

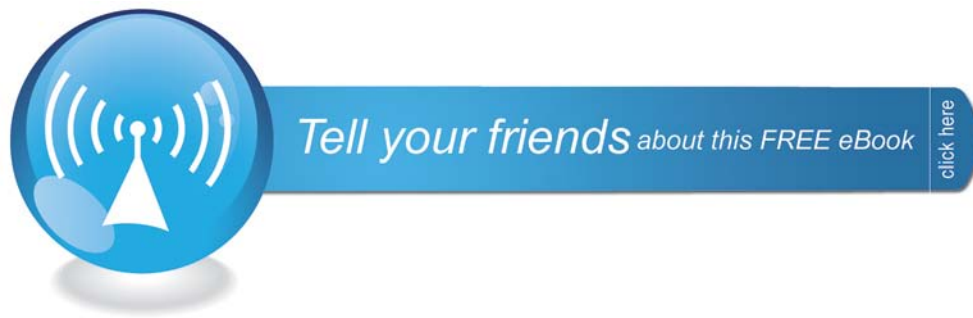


ZYZXTOLOGY

the science of being seen and becoming the last word



Joseph Wood



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Introduction to Zyxtology

Zyxtology. It's a strange word, isn't it? Chances are you've never heard it before. Yet here you are, picking up a book and checking to see if it might be relevant to you.

Relevant.

That's the key word.

So what is this book about? Is Zyxtology some sort of new religion or philosophy? Is it a way of predicting the future, or maybe an emerging school of economic thought?

Not quite.

This book is about becoming successful in business ... and in life. It's about learning to thrive, to make the most of the opportunities that you create for yourself, even in an economy that's rapidly falling apart. The key is relevancy.

You may glance through this book and think, "This isn't for me. I'm not up on that Internet stuff; I don't know what he's even talking about." Know what? That doesn't matter. This book is designed to take you on a journey and to show you step by step what you need to know.

Are you successful in your business?

If not, why?

Do you want to be successful, or to become more successful than you already are?



Then this message is for you.

Not to be trite, but it's true that the only constant in this life is change. We may think we've finally figured things out; we know how to get by, the best way of doing things. But today's reality is different than yesterday's.

For instance, if you pick up any general history book, you can read about the Wright brothers, Wilbur and Orville. You can read about their vision. You can learn about their small bicycle shop, and how they weren't content to keep their minds and vision firmly planted on the ground, where their bikes were. The brothers' historic flight at Kitty Hawk in 1903 was seen by few people, but it changed the world. What drove them to create the first airplanes? The belief that they could!

At the turn of the twentieth century, "horseless carriages" were increasingly seen on the roads. Many people scoffed at the idea—why replace the reliable horse as a mode of transportation? Besides, it reached terrifyingly dangerous speeds. It could maintain a steady 10-15 miles per hour!

Yet as the pace of life picked up, automobiles became faster, with more powerful engines. And the machines, once viewed as a toy for the wealthy, became relevant to more and more of society. Cars have enabled our modern culture to evolve as it has; we're a mobile people, willing to commute to work or drive to shops or travel to visit with family or friends.

The telephone, electric lights, the phonograph ... History is filled with examples of innovations that have changed our lives for the better. Yet most people were skeptical of each change, holding back to see if it was safe or really useful. You see, people said these things were impossible; but they were wrong. We cannot look at the way things are right now and assume they'll stay the same; what was impossible yesterday may be achievable tomorrow.

So what about today? Well, things are changing so rapidly that it's hard to keep up. I'm sure you know that inkjet printers can be used to print pages from your computer. But did you know that 3D inkjet printers can be used to create artificial bones? A patient's X-ray and CT scan data are used to create



a three-dimensional computer model; multiple cross-sections are then sent to the printer. Obviously, it doesn't use ink and paper; the printer actually lays down layers of liquid and powder, creating a strong, lightweight and porous artificial bone. It's designed to be reabsorbed by the body as the surrounding bone grows back and replaces it. Impossible? A few years ago, yes; but no longer.

Even the gadgets that we now take for granted are amazing. When I was growing up, I wouldn't have believed I could carry around thousands of songs, movies, stacks of books, language translators, piles of video games, a phone and a camera—all in my pocket! Yet we do that every day and often take it for granted.

As technology changes, our lives change too. We now have the tools in our hands to reach hundreds of thousands of people at a time ... with a mere click of a mouse.

Zyxtology is concerned with embracing that change. It looks to the present and future rather than living in the past. Zyxtology is about positioning yourself in the marketplace; it's about being one of those who can look beyond your normal scope of vision to embrace change.

