sales pitch in print, and it is much more complex than many people think. (To write good copy that is.)

Those who think copywriting is about quickly writing some words that describe their product and expecting it to convert, may be in for a reality check.

To produce copy that will convert well, it should take you at least 4 weeks (full time). It's no good just writing one good draft. You have to revise it and go over and over it.

Copywriting is an art form. Study it diligently or hire a professional. (If you want to write your own copy it's worth studying Joe Sugarman, Ted Nicholas and many of the other direct response marketing legends. These guys tested what works because they had to make it work.)

Even if you plan to hire a copywriter, you need to know the foundations. Even if you are paying \$5,000, \$10,000 or \$20,000 per letter, there is no guarantee it will be good. It is up to you to check.

Consider the role copywriting plays in the effectiveness of your marketing campaign. Depending how many leads you get, a 1% increase in conversion could easily be an extra \$50,000 or \$100,000 or more. Good copywriting is worth spending both time and money on.

Let's take a look at what factors you need to think about...

### **Where Has Your Customer Come From?**

Before writing sales copy (or paying a professional to write it), you must understand why your customers will be landing on your sales page.

You have to view your sales page in context with your sales process, traffic generation strategies and overall marketing plan. Not just in isolation.



Where have your customers just come from? Where were they before they came to you? What was it that motivated them to come to your site?

The copy that you're going to write for a landing page with traffic directed from AdSense, may need to be quite different from a landing page with traffic directed from JV's.

(It's even better if you can customize the JV traffic so it's specific to the affiliate. This can increase your conversions.)

## **What Mindset Is Your Customer In?**

Knowing that every person comes from somewhere else, it's important you find out what state of mind they're in. Why is that person coming to your website? What are they searching for?

I know there's been a lot of hype recently about Facebook advertising versus Google. To me most of the arguments misses a fundamental point.

Facebook users are not searching for products. They're sitting there chatting with friends. Google users, on the other hand, are searching for something.

So, it's not to say that you can't generate leads from Facebook, and you can't generate money from Facebook advertising—of course you can.

But you need to make sure when you write your copy that you're taking into consideration the mindset that the customer is in while they're on that page.

## **Where Is Your Customer Going Next?**

Just as you need to be aware where your customers have just been, you need to know where they're going next.

Where are they going and what do you want them to think about next? What action do you want them to take? And what do you want them to buy?

## **Understand Your Product and Service Inside Out**

Go beyond the superficial level of your product. It's not enough to look at what your product does and the obvious benefits.

You have to dig deeper than this.

Really understand how the product or service you are writing about benefits your customers emotionally.

## **How to Understand Your Prospect Intimately**

Profile your potential prospects. Give them a name, age and likely occupation. Are they religious? How many children do they have? What is their personality like?

We already asked these questions, and more, when developing the company persona. This is when your customer profile really becomes important. Use it yourself or give it to your copywriter.

When you accurately speak to your prospect, then they will respond to you because you have connected with them in an intimate way.

Don't make the mistake of trying to make your copy appeal to everybody.

You can't.

Recognize that whatever your product is, it is not for everybody. So, you're far better off targeting the person it is for. When you do this you'll increase your conversions massively.

## **4 Essential Questions You Must Answer**

Mark Joyner has written a brilliant book, *The Irresistible Offer*. If you've never read this, it's recommended you do. (You can download it for free as a PDF if you go to [www.dlwmmm.com/tio](http://www.dlwmmm.com/tio))

In essence, there are four questions that every one of your customers is asking subconsciously that you must answer.

1. What are You Selling?

And that's the real basics. This is the functions and features that you are offering to your customer.

2. What's In It For Me?

This is the benefit of what you are selling. For example, how will their life be better? What is going to change in your customer's life?

3. How Much?

Cost is a much bigger term than just money. Think in terms of time, effort and emotion.

We tend to think about cost in terms of money, but a lot of people will spend more money if it's going to save them hard work, time and reduce their emotional stress.

Think about what it will cost them if they do not buy your product or service. Studies have shown that people are more likely to take action when they think they will save something rather than when they think they will gain. (Again though, use both angles for maximum effectiveness.)

4. Why Should I Trust You?

You must give your customers a real reason to trust you. You want to be credible and believable. This is because people like to buy from people or companies they are familiar with and trust.

If you give good answers to these four questions to a qualified prospect... then you've made yourself a sale.

## How to Command Attention

Your potential prospect is not even going to look at your product or service unless you capture their interest first.

There are two main drivers motivating us: Interest and fear. (And in marketing we definitely use both.)

## 6 Tips to Make Your Headline Stand Out

Your headline is going to be the main way to capture your customer's attention. So it has to be very, very good.

### 1. Speak to the Target Audience Directly

If you can identify your prospect in the headline by speaking directly to them, it will capture their interest.

If you are selling a product to single Moms, then call out to 'Single Moms'. Single Moms will instantly become alert and pay more attention.

### 2. Use Open Ended Questions

Avoid asking questions that can be answered with a yes or no. If your customer thinks they know the answer, then you haven't captured their interest and you've lost them.

If you create an open ended question (even if they think they know the answer), chances are they're going to read your copy to find out whether they were right or not.

### 3. Promise Your Customers Benefits

Most people care about themselves.

When your customers see there is going to be a benefit to them from reading your copy, they are more likely to take the time to read it.

#### 4. Educate

One of the best forms of selling is education. Educate your prospects (don't sell) about your product or service. (Remember that everybody loves to buy, but nobody likes to be sold to.)

When you make your customer want and desire what you have by demonstrating the benefits through education, you're going to be far more successful in your conversions.

#### 5. Example Headlines

Even though these openings to headlines may appear to be overused, they do still work, and they do convert.

If you are stuck, use one of the following as a template: 'How to....', 'Discover 7 Ways to...', 'The Secret to...', 'Give Me 3 Minutes of Your Time and I Will...', '3 Quick Tips to...', 'Do You Make these 3 Common Mistakes?'

#### 6. Boil it Down

Start long and then refine. Say exactly what you want to say, using as many words as it takes to describe exactly what you want your customer to know.

Take the time to answer the four questions mentioned earlier. Now make it as concise as you can. Distill, distill and distill some more. Vary, add and take out words until you get to a powerful headline.

## **How to Maintain Interest: 4 Easy Ways**

Once you've captured their interest, your job now is to keep your potential customers reading.

#### 1. Don't Patronize

Nobody likes being talked down to. When you communicate with (not to) your customer, they will feel a rapport with you.

## 2. Tell a Story

We all love a good story with a happy ending. Make the aim of your story to be engaging and to educate your customer.

Why is it that you created that product? Why is it that you are recommending that product? How is it that you started out the same way that your customers started out, and how are you where your customer wants to be?

When you weave your story (or tell someone else's story) into your copy, people's guards are down. Your customers make the assumption that it is true—and assumptions are very powerful.

Make sure you use a lot of descriptive language in your story. A fiction writer keeps the interest of his or her reader by continually building detailed pictures. You should too.

Activate people's imagination and you will activate their emotions.

## 3. Identify With Them

People are self interested—especially in their fears and desires.

If you can identify what these fears and desires are; build on those, then you're going to get their attention and hold their interest.

## 4. Be Brief

Nearly all of us complain about not having enough time. So respect your customer's time and keep to the point.

As one old copywriting maxim goes 'Your copy should be the same length as a women's dress. Long enough to cover the essentials, but short enough to keep it interesting.'

While this maxim may be a bit crude to some, like any good copywriting—it gets the message across, illustrates the point and is memorable.

## Bullet Points

Bullets are an extremely important part of a sales page or sales copy. They're critical for three reasons...

### 1. Capturing the Skimmer's Attention

Often a large percentage of your audience will never read your sales page. Therefore, you need to make sure the critical elements of your message stand out and are conveyed short and sharp.

### 2. Breaking Up the Page

Bullets visually break up the page layout. It is important your copy looks visually approachable, and bullets go a long way in breaking up large chunks of text.

### 3. Emphasizing Importance

Bullets increase the perceived importance on the points you're making.

If somebody sees a bullet point, they assume that whatever you are saying must be important. So, they help emphasize the point you're making.

Summarize the features and benefits within the bullet points. Traditionally, bullet points are often just the features. (Good copywriters talk about emphasizing the benefits within the feature.)

Keep bullet points in groups of three or five, seven at the most. These groups have been proven to convert best.

Spend as much time on your bullets as your headline. Re-write your bullets time and time again. When you strengthen your bullets you will increase your conversion rates.

Create massive desire by playing on people's emotional drivers. The main emotional drivers are greed, fear, insecurity and hope. Customers buy based on emotion, not logic.

They may like to think the opposite, but it's not true. We take emotional action (and justify our buying decisions with logic afterwards).

This is why you need to create a logical explanation of what they're buying. This alone will help reduce your refund rates. And it gives them a justification point that makes the buying decision that much easier.

Use headline formulas for your bullet points such as, 'How to...', 'Five tips to...', or '3 forbidden ways...'

## **5 Psychological Tricks that Get People to 'Buy Now'**

### **1. Build Hope**

Identify with their problems and then state you have a solution for that issue. You will build the hope that you have the answer to their prayers.

It has been said that the only thing people ever buy is hope. Hope that something will make them more attractive to the opposite sex, something to remove their financial worry or something to fix a health concern.

Make sure though your product or service does indeed follow through with your promises.

### **2. Build Trust**

You need to tell them why they should believe you. If they can identify with you and you can offer proof that your solution works, their trust in you is going to grow (as will their hope).

Trust can be gained in several ways.

The most powerful tool is proof, especially if the person is able to test it for themselves. Graphs, photos and videos are all powerful, visual evidence.



Testimonials from both previous customers or from industry experts can provide increased believability and strengthen the hope your product is indeed what they are looking for.

More detail on this in a moment...

### 3. Create Scarcity

It's extremely important to create scarcity (a sense of urgency) otherwise many of your customers won't make a decision to buy. They'll put it off and tell themselves they'll buy tomorrow or later in the week.

Give your customers the motivation to take action quickly. Many people are fearful of taking action because they think they'll make the wrong decision. Which leads us on to the next point...

### 4. Remove all Risk

At this stage your customers may still feel hesitant about taking action. Now is the time to remove all risk from them.

Assure your customers that it's OK to feel unsure about buying. Tell them their money is safe because they can have it all back if they are not 100% satisfied. Give them at least 30 days (more is often better) to trial your product or service.

Another way to remove risk is to offer a free trial. This way they get to test whatever you are selling at no risk whatsoever. They don't even need to believe you will refund their money.

### 5. Ask for the Order

Now is not the time to be wishy-washy. Tell your customer what to do. It's incredible how a simple instruction such as 'Click Here Now' can increase conversions.

The fact is, when you tell someone what to do they're more likely to do it. Make the instructions clean, clear and precise.

### 3 Fast Ways to Build Trust

#### 1. Payment Processes

Be aware of the payment processes you use. Those in the Internet Marketing world are familiar with PayPal, and know they can make a claim if there's any problem. Same for ClickBank.

Outside the IM world, people may not be so familiar with PayPal. If you're based in America, it may be better to use a Bank of America merchant account.

This is because they're automatically instilled with trust because they know Bank of America. This goes back to the point of identifying with your audience and understanding their mindset.

#### 2. Testimonials

Strong testimonials are a powerful way of building trust. The ideal testimonial is when a customer reads your sales copy and automatically wants the same results someone in a testimonial has had.

There are two types of testimonials: One is an endorsement from a scientist or industry leader. Authority figures are powerful. The other is from satisfied customers who have used your product or service. Ordinary people provide valuable social proof.

If you can get the combination of the two together, that's about as good as it can get.

Use video where possible with testimonials. This is because most people are fairly skeptical of written testimonials. It can still convince them, but seeing a person makes it more believable and therefore more credible.

If you are using written testimonials, then be crafty about it. Weave your testimonials into your copy. (The subtlety of this is absolutely incredible from a psychological perspective.)

When someone sees a testimonial box they recognize it as one. And because you've put it in a box, you've drawn attention to it. Not always a bad thing, however...

When you don't draw attention to your testimonials and weave them into your copy, your customer's guard is down and they are more likely to accept the testimonial as truth.

Don't bother putting in a weak testimonial. These are the ones with bad photos which read, 'Your product is great, thanks so much'. A weak testimonial is worse than no testimonial.

If you fall under FTC regulation, you need to be careful of making very specific claims about what your product or service can do. Check the local laws if you are uncertain.

(That's one of the reasons why weaving testimonials into your copy is extremely powerful.)

### 3. Clean-looking Site

If your site has ugly, cheap looking graphics, poorly laid out copy and basically looks 'thrifty' then you're going to lose sales.

When your website looks low-grade then people who read it will assume your product or service is also low-grade.

Simple is fine. You don't need to get expensive, fancy graphics. It just needs to look clean and professional.

## **Bonuses**

Don't think you don't have to sell your bonuses just because they may be 'freebies'. Offer really great value-packed bonuses that make customers want to buy your product for the bonuses alone.

It's a mistake to be dismissive about your bonuses. Give each bonus a graphic and sell it like you would your product or service.

## Copywriting is So Much More Than Words

Make sure it has its own mini headline, professional image, a specific value and ideally at least 3 bullets. People often buy a product because of good bonuses, so make them attractive.

### **Guarantee**

You will lose sales if you don't give your customers a guarantee that they can have their money back.

Customers need to find out for themselves if your product or service is really as you've described it in your sales letter. (Too many marketers have oversold and under delivered.)

Your guarantee should remove all risks.

If you are not known in your industry, and you're selling an unknown product for a high dollar value, it's best you have a strong guarantee. This demonstrates your own belief in your product or service.

### **PS**

Some people (myself included) will scroll to the bottom of the sales page and just read the PS.

So you need to summarize the four questions we talked about earlier within your PS. When you do this, your conversions will be so much higher.

Ensure you summarize what the offer is, how much it will cost, what the risk reversal is (your guarantee), any scarcity (or reason to take action immediately), and a call to action.

# Chapter 12.

## Action Steps

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- Write out your perfect prospect description. Create a detailed description of a person as though they were real. Include their gender, age, location, employment, religious beliefs, family status, etc. Even give them a name.
- Write down a list of all the perceived person's fears, concerns and frustrations. Don't limit yourself to those directly relating to your niche. Allow yourself to think globally. There are often secondary benefits that may come from your product or service you had never even thought of.
- Write down all of this person's hopes, dreams and aspirations. Again never limit yourself to any particular field. Include personal, family, relationship, career and financial goals as well as goals for hobbies and other interests.

You need all this information before you can continue with your sales letter. If you're hiring a copywriter, they need to know who they are talking to. You too need to know your customer inside-out for the entire sales process.

- Write a clear description of what your offer is, and both the direct and indirect benefits to the customer. Speak to them as though you are talking directly to them—one-to-one with a real person.

Bullet point the key aspects and expand on the benefits to the customer.

- Why should they believe you? Build a case as though you were in a court of law. Provide proof, scientific evidence, testimonials and authority reviews.

## Copywriting is So Much More Than Words

- Create a strong guarantee that shows you have faith in your product, and are happy to stand by the claims you have made.
- Write a list of objections to the person buying. Write out every possible reason for saying no that you can think of, no matter how big, small or obvious the answer may appear.

Next, go through and answer each objection so that each becomes of little concern. Again, just imagine the person standing in front of you and talk to them directly.

Be sure to justify the price you are asking, especially if it's a high ticket item, or unusually low for your particular product or service.

- Go through each of the pages in your sales flow and each of the messages in your autoresponder. Improve the copy based on your answers to the above questions, and the suggestions in this chapter.

This will take time, and will need to be revised several times if you want to get the best conversions. You may choose to get someone to write the copy for you— and expect to pay well for that copy. (There will be plenty of people who will charge you less to write the copy, but don't expect it to convert as well.)

- If you are outsourcing this part of the project then get started now. Make sure to review the copy sent and match it against the criteria set in this chapter. It does not have to contain every suggestion, but should cover at least 70–80% of the criteria for good copy.

Chapter 13.  
**Design Elements  
to Rocket Your  
Conversions**

“Good design is a  
lot like clear thinking  
made visual.”

~ Edward Tufte

## Design Elements to Rocket Your Conversions

**D**on't underestimate the power of laying out a sales letter for maximum conversion.

So many little things add up. Here are seven tricks to increase your conversions...

### 1. Create Visual Space

There's nothing worse than going to a sales page where everything is condensed down together. A cluttered mess will cause your customer's brain to be overwhelmed. Their eyes won't know where to look and they'll end up clicking off the page.

Create an extremely clean layout. Try to align bullet points.

Ensure you make white space (breathing space) under the headline, on the sides of your copy and around your images or video. Nothing should be pushed up against each other.

### 2. Clear Headline

The first point of focus when somebody looks at the sales page should be your headline.

Make sure when your customers first glance at your page, the first thing that stands out is your headline.

Try brick red rather than fire engine red. It doesn't look as cheap, and still grabs attention—it has been shown to increase conversions. Black on white has the highest readability, and is still a strong industry standard worth testing.

### 3. Conventional (not fancy) Opt-in Box

Stick with the run of the mill opt-in box wherever possible. Your opt-in box should be on the right hand side.

Don't be tempted by an opt-in page with flash user interfaces. Remember



KISS and to stick to the principle of usability before design.

#### 4. Single Focus

One of the reasons why Internet Marketing sites work so well is because they're simplistic. When you keep your visitor focused on one thing you want them to do, they will likely do it.

Avoid having lots of different options to click here and there. Do not give multiple links, display ads on a sales page or have multiple product choices—keep it simple, simple, simple.

Remember to keep your headers very narrow at the top—if you have one at all. Headers only please designers and product owners, customers rarely care. The main problem with headers is they take up valuable space above the fold.

#### 5. Maximize Use Above the Fold

Remember what we call, 'above the fold.' (Above the fold is anywhere you don't have to scroll.) Ensure the most important things are in this space.

This should include your headline, opt-in box, video and/or bullet points strong enough to capture full attention. Make sure if you need someone to scroll further, then it is clear that they should do so.

Too often I have seen sites where it is not obvious there is more, and certainly no apparent reason to scroll.

If you've got a big fancy graphic on the top of the sales page that's 250 or 300 pixels high—as explained already—you're just wasting space.

Make use of 'above the fold' space wisely. A small header at the top works fine for corporate branding (and for trust building).

## 6. Short Paragraphs

Keep your paragraphs really short. The shortest paragraph you can use is one word. The longest paragraph you should ever have is three or four lines at the most.

Use one or two sentences in a paragraph; three short sentences at the most. This creates readability that is an important key to a good sales letter.

## 7. Graphics

Throughout your sales copy you'll want to sprinkle images and 'buy now' buttons. These graphics reduce visual eye strain, make your site look professional and emphasize what is in your text.

Some people say not to use stock photo images because they supposedly cheapen the look of your site. This is not true. As long as the photos are relevant, you don't need to get custom images made up.

Add a simple drop shadow. This makes your images stand out and look cleaner and more professional.

It can be worth going to the trouble of making your headlines and subheads into a professional graphic. It takes a little extra time, but makes your pages look better and your headlines stand out more.

## **'Yes' and 'No' Buttons**

Instead of using the standard 'no thanks' button, use some psychology here.

When you put instead, 'No thanks, I'd rather miss out' you are appealing to those who don't want to lose anything (that's most of us).

Yes, this can annoy some people (as they recognize what is happening in terms of the psychological trickery). But generally they weren't the customers who were going to buy from you anyway.

For the ‘yes’ buttons instead of saying ‘buy now’ write ‘Free Instant Access’ or ‘Secure My Copy Now’—the latter are much more appealing.

Illustrate your buttons with color. Make them big and bold so people can actually see them. For the ‘no thank’ you buttons, use red or grey. The color red stands for danger and stop.

For the ‘buy now or ‘sign up’ buttons use green or yellow. Green stands for moving forward and being safe.

If it’s an up-sell, down-sell or OTO page then make it easy for people to get out. If they don’t want what you’ve got, don’t force it upon them.

If they don’t want your product, they are not going to hit the ‘buy now’ button just because you have hidden a small text link at the bottom of the page.

If you do use text links make them clear. If your customers can’t find them, they will get pissed off and leave the site. Once they leave the site, you’ve lost them for good.

It’s far better to get people to take the next step in the process. You can still make sales off a customer who says no to your main offer, when you direct them to a payment plan, a down-sell or a free trial for 30 days before paying.

If you wanted, you could also offer a budget version of what you are selling, but without the bells and whistles.

## **Split Test**

Always split test when you have the chance. What is the recommended standard today may not be tomorrow. Let your audience tell you which aspects they best respond to.

You should always be split testing. Change only one thing at a time so that you can be sure of the cause of different results. For example, change one word in your headline and test this against your unchanged headline.

When you continuously split-test every aspect on your sales page, the improvements you make across the board will add up. And you'll enjoy higher conversions and more money in your pocket.

## Written or Video Sales Letters?

One is not better than the other. They can however, complement each other very well.

Both written and video sales letters have their place, so try to use both. Be aware that some people love video and some people love text.

### 1. Disadvantages of Video Copy

If your customer has bad streaming, then you have lost them (if you are only providing video). Also in a video sales letter your customer has no way of skimming through to find the important points.

If your customer is like me, then the chances of you making a sale with a video are extremely low. Simple reason is I never watch them. They just annoy me.

Don't use the auto-play feature when you use video. This is because most people check their e-mail at work. As soon as all the video noise starts, they freak out because their boss may hear them and they close down the page.

I have tested this and was amazed at the difference in results. No more hypothetical discussion, I now know which works best with absolute certainty.

UPDATE: I was talking with Gideon Shalwick about this and he has found the opposite. This surprised me a lot (and just goes to show you—know nothing with absolute certainty!).

However, I do believe I know why...

Gideon uses video-only sales pages (he knows he is losing sales by doing this but hates the process of writing copy). I have tested video and written copy together.

If you have the choice of video only, then it may as well auto-start as the video is the only choice anyway. If they are at work, have poor streaming or hate video (like me), then not auto-starting won't really help.

## 2. Disadvantages of Written Copy

Not everyone likes to read sales copy. They can't resonate or connect with a bunch of words.

Good copy takes time to write, and can be expensive if you are not doing it yourself. Even the layout can be time consuming.

Sometimes the decision of whether to use a written or video sales letter comes down to the speed of production. If you're short on time, there's nothing faster than creating a video.

You sit down in front of the video, and you sell the product. When you're passionate about your product and can come across well on camera, this is a great option for you.

If you have a really good video, with strong text and bullets underneath that highlight the main points of the video—you can get some great conversions.

For those who skim through the video, they may be interested but not 100% sure. After skimming through the copy underneath, points are emphasized that your customers may have forgotten earlier.

Now you've got them and you've made the sale.

By using both video and written copy you can increase your conversions. Unless you have to, don't choose one over the other. Just make sure they are both good quality. If you have a poor video but good copy you will reduce the conversions on the copy alone. Equally poor copy with a good video can reduce the conversions of the video alone.

# Chapter 13.

## Action Steps

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- Look at any web pages you have. This includes sales pages, squeeze pages or content pages.

Do they look clean and clear? Is it simple to use, to understand and to read? Do they look professional? Are they wasting any space? Do they keep your visitors focused on one thing at a time?

You need to be brutally honest with yourself. Also get feedback off other people—those who have not seen your site before, and who will give you an honest opinion (not just a reply to please you).

- Write a list of all the things you can see that need to be improved. If your list is empty then look again. (I can still find ways to improve almost every page I create or see).

Ask yourself 'what can I take away' rather than 'what do I need to add'.

- Make the changes, or assign someone to make the changes for you. Do not ignore this step, as chances are if you don't do it now you never will.

Chapter 14.  
**Good Marketing  
Removes the Need  
to Sell (24 Advanced  
Conversion Secrets)**

“The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.”

~ Peter F. Drucker

## Good Marketing Removes the Need to Sell (24 Advanced Conversion Secrets)

Only 5% of online business owners actually plan their marketing before their product is created. I encourage you to join this small percentage.

When you understand and put into practice the psychology of how you'll market your product, you won't have to try hard to sell it.

In fact you won't have to sell it at all.

Yes it's true. Good marketing really does remove the need for you to hard-sell. By the time people enter your sales process they will already want to buy from you.

### **24 Advanced Conversion Secrets**

If you can integrate and weave most of the following twenty-four tips into your own marketing, you will be streets ahead.

Let's take a look at them...

#### 1. Authority Based Marketing

This is where people look to authority figures for advice, suggestions and recommendations.

When we want to buy something, we'll look for guidance from someone we respect and trust.

In your marketing, you can put yourself in a powerful position if you are liked, trusted and your opinion is valued. The amount of potential customers you'll attract, and your conversions, will increase a lot.

Authority status can be easily gained by regular blogging, writing articles, publishing a book, running webinars, appearing on TV and radio or releasing regular informative podcasts or videos.



Using affiliates can also borrow credibility through their reputations; as can getting endorsements from celebrities and industry related authority figures.

## 2. Gaining Rapport

If you alienate people right from the beginning, your customers will have their guards up and be on the defense. You won't be able to influence them if you are not liked or people feel like they can't warm to you.

On the other hand, when you find common ground with your customers and establish a rapport, your customers will listen to you. Once you've earned their trust, then they'll be more willing to change their perspective about what you are selling or promoting.

## 3. Education

In the beginning you don't need to sell anything. When you educate people you are providing value. And that information builds trust.

When you educate your customers what to look for in a certain product, and how your product contains these same elements, they may begin to doubt your competition.

And since you are the source that's educating them, you are instantly seen as an authority.

Another strong tactic is to warn people about what dangers or weaknesses to look for when making a purchasing decision for a product or service in your niche.

If you warn them about such potential problems (you do not need to identify names), the assumption is you know what you are talking about, and that your product or service will not suffer from these issues.

It is actually this last point that is one of the most powerful things you can implement. People are afraid of making mistakes when buying. If they doubt your competition then you are more likely to get the sale.

#### 4. Create a Cult-like Status

The need to belong is ingrained within us. We all like to belong and identify with different groups. We like to feel the connection of being part of a team or group.

If you can encourage a cult-like devotion from your customers you will be in an enviable position. Once someone has made a decision to join a certain group (such as being a Mac user) they will commit to and defend that group despite its shortcomings.

These raving fans will go out on your behalf and sell your brand for you. For example, Mac users will advocate Mac all day, everyday to anyone who will listen.

#### 5. One Focus

The success of Google came when they differentiated themselves from Yahoo. Although Yahoo is a search engine, they provide a whole lot of other things such as news groups, in-boxes and the weather report.

With Google they have one clear focus. There's only one box where you can do one thing. Search for something. And their one focus is so obvious that it has turned into a verb: 'Google it'—means to search online for the answer to something.

Keep this focus in mind when you are developing your sales pages, websites or marketing. Ensure the task you want your customers to do is crystal clear. And make every process easy to follow.

When you are making a web page, write down the one action you want them to do.

Is your aim to get your customers to opt-in, to click on your ad or to buy something? Whatever your purpose, design that page with that one action in mind.

When creating any form of advertising, online or offline, be clear exactly what its purpose is and what action you want the reader to take.

## 6. Exclusivity

Everyone is keen to know about the inside scoop. Newspapers rely heavily on exclusive reports, interviews and stories to sell their copies.

Use exclusivity to your advantage by limiting the number of copies, memberships or videos you either give away or sell. Limited numbers increase the amount of money you can charge and also increase the value for the minority who are willing to pay for this benefit.

Even in your marketing you can use the same trick as the newspapers. Give out exclusive information to attract people to want to read it.

## 7. Specificity

There is power in being as accurate and specific as you can—especially in your education materials, sales copy and headlines.

The more specific you are, the more believable you are, which subconsciously builds trust. And the more you are trusted, the more sales you'll get.

Think about it. Is it more believable to hear that a product has made someone 'Over \$10K in a couple of months' or that a product has made '\$12, 323.79 in 64 days'?

## 8. Consistency and Identity

Many people don't maintain consistency throughout their marketing message and appearance, which makes them seem unprofessional.

Your graphics, page layout and message must be consistent throughout your website and products you sell. Ensure your point of entry for each customer remains consistent, as does everything throughout your sales process.

The other side to consistency relates to identity. If you can create an identity around your brand and product, this will help encourage a loyal following.

Once your customers are on your side, they will stick with you. People are afraid to change their minds and opinions because they've invested their identity and soul with your product.

#### 9. Controversy (Force Your Customers to Take Sides)

You cannot please everybody, so there's no point trying to. If you can deliberately create controversy, you can segment your customers (as well as attracting lots of attention).

The more controversial you are, the more PR and free publicity you will receive.

So when you say, do or present something controversial you force people to take sides. Those who identify with what you are trying to promote will stick with you and likely buy from you.

Those who are repulsed, disgusted and angry by what you've presented will not buy from you. Now you've got rid of those who weren't your target market in the first place.

#### 10. Answering Objections

A sales man has a huge advantage over a copywriter or marketer. He can answer objections as they come up.

If you can anticipate what your customers likely objections are, and address them in advance, you'll make more sales.

Many of the objections will be around fear or concerns about how good your product or service is; others will be around cost or delivery time. Try to find as many reasons someone would chose not to buy from you, and then address each of those concerns.

What you are selling will not be perfect. So be honest about it. Instead of ignoring a flaw, do the opposite and draw attention to it (so long as it is not critical).

Right from the start point out the imperfection and then turn it into a benefit or at least negate its importance. This way the 'imperfection' is no longer an issue for your customers.

You will be more confident singing the praises about the rest of your product because the fault has been addressed. Your customers will appreciate your honesty. They'll like that you have highlighted the fault and offered a positive instead.

It also removes any damage that could be done should your competition point out those flaws. By talking about it yourself, it takes away any potential power that could be used against you.

## 11. Proving Value

You need to prove to your customers that what you are selling is easily worth the price you are asking.

To justify the cost, you need to provide evidence that your product does what you say it will.

It's no good exaggerating the merits of your product. Your customers are smart and will see through your false claims.

If a product or service costs a lot to build, setup or maintain, then say so. If a product or service will save a customer time or money then point out how much. If your competition is charging much more for the same product then show the comparison. If you are charging much more than your competition then explain why.

When you are realistic and honest about your product, and provide genuine value, your customers will be happy to invest in your product.

## 12. The Most Powerful Psychological Trick

You must never, ever lie—it's not worth it!

But you can imply something. Often implying something is more powerful than actually stating it.

When you imply something, you allow your customers to come to their own assumptions.

And the conclusions they make by themselves are rarely challenged. This is because they take on their conclusions they've made as their own personal beliefs.

The power of this technique should not be underestimated. Use it carefully and use it with integrity.

## 13. Offer Only Two choices at a Time

It's strange but true. People find it difficult to make more than two choices at one time. A confused mind will dither and make no decision.

Because of this, you should only offer your customers two choices at a time. When you reduce the amount of choices, you will instantly increase your number of sales.

And what you offer should be a win-win situation for you. Ask your customers if they would like to take the full payment option or the payment plan option. (Either way they still must buy.)

This was proven in the example Joe Sugarman gave when Swatch first approached him to sell their watches in America.

He wanted to sell only the men's black watch; they wanted him to offer men's and women's in several different colors. So he split test the ad.

His offering of only the black watch, outperformed the multiple options ad by over 6 times. And this is despite the logic that more people would be interested when more choices were provided.

## 14. Habits

Depending on the type of business you are in, may depend whether you are competing against people's habitual behavior. For example, people identify with certain products. Part of someone's identity may be as a smoker, a coke drinker or a Mac user.

Coke has spent billions of dollars plastering the world's billboards with smiley, happy people. This is so you subconsciously associate drinking Coke with having a good time.

Ask yourself if your product will make it challenging for you to compete with already existing products? Or will it be easy for your product to overcome what's out there?

The strength of the emotional drivers behind people's habits, will determine how easily someone's habit is to change. If your product can provide a stronger emotional association and reason, you will be able to change people's habits away from your competition.

## 15. Collectors Addiction

Have you ever bought a DVD where you were given a free collector's box? And have you ever bought the remaining 5 DVDs just to fill the gap? (Or something similar, sticker books or card collections as a kid, a book series, etc?)

Many people hate the feeling of incompleteness. If there is something missing, that disharmony can only be quieted once it is filled.

Often the collector's box will cost more than the first DVD. The people selling the DVDs know that those who continue to buy the full collection, are far more likely to buy the collector's box than those who will only keep the one DVD.

If you can create some form of incompleteness, you can make more money. Micro-continuity programs are a great example of this. This is a membership program which lasts for a specified amount of time.

Knowing that many people drop out after the first couple of months, people in a micro-continuity program will hang in there until the set of four, five or six months is up. They know they don't have much longer to complete the course.

## 16. Text on Your 'Buy Now' Buttons

I have mentioned this already, but I will say it again as most people underestimate the power of this.

Do not use the words 'Buy Now' on your 'buy now' buttons. Nobody wants to be sold to. And no one wants to feel like you are trying to get hold of their money.

When selling your product it's better to use 'Secure My Copy' or 'Secure My Order', or 'Click Here to Access Now'. Use words that your customers identify with, so they have the feeling of safety or the feeling they will access something quickly.

For an opt-in form it has been tested that 'Free Instant Access' will convert a lot better than 'Submit'.

Generally green is the highest converting color to use for your 'buy now' buttons. But it may not be the case in every situation. Do your own split testing to see which works best for you.

For your 'No' buttons, use a bit of reverse psychology. Tell your customers on your 'No' buttons that they will miss out on a key emotional driver.

For example, 'No Thanks, I'd prefer not make more money' or 'No Thanks I Would Prefer to Miss Out'. Write your key emotional driver on your 'No' buttons to really make it uncomfortable for your customers to click on this button.

Do not hide your 'No' button. This will only annoy your customers. Make it visible and make it stand out. Red may be a better color than grey to use. Do your own testing.



## 17. Font

Serif fonts such as Times New Roman work well in print advertising. The letters have little ‘feet’ on their letters, which create an artificial rule line underneath the actual sentence making it easy to scan and read quickly.

What works in print media doesn’t always carry across online. Don’t get carried away with strange, fancy fonts.

Testing has proven that sans serif fonts (such as Arial and Verdana) work best online. This is because Arial and Verdana are both very readable fonts and are widely used, so people are familiar with it.

When you use either of these fonts in your copy, you too will automatically instill a sense of trust.