Would you like to present your message to a worldwide audience—without spending millions on advertising? Zyxtology will show you how to do that. In today's world, we can harness the power of social networking to bring our message to millions of people, most of whom we may never meet. But we cannot remain entrenched in the way things have always been—just ask the people whose jobs were replaced by machines during the Industrial Revolution.

Whether you're a businessperson, an author, a pastor or a ministry leader—whatever you are, whatever you do, you have a message to get out there.

And Zyxtology will help.





Chapter One: Relevancy

I'm a jack of all trades. You name it, I've probably done it. And, in all modesty, I can say that in most cases I have done it well.

One trade I'm especially fond of is photography. I'm a photographer who loves to take portraits of people. But not just any portraits; I strive to take those that involve art as well as skill. You know the kind—the ones that evoke an emotional response, not just from the person being photographed, but from all who see the finished print.

Looking back, it was obvious that photography would play an important role in my life. I was taking pictures of anything and everything I could as I grew up. In my teenage years this progressed to creating things out of pictures. Here's an example, although an embarrassing one: I recently found a collage I had created prior to the release of Adobe Photoshop. I had cut my own image from several photos and created a collage of myself. Then I scanned and printed it onto a single photo at the film developing company I worked for at the time. I realized that a photograph by itself could tell a story; but how much more could several photographs combined into a single one do?

As I entered the real world of making a living, I found myself working for a rather well known Fortune 500 photography company. This was during a pivotal era in the industry. At the time everyone was using film; but digital cameras had been introduced and were being marketed to professional photographers as a viable alternative.

However, like most new things introduced to an industry or marketplace, the digital camera was met with hesitancy and criticism.



Why the caution? Because digital was an unproven medium for business. Sure, the technology worked. The camera captured the image and showed you a preview in real time. You could then edit the digital image on your computer or immediately print it.

Still, there was hesitancy. No one had gone this route before; everyone was content with the way they had always done things. They were used to it. They were used to the process of shooting pictures and capturing their images on film. To sending the film off to a lab to be developed. To waiting for the proofs to be sent back to the store. To calling the customer to schedule a time for them to view their proofs. To waiting for the scheduled day to arrive to show the proofs and make a sale. To sending the order back to the lab to have the photos printed. To waiting a couple of weeks to receive the finished prints. To calling the customer back to let them know their photos were completed and ready for pickup. All in all, it was a very long process. It could take weeks from the day the photos were captured until the final prints were in the customer's hands.

There was also criticism—of the quality of a print from a digital image, of the ability of the camera to capture the correct colors, of the clarity and durability of the prints ...

To make a long story short, I looked beyond the perceived potential problems, saw the opportunity and seized the moment.

There was a tremendous business opportunity in the proper use and marketing of digital photography. I realized that and intuitively knew that change was coming, and that he who embraced change first could gain a tremendous market share.

I knew the photography business; I realized that the huge studio cameras that used film were cumbersome, heavy and not very practical for quickly growing a photography company. Those costly cameras could not produce a quick cash flow and they didn't provide value to a customer through respecting their time.

I quickly purchased my first digital camera and studio light kit, grabbed my desktop computer and printer, and began to market myself to industries of



busy professionals who used their photos on business cards. I embraced the new, and struck out on my own.

My competitive advantage and marketing angle was to go directly to my customers and provide them with the convenience of having a professional photo shoot from the comfort of their work environment. I was able to show them their photos immediately following their photo sessions and deliver the product instantly in the form of high resolution images on CD. This enabled the client to go to any one-hour photo developer and print the pictures they wanted in the quantities they desired.

This new business model allowed me to be in a new location with a whole new set of prospects every day.

Here is what was really exciting about this:

- I didn't have to waste money on advertising or depend on people to come to me. I could make one phone call, go directly to an office of 25–300 people and immediately start to earn money.
- My customers loved the convenience of my approach.
- My customers were more than happy to provide me with referrals for my next set of customers.
- I was viewed as the expert on both photography and advanced solutions. Consequently, I was consulted concerning how to make my clients' businesses more cutting edge and how they could market more effectively to their customers. This provided me with more business, an expanded reach and, most importantly, a growing network of business owners.

Through this I realized what has since become my mantra in business: In order for me to get what I want, I have to give something of substantial value that my customer wants.

We will explore this concept in greater detail in following chapters; but to wrap it all up in a manageable foundational thought to expound upon as we go, I present the following question:

How relevant are you?



You see, regardless of the industry you are involved with and the customer base you are trying to attract, it is all going to boil down to relevancy. How relevant are you? How relevant is your business? How relevant is your product? Most importantly, *how well do you know and understand the needs of your customers?*

It used to amaze me to learn that the most often quoted, most respected, most successful figures in any given industry were rarely the best in that field. Rarely were they the most talented. Rarely were their products the best choice.