## 18. Colors

Avoid using white text on a black background—readability diminishes. Also avoid using that garish, fire-engine red in your headlines. When you use a softer brick-red, your conversions can increase up to 50% (just by changing the shade of red you use).

For the bulk of your copy use black text on a white background. This is because people need maximum contrast when they’re reading. The more contrast you provide between the background and the text, the more readable your words will be.

When choosing the colors of your website your target audience must feel comfortable, and the colors must instill trust in your site.

## 19. Be Wary of Web Designers

The job of a web designer is to make your website as good as they can.

It is your job to educate them and tell them which factors make a web page readable. The more easily read your site is, the higher your conversions will be.

Remember, usability is paramount. Design should compliment not comprise usability.

## 20. The Page Size Google Recommends

Your web designer will want to maximize the space on your screen. But it's uncomfortable to read a huge width of text. Even a 1080 pixel wide screen is too broad to read.

Google has done a lot of testing and they recommend the optimal width is 770 pixels wide. This width will also fit in older style monitors.

Today, many of us are using video on our sales pages. And a width of 770 pixels wide is not always practical when you already have an opt-in box on the side. However, make sure that any single line of text within your page does not exceed this width.

(This is also one reason newspapers use narrow columns. It makes it easier to read.)

## 21. Page Flow

It doesn't matter how good your copy is if nobody reads it. Your web pages must look approachable and attractive.

A solid block of text looks overwhelming to read. And no one likes to be read something that looks like hard work. They won't even bother and will click off your page quickly.

Use headlines, subheads, bullets, Johnson boxes, images, arrows and testimonials to visually break up your web pages. These page elements should fluidly lead your customers from one place to the next.

## 22. Pixel Perfection

Pixel perfection is something I find hard to explain, but I'll do my best...

When you look at a page it has to be harmonious and balanced in how every feature is laid out. This is a very subconscious element of conversion and if you get it right you will make more money for sure.

People can feel incongruent, even if they don't know why they're feeling that way.

Sometimes it comes down to something seemingly anal like your opt-in box being two pixels higher than the top line of the headline next to it.

Gideon Shalwick has mastered pixel perfection in his website [www.dlwmmm.com/gideon](http://www.dlwmmm.com/gideon) All Gideon's work (even his free reports) maintains the same level of pixel precision. Everything is clean, pure and in exact alignment.

Straight away you get a sense of quality, and trust is instilled immediately. Gideon's site stands out immediately in terms of quality.

Go to his site and study what he has done. And then do your best to do the same.

You are the business owner and even though you may be outsourcing your website design, it is your job to instruct them how you want your site to appear.

What looks perfect in one browser can look different in another browser. Sometimes this is unavoidable, but make sure the differences are not too great. Good coders can usually overcome this problem.

If you can do your best to aim for pixel perfection, you will be rewarded with increased conversions.

## 23. Yellow Highlight

Many internet marketers use bright yellow to highlight sections of text. (Making it look like someone has used a yellow highlighter on a text document.)

When used sparingly, yellow highlight has its place. Moderation is key, as too much looks hypey.

## 24. Test

Use split testing to find out what is working, and then improve on it.

Open up a separate e-mail account and sign up to every internet marketer's list you can.

Scan them all to see what is going on. What are people writing about? What techniques are they using? See if you can understand what exactly they're doing that's working.

It is worth taking the time to analyze and then test every marketing tip and apply it to your own business.

Split testing is what will allow your business to go from mediocre to outstanding. (Or even prevent it from going bust.)

Do not be lazy on this.

There are many split testing systems out there. Use them.

# Chapter 14.

## Action Steps

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- Time to revise your copy again.

Check through your marketing materials and incorporate the strategies within this chapter.

Each time you do this, you should get better and better. Perfection comes through refinement, rarely as a first attempt.

- Look at your overall marketing plan and your marketing strategy. If you don't have one, now is the time to create one.

Use the ideas in this chapter to apply to both online and offline marketing. Think about how any advertising is being used, and how it all links together.

Write up your calendar of what will happen and when regarding your marketing efforts. Things like advertising going out, websites going live, promotions, affiliates mailing, and products being released. I recommend Google calendars for this as you can share them easily with other team members. [www.dlwmmm.com/calendar](http://www.dlwmmm.com/calendar)

This won't be perfect or complete yet... However, it is important to start somewhere, and to have something you can refine as you get new ideas.

Everything should work together as a whole. Anything working in isolation is only going to be a fraction as effective as it could be when working as part of a bigger master plan.

## Chapter 15.

# Traffic: The Life-Blood of Your Business

"A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him.

He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so."

~ Mahatma Gandhi

## Traffic: The Life-Blood of Your Business

**I**t's true.

Every business needs traffic to survive.

Traffic is simply people, and without people coming to your website, you won't have anyone to buy your product.

Right now there are people online searching for exactly what you have to offer. Once you put yourself in front of these people, they will have the opportunity to buy your product or service.

Even if your website is optimized as much as it can be and your product is the best in the world... you still need traffic.

If you're like many other business owners you're probably impatient. The truth is, many traffic sources take time to build. And you have to stick with a strategy long enough to see results.

The problem is many people get fed up. They think the traffic strategies they're using are not working and try something else.

Being patient, persistent and consistent is the key to reaping the long-term rewards of sustainable traffic.

There is no quick fix so please don't bother looking for one. There are some strategies that are quick to implement that can drive traffic quickly to your sites, but the traffic rarely lasts long (e.g. an affiliate promotion).

There are literally hundreds of ways to encourage traffic to your site. We are going to cover the strategies that have been proven to work.

It's your job to implement them.

## **More Traffic Does Not Always Equal More Money**

Some people think the more traffic they generate, the more money they'll make.

This is flawed thinking.

It's not just about how much traffic you have. It's also about how good your traffic is. When your traffic is pre-qualified it means they are already interested in what you have to offer.

The quality of your traffic is the most important factor—whether you decide to use paid or free methods.

## **Which is Best? Free or Paid Traffic?**

When you use both free and paid traffic you get the best of both worlds.

Usually when you're starting out (and have limited resources), free traffic strategies are best to begin with.

Once your site is making you money, then you can invest it back into paid traffic methods.

Free traffic is great obviously because it doesn't have to cost you anything. (You can always pay to help generate free traffic, such as SEO, article or bookmarking services.) Unfortunately, free traffic can take longer (than paid traffic) to give you results and it can be harder to target.

Paid traffic can give you faster (if not immediate) results than free traffic. If used properly you can target exactly the type of potential customers you want.

The most important thing is always to make sure you have a positive ROI (return on investment). This is true whether that investment is time or money.



## Which Hat to Wear? Black, Grey or White?

If you want your business to be profitable in the long-term, I don't recommend you choose fast, yet erratic income. It's best to build your business so you attract consistent, growing profits.

### 1. Black Hat

Taking part in 'black hat' traffic generating techniques involves doing things that are unethical, and tend to break Google's or other traffic supplier's terms of service.

When you attempt to 'trick' the search engines you may be found out. If you are caught, chances are your entire website will be de-indexed (and won't be found in Google).

### 2. Grey Hat

'Grey hat' activities sit in between black and white hat practices.

Sometimes it's hard to identify if a technique is a black or white hat. If you are not proud to tell someone about a particular strategy, but it is not illegal or against terms of service, then it is likely a grey hat activity.

Grey hat techniques pollute the internet. Uploading five of the same video (and just changing the title) to every video sharing directory, is an example of a grey hat activity.

You're not really adding value to your customer's experience. Generally it is best to avoid these sorts of techniques, there are plenty of better ways to spend your energy.

### 3. White Hat

The best techniques to use are strictly 'white hat'. These are liked and accepted by the search engines. And you'll sleep easily at night.

There is no reason to spam.

When you create great content and go after traffic the authentic way you'll be rewarded. Stick to what has proven to work and you too will reap the profits in the long run.

## 5 Traffic Techniques to Avoid

There are too many internet cons out there claiming to give you instant traffic. Take note of these five common scams...

### 1. Avoid 'Guaranteed Views'

This is definitely designed to rip you off. Typically these services will put your website as a 0x0 pop-up on a porn site. This so-called traffic strategy is worthless as no one actually sees your site.

### 2. Avoid Co-Reg Lists

A co-reg list is known as co-registration. This is where you sign up for something and there's another box that signs you up for something else.

Most people are not aware they've been signed up to another list. So when they get e-mails from this other list, they view it as spam. It's not fair to spam people, so don't waste money taking part in co-reg lists.

Who cares how many people you have on your list if they get annoyed and report you? It's the quality of your list that counts.

### 3. Avoid Reciprocal Back-linking

It used to be that having a lot of back-links helped you to rank well in the search engines. That's not the case anymore.

Google recognizes the quality of your back-links (where your back-links are coming from) and like to see one-way links to your site.

Exchanging links with other websites can do you more harm than good, especially if you link to a site that is de-indexed (banned). Your credibility with Google is on the line.

#### 4. Avoid Buying Lists

Don't even go there. You'll only be pouring money down the drain if you buy a list. If you buy and e-mail to that list you're taking part in an illegal activity and you could be sued for a lot of money.

The e-mail lists you can buy are usually old, fake or not responsive. They're built by automated programs which find and assemble e-mail addresses without the owner knowing their address is being sold to spammers.

If they have given their e-mail freely they won't associate this with you. Therefore, despite being legitimate, they are likely to still see you as a spammer and these lists rarely convert.

#### 5. Avoid 95% of SEO Services

There are multiple SEO services out there, many of whom will try to contact you.

Most of them are total rubbish. Do not use an SEO service unless they come highly recommended. Be prepared to pay. Those that are effective do not come cheap. Anything less is nothing but a waste of money.

## **How to Create a Formidable Affiliate Program**

By now you should know how to create your own product. Almost every product can benefit from its own affiliate program.

The success of nearly every business has been largely attributed to other people promoting their product.

Your affiliates do the work for you—they generate the traffic in return for a commission. So you're piggy-backing off their hard work because they're promoting for you.

Think of affiliates as a commission only sales force working for you 24/7.

### 3 Benefits of Having an Affiliate Program

There are many advantages to having your own affiliate program. Here are three of the most important ones...

1. Instant, Overnight Traffic

Your affiliates each have their own lists. By sending just one e-mail, they can direct thousands of visitors to your site almost instantly.

2. Leverage Your Affiliate's Credibility

Each affiliate who promotes for you, has already worked long and hard to establish a relationship with their list. So when your product is mentioned, many are happy to follow their recommendation.

3. Targeted Traffic

Your affiliates will typically be in the same niche as you. This means the traffic they send will also be in the same niche.

This targeted traffic converts well, and coming from an affiliate, you only pay if someone buys so it's zero risk for both of you.

### 3 Types of Affiliate Systems

You have a few options of which type of system you can use to create and host your affiliate program.

1. Self Hosted

This is an affiliate program that you host on your own server. [www.dlwmmm.com/postaffiliatepro](http://www.dlwmmm.com/postaffiliatepro) has a great script. But if you do not have programming knowledge, it can be difficult to install and integrate with your site.

It can also require a lot of testing as there are many settings and potential integration issues. Another problem with self hosted services is that, refunds often need to be manually checked as they either can not be

processed automatically, or they can be inaccurate. You will probably need to keep updating the scripts too. New features and fixing bugs are a part of software development. If you are hosting the script on your server then you will need to make sure it is updated.

## 2. Marketplace Systems

This is a very popular type of affiliate system. You can use these websites to create your own affiliate program and then submit it to their marketplace.

[www.dlwmmm.com/cb](http://www.dlwmmm.com/cb), [www.dlwmmm.com/cj](http://www.dlwmmm.com/cj) and [www.dlwmmm.com/fusionhq](http://www.dlwmmm.com/fusionhq) are examples of these. Many affiliates actively look at marketplaces for products to promote.

There is nothing for you to host or update, so all the technical side is taken care for you. They also tend to be more stable and trusted than self hosted options.

## 3. Third Party Software

[www.dlwmmm.com/1shoppingcart](http://www.dlwmmm.com/1shoppingcart) and [www.dlwmmm.com/fusionhq](http://www.dlwmmm.com/fusionhq) are examples of affiliate systems that are stored on a third party system.

The easiest and fastest way to create a website and affiliate program is through [www.dlwmmm.com/fusionhq](http://www.dlwmmm.com/fusionhq). You don't need any HTML or coding knowledge at all. Just build your sales process and activate the affiliate campaign for your product.

There is nothing to integrate, no code to setup and it has the advantage of having the marketplace too.

## **One Tier or Two Tiers?**

Although there are multiple affiliate programs that are more than two tiers deep, I don't recommend them.

If you have anything more than two tiers there are too many legal issues to take into account (due to pyramid scheme and complex MLM laws).

## 1. One Tier Affiliate Program

This is the most common type of affiliate program, where your affiliates have to make a sale to earn a commission.

## 2. Two Tier Affiliate Program

This is where your affiliates earn a commission on any sales they make. They can also encourage other affiliates to sign up under them and make a small commission off their sales.

Decide if your affiliates will likely refer more affiliates to you. In some niches they will, and so a two tier system makes sense. With some software, you can set this up for 'special' affiliates only, allowing you to create a hybrid program.

## **4 Fast Tips to Rock Your Affiliate Program**

Once you've set up your affiliate program you now need to ensure your affiliate program is enticing.

A bit of foresight will ensure your affiliate program is optimized for success.

### 1. Offer Generous Commissions

Here is not the place to be stingy. The higher commission you can give your affiliates the more willing they will be to promote.

If you can include recurring commissions, make sure your affiliates know about that too.

In the Internet Marketing world 50% is usually the accepted standard. That said, products on ClickBank will often payout up to 60-75% on front end products.

### 2. Boast High Conversions

All the money in the world will not entice affiliates if your conversions are low.

Make sure your product has a high conversion rate, so your affiliates can be assured that the work they do directing traffic to your site is not in vain. (Testing is critical in achieving this.)

Then remember to tell them about it.

### 3. Provide Great Tools

Make it as easy as you can for your affiliate to recommend your product. Providing great tools encourages them to promote.

Recognize the truth. Many affiliates are lazy and will likely just copy and paste the tools you give them.

Make sure your tools do two things: 1. They must be easy for your affiliates to use and 2. appeal to potential customers (drive traffic).

Different affiliates use different methods of generating traffic. Some will e-mail, others use banners, some blog about your product, while others may use social media.

The greater range of tools you provide, the more affiliates you will get promoting, and the more ways they will generate traffic for you.

### 4. Own a JV Page

A JV Page is essentially a sales page to affiliates to encourage them to join your affiliate program.

Pay attention to good copy. I suggest you model this JV page because it gives all the vital information: [www.dlwmmm.com/fusionhqaffiliates](http://www.dlwmmm.com/fusionhqaffiliates)

## **Authority Blog: Building Your Reputation**

Having an authority blog in your niche is a great long-term traffic generating strategy (if done correctly). But it does take effort (or financial investment) on your part.

You have to post regularly to reap the benefits. When you post to your blog consistently and over time, you can earn credibility and establish yourself as an expert in your niche. (Google will also love you.)

If you want to have an authority blog, but don't enjoy writing or can't commit to writing regularly, you can outsource your blog writing.

It can be quite challenging to find good quality writers, but is definitely possible and well worth it (if you are like me and hate regular writing).

### **3 Easy Tips for Authority Blogging**

1. **Create and Maintain Rapport**

People love to buy from those they are familiar with, like and trust.

You can achieve this by finding out what your readers are interested in and then writing to target their point of views and their interests.

2. **Give Valuable Content**

Do some research to discover what common problems your readers have. If you can give them tips to help them solve their frustrations, you are adding value to their life.

3. **Use Keywords in Your Posts**

When you know which keywords people are searching for within your niche, you can attract more readers. Visit Google's keyword tool: [www.dlwmmm.com/keyword](http://www.dlwmmm.com/keyword) to research keywords in your niche.

Create your posts around long tail keywords that have less competition.



(Keywords that have between 500-3000 searches each month are easy to rank for.)

Once you've identified which keywords to target, use them naturally throughout your post. You don't want your keyword density to be unnaturally high.

## **Review Blogs: How to Enjoy Fast Traffic and Easy Money from Google**

The traffic you generate from review blogs is not always sustainable long-term, but it can be a great short-term strategy. You can target long tail keywords and enjoy increased traffic from the search engines.

Review blogs are quick to set up, especially if you're using WordPress. They can be great ways to make money as an affiliate.

It's recommended you devote one blog for each product, or group of related products, you choose to review.

For example, ProductX is on the market. Set up a WordPress page and call the site [www.dlwmmm.com/productx](http://www.dlwmmm.com/productx) Here you would post your opinions, comments and recommendations (see below for more information) and then your affiliate link associated with ProductX.

Anyone reading your review can then choose to click your affiliate link or not. If so, the owner of ProductX makes money and so do you.

If you are active on social networking sites such as Facebook and Twitter, you can link to your latest review post by updating your status. This way you can direct people who are interested in the product to your post.

## 4 Fast Tips for Review Blogs

### 1. Is Your Opinion Qualified?

To review a product in depth you must know that niche inside out. Your background gives you the authority to speak out about the product you're reviewing.

You will stand out a mile as a fraud if you know nothing about the product or niche you are talking about.

### 2. Give A Detailed Review

The purpose of your review is to help your reader's decide if they should purchase the product you're reviewing, or not to bother.

Talk about what is different about the product in comparison to other similar products. And bring your readers as close as you can to the product by using photos, examples and video.

Being detailed and comprehensive is the way to go. It's disappointing if your readers find skimpy information that doesn't really tell them anything.

Chances are, they will skip to the next review and someone else will make the affiliate commission.

### 3. Be Honest

Your post must be honest and present every side. Talk about the good, the bad and the ugly. It's not fair on the reader to leave out vital information. Speak out honestly without being rude or overly biased.

Your readers want to know who the product is best suited for. It is your job to let them know.

#### 4. Where to Buy

If after reading your review, your readers have decided the product is for them... they will want to know where they can obtain it from.

Clearly have your affiliate link on your website review page so those who want to purchase it immediately can do so.

### **Guest Blogging: Why Bother Writing for Someone Else's Blog?**

When you share the same niche as other influential bloggers, and you guest-write on their blog, you can reach out to their readers. This is a great traffic generation strategy, and it doesn't cost you anything.

When done correctly, you can position yourself as an expert and direct traffic back to your site. Obviously the more readers the other influential blogs have, the more people you can reach.

Once you build a relationship with other bloggers this opens the door to promoting each other's products later on.

If you are not seen as an authority in your niche, you will have to start small. Credibility must be earned, not demanded. Start with the smaller blogs in your niche and then work your way up to the bigger ones.

Aim to do at least one quality guest post a week.

### **3 Places to Find Guest Blogs to Write For**

If you don't have a pre-existing relationship with other bloggers in your niche who you can easily write for, use these tips to get started...

#### 1. Google

Go to Google and type in your niche into the search bar with the word 'blog' at the end. So if your niche was Italian cooking then you would type 'Italian cooking blog' into Google.

You can also visit Google blog search at [www.dlwmmm.com/bsearch](http://www.dlwmmm.com/bsearch) and type in your niche. Here you'll find many blogs.

## 2. Delicious

To quickly help you find blogs on your niche, follow this simple formula. If your niche was on golf then you would type in: <http://delicious.com/tag/blog+golf>. Then everyone who has bookmarked and tagged blogs on golf would come up.

(And if your niche was Italian Cooking you would type in: <http://delicious.com/tag/blog+italiancooking>)

## 3. Technorati

[www.dlwmmm.com/tec](http://www.dlwmmm.com/tec) is one of the best search engines for blogs, where you can search for tags people have used to describe different blogs.

# 3 Tips Before You Contact A Blogger

It's no good rocking up out of the blue and expecting every blogger you contact to instantly agree to you guest-writing on their blog.

Here's what you need to do first...

## 1. Establish Your Credibility

Show that you can be trusted. If you've already guest-written on other blogs, mention those posts and give them links so they can see for themselves.

If you've never written on other blogs before, you have to prove your value. Give them links to your own posts so they can see your writing style and familiarize themselves with your knowledge.

## 2. Prove You Are a Fan

Do your research first. Find out as much as you can about the blogger you want to write for. Subscribe to their blog so you know what they write about and what their personal passions are.

Comment on their blog posts as a reader first. Show you have an intelligent point of view to share.

Then when you contact them, they will appreciate you know a bit about them. They may already recognize you from your comments.

### 3. Demonstrate Your Value

Go ahead and write a ‘mock’ post for them. Show them that the content you have to offer is valuable and will benefit their readers.

When you take the initiative they will respect your action. Not all bloggers will accept your content, but if you’ve done your research and not repeated material they’ve blogged on previously, you are in with a good chance.

## **How to Craft Your Guest Post: 5 Practical Tips**

After you’ve secured your guest post spot, ensure you don’t blow this opportunity by following these five tips...

### 1. Give Valuable Information

Don’t be shy to offer really great tips. It’s likely the person you’re guest-blogging for, will give a link to your site. Give thoughtful, unique and valuable information that people can put into practice immediately.

### 2. Engaging Headline

Your headline must be attention grabbing, snappy and emotionally engaging. No one will read your post if your headline is dull. You must give the readers a reason to read your post. Promising them a benefit is often a powerful way to emotionally engage them.

### 3. Consistent Layout and Style

When the layout of your guest-post matches the other blogger’s you’ll retain consistency. Using different fonts, sizes and distracting graphics will only confuse the readers.

#### 4. No Pitching

The purpose of a guest post is not to rave about yourself. Do not promote your own blog or pitch your own or someone else's product. Definitely don't put any affiliate links on your guest post.

#### 5. Deliver in HTML Text

Make it as easy as you can for the person you're blogging for to use your post. Send your guest post in an HTML text file. To do this you can create and format your post on your own blog (but don't post it). Then copy and paste the HTML version using a text file.

Make sure the HTML you use is blog friendly; that is, compatible with WordPress. (HTML generated by MS Word and DreamWeaver is often not compatible.)

## **Article Marketing: Articles: A Corner Stone of Traffic Generation**

Article marketing is a great way to generate consistent traffic to your website.

Basically your article is all about giving great information. Don't pitch here. At the end of your article, in the resource box, you can suggest that if the reader likes what you have to say, then they can go to your website to get more free information.

Publishing articles also establishes you as an authority in your niche. When your articles are included in an article directory, others can use your article on their site (as long as the resource box details are intact).

This means you can earn many quality back-links to help with your SEO as well as gain free, qualified traffic.

## Write it Yourself or Outsource?

You have two options when it comes to article writing:

1. If you are focused and know your topic inside out, then it's easy to write your articles yourself.
2. If you hate writing or don't have the time, it's recommended you outsource it. It's your job to ensure the person you find to write your articles has good command of the English language. Using Ezine Article's Editorial Guidelines is good practice to follow when writing any article for yourself or outsourcer. Visit: [www.dlwmmm.com/ezineguidelines](http://www.dlwmmm.com/ezineguidelines)

## 5 Key Points to Consider When Crafting Your Article

### 1. The Top Site to Research Great Content

If you aren't familiar with your topic, read 5 articles about it and then write out the information in your own words the collective gist from what you have learned.

Using pre-written articles as a guide and then making their information your own is a quick way to create an article.

Go to [www.dlwmmm.com/digg](http://www.dlwmmm.com/digg) and type your niche into the search box. You'll find many popular articles related to your keyword. Use the 5 articles with the most amount of 'diggings' to base your own article on, to ensure mass appeal.

### 2. Uniqueness

If your articles are not unique they won't be accepted by the article directories you submit to. You can't have exact phrases that are word-for-word copied from someone else (this is plagiarism).

Especially if you are outsourcing your articles, you want to check that the articles you are paying for are indeed unique. Simply copy and paste your article into CopyScape's search box. [www.dlwmmm.com/copyscape](http://www.dlwmmm.com/copyscape) to find out. It is worth paying the 5 cents per search, rather than over risking

your account being banned.

### 3. Keywords

Your keywords are terms that you want to rank for in Google. Although a keyword can be literally one word, it's easier to rank for a long tail phrase with 2-4 words, as they have less competition.

Use Google's keyword search tool and type in your niche. This way you'll find out the exact phrases people are using when they search.

Aim to focus on one keyword phrase for each article you write. Don't consciously think about using it too much, just write about it naturally.

Be sure to include it in your headline too.

### 4. Creating a Headline that Drives Traffic

Your headline is crucial. If it's bad, no one will want to read your article. But if it's engaging, everyone will want to read it (and it is more likely to get posted on other people's websites as well).

Using specificity, promising a benefit and arousing curiosity are all great elements to use in your headline.

Keep a file of all the headlines you've read and study them. Ask yourself what makes them good? And then use them as a guide to model your own headlines on.

### 5. Article Length

Aim for at least 450 words and less than 750 words per article. You want to deliver quality information as concisely as you can.



## 5 Types of Articles

Before writing an article, you need to consider what type of article you're going to write. Different article types are better for different topics and situations.

Here are five common article types...

### 1. List Articles

A list article is when you collate different pieces of information that is related to one topic. These articles are one of the easiest and fastest to write.

'7 Ways You Can Lose Weight Naturally', '5 Quick Tips to Make More Money' and '3 Easy Methods to Acquire New Customers' are all examples of list articles.

Take each point you're making and turn that into one paragraph.

### 2. Inspiring Articles

Inspirational articles do just that—inspire and encourage the reader in a positive way to be or do better. Often these articles will cover a typical problem many people have, and then detail how an individual or series of individuals overcome the same problem.

Often the people used as an example are 'ordinary' people. This is so the readers can connect and feel that they too can achieve similar results.

### 3. How to... Articles

'How to' articles are a popular framework to use. These articles break down a difficult task (or a task that is often done incorrectly) into easy step-by-step actions.

This gives the readers a clear guide on exactly how to achieve something. Once you've given the detailed information on how to do something you can add in a clever marketing trick.

Tell the readers you have an even easier method and they can obtain the information for free, when they click on the link in your resource box.

#### 4. As Told To... Articles

Usually the articles you write will be in the third person. But in 'as told to' articles they are written in the first person, which helps readers connect more with the article.

Many people have great information, but are not good writers. They can tell them to you (the writer) and you can help get their message across effectively. The great thing is, you can use their direct words in different places to emphasize a point.

This is essentially being a reporter using one person as the source. It tells someone's story and allows for an emotional connection to take place.

#### 5. Round-Up Articles

This is where you give the main points from a variety of different sources. For example, you may interview different experts to gain their thoughts on a particular subject.

It's your job to present everyone's opinions, points of view and reasoning. Again this is a reporter's perspective, but has an advantage as it allows for more controversy.

It's not your job to say who is right or wrong. Let the readers come to their own conclusions by themselves.

## **Resource Box Guide**

Your resource box is where you encourage your readers to click on your link to find out further information. It's best to link to related content, such as a post on your blog or a specific website page than to link directly to an affiliate link.

A good marketing technique is to have the reader go to a squeeze page and opt-in to your autoresponder. Then you can keep in touch and build a relationship with them. When you give people more valuable information your credibility is being built.

And people buy from those they know, trust and like.

It's worth spending time creating a separate resource box for each article you write. When you alter the information slightly to match the information in your article, your resource box becomes more relevant.

Just make sure your resource box gives them a reason to want to click on your link. Also for SEO purposes, try to make the link contain keywords you want to rank for.

## **Example Resource Box**

Keep it as brief as you can, while covering all the vital information. Include your name, why you are different and your enticing call to action. Your call to action is what will make people want to click on your link.

Here are two examples:

1. To receive your free 56-page recipe book on Italian Cooking, please visit <http://www.YourSite.com/ItalianCookingRecipeBook>. Your Name is the author of [www.YourSite.com](http://www.YourSite.com) where s/he has spent 5 years travelling the restaurants of Italy.
2. To find out 7 Easy Tips on How to Lose Weight the Natural Way go to <http://www.YourSite.com/HowToLoseWeight>. Your Name is the author of [www.YourSite.com](http://www.YourSite.com) where s/he specializes in losing weight permanently, the natural way.

## Manual or Automated Submission?

Whether you personally submit your articles or outsource someone else to submit your articles, it's best to go the manual route.

When you use automated software, the search engine's see hundreds of articles in a short time being submitted. Naturally they become suspicious and you risk your site being de-indexed.

## Top 3 Places to Submit Your Articles

There are multiple article directories you can submit your articles to. It's recommended that you focus on these three article directories as they enjoy plenty of traffic and have high page rank. (All three mentioned below have a page rank of 6.)

1. Ezine Articles

Go to [www.dlwmmm.com/ezine](http://www.dlwmmm.com/ezine) to set up your free account. Read what it takes to get to Platinum status before you submit any articles, and you'll reach this status more quickly.

2. Articles Base

Visit [www.dlwmmm.com/base](http://www.dlwmmm.com/base) to register your account. Approval time is quick.

3. Go Articles

Set up your free account at [www.dlwmmm.com/goarticles](http://www.dlwmmm.com/goarticles) today. It's easy to post to and will give you some fast back-links.

## **Niche Forums: The Fastest Way to Get In Front of Your Customers**

Throughout the internet, there are communities of people all passionate about different niche topics.

Contributing to a forum in your niche can damage your reputation if done incorrectly. But when done right, niche forums are a great way to build your credibility, establish your authority and of course drive traffic back to your site.

### **3 Time-Saving Tips to Finding Your Niche Forum**

It can be a time-consuming experience wading through all the forums on the internet.

It's important you don't just contribute to any forum on your niche. You need to find the most effective one or two forums that will generate you the most amount of traffic.

Here are three quick tips to help you get started...

#### **1. Clear Intention**

If you don't know what you're looking for, how will you know when you come across it or not?

Make a list of the most appropriate niches for your product. Think which niches could benefit from your product, without limiting yourself to the most obvious.

#### **2. Search Google**

One at a time, type in the niches that you think your product will help out the most into Google. For example, if the niche you are going after is cat toys, you would type 'cat toys forum' into Google.

The most active forums with the most amount of members should show up on page one. Investigate these first.

### 3. Contribute Before Pitching

Once you've found and signed up to your forum(s) of choice, do a bit of research first. Read through past and present discussions to get a feel for how people interact with each other and how much they know.

Introduce yourself, ask questions and post comments on other people's posts. It's important you earn everyone's trust.

Once you've proven yourself as a valuable and reliable forum participant, then you can mention your product. Depending on the forum, will depend on how long this may be, but it should be a few weeks at the very least.

## 4 Forum Etiquettes

Keep in mind that you are an outsider. Many forums are like close family, and you have to prove yourself before you are accepted.

Keep these four tips in mind...

### 1. Follow the Leader

See if you can identify the key people in your forum. Most forums will have a few dominant people within them. It's important you earn these people's trust as they have positive influence over the rest of the forum.

### 2. Maintain Consistency

It's no good posting 2 comments a day for a fortnight and then not contributing for 6 weeks. Ensure you post regularly and consistently.

### 3. Add Value

Your purpose is to add value, not to be a nuisance and spam everyone with comments about your product.

Add thoughtful, helpful and detailed advice. This is the way your reputation becomes credible and you'll work your way up to authority status faster.

#### 4. Become an Expert

You will be seen as an expert in your niche once you have earned it. After you have helped everyone out and demonstrated your knowledge, then you can benefit too.

Others will naturally seek you out. Now mention your product, but only in the context of how it can help them. Be sparing with this approach.

Most of your traffic should come from your signature...

## **Your Signature**

When it comes to your signature, different forums have their own rules about what you are allowed or not allowed to have. So check first.

You may be allowed HTML, or bolding may be disallowed.

When you consistently give valuable comments and offer advice to your niche forum, you'll gain everyone's trust.

The more you are respected and seen as an authority, the more people will click your signature link. You'll have more qualified traffic that'll direct back to your website.

Try to use a tag line to your URL that summarizes the benefit of visiting your site, such as 'Free information, resources and e-book on...'

## **Social Bookmarking: The Potential to 'Go Viral'**

Social bookmarking is where other people tag your site and then 'save' it to look at later. But instead of saving it to your browser, it's saved to the web.

It's a quick way to sort through and share information.

If someone in authority bookmarks your site, then others who respect their taste in sites may decide to visit your site too.

If your product goes viral (meaning those who are referred to your site, then refer others themselves), huge amounts of traffic can stop by your site—in which case social booking can be a great short-term traffic generating strategy.

Google also notices when someone bookmarks your site. And when enough people bookmark it, you'll get a higher ranking on Google.

### **5 Trends for 'Going Viral'**

Different social bookmarking sites have their own audiences. Many sites focus on one genre.

Your job is to decide which site your content is best suited for.

However, going viral is the exception rather than the rule. It is hard to predict what will 'go viral' on the social bookmarking sites. To increase the likelihood of this happening, take note of these five common trends...

#### **1. A 'Top 10 List'**

Top 10 lists are engaging. They're usually easy to read and arouse people's curiosity.

People are interested to see if there are additional tips they can pick up that they didn't know before.



## 2. Unusual 'How To's'

I'm not talking about the usual content that is always being re-hashed. I'm talking quality tutorials revealing an uncommon angle about your niche. Provide a great video with detailed, easy-to-follow steps.

## 3. Scandalous

Controversial material always attracts attention. See if you can tie your product into current affairs that people are talking about.

Controversy encourages people to take sides, and stirs up emotions in people not usually voiced.

## 4. Humorous

Often ludicrous things entertain us. Is there a silly angle you can tie in with your product that grabs attention without detracting from the quality of your product?

Most of us are familiar with Blend Tec who uploaded a series of videos on YouTube to see if everyday items would blend in their blender. It's entertaining to watch and brands their product too. Very clever.

## 5. Wacky, Crazy and Mad

Although 'off-the-wall' content attracts attention, it's important you keep it real. If your product cannot be tied into something crazy, leave it to someone else who can pull it off.

## **How to Automate Social Bookmarking**

Bookmarking your content can be time consuming, so don't tackle all social bookmarking sites. These five sites are among the top performing: [www.dlwmmm.com/delicious](http://www.dlwmmm.com/delicious), [www.dlwmmm.com/stumble](http://www.dlwmmm.com/stumble), [www.dlwmmm.com/digg](http://www.dlwmmm.com/digg), [www.dlwmmm.com/buzz](http://www.dlwmmm.com/buzz) and [www.dlwmmm.com/propeller](http://www.dlwmmm.com/propeller).