It used to confuse me to see that the most talented figures with the best products often struggled to exist in the marketplace. I couldn't understand why they had such a difficult time getting the word out about their product or service and ultimately transitioning them into quickly moving products.

That is, I didn't understand until I began to grasp the fundamental principles of basic human psychology (which we will look at later) and the power of marketing relevancy. What is relevancy? The word "relevancy" comes from the adjective *relevant* and is defined as "bearing upon or connected with the matter in hand; pertinent." *Relevancy* is a noun that means "one that is relevant."

You see, your success—regardless of your industry—has nothing to do with your products or with your business as you currently define it.

Your success is directly tied to your marketing relevancy.

The key issue is not your product. Instead, the issues crucial to your success lie in the answer to these questions: How well do you know or understand the needs of your customer? How well does your product or service meet the needs of your customer?

In other words, he who markets his product or service best wins. Period.

The way to be seen and to become the last word, the definitive solution for your customer begins with relevancy.





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Chapter Two: Marketing

Successful marketing is not necessarily what it seems. When you hear the word *marketing*, it may conjure up images of how to tell the world about your business, product or service. That's the way we have traditionally done it; but just because that's the way we have always done it doesn't mean it's the best way.

Granted, there are a lot of good ways to market your business, product or service in today's economy—but you don't want a good way; you want the best way.

Look at it like this: Good is the enemy of best.

If you are going to market with relevancy, you have to realize that your products or services are not your real products. Contrary to public perception, your products and services are not what are most important.

Traditionally, people have marketed their businesses, products or services along these or similar lines:

My product is cheaper than ...

My product has the highest quality of workmanship ...

My product is better than ...

My service is less expensive than ...

My service is more professional than ...

My service is better than their service ...

Now, these are all good thoughts. But in reality all that matters is whether or not your product or service holds real value to someone and provides a solution to the people to whom you are marketing. Remember, beauty—and usefulness—are in the eye of the beholder.



Marketing with relevancy requires that you don't get caught in the "competitor marketing" mindset. Your product or service is what matters, not what your competitor might be doing.

You cannot afford to worry about your competitor's features and price points and allow that to drive your marketing campaign. In fact, you cannot afford to worry about your competition at all—because there isn't any!

Competition can be a fantastic thing. What does it mean if someone is selling something similar to your product? It means there is a demand for your product or service.

Remember our thesis: Your success—regardless of your industry—has very little to do with your business as you currently define it or with your products. Your success is directly tied to your marketing relevancy.

Now pay attention to this, because what you are about to read will surprise you: Your business really isn't your product or services. Your business, believe it or not, is marketing.

You don't believe me? Well, let's look at how this works. Suppose I were to give you a million books. I just dropped them off in your driveway. Now, how much money would you make? The truth is, you wouldn't make one dime unless you knew how to market those books to the right people. Your success would not be in the books. Your success would be in knowing how to market them.

In other words, your product is nothing more than a marketing system utilized to gain customers. Your focus should not be solely on your product or services; it should be on creating a marketing system or platform that sells your company's products.

What is a system? A system is simply a vehicle that takes your customers from one point to the next. A good system does this the same way every time while producing the same, consistent result every time. We'll get into that more in the next chapter.



For now, let's take a look ahead. What are you getting into as you read this book? I have three goals in writing it:

1. To educate you about the benefits of using a marketing system that sells your products versus the traditional approach of marketing your products.
2. To teach you the marketing skills that will properly position you for success.
3. To provide you with a turnkey solution utilizing the principles you'll learn that you can begin to implement as soon as you finish reading this book.

Now, let's get started.





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Chapter Three: *Insanity*

We've heard it before, and it's true: The world as we know it is constantly changing; nothing stays the same. We are improving or declining, going forward or backward, becoming more or less relevant with every passing day.

Given the rate at which technology is advancing combined with the amount of information that is available at the press of a button through the Internet, it is imperative that businesses that wish to maximize their success embrace change.

Unfortunately, many businesses and service providers are stuck in a rut trying to market their products and services with decade-old principles. The problem with such marketing is that as times change, many of those principles are no longer relevant. As technology increases, the way to effectively communicate with our prospects is continually evolving.

Businesses that continue to market and advertise in the same ways they have always marketed end up wondering why their results are dwindling with every passing year.

So what do they do? Many businesses try to compensate for the decline by simply adding more advertising dollars. Not sure of what to do differently, they throw more money into the same ad mediums to compensate for the yearly decline in product sales.