If you're looking for a free service use SocialMarker. This site will bookmark your content on 48 of the most popular social bookmarking sites.

To bookmark on more sites use [www.dlwmmm.com/bookmarkingdemon](http://www.dlwmmm.com/bookmarkingdemon).  
(This is a paid service.)

## **Tutorial Sites:**

### **How is Traffic Generated Through Tutorial Sites?**

A tutorial site is composed of a series of videos, audios or text explaining how to do something.

Learning through video and actually watching how something is done is a lot easier than trying to follow instructions for many niches.

Audio is less popular than video and appeals to less people, but still has potential in many niches.

Some people enjoy learning via text and prefer following a written step-by-step plan.

Traffic is generated when you direct people back to your site with an enticing call-to-action; such as, giving them further valuable or free information.

### **Where to Submit Your Tutorial Site? 3 Options**

Depending on what your product is, it may make sense to create your own tutorial site.

Or perhaps your product is better suited to submitting your videos and articles to tutorial submission sites.

To help you decided, this is what is involved (though chances are you will want to do both):

1. **Dedicated Tutorial Sites**

Depending on your niche, you may be able to find dedicated tutorial sites aimed at your niche. To find out, type in 'your niche tutorial submission sites' into Google's search bar to see what comes up.

The traffic generated from niche specific sites will be highly targeted as these people are already interested in your niche.

## 2. General Tutorial Sites

If you cannot find a tutorial site dedicated to your niche, submit it to the more generic tutorial sites such as [www.dlwmmm.com/ehow](http://www.dlwmmm.com/ehow), [www.dlwmmm.com/goodtutorials](http://www.dlwmmm.com/goodtutorials), [www.dlwmmm.com/tutorialized](http://www.dlwmmm.com/tutorialized), [www.dlwmmm.com/outpost](http://www.dlwmmm.com/outpost), [www.dlwmmm.com/tutorialcenter](http://www.dlwmmm.com/tutorialcenter), [www.dlwmmm.com/tutorialsarden](http://www.dlwmmm.com/tutorialsarden) and [www.dlwmmm.com/tutorialkit](http://www.dlwmmm.com/tutorialkit).

These may not be as dedicated, but they do get a lot of traffic and often rank well in the search engines.

## 3. Your Own Tutorial Site

The other option you have is to create your own tutorial site based around your niche. This is a long-term traffic generation strategy.

(Plus, if you submit your tutorials to YouTube and embed them on your site, it's possible to generate traffic quickly if you answer questions people ask you.)

Do some keyword research to determine if people are searching specifically on your product, or whether they're searching on your niche. Then either buy [www.dlwmmm.com/yourproducttutorials](http://www.dlwmmm.com/yourproducttutorials) or [www.dlwmmm.com/ournichetutorials](http://www.dlwmmm.com/ournichetutorials) depending on the results of your keyword research.

When you keep adding tutorials to your website, you'll build up an authority site that will rank highly on Google. This is because your domain name is keyword targeted, and you have regular, unique and relevant content to that niche. (Just remember to do some back-linking too.)

## **Classified Ads: A Powerful Way to Drive Traffic Back to Your Site**

The type of traffic you generate will depend where you place your ad. If you place an ad in a targeted, relevant place you'll gain targeted traffic. But if you place an ad in a generic place, you'll likely get unqualified traffic.

Remember it's the quality of your traffic that counts (not the quantity).

### **3 Classified Ad Essentials**

#### **1. Sell the Click**

Don't waste space in your ad raving about your product. That's not the purpose of a classified ad.

Your job is to 'sell the click'—to entice readers with your call to action and click on your link. As soon as they've clicked the link, they have the chance to enter your sales funnel.

#### **2. To Pay or Not?**

Some sites are free to place your ad and others you have to pay.

Often paid ads will give you more qualified traffic, but this is not always the case. Testing is the key.

#### **3. Featured Listings**

Featured listings is where your ad gets a prime advertising position on their website. Perhaps they will draw attention to your ad by placing a border around it or using color.

Do your own testing to see if paying extra money, results in more targeted traffic visiting your site.

## 4 Tips to Creating Your Ad

Keep your ad as short and sweet as you can, while still keeping all the vital information in.

When creating your classified ad you need to do four things: 1. Grab Attention, 2. Spark Interest, 3. Create Desire and 4. Promote Action. Let's have a look at these in more detail...

### 1. Grab Attention

Because your ad will be next to many others, yours must stand out. If you can use graphics, as this will help.

If you're only allowed text, the only way to ensure your ad stands out is to use words. (Avoid using exclamation marks, all capitals and these symbols—@#%&\*—because they just shout SPAM or scam.)

### 2. Spark Interest

An engaging headline that arouses curiosity will make people want to read the rest of your ad.

The same rules that apply to writing a headline for sales copy apply here, only your headline must be much shorter—perhaps just one or two words.

### 3. Create Desire

As well as sparking curiosity, you also have to create desire. Connect with your readers emotionally and highlight the hidden benefits your customers desire.

This may be confidence, power or security. People don't want your product, they want the intangible benefits your product promises.

#### 4. Call To Action

By now your reader should be ready to act on your ad. This is where you give them simple instructions and explain what they need to do now.

Don't give them time to think about anything. Instruct them to take action without being bossy. Give them an incentive to follow your call to action. In short, explain what they need to do and why.

### **Where to Post Your Ad?**

Depending what your niche is will determine which sites you advertise on.

Search Google for 'your niche classified ads online' or 'your niche classified ad sites'.

It's also worth checking out [www.dlwmmm.com/craigs](http://www.dlwmmm.com/craigs) It's the 8th most visited site on the web. You can target specific geographic locations, renew your ads easily and best of all it's free (mostly).

### **Video Marketing**

Video marketing is where you use video to educate people about you or your product. You may use it to brand yourself as an authority, or to demonstrate something.

By uploading videos to video sharing sites such as YouTube, you can generate a lot of traffic and even create a virtual celebrity status.

The great thing about video marketing is that it allows you to piggy back off a larger site's SEO ranking. It is often easier to get a video ranked in Google than your own site.

There are two main types of videos you can create:

1. Screen capture: You record your computer screen to create a video. You can use [www.dlwmmm.com/camstudio](http://www.dlwmmm.com/camstudio) which is a free screen capture software, or [www.dlwmmm.com/camtasia](http://www.dlwmmm.com/camtasia) which is paid software that has many more features.

2. **Live video:** This is where you are talking in front of a video camera or webcam. This may be you at home, or perhaps a recording of a live event you have done.

### 3 Types of Videos

1. **How-To Videos**

‘How to’ videos demonstrate how to do something. These types of videos are popular with others who want to learn how to do something specific. If what you are explaining is complicated, break it down into a ‘how to’ video series.

To drive traffic back to your site, have a strong call to action where you offer more free information. It’s a good idea to have your web address in your video description.

2. **Promotional Videos**

Although this type of video is where you pitch your product, you don’t want to come across too strong. Clearly outline the tangible and intangible benefits of your product so potential customers can understand what is in it for them.

Demonstrating your product being used is a great way to do this, especially if you can think of something a little off the wall to grab people’s attention (such as BlendTech), or informative (such as infomercials).

3. **Product Release Videos**

Sometimes it’s helpful to create a series of videos when you are launching a new product.

By communicating how your product can help your customers, you can create a buzz of what to expect. This anticipation can increase your sales, as your customers are already warmed up.

These videos often contain less demonstrating of 'how to' or of your product being used, but plenty of focus on the results it will deliver. Be sure to include education too. Teach people why they will need your product or service.

## Video Submission

Once you have made your videos, you will want to submit them to a video sharing site so others can find them. [www.dlwmmm.com/youtube](http://www.dlwmmm.com/youtube) has the clear monopoly over the video sharing sites. For this reason it makes sense to harness their huge amount of existing traffic.

In addition to this, you may find a more specific niche site to submit to as well. This way you will find the mass traffic and the dedicated followers in your niche. (Search for 'Your niche video site' in Google. You may or may not find something, depending on the topic.)

## 3 Top Tips When Submitting Your Video

These three tips will ensure you are submitting your videos to maximize the number of views and traffic.

### 1. Keyword in Title

If possible, have the keyword you want to rank for not only in the title, but at the beginning of the title as well. Remember to make the title like a headline if you want people to watch your videos.

### 2. Website Link

Include your website link at the beginning of the video description. To ensure your website is hyperlinked (in YouTube at least) use <http://> at the beginning of the URL.

Ensure to give a good reason for clicking on the link too.



### 3. A Secret Technique...

Find a video that has lots of views and is popular, that is related to what your video is about. Copy this video's tags and use them for your video.

You'll gain more views and extra traffic to your site because you are piggy-backing off other people's views. When someone watches this popular video, your video will come up in the related videos section.

## Adding Value or Clutter?

When you upload the same video to multiple video sharing sites, you are essentially cluttering the internet with the same content. Even if you change the title and tags, it just fools people into thinking you've put out new content, when it is not new.

It's questionable if you are really adding value. For this reason, I recommend you find out where your audience is and focus your energy on uploading your videos to those one or two main sites.

Different video sites have different audiences, so target yours carefully (though I would always include YouTube simply because of its ability to get videos found in Google, and the sheer volume of traffic).

If you want to have a scatter gun approach to your video marketing and upload your videos to every video site you can, you can use automated video submission services. [www.dlwmmm.com/tubemogul](http://www.dlwmmm.com/tubemogul) is free, or you can pay to use [www.dlwmmm.com/trafficgeyser](http://www.dlwmmm.com/trafficgeyser)

## Podcasts

Podcasting is a form of broadcasting using audio on the internet. Podcasts became popular when many iPod users started downloading the audio broadcasts onto their iPods. (This is where the term came from, 'iPod' and 'broadcasting'.)

Creating a podcast is a great way to tap into the lives of busy people who like to hear and watch information on the go. Not everyone likes to read and watch

information from their computer screen.

When someone subscribes to your podcast feed, your podcast is automatically downloaded. This increases the number of people listening to it.

Having a strong call to action where you refer your listeners back to your website for further information generates traffic for you.

## **Your Podcast Topic**

Your podcast can be about anything at all related to your niche. You may do a podcast on frequently asked questions, common myths or a regular ‘news report’ on your industry.

Make sure you deliver valuable, informative material in your podcast. If it is dull, people will switch off and not hear your call to action at the end of your podcast. (This means no traffic to your site.)

One quick way to generate material for a podcast is to interview experts in your niche. As long as you ask questions your listeners are wanting to know, you will gain great information and build your reputation through association.

## **Recording Your Podcast**

There are two main ways you can record your podcast:

- 1) In a studio style setting (even if this is your home office). To achieve this, get a decent microphone such as one of the USB microphones from Blue. You will also need audio software. Audacity is free and will easily record your podcast.
- 2) Live telephone recordings, such as interviews or webinars. You can record telephone interviews via [www.dlwmmm.com/skype](http://www.dlwmmm.com/skype) using [www.dlwmmm.com/pamela](http://www.dlwmmm.com/pamela)

## Publishing Your Podcast

Publishing your podcasts allow others to easily find your content. This can be a great way to drive traffic to your site, as many people search for podcasts on a daily basis.

Here are three easy ways to publish your podcast...

### 1. Publishing via iTunes

After you've signed up for an account with the iTunes program, click 'Podcasts' on the left hand menu. Next, click 'Submit a Podcast' and then enter in your podcast feed URL. Lastly, follow the easy instructions on the site.

### 2. WordPress Blogs

If you have a blog that was built using WordPress, you can also use the 'PodPress' plug-in. This allows you to upload your MP3 podcasts and easily submit them to your blog.

(PodPress will also automatically submit your podcast to iTunes and a couple of other podcast directories.)

### 3. Podcast Directories

To increase your exposure, you can submit your podcast to multiple podcast directories.

Much like video submission, it is your call whether you target the sites where your audience already exists, or try and guess by submitting your podcast to them all.

Here are five popular podcast directories... [www.dlwmmm.com/all](http://www.dlwmmm.com/all), [www.dlwmmm.com/odeo](http://www.dlwmmm.com/odeo), [www.dlwmmm.com/blink](http://www.dlwmmm.com/blink), [www.dlwmmm.com/blogex](http://www.dlwmmm.com/blogex) and [www.dlwmmm.com/digitalpod](http://www.dlwmmm.com/digitalpod)

## **Social Networking**

Social Networking is a huge trend that has been popular for the last three or four years. Sites such as Facebook, Myspace, and Twitter continue to grow in popularity.

These sites have so much influence, they've even changed how we use the internet.

Many social networking sites have dedicated groups where like-minded people can come together to communicate their love of a certain topic.

When you tap into groups formed around your niche, you can tap into an already interested group of people and funnel them back to your website.

### **3 Tips for Social Networking Traffic Success**

When it comes to social networking sites, there is certain unspoken protocol you must follow. Let's take a look at three of the most important points...

1. **No Pitching!**

'Regular' people who participate on social networking groups do not want to be sold to. It's important you don't join a group and then only ramble on about your product.

2. **Build a Relationship**

You need to participate and provide the rest of the group with real value. The more valuable information you give, the more people will come to view you as an authority figure.

Once you've built a strong relationship and have earned the reputation of a respected member of the group, then you can mention your product.

3. **Be Real**

Nobody likes salespeople, or people who 'know it all'. Reveal your personality and show you're a real person. If you're talking about your

product, always tie it into daily life to keep it real. When you keep it friendly and casual, people will be more likely to contact you about your product, than if you are too professional.

Really, it is much the same protocol as posting in forums or commenting on blogs.

### **3 Quick Ways to Improve Your Profile**

All social networking sites give you a profile. This is where you have the opportunity to reveal who you are.

Here are three easy tips to improve the way you come across in your profile...

#### **1. Language**

Take a look at the language you use on your profile. Is it friendly, warm and nice? You want to speak in such a way so others want to get to know you better.

#### **2. Profile Photo**

A picture really does tell a thousand words. Ensure your photo is recent and portrays the best side of you. Upload a close-up photo so people can get a sense of what you might be like.

#### **3. Attitude**

Do you project a negative or positive attitude when you post or comment? You don't want to be known as 'the moaner' or the 'bitchy one'.

By giving information freely, generously and sharing yourself, you'll build a strong relationship with the other members of your social networking groups.

## Google AdWords

Google AdWords is the largest PPC network, and perhaps one of the fastest ways to generate targeted traffic to your website.

Pay Per Click (PPC) is simply paying per visitor. Cost Per Click (CPC) is how much you have to pay. With PPC networks, it is free to run your ad, but you pay for each time a prospect clicks on your ad and goes to your site.

As a website owner, you can advertise and have your ad show either in Google's search results, or on a related website displaying Google ads.

After you've created a Google AdWords account and written your ad, traffic can come to your website pretty quickly.

**Caution:** If you don't know what you're doing you can lose a lot of money.

## Where is Your Ad Placed?

Google determines where your ad is placed and this is decided based on two main factors:

1. The cost per click bid and how much you are willing to pay when someone clicks on your ad.
2. Your quality score rank Google gives you according to their criteria (that they don't publish in full). The most important thing is how relevant your ad, landing page and website are.

## Setting Up a Campaign in AdWords

Decide if you are going to promote your own product or an affiliate's. Do your research to ensure it is something that people want.

[www.dlwmmm.com/keyword](http://www.dlwmmm.com/keyword)—gives you an idea what keywords (and those related) people are searching for. You'll also get an idea how many times people search for those keywords.

Traffic: The Life-Blood of Your Business

If you haven't already, set up an account with [www.dlwmmm.com/keyword](http://www.dlwmmm.com/keyword) (this costs five dollars to activate).

Set your daily budget so you don't spend more than you can afford. and then set up your ad groups...

## **Creating Your Ad Groups (Campaigns)**

To start with, only set up three ad groups. You can monitor your campaigns, tweak your bid prices and improve your click through rate by testing different ad copy.

Use three main keywords and build a separate campaign around each of them. This will give you a higher quality score and help keep your ads relevant.

Before writing your ad, type each keyword into Google. Look at all the paid ads and see what they are paying. Pay close attention to the one in the top spots.

## **6 Tips When Writing Your Ad**

When writing you own ad you must ensure it complies with Google AdWord's restrictions (see their terms and conditions for the small print).

Your headline must have no more than 25 characters. The two description lines must be no more than 35 characters each, and your display URL must be no more than 35 characters.

Here are seven tips to remember when crafting your ad:

### **1. Headline**

Your headline must attract the attention of the reader with an engaging and powerful headline that makes them want to read more.

## 2. Keyword

To maintain relevance, ensure your main keyword or keyword phrase is in your ad title. If your keyword is contained in the headline and in the copy you will help reduce the price you pay per click.

## 3. Alluring Ad Copy

After your headline has grabbed your reader's attention; you now need to work hard to maintain interest. Keep writing your ad until it reads as alluring and inviting.

## 4. Create Desire

The aim of your ad is to create desire, so that they want what you are offering and they want it immediately. Desire is a strong emotion that increases sales.

Remember that you are not selling your product, you are selling the click. That said, be careful...

If you offer a free report you may get many clicks, but you may not get many sales. Why? Simply because you attract a lot of freebie seekers, not necessarily buyers.

## 5. Action

Once you have created desire, now is the time to tell your readers how they can obtain what you have hinted at.

Tell the reader to click on your link—this is the action you want them to take.