This, of course, is a losing battle. It explains why so many businesses with great products and services don't survive.



Albert Einstein defined insanity this way: “doing the same thing over and over again and expecting different results.” As times change, it is insanity to think that marketing solely through what have come to be known as traditional means and methods is most effective.

As an example, let’s take a closer look at the church as a whole.

Churches in general are notorious for not embracing change. A closer look into how they operate should be extremely eye-opening and serve as a valuable lesson for anyone who wants to achieve marketing relevance. After all, churches are in the marketing business, too; instead of customers, they seek people to come be part of the church. But the church has to market itself, in a sense, in order to grow and thrive.

Unfortunately, churches generally have a mindset that says, “This is how we have always done it, and this is how we should continue to do it.” While some things must remain the same—the central teachings of the doctrines of Christ, for example—other things are inherently more flexible—the specific programs, for instance, or the days or times the church meets, or the way the facility is set up.

A friend of mine found this out firsthand when he accepted a job as youth pastor at an established church during the 1990s. Derek was given the seemingly impossible task of building a thriving youth group and getting teens excited about coming to church.

He took one look around the century-old church building with its wooden pews, outdated design and sterile hallways and knew that change was desperately needed.

Derek has told me that he will never forget that first youth meeting. He faced the entire youth group—all four teens. They clearly had no desire to be there. So the brand new youth pastor began with a question: “Why have you come to youth group this evening?” Here are their responses:

“I have to, my dad is the pastor.”

“My parents are deacons, so I have to be here.”



"I'm his sister, so I have to be here too."

"I haven't come in a long time, but my dad is on the church board. He said I at least had to come see the new youth pastor and see if I'd like it."

I'm sure you can imagine Derek's excitement. This would be so much fun! He was faced with four youth who didn't really want to be there. He was convinced that the next week there would be none, and he'd be out of a job.

Derek is nothing if not logical. So he asked the four of them what the youth group would have to be like in order for them to want to be there. He told me he expected that they would list such things as better music, a more exciting youth pastor, better messages ... But he heard none of that.

He took what they said and promised that if they would work with him and help him, together they could create the most exciting and relevant youth ministry possible. Not only would they not want to miss it, but their friends would gladly be part of it.

From that moment on Derek implemented the teens' suggestions about the things that would make the church more relevant to them and make them want to be there.

He repainted the youth room, brought in couches, changed the meeting day and time and dimmed the lights. In short, he created a different look and feel for the age-old concept of a church youth group.

There was no money in the budget for these changes; the youth department didn't even have a sound system. All he had to work with was four kids who had to be there and their explanation of what was currently culturally relevant.

And the result? Four youth became eight, and eight became 16, and 16 became 32, and 32 became 64, and 64 became 128 ...

Do you think this was effective? Derek and the youth group impacted over 1,200 youth in 24 months. Then what do you imagine happened? You'd think



he'd have been a hero, right? The church would be ecstatic over the success of this outreach ... wouldn't they?

Sadly, although the church board *said* they wanted to reach youth, their actions showed just how resistant they were to change.

You see, the board was not at all happy with my friend. It seemed as though every other week he was getting in trouble for the very things that had made the youth group a success.

"You can't have couches in the youth room."

"You have to turn all the lights on during group so there is no funny business going on."

"There are too many kids causing way too much noise, spilling soda on the carpets and causing far too much chaos outside and on the grounds."

The discussion concerning the couches in the youth room was particularly enlightening. When Derek asked why they couldn't have couches in the youth room, he was told, "Because we didn't have couches in our youth room when we were kids. Besides, it's just not biblical."

Derek posed the following question: "When you were a teenager, would it have been more likely for your parents to give you a bicycle or a car on your 16th birthday?"

The answer was, of course, a bicycle. Derek explained that times had changed. "When you were young, parents gave bikes to their kids; but this is the 1990s. Today parents give their teens cars."

His point, of course, was that little matter of relevance. What had made a teenager happy and was considered acceptable gifting when the board member had been young was not the same thing that was given in the '90s.

It was no wonder that at the beginning Derek had been faced with just four teens—four who were compelled to be at youth group. But it's also no

wonder that when he left that post over 1,200 lives had been impacted in only two short years.

What was different? Did the message change? No. He used the same Bible and taught the same lessons that had been used before. In other words, for you business people, the product stayed the same. However, the methodology, or marketing system, had changed. The one thing that was different was key: Derek had made church relevant for the kids. When he made it relevant, they responded.

What worked in that situation will also work in yours. You see, if you want to achieve market penetration and maximize success with your business, products and services, you are going to have to embrace change.