## 6. Daily Budget

Set a daily budget to see how you go. Testing is the key to being successful in AdWords. Ensure your ad is profitable before you start paying out a lot of money.



## **Other Pay Per Click Companies**

There are other PPC companies that may be less risky and cheaper than Google AdWords.

[www.dlwmmm.com/ms](http://www.dlwmmm.com/ms) and [www.dlwmmm.com/yahoo](http://www.dlwmmm.com/yahoo) are two other examples of other pay per click companies that usually have less competition and lower clicks than Google AdWords.

They have less competition; however, also produce less traffic. (There is nothing stopping you running campaigns on multiple providers and getting the best from all of them.)

# Chapter 15.

## Action Steps

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- Decide which of the traffic generation strategies in this chapter you want to use. For now just pick three (not including an affiliate program).

Write a few paragraphs on how you will apply each one to your business. Add the action steps you need to take to make them happen to your marketing plan from the previous chapter.

- If you need someone else to help with this, assign the tasks to them.

Be clear on what you want to achieve, how, why and by when. Too often one of these critical questions is missed and miscommunication results.

If you are responsible for generating the traffic, then create a reminder system so you follow through. Try and set aside at least 30 minutes each day to work on traffic building. If you can do more, then even better.

# Chapter 16.

## Affiliate Recruitment and Management

“Internalize the Golden Rule of sales that says: All things being equal, people will do business with, and refer business to, those people they know, like and trust.”

~ Bob Burg

## Affiliate Recruitment and Management

**W**e have already taken a look at affiliate programs, but let's look at them in more detail. If you don't have an affiliate program yet, you should.

Offline businesses in particular, could use this much more than they do.

For example, a florist could partner with funeral homes, wedding planners and even photographers to provide commissions for referrals.

Electricians can partner with builders, plumbers, real estate agents and electrical or lighting stores and do the same.

### **Why Have an Affiliate Program? Another 3 Reasons...**

An affiliate program is a system that allows other people to sell your product or service on your behalf in return for a commission.

### **3 reasons how you can benefit from an affiliate program...**

#### 1. Extra Targeted Traffic

When you have lots of people out there promoting on your behalf, you can harness new traffic and reach a wider net of people.

When you leverage off other people, you don't know who their contacts are. They are likely to reach people you can't.

#### 2. Saves Time

Some people have huge lists, others smaller ones. Regardless, they have spent years growing their lists.

When someone agrees to promote for you, you're essentially making the most of the relationship they have with their lists. You're piggy-backing off their already established credibility.

### 3. More Money

Increased traffic and credibility means you'll generate more sales in less time. And at the end of the day, more profit is what we are after.

## Creating Your Affiliate Program: 4 Tips

### 1. Cookie Length

A cookie is essentially a tracking code which identifies each affiliate. It's used to monitor how many sales each affiliate makes for you.

If an affiliate sends a customer through their link, that piece of code or cookie is stored on their computer. This lets the system know which affiliate sent the customer should they decide to buy, so you know how much commission to pay and to whom.

Lifetime cookies mean they have no expiry date. They last forever, which obviously benefits your affiliates. If you have a 7 day or 90 day cookie they will expire after the specified length of time.

If a customer buys after the expiry date (say 8 days or 91 days) then the affiliate is not given any commission. (Amazon have no cookie length—they only pay if a customer buys in the same session that they click on the affiliate link.)

### 2. Payment Threshold: How Much?

You need to decide how much an affiliate makes before you pay out their commissions. \$50-\$100 is pretty standard.

But it's motivating for your affiliates to pay out at a lower rate (such as \$25) so they get their money faster.

### 3. Last or First Affiliate Wins?

It's up to you which you prefer. Last affiliate wins is the industry standard.

The last affiliate who sends a customer the affiliate link pockets the commission.

First affiliate wins is where the first affiliate who sends a customer gets the commission. Neither system is better; it just depends on your strategy. Just ensure to let your affiliates know which system you are using.

#### 4. What Percentage to Pay Out

Many affiliates will only promote when the commission you're offering is at least 50% (especially in the Internet Marketing niche).

Offer more if you can. Remember that it's better to give 50% or 75% commission off thousands of sales than to hoard 100% of just a few sales.

If you have high costs involved, such as providing a physical product, running a service or having a monthly program with high overheads, then you may need to give less. Again, just be sure to explain why to potential affiliates.

## **Recruiting Affiliates? 3 Essentials Before You Start...**

### 1. Check Your Product Works

It sounds such an obvious point to mention, but sometimes the basics are overlooked.

Test that your product works and does what you claim it to do. (This will also reduce your refund rate.)

Also be sure to thoroughly test the affiliate software you are using. Be very careful of cheap scripts, they are often extremely buggy.

### 2. Does Your Product Convert?

Ensure your website is receiving at least 1000 visitors to test your conversions. If your product or service does not convert, affiliates will not want to promote for you.

If you haven't tested your conversions and an affiliate recommends your product to their list and it doesn't sell, you're going to be kicked to the curb. There's no second chance here.

### 3. Commanding JV Page

This is a sales page that convinces potential affiliates why they need to join your program. Tell them all the essential information.

Tell them the results of your test conversions, how much money they can make and what training you've already prepared to make it easy for them to promote.

Your copy on this page must be strong, snappy and convincing.

The difference with your product doing OK or really flying, is largely down to the strength of your affiliates. It's worth spending some time on your JV page so you get it right.

## **Do You Need an Affiliate Manager?**

An affiliate manager is invaluable. With them on your side they will be able to create much more than you could ever do alone.

Besides recruiting and paying affiliates, affiliate managers support affiliates however they can.

Affiliate managers work on new deals and are always trying to get your product out there. They also create promotional and training material. Their role is on-going.

They also have to be on the lookout for suspicious activity and black hat behavior. If an affiliate breaks their agreement you don't have to pay them at all.

(If your affiliate manager discovers an affiliate is violating the terms and conditions, they can withhold and reverse that affiliate's commissions.)

## 3 Essential Skills Your Affiliate Manager Must Have

### 1. Networking

Networking is crucial.

Affiliate managers always need to be on the lookout for new affiliates, and new product owners to do deals with.

As well as being on the lookout for new connections they must nurture their existing affiliates and keep in regular communication.

### 2. Copy King or Queen

Because your affiliate manager will often write the promotional material, you want them to be adept at writing good copy. To be able to do this, they must have an intimate understanding of your product.

They also need to understand the psychology of why people buy.

E-mails, JV pages and custom-written material for the super affiliates all need to be created.

### 3. Natural Motivation

You want an affiliate manager who has a great attitude. Finding someone who is self motivated and has the internal stamina to keep at it, is vital.

## How to Lure an Affiliate Manager (with No Money Down)

Pay your affiliate manager based on performance.

Make their commission based around an agreed percentage of the total sales they bring in. This way they'll work their butt off (and be paid accordingly) to make your affiliate program successful.

How much to pay depends on how much you're willing to give. Three to five percent is the common benchmark, but 10% has also been heard of.



## 7 Sneaky Ways to Recruit Affiliates

If you are stumped on how to recruit affiliates, check out these 7 tips...

### 1. Existing Customers

Existing customers are good affiliate candidates because they're already familiar and satisfied with your product. They've spent money on your product and could potentially make back their money (and more).

### 2. Affiliate Directories

Manually submit or pay for a service to have your affiliate program listed where affiliates are looking for them ([www.dlwmmm.com/notify](http://www.dlwmmm.com/notify)).

You can also get exposure by submitting your affiliate program to marketplaces; such as, [www.dlwmmm.com/fusion](http://www.dlwmmm.com/fusion), [www.dlwmmm.com/cb](http://www.dlwmmm.com/cb), [www.dlwmmm.com/pay](http://www.dlwmmm.com/pay) and [www.dlwmmm.com/cj](http://www.dlwmmm.com/cj)

### 3. Forum Announcements

Forums already have traffic going to them. Make the most of the existing traffic by posting a message.

Look up forums in your niche, and look for the section that allows affiliate program announcements.

Post your message. Detail exactly what your product is, what your conversions are and how much money they can make.

### 4. Affiliate Newsletters

Affiliates are often signed up to affiliate newsletters which let them know about up and coming affiliate programs that need promoting.

Advertise in the ones that have the most subscribers. (You can find out via [www.dlwmmm.com/feedburner](http://www.dlwmmm.com/feedburner) the number of RSS subscribers, especially with blogs.)

## 5. Google Adverts

Google adverts won't bring you many affiliates, but those you do get will be very targeted because they are already searching.

Let's say your niche is to do with gardening. In your campaign you would target the keyword 'gardening affiliate program'.

Only those who are searching for an affiliate program to do with gardening are going to respond.

## 6. Bloggers

Some bloggers have great credibility because of the relationship they've built with their subscribers. The good ones have spent years building their following and are trusted.

When these bloggers recommend something, people listen, and act on that recommendation. (Most of the fans won't even bother to read the sales letter!)

Look up [www.dlwmmm.com/blogger](http://www.dlwmmm.com/blogger) to seek out the top bloggers.

## 7. Google

Yup, just search for websites that are getting traffic in your niche and contact them.

## **Potential Affiliates? How to Contact Them...**

Have an Excel spreadsheet of all the product owners and other potential affiliates you would like on board.

Include all the basic contact information, as well as how big their list is and what kind of products they sell.

Be aware that the super affiliates get letters all the time requesting them to promote everything under the sun.

Don't send the same standard e-mail. It's worth taking the time to make it as personal as you can (as they're more likely to read it). Get to the point quickly and give them all the information they need.

Write your conversion rate, who else is promoting, and how much the best affiliates are making at the moment with the product.

Make sure you follow up until you get a reply (and do not be surprised if this does not happen on the first, second or even third attempt). Being consistent, brief and polite will go a long way.

## **How to Motivate Your Affiliates**

The frustrating truth is that many affiliates won't do anything. They won't promote, or they'll promote halfheartedly.

You need strategies in place to motivate your affiliates into action. Keeping in touch is vital.

### **1. Training**

The more training you can provide for them the better. Mix it up. An affiliate newsletter, a blog providing new training, and e-mail updates outlining new tools you've created or conversion tips, are all good examples.

### **2. Competition**

Perhaps you could hold a competition (two weeks is an optimal time frame).

Have a prize for whoever makes the most sales, and also give the same prize to any random affiliate (that you pull out of a hat) who makes at least one sale.

This gives hope to some of your smaller affiliates who will be willing to give it a go. Knowing they too have a chance of winning the same prize as a super affiliate, can be extremely motivating.

You win, because more affiliates are going to make an effort to promote you. Collectively, all these small guys add up to significantly more sales.

This strategy works particularly well during a launch.

### 3. Phone

Phone your up-and-coming and super affiliates. It's a fast (and more personal) way of building your working relationship.

## **Star Struck? How to Handel the Super Affiliates**

The truth is most affiliates will not bring in any sales. Perhaps only about 5% will bring in the majority of traffic and sales.

It makes sense to focus on the small (but very productive) minority. It's not just the size of their list; it's how responsive they are that counts.

The super affiliates who bring in the bulk of the traffic and sales need to be looked after, and looked after well.

Make it easy for them by having your affiliate manager custom-create promotional material for them. If they have proven results, this is definitely worth it.

The big guys won't want to send out the same material other affiliates are sending out. Having the same swipe copy you give to everyone else is not good enough.

Go the extra mile and create a free report tailored just for that super affiliate to give to their list.

Pay super affiliates more. This makes sense if they're the ones bringing in the bulk of the sales. You may also consider opening up a second tier commission for them, if they can bring in more affiliates for you.

# How to Set Up Your Affiliate Program the Right Way: 6 Tips

All affiliate programs are not born equal.

The trick is to identify what is already working and then model those same aspects. This will ensure you have a strong affiliate program from the beginning.

Here are six quick tips to ensure you set up your affiliate program the right way.

## 1. Stable System

[www.dlwmmm.com/cb](http://www.dlwmmm.com/cb), [www.dlwmmm.com/fusion](http://www.dlwmmm.com/fusion), [www.dlwmmm.com/cj](http://www.dlwmmm.com/cj) and [www.dlwmmm.com/pay](http://www.dlwmmm.com/pay) are a few examples of stable affiliate systems.

You want to make sure your affiliate tracking and management system is tried and tested. The disadvantage of ClickBank however, is that it's difficult to manage affiliates, and you cannot provide them with custom tools without the use of a 3rd party service or script.

## 2. Pending Period

It's recommended you set up a pending period where affiliates can't access the commissions they've made until that time period is up.

This is to allow time for product refunds. Let's say you have a 60 day refund period, you don't want an affiliate to get paid for a product that's been refunded.

## 3. Affiliate Links

With some affiliate systems you have to manually copy their affiliate link (and their names) and insert it into the e-mails.

Whereas, some affiliate programs allow you to send e-mails with the affiliate's link automatically embedded into the e-mail. This saves them time and effort and therefore increases the chances they will promote.

If you choose to use many different services patched together, this can be difficult (or in the case of ClickBank where you cannot contact affiliates directly, impossible).

Integrated systems such as FusionHQ makes this easy and your affiliates will appreciate how easy it makes things for them.

#### 4. Providing E-mails

Ensure you provide a variety of different e-mail subject lines and a choice of e-mail body content. This way affiliates have the freedom to choose which one will appeal most to their list.

Everyone has their own writing style. Although you'll never appeal to everyone, aim to appeal to the majority. At least give them a starting point to write their own e-mails if they prefer.

If your system allows (as talked about above) be sure to include the affiliate's link embedded into the e-mail.

#### 5. Banners

Despite their bad press, banners do work. Even if people don't like them or think they're ugly, they still convert if used correctly.

A warning! So many internet marketers cram their banner with text desperately trying to sell their product in the banner.

Others use an image just for branding.

Neither of these approaches is effective for most campaigns.

The aim of your banner is to entice customers to click on it. Your banner is selling the click only, so keep it simple. It's the job of your website to sell the product.

Ensure your banner is one of these 3 sizes: 160 x 600 pixels, 300 x 250 pixels or 90 x 728 pixels.

Use an image that grabs attention and then text to create a desire and a call to action.

## 6. Custom Tools

There are all different kinds of custom tools you can create. For example, FusionHQ has an HTML tool that allows you—as a product owner—to create a big HTML page, or create HTML based promotional tools.

You may consider shooting a video explaining the wonders of your product. Underneath the video you could put some bullets. With software you could have a ‘Download Now’ button.

Once you’ve set all that up, you can convert all of that HTML code into a single line of JavaScript code.

Then, get your affiliates to copy that single line of JavaScript code and place it on their website. The video, bullets, download buttons (anything you’ve put on the JavaScript) will show up on their site—all tracked with their affiliate link.

One tool I created and included on my website was a tell-a-friend form that gave a bribe for sending traffic to the affiliate’s page. Good for me and great for my affiliates.

If you ever wanted to update the page you created, you simply log-in as the product owner, make your changes and update it.

Because your affiliates are using that single line of JavaScript code, it automatically makes those updates in all the other sites where your affiliates have already used that code.

Other custom tools you can consider doing include text ads, blog posts and reviews—the possibilities are endless. Take note of what other affiliate programs are doing and try the things you like.

# Chapter 16.

## Action Steps

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- Decide if you are going to use an affiliate manager (recommended).

If so, then find one and let them complete the following list. If not, then you will need to do these action steps yourself...

- Setup your affiliate program.

Decide which affiliate software you wish to use and create an account, or buy and install the software. (If you have the free trial of FusionHQ you already have this set up. If not give it a try, [www.dlwmmm.com/fusionhq](http://www.dlwmmm.com/fusionhq))

Even if you are using ClickBank as an affiliate system, you may choose to use FusionHQ as a way to manage your affiliate tools and training.

- Set the commission levels for your different products, and write descriptions for each.

- Write your affiliate agreement, or modify the template if one is supplied.

Create a set of affiliate tools for your affiliates to promote with. Start with a standard link, then a couple of promotional e-mails and banners and expand from there as appropriate. Add these tools to the affiliate system.

- Create your affiliate recruitment page. Remember to make it like a sales page. You are selling the benefits of your affiliate program. Include why they would want to promote your product, what benefits there are to them, what commissions they can earn, what tools are provided, and what support they will receive.

- Research and recruit. Find affiliates and get them signed up.

- Let them know what to promote, how and when. This should be part of your marketing plan—if not, then add it now.



# Chapter 17.

## Customer Support

“Sales without customer service is like stuffing money into a pocket full of holes.”

~ David Tooman

## Customer Support

### **Customers: The Heart of Your Business**

**C**ustomer service is generally awful. If you can be excellent, you will stand out a mile, and your customers will love you for it.

Past experience leaves us wondering if decent service even exists anymore.

Some of us have had such bad experiences, we don't even bother to get support any more, as there doesn't seem to be much benefit.

Because of this, it's important you make your company stand out and shine. Great customer service is so rare that people will rave about it when they get it.

When you put your customers first your business will automatically make more money.

Your customers are the heart of your business. Without them, you wouldn't have a business. So you have to look after them, and look after them well.

If their trust in you is broken, they will have no hesitation in turning to your competition. Remember you need your customers more than they need you.

All it takes is a handful of unhappy customers who have had bad experiences with your business to ruin your reputation.

You are in the process of building an on-line business, and on the internet, word spreads quickly. A scathing post on a well-respected forum can lose you a lot of potential sales.

If your customers have taken the time and effort to look you up, show an interest and buy your product—you must honor their trust in you by delivering outstanding customer service.

## **What is Outstanding Customer Service?**

If you cannot compete on quality and price, you can differentiate yourself on the service you provide your customers.

Strong customer service cannot be easily copied.

If you are a small company, you can not only compete with, but surpass the big companies by giving excellent customer service.

Fantastic customer service is where the experience your customers have with your company and your product, not only meets but exceeds their expectations.

Your aim is to leave your customers feeling good. So the experience they have with you is glowing, whether they buy your product or not.

Everyone wants value for their money.

And when your company provides excellent customer service, you are adding value to their buying experience.

Ask yourself how you can serve your customers more than they expect? How can you go the extra mile and help them out? And how can you best care for your customers?

If you can help your customer solve their problem, you often won't need to refund their money.

Rectifying their problem promptly and nicely will make your customers think more highly of you; and think they never had the problem in the first place.

## 4 Invisible Benefits of Giving Outstanding Customer Service

When you deliver outstanding customer service, your business can only benefit...

### 1. Raving Fans

When you give great customer care, you will create devoted customers. They will rave and rave about your fantastic service, spreading the word on your behalf.

And even if you refund a customer's money, you can still create a raving fan.

They will tell others that even though your product wasn't right for them, they received excellent customer service. Or they may recommend your product to others who they think it's more suitable for.

### 2. Valuable Feedback

By listening to your customers you can find out what areas are weak for them.

Especially if the same comments come up, you can implement your customer's suggestions and provide them with an even better product.

Remember to thank them, as their feedback is valuable for your business.

### 3. Lifetime Customers

There is no doubt that when you treat your customers with the respect they deserve, they will want to do business with you again.

Repeat customers is the easiest way to enjoy more profits. Be nice and you'll be financially rewarded.

#### 4. Up-Sell Opportunity

When you listen to your customers and find out what they really need, you may be able to recommend them another or a different product or service.

Understanding what your customers need and educating them on their options provides a powerful up-sell (or affiliate referral) opportunity.

### **Experience Customer Support First-Hand**

Having an on-line business, your customers may seem invisible to you. Although you cannot see them, they are not less important.

If anything, you have to work harder to provide a personable, human connection with them.

Customer support is such an important part of your business, that you must experience it yourself. You will gain a new perspective of how your customers use, interact and view your product.

This means do the customer support yourself when you first release a new product.

Later on you can hire or outsource another person or a team of people to handle your customer support requests. But first, you personally must master customer support from the very beginning.

Part of providing outstanding customer support is knowing your product inside out. You must know the reasons behind commonly asked questions.

As well as being thorough in your knowledge about your product, you must handle your customer support requests as quickly as you can.

Have a system in place to make it as efficient for you as possible. For example, you may want to create videos showing people the answer to common questions. You can then simply refer customers to the correct video.

## **Fix the Underlying (Not Superficial) Problem**

The surface problem is to satisfy your customer and give them an immediate solution that exceeds their expectations.

But it is no good only stopping here.

You must take each complaint and frustration seriously to prevent any other customer having the same problem.

When you look for the underlying solution and fix it, you enhance your product.

Every situation is different. You may have to edit your setup program, provide an article with FAQs or improve the wording of an error message to make it less ambiguous.

Investigate when and what caused the problem to arise in the first place, and then do whatever it takes to prevent it occurring again.

Your technical support must work alongside your programmers to solve each problem quickly. It's difficult to do this if you outsource your support to a developing country.

Be prepared to pay for highly skilled support staff, even if you have just an informational product. You can be sure you will get many questions that go beyond just refunds. If support can help answer them, your customers will love you all the more for it. At the end of the day you won't regret this decision.

If you have a software product you must identify and communicate with your developers to fix a problem as soon as possible. Nobody likes to wait, that's the simple truth.

When you fix that particular problem quickly you save hundreds of other customers complaining about the same thing.

When you outsource your support for one-fifth of the price, you will save money in the short-term. However, in the long-term you will fork out more

money in refunds and in time addressing the same problem multiple times over.

Call centers rarely have the ability (nor the inclination) to fix your product's root problems.

For excellent customer support it's simply not good enough to teach them 10 common complaints and give them a template to copy and paste. Nothing frustrates a customer more than an obviously canned response where their question has only been half addressed.

## **7 Easy Ways to Diffuse Angry Customers**

It's likely most of your customers will purchase your product with their credit cards.

If you don't refund their money, your customer will go to their bank and get a refund from them.

You will also be billed for a charge-back fee. If this happens too often, your processing fees with your bank will increase or worse, you can get your account banned. So it's best to avoid charge-backs from angry customers occurring in the first place.

Here are seven quick ways you can diffuse an upset customer...

### **1. Refund Readily**

Be forthcoming with your refunds. If your customer requests a refund, give it to them.

It's not worth arguing with a customer if your product is not working for them, for whatever reason.

When you issue a refund willingly and quickly, your customer will leave with a positive experience of your business.

Give a generous refund time (perhaps 60 days) so your customers have enough time to trial your product. Even if your customers request a refund outside your specified time, give it to them.

### 2. Respond Quickly

Respond to each customer as quickly as you can. There is no time to waste with a dissatisfied customer.

Your time is better spent concentrating on generating more sales than arguing back and forth with an unhappy customer.

If you can set up systems to get a human (not automated) response within an hour, do it. The most someone should ever have to wait is 24 hours.

### 3. Be Cool

Everyone has their own problems and you don't know what is happening in your customer's personal life.

Don't take things personally or get defensive. There is no point.

### 4. Empathize With Them

Everyone wants to be listened to.

Let your customer know that they are correct in feeling the way they are, and that you too would feel the same way too.

### 5. Understand Their Concerns

Identify what their problem is. You cannot help them unless you know what their main concern is.

If you are not 100% sure, ask for clarification. It's important you are crystal clear what they want from you.



## 6. Rectify the Situation

Assume full responsibility for whatever the problem is. Admitting something is your fault (even if it is not) will instantly diffuse the situation in most cases.

Apologize, assure them it will never happen again and thank them for letting you know. Go the extra mile and give them one of your products as a gift.

## 7. Leave Them Feeling Good

Whether your customer buys something from you or not, it's important your customers have a great experience with you.

Treat every customer like a king or queen. Creating good feeling in everyone will only come back to financially reward you in the future.

Make them feel listened to.

## **Highly Qualified Staff**

After you have mastered customer support yourself, it is time to hire highly skilled staff to take your place.

As soon as you can afford to, you should get someone else to do your customer support. This will free up your time to work on your business (and not in it).

Remember that the person or people you employ (or outsource to) are representing your company.

When a customer files a customer support ticket with your company, it may be the only contact they have. So it must be a positive experience!

They need to be thoroughly trained and understand completely their role. Providing them 'canned answers' is not good enough.

You can only give excellent customer service if you have excellent staff on board.

## **How to Support Your Staff**

Providing customer support can be a stressful job. Bearing the brunt of annoyed customers day after day can be tough.

Your staff is acting on behalf of your company, so they must not take anything personally or get abusive towards your customers (even if you feel they may deserve it).

Letting your staff know you understand what they have to do, and that you appreciate them, goes a long way.

Find out which aspect of the job stresses them out the most, and then do all you can to alleviate this.

By looking after your staff you are looking after your business.

# Chapter 17.

## Action Steps

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- Set up your customer support desk. Make sure links to it are clearly marked on your thank you pages and from your website or websites.

I suggest using something like Zendesk. This is sufficient for most people. Got to [www.dlwmmm.com/zend](http://www.dlwmmm.com/zend)

Check it everyday, or outsource this task (highly recommended), or assign it to someone in your business. It's amazing how quickly customer support will suck up your time.

# Chapter 18.

## Testing and Tracking

"Testing is a skill.

While this may come as a surprise to some people it is a simple fact."

~ **Graham Fewster**

## Testing and Tracking

### **The 2 'T' Words (Testing and Tracking)**

It's really important when you launch a product that you engage in testing and tracking.

You need to know what's happening. And if you don't know what's happening in your business, then you won't know which areas need improving.

Once you locate the 'blockages' in your business that are reducing sales, then you can work on fixing them.

The longer you leave it and ignore tracking the testing, the harder it is down the line for you to improve it.

Where are your customers getting stuck? Where exactly in your sales process are the weak spots?

Don't underestimate the power of a single split test.

Implementing one simple change that you discovered from a split test could increase your conversions up to 2 or 300 percent.

Even if you look at a moderate increase in your sales of one or two percent, this can be the difference between breaking even and enjoying a healthy profit.

It's important you carry out your own testing.

While there may be some generic principals the majority of us can apply, don't always trust other people's testing results for your product. Each product and audience is different. Use other people's data as a starting guideline, not as gospel.

## **What Factors to Test?**

Everything! You want to test every factor you can...

The colors of your site, your headlines and your sales copy. Test your price-point, images and your 'buy now' buttons.

Test your bullets, opening paragraphs and your close. Test your PS, PPS and PPPS's.

Split test your entire sales process, to find each element that converts the best for your product.

Test only one element at a time.

If you have two pages with 18 different things, then you'll only find out which page performs the best. You won't know which single factor is strongly influencing your results.

Have page A as your control and change one element you are testing in page B. If page B converts better than page A, then page B is your new control.

Then have a new page B and test another element. By methodically going through this process you'll slowly improve your conversions.

When you keep refining each element, you can apply this knowledge to other areas of your business. This new knowledge can be used to gain new customers and for your future launches.

## **Why Test Your Front End First?**

Focus on testing your front end first. This is because you want as many people entering your sales funnel as you can. There's no point testing your back end if your front end is not working efficiently.

Test, test and then test some more!

Once you are happy with your front end conversions, then you can focus on your back end.

## Which Testing System to Use?

Some split testing systems are tricky to use.

Ensure that whichever split-testing system you use, sends the same customers to the same page.

Let's say you have 2 pages you're testing. You must ensure Customer 1 sees page A each time they look at your site. It's no good if Customer 1 sees page B should they return at a later time to your site.

This can confuse your customer.

It may put them off buying your product, or simply prevent you knowing which page convinced them to buy. It's crucial each customer is served up either page A or page B—and not a mixture of both.

You also want to make sure the split testing system you use does a random split across your incoming traffic.

It's pointless testing SEO traffic against affiliate traffic, for example.

Different sources of traffic respond in different ways, and it may not be a true reflection of say a change in headline you may be testing.

The source of your traffic must remain the same when you're carrying out a split test.

Be as fair and even as you can, so you can gain accurate results.

## Tracking your visitors

Tracking where your visitors are coming from can give you some valuable data. You can see which sources of traffic are converting to customers and where to focus your energy.

There are many tracking systems out there, but [www.dlwmmm.com/analytics](http://www.dlwmmm.com/analytics) is free and an excellent choice. It can give you a good overview of how your website is performing and very detailed information about where your traffic is coming from.

## **Determining the Lifetime Value of Your Customers**

Through tracking, you'll be able to identify where the bulk of your customers are coming from.

Are you making the majority of your money the first time they buy from you? Are you making the most money the third time they buy from you? Or are you making most of your sales through a recurring 6 month billing cycle?

Conversely, you can identify where in your sales process you are losing people. Where are they most likely to drop out from—after seeing your sales page, after seeing your up-sell, or after you've first presented them an opportunity to buy?

There are so many points along the way where you could be losing your customers.

When you continually tighten your weak areas, and strengthen your strong areas you'll save and make more money.

## **The Lifetime Value of Each Customer**

When you know the lifetime value of your customer (particularly if your product is consumable), you will know how much you can spend on getting new customers.

Knowing what a customer is worth to you in the long-term is a metric every company should know.

Even if you have to spend more to acquire a customer than they pay you on their first purchase with you, it makes good business sense if you know you'll make it back (and then more) down the track.

Your repeat business will far outweigh your initial investment.

This allows you to be far more competitive than anyone who does not know this metric for their business.



# Chapter 18.

## Action Steps

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- Add Google analytics code to your website/s. This is free and simple to set up and will give you all sorts of great tracking data. Create your account now [www.dlwmmm.com/analytics](http://www.dlwmmm.com/analytics).
- Setup split tests on your squeeze pages and sales pages. This is not optional.
- There are many different scripts out there to help with this, though there are only two I would recommend.

The first is [www.dlwmmm.com/google](http://www.dlwmmm.com/google). A free split testing system integrates into most website systems fairly easily. [www.dlwmmm.com/optimizer](http://www.dlwmmm.com/optimizer)

The other is built into [www.dlwmmm.com/fusion](http://www.dlwmmm.com/fusion) and is the simplest-to-use split testing system I have ever seen. Just click a button and you have a split test running. Easy to view stats give you up-to-date information to see what is working and what is not. Only problem is it only works for sites that are built in FusionHQ. (It's a great plus though, as no coding or setup is needed.)

- Make a plan to consistently test and improve as you get results. If there is one thing that will enable you to leverage your business to its maximum potential, it is split testing.

Chapter 19.  
**The Surprising  
Truth About Success  
and Creating a  
Sustainable Business**

"A true leader has the confidence to stand alone, the courage to make tough decisions and the compassion to listen to the needs of others. He doesn't set out to be a leader, but becomes one by the quality of his actions and the integrity of his intent."

~ Unknown

## The Surprising Truth About Success and Creating a Sustainable Business

**I**t's important you're not chasing after an ideal that is very unrealistic, such as buying into the '4 hour work week' myth. If you talk to anyone successful, they work more than 4 hours a week.

It is possible to set up a business and only work 4 hours a week while on a long vacation, or even to own it as an asset and have managers run the company for you.

However, truly successful people work more than 4 hours a week, not because they have to, but because they want to. That is usually why they became successful in the first place.

If you continuously work 4 hour weeks from the point you are financially able to, you'll find it virtually impossible to grow your income and scale your success. Chances are, left at this level your business will be eaten by competition sooner rather than later.

Yes you can enjoy recurring income—but only to a point—nothing lasts forever. Anyone that tells you otherwise is either not truly successful, or lying.

### **5 Uncommon Secrets to a Sustainable Business**

#### 1. Don't Chase the End Result

It's good to know what you're aiming for, and you must know your deadlines and milestones to reach your goals.

But you must also be aware what daily tasks you have to do, to get to your end result. Think about the action you must take to complete your projects.

If you don't enjoy doing what it takes on a daily basis, it's unlikely you'll achieve your end result. There is only so long we can do things we hate.

Many Internet Marketing products sell us on the dream of the end result. And the reason so many of us fail with these kinds of products, is that the work that needs doing to get there, is too tedious.

You won't find your online business fulfilling if you don't enjoy doing the small things that make up the journey.

## 2. Got Passion?

Ultimately passion must exist so you can enjoy the process. When you have zero passion about what you're doing, you're facing an uphill battle.

There are many paths to achieving a sustainable, wealthy, online business. So choose one where you know you'll have fun.

When you're doing something fun, you won't notice the long hours you put in and the sacrifices you make. And your enjoyment will stay by your side carrying you through any distractions.

The more honest you are about what you really enjoy, the more you will align with your true purpose.

And when you live your true purpose everyday, you will become successful so much faster.

## 3. Master Your Trade

There is no point being the jack of all trades and the master of none.

As a business owner you will need to understand many parts to the puzzle, and the many choices that may present themselves.

However, you need to know the core focus for your business, and your core focus within the business. Doing 'everything' is not how you achieve a successful online business.

Right now, if you don't know what your master skill is, or your business core objective, then you'll easily be pulled in numerous distracting directions.

You need to find out what you are going to master, and then stick with it. Once you know your master trade you'll go about your daily tasks with clarity and purpose.

When opportunities present themselves to you, you'll very quickly be able to determine if they align with you and your company's focus or not.

It's powerful to be decisive and say yes or no with absolute certainty. You won't know what focus is about, until you've found the one aspect of your business you can master.

#### 4. Speed Rules

Everyday you must take action. Even when you don't know which direction to move in, you must not stay still.

There is no such thing as taking the wrong action; whatever action you take there is a result. Sometimes it brings the desired outcome, other times a learning experience.

If you like the result, keep moving in that direction, and if you get a result you don't like, simply try another direction. When you are actively doing something, you'll quickly find your way.

The more you do, the quicker you'll learn, and the quicker you learn the quicker you can implement what works.

The quicker you implement what works the quicker you will create a sustainable online business.

#### 5. Don't Multi-Task

Building an online business can be distracting.

Switch off everything that demands your instant attention and interrupts what you are working on. Close down all the tabs you've got open that are not crucial to the task at hand.

How common is it to have several projects on the go? How many of us are currently working on more than two projects? Probably most of us.

But we shouldn't be.

Only do one project at a time. This will take discipline, but you must see it through to completion before you move onto the next project.

So-called multi-tasking only scatters your focus.

Once you have your key strength defined, it will be easy for you to see if a new project is a match or not.

If a project comes up that fits with your key strength when you're busy with a current project, simply ask if the other party can wait until you've finished.

More often than not, they will be able to.

Being focused allows you to finish what you start. It also allows you to make more money and faster.

## **Lacking in Persistence?**

If you've still got your day job, it's likely you're running your online business late at night. If you've broken free of the rat race, you're probably working crazy hours (at least 60-80 hours a week) trying to make your internet business work.

Persistence is everything. Here are three tips...

### **1. Mastermind**

Have you ever been around some people who drain you? When you hang out with anyone who drags you down, you'll be pulled down with them.

If you want to be successful at what you do, you've got to hang out with people who are already where you want to be—who are already enjoying what you want to do, and who already have what you want to have.

When you surround yourself with others who are in the same position you want to be in, then you'll get where they are faster.

There is nothing more invigorating than being in the company of like-minded people where you can expand and grow new ideas with. Soon you'll be part of that successful group too.

This is because they're on a higher level than you. And because they're ahead of you, they can help you get to where they are.

When you break through and experience your own success, you'll grow out of your mastermind group. And you'll want to seek out another, more successful group of individuals who are playing at a new level again.

### 2. Know Your Reason Why

When you know your reasoning behind why you do something, it's much easier to keep doing what you're doing.

Ask yourself why you are setting up an online business? Why are you putting in all these hours? Who are you doing all this for?

Write down every single reason you can to make your internet business successful. Include every big and little reason you can think of.

If you ever feel discouraged or disheartened, get out your list of reasons to remind yourself why you're pursuing your online business. Reading your list will give you an instant boost in motivation.

Whatever obstacles you face, you can overcome them when your reason why is big and powerful enough.

### 3. Model Others

Model other successful people, and not just any successful person—model the exact people you want to be like.

(You don't have to pick one person, pick several and uncover the common things each person did).

There's no point trying to achieve something in a totally different way just to be different. Successful people leave behind clues as to how they have achieved what they achieved.

Many successful people like to help others. Find out what material they used and study it. While you cannot expect to implement the exact same steps as they did, you can get the general gist and shortcut the mistakes they made.

This will save you time, effort and money.

## **6 Ways to Increase Your Bottom Line**

There are several 'business basics' that are the core to any successful business (online or off).

Take a look at the following to see if you are weak in any of these areas, or what you can do to improve them. The trick is to save time and/or money where you can, without compromising on quality or service.

### **1. Reinvest Back into Your Business**

Initially when you start making money, invest it back into the business. I remember in my early days being excited about the little I made. It took all my strength not to take it out and blow it.

When you keep the money that your business generates inside the business, your business will grow far faster and become more profitable sooner.

### **2. Increase Customer Leads**

The more leads you get the more money you can potentially make.

As discussed earlier, not all leads are created equally; however, the more you have the more you will make.



This should be the last area of focus as you want to make sure the rest of your process is optimized first, to make the most of these extra leads.

Once you are up and running, put a plan into place to expand your lead generation strategies, or create and test new ones. (See the traffic section of this book for ideas.)

Also look at strategies for getting customers to refer new customers. Referrals from satisfied customers cost nothing and usually are the easiest to sell to.

### 3. Optimizing Conversions

Using good split testing, optimizing conversions is easy. It is the simplest way to increase your bottom line with no investment and (if using a good split testing system) in little time.

Try different headlines, templates, copy, videos, images, sales flows... Each is likely to have an impact on your conversions be it small or large.

Either way, once you have a result and know what is working best, keep at it and then test something else.

There are plenty of conversion ideas in this book for you to test. Create a system or routine to ensure you are always testing.

### 4. Creating Repeat Business

The easiest sale you will ever make is to a happy customer.

Most businesses spend the bulk of their time, effort or money on acquiring a customer. In many cases the total cost of the customer acquisition is greater than the profit made from the first transaction.

If you have nothing else to sell to that customer, you will be leaving a large percentage of potential profit on the table. Look for other ways to add value to your customer's original purchase.

Of course, having kept them happy with a good quality product and outstanding customer service will make this second sale much easier. Without these you are unlikely to get any repeat business.

## 5. Decrease Customer Acquisition Cost

A simple metric, but if you decrease the cost of acquiring a customer your profit will go up.

This however, does not mean spending less on customer acquisition. Paying for new customers is often just part of business. The idea here is to be as cost effective with your budget as possible.

If you are using PPC for example, there are many tricks to paying less for your visitors. You may need to learn more advanced strategies in PPC, buy some software that can help or hire someone to manage your campaigns for you.

## 6. Decrease Overheads

Overheads are the general running costs of your business. This will include power, office rent, telephone bills, servers, autoresponder services and staff.

Most people when they start out, do not have the luxury of being wasteful in this area. However, it is an important number to keep on top of.

These costs will come out of your profit and so directly affect your bottom line.

I recommend looking through your overhead costs every few months and seeing what services, subscriptions or services you no longer need, and if there are any you could be making better use of.

**Caution:** Never decrease overheads at the cost of quality or service. What may seem like a saving will likely be short-term at best. It will only come back to cost you more in the long run.

### 3 Easy Ways to Increase Your Productivity

#### 1. Eliminate Menial Tasks

There are so many small tasks that in themselves serve little purpose. Many people use these as an excuse to procrastinate putting off the important things.

For example, your e-mail box. I remember receiving a couple of hundred e-mails a day. A good spam filter got rid of a good chunk, but I was still left with 40 e-mails needing my manual attention.

I used Gmail to automatically sort and archive my e-mails so I didn't even have to look at them. Keeping records such as PayPal receipts is important to me, but it's not something I need to see.

This is such a small process, but saves me considerable time each day. It's not something I need to pay my PA to do, when it costs me nothing to set up a simple automated process.

#### 2. Refine Your Processes

Look at your current processes or systems for getting anything done. This may be building a product, dealing with a refund or creating a new site.

If you don't have a process, chances are you are being financially, time or energy inefficient.

Look for ways to speed communication, automate manual repetitive tasks or eliminate unnecessary stages.

#### 3. Delegate, Delegate, Delegate!

You may not think you can afford it. But you can't really afford to be doing tasks you're not qualified to do.

Yes it may save you money, but it may cost you a lot in time and quality.

Hiring a professional will ensure your time is spent on what you do best. Remember that the long-term vision is to remove yourself from your business entirely.

If you are not in a position to hire someone look for people to team up with and split the costs, or an investor for your business. Remember, a small percentage of a lot is far better than a big percentage of nothing.

## **Remove Yourself from Your Business**

When you increase the productivity of your business as much as you can, you'll eventually be able to step back from your business.

It's dangerous if you are the business.

I repeat... It is dangerous if your business is too reliant on you.

And it's ironic because so many business owners leave their day job for the freedom of being self employed, only to find they have less time than before.

In the beginning it's understandable and necessary, to be involved in your business. But to still be in the same situation down the track is foolish.

There's no reason for it.

You may want to keep working on the business, or even in it, but this should be optional. The only way to step back from the business without it falling apart is by creating the processes I spoke about earlier, and having the right people in the right places.

Your end goal should be that you can take time off from your business for a few months should you choose to. And, when you return to your business, have it making the same or more profits than when you left it.

Your company should continue to make money, with or without you.

This way if anything bad should happen, you needn't worry for you or your family. Should you get bored of your business and want to cash out, then you have the strong foundations in place for you to sell what you have built.

## **How Long Until You 'Make It'?**

There are many variables regarding when you 'make it' and to achieve the income you desire.

Don't buy into any 'get rich quick' dreams. It's easy to get caught up in promises of being able to make money quickly.

For a minority of people it can happen quickly—perhaps just 4 to 6 months. For others it may take 4 to 6 years or more just to break even.

It's very normal not to make any money for the first 2-3 years. (During this time you may even be running at a loss.)

There's a reason why the majority of first time businesses fail.

People give up much too easily.

Perhaps because it's easier to give up, than to keep going. Keep pushing forward and listen only to your cheerleaders, even if you are the only one.

Remember to look at what you gain as you keep mastering your internet business.

Contacts met and lessons learned may not immediately translate into money. But further down the track the people you meet and the challenges you've previously overcome will prove profitable.

## **The Tipping Point**

When you are in a transition phase, things will be slow for you. Whether you quit your job or keep it, you'll have to adapt to a new way of thinking to succeed in your online business.

You will be exerting a lot of effort as your brain struggles to accept and then put into practice these new concepts.

Initially you may struggle through set back after set back. This period will be testing and trying. And it's the time when most people give up.

You have to keep pushing through, now more than ever.

If you keep at it, everything will start to fall into place and produce results for you. As things get easier you can relax a bit more.

But it may be a while before you reach a big breakthrough with your business.

Just know that your breakthrough will happen if your business is built on strong foundations.

# Chapter 19.

## Action Steps

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- Reduce costs. Look at your business and see if you are leaking money. Stop any advertising that is not returning a result, remove contractors or services that do not make sense any more and check to make sure you are still getting the best deal on any monthly recurring expenses.
- Increase the number of customers. Check your traffic generating strategies and marketing plan. What can you do to improve these to make them more effective? What referral programs could you implement? There is always something you can do, so make sure you identify at least ten, and then choose the three that will have the most impact in the shortest time with the least investment. Next, implement them.
- Increase the profit per transaction. Is there any way you can increase the price point while maintaining great value to your customers? Perhaps you are not charging enough already. Or maybe you need to think about how to add extra value to your product at low or no cost. You may consider ways to bundle more products or services to increase the average per transaction value.
- Get more repeat business. What else could you offer? How can you increase customer satisfaction so they will want to come back? Which products or services could you refer in return for a commission? How could you create some form of a continuity program?
- Look at your business. What can you automate, systematize or delegate? Your time will always be your most valuable asset. The more time you can free for yourself the more you can spend on expanding your business, spend with your family or spend pursuing your hobbies or other interests.

Find at least three ways to reduce your time in the business and implement them immediately.

- Rinse and repeat.

Now that you have finished this book, go back to the start and begin again, this time you may find your objectives have changed.



## The Bonus Chapters...

"Success is the most important to many, to me it's just a bonus."

~ Lucas Grabeel

## The Bonus Chapters...

**W**hen we went to print there was no time to complete the final two chapters. The first is perhaps the most important in many ways to get your business off the ground.

### **The launch.**

A very carefully planned launch can give your company a nice (and perhaps well needed) cash injection. More importantly though, it will give your product recognition, build your personal or company profile and help build a database of prospects for future promotions.

Good launches rarely happen by accident. Thankfully there is a science behind it that can easily be replicated.

To get the missing chapter please go to:

[www.DoLessWorkMakeMoreMoney.com/bonuschapter1](http://www.DoLessWorkMakeMoreMoney.com/bonuschapter1)

The second topic is an interesting way to make you recurring income as a virtual cyber landlord. It is a very scalable business model that can have exceptional returns—just don't tell anyone...

To get the missing chapter please go to:

[www.DoLessWorkMakeMoreMoney.com/bonuschapter2](http://www.DoLessWorkMakeMoreMoney.com/bonuschapter2)

I wish you all the best on your endeavors and the success of your business online.

Warmest regards,

Leon Jay



## 1 Month Free FusionHQ Account

**Take advantage of FusionHQ for a month at no cost or obligation whatsoever.**

- Drag and drop sales funnel builder allows you to maximize your profits by creating up-sell and down-sell processes without any coding knowledge or programmer costs.
- Site builder enable you to create your own websites or memberships sites complete with timed release content and auto management of members.
- 1 Click split testing enables you to test and measure what really works, without the effort.
- Inbuilt affiliate system lets you build an army of affiliates to drive a flood of targeted traffic to your site at no upfront cost to you.
- Autoresponder allows you to build as many lists as you want, filter lists based on who has opted in to what list, or bought which products, without a single line of code.
- Free cloud hosting gives you the most stable option available when it comes to building your business online. Fully scalable and allowing unlimited domains this is the professionals choice.
- No designers, programmers, FTP, HTML, CSS or technical headache. Save a fortune in outsourcing overheads, service fees and expensive mistakes (I mean learning curves).
- Have a look for yourself to see why this is now becoming the solution of choice for internet businesses around the world.

Get free instant access for 1 month and start making money today. Go to:

[www.dlwmmm.com/fusionhq](http://www.dlwmmm.com/fusionhq)



## Testimonials

**“H**aving used FusionHQ for over 2 months all I can say is WOW! This Internet Marketing software is freaking awesome! Every time I use it I find new ways to make money online. I can now manage and pay my affiliates, manage my products, my mailing list, create full membership sites, single sales page or complex sales funnels with split testing, build simple or full sites and much much more, all without writing a single line of code!

FusionHQ has changed the way I manage my online business.”

**Philippe Boivin**  
**[www.PhilB.com](http://www.PhilB.com)**

**“T**his is got to be one of the coolest things I’ve ever seen since I started marketing online! FusionHQ solves the biggest problem that stops people from making money online... the technical stuff. This software is perfect for anyone who wants to easily manage and build their websites from one centralized platform. I absolutely love FusionHQ and I recommend it to anyone who wants to build a sustainable online business.”

**Ran Aroussi**  
**[www.Aroussi.com](http://www.Aroussi.com)**

**“F**usionHQ is one of the most powerful platforms I’ve ever seen. It’s solid, there’s a lot of room for flexibility and the fact that the sites are hosted on my server is a huge plus (this means I have the control and am not risking my sites being deleted). If you’re a beginner or advanced marketer you seriously need to check this out. The technical stuff is automated and it’s crazy how much time it’s saved me.”

**JP Schoeffel**  
**[www.CreativeNicheManager.com](http://www.CreativeNicheManager.com)**

**“S**eriously Guys... Before I got FusionHQ, I had a full time programmer integrating 5 different systems and they still did not work.

This is no ‘glitch’, ‘trick’ or ‘loophole’.

FusionHQ is the last word in an Internet Marketers Toolkit.”

**Greg Jacobs**  
**www.WPMage.com**

**“S**haved Off 72 Hours Worth of Technical Torture...

It used to be a stabbing pain in the butt to set up advanced marketing sites. You know... the lucrative e-commerce kinds where you can put on all kinds of upsells, downsells and cross-sells. Of course, there were a few enterprising marketers who tried to fill the need, but unfortunately, the products were just horrible to use and we ended up reverting to manual set up.

I could recall countless nights with my tech team just trying to program 1 upsell into the sales flow. In fact, it took me 2 sleepless nights just to set up a friggin squeeze page! So imagine my delight when I stumbled across FusionHQ. Being a seasoned marketer who seen one too many broken promises... I was initially skeptical. However, to my amazement the software worked like a dream. Plug-and-play 1-click upsells, fast loading times and the fact you don’t need an overpriced programmer has made me a FusionHQ convert.

If you’re an advanced marketer who’s actually made money online, you will clearly see the MASSIVE value FusionHQ can add to your sales processes and conversion funnels. After all, it takes you an average of 72 hours to set up such features on other platform. And you’re saving those precious hours with FusionHQ. So get it now before your competitors outpace and out-implement you with this technical beauty!”

**Kenneth Yu**  
**www.SalvationSystem.com**

# This book is so much more than just another book on Internet Marketing, making money or using outsourcing.

It is a **step-by-step guide** for anyone looking to build a sustainable online income. It also hand holds business owners in making the most from the internet to expand their offline business, and generate passive income.

*"All my questions are finally answered. This book has saved me hours of time trying to figure it all out myself. Never have I found such a comprehensive document that literally takes you by the hand, step by step, and trains you on how to finally make money from the comfort of my own home"*

**Simon Prentice**  
Founder of [www.RichGrads.com](http://www.RichGrads.com)

*"Scams, hype and spam practices have virtually become the norm on the internet now. Leon has demonstrated that you CAN achieve enormous success online without compromising integrity or using dubious tactics. His book shows how, and it's a Godsend for those of us wanting to develop a business in a professional, credible and dignified way."*

**Michael Deslippe**  
Founder of [InternationalYogalayam](http://InternationalYogalayam.com)

*"Too often I have read a book and felt inspired, yet not really understood how to impliment its ideas. This book however delivers on both accounts. Not only does it cover the 'why', but it also goes into all the details of the 'what' AND the all important 'how' too! Complete yet simple. A must read for anyone who wants to make their mark with online business."*

**Gideon Shalwick**  
[www.GideonShalwick.com](http://www.GideonShalwick.com)

## You will learn...

- **How Ordinary People Can Make Extraordinary Money**  
Millions of people try to become successful every year, most give up. Learn the one unspoken truth to success (or discover the hard way).
- **5 Ways to Getting an E-book Written For You**  
Not the book writing type or simply want to scale? No problem. 5 easy methods will show you how to get a product to sell -- many without spending a penny...
- **The Art Of E-mail Copy, And 7 Tips To Getting Your Email Opened**  
Discover easy methods to writing profitable emails even if you have no clue about copy writing (hint, others have done the hard work for you).
- **4 Essential Questions You Must Answer Before You Can Make A Sale**  
Every qualified prospect has four subconscious questions they need answering. Predict, answer and get these right, then the sale is yours.
- **5 Psychological Tricks That Get People To Buy Now**  
Customers often delay in their decision, and miss out on opportunities that could have benefited them. Your job is to make sure they don't miss yours...
- **24 Advanced Conversion Secrets**  
These tips alone will be worth thousands of dollars to your business. These are the same principles used to get a 9.28% conversion rate on a \$997 product.
- **How To Build Traffic (even if you don't have a cent to spend)**  
Getting visitors to your site is easier than you may think. You don't need a huge budget either. These methods are tried and tested...
- **So Much More**  
So jammed with information there isn't space to list everything here. Bottom line is you will learn everything you need to from beginning to end (and everything in-between).