You will have to stop the insanity of doing the same thing over and over and hoping for better results each time. This kind of success will require you to learn what makes your business, products and services culturally relevant today.

You are going to have to be constantly evolving and learning. You will have to know your prospects inside and out. You'll have to discover their needs, wants and desires ... and how your product is their solution.

It may sound overwhelming; but don't worry. I'm here to walk you step by step through the process of attaining marketing relevancy and maintaining that edge. You can do it! You just need to learn how to rethink your strategy and implement change.





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Chapter Four: Zyxter

I've been a student of the Internet since 1997. From that time I began to see its tremendous potential. Coupled with that, I've been involved in business since 2000. My experience spans from starting a business from the ground up with no capital to running a Fortune 500 company. I've also been involved in the church world in various capacities from beginning a church to being on staff at one of the 45 largest churches in America. I've run my own photography, marketing and Web design firms. In other words, I've had a wide range of experience in reaching out to people and touching them with my message. And if there is one thing I know and understand, it's the power of the Internet—or more specifically, the power of social networking through popular Web sites like MySpace, Facebook and LinkedIn.

Regardless of the business I've been involved with, there is always one constant: One business thrives while other similar businesses are struggling to survive.

How is it that in every industry where there is a need and demand for a business, product or service, one company excels and one doesn't? And how could I walk into one store that was underperforming and in 30 days or less make it a top performer in its industry, keeping the same employees, products and services? It seems a pretty big claim to make, doesn't it? Yet I can tell you in two words how I can do just that: Marketing relevance.

You see, it doesn't matter how good your product or service is. You may even think your product is so good that it will sell itself. But products and services alone don't build wealth, and they definitely don't build thriving companies.

Don't believe me?



Take \$20,000 worth of your products and services to an empty field tomorrow. Then pull up your recliner, sit back and watch it. Stare at it all day long. Shoot, take a nap if you want. Then go check your bank account.

Any new deposits? None? Exactly my point: Marketing systems sell products and build thriving businesses; products and services don't.

You may never have been introduced to real marketing until today. What I'm about to share with you may forever change the way you view marketing your business, products or services.

Let me be the first to show you a brand new concept that will revolutionize your world. Let me introduce you to the exciting world of the Zyxter marketing system and its unlimited possibilities.

I can hear the questions now: What is Zyxter? What does it mean? How do you even pronounce it?

Zyxter, pronounced "zix'-ter," is derived from the word *zyxt*, an old Kentish word meaning "to see." It's the final word listed in the English dictionary.

Zyxter is a premiere social networking site of its kind. It is an all-encompassing marketing system that incorporates live streaming services that literally allow you, your business, your products and your services to be seen and help you become the last word in your community.

The entire point of Zyxter in this new era of marketing relevance is to create well-educated prospects who are affiliated with your business and who can help you acquire a large base of happy, satisfied customers.

The biggest problem the Internet has caused for people trying to market themselves and their businesses is that too often people lead with their product and spam the masses. This results in prospects who want nothing to do with the product pushers. Nobody wants unsolicited products forced upon them.



To be honest, the use of Zyxter in itself will not guarantee your success. However, it will empower you to achieve massive success at a much faster pace simply by applying the strategies and secrets you'll find revealed in subsequent chapters of this book.

The only way to really succeed in business is to become a leader with a following by establishing yourself as an expert in your field.

So a question to ponder would be, "How are you going to build your business and promote your products and services?"

Do you realize why this is such an important question? It's quite simple, really. It's because your business, your product and your services don't matter unless you find a way to move people from being prospects to customers. Your future wealth and success are not found in the business, product or services; they lie in your ability to move—to market with relevance—your business, product or services.

So how are you going to do that?

I cannot reiterate enough that it's all about the marketing.

If you will apply the principles of Zyxtology and embrace change, you will never have to "sell" again. Believe it or not, people will pay you to prospect them!

When you apply these principles you can teach anyone to duplicate your success, regardless of their industry. Not only that, but you can be paid to teach them.

When you utilize the power of the Zyxter marketing system you will make money quickly, even from people who don't buy your products or services.

When you understand Zyxtology and plug into the system, you'll see how anyone can make money on their very first day. And I'm here to show you how to do just that.



The problem for most people, in my opinion, is that most business owners don't know how to market.

The individual who thinks he can build a long-term, successful business or service without spending the majority of his time interacting with people personally each day is sadly mistaken.

With the Zyxter marketing system you will be able to build an online community as you attract people to you instead of chasing after them. The best part about it is that they will actually pay you to do so!

The key to effective and relevant marketing through the Zyxter marketing system is to educate potential prospects and sell a generic solution and system instead of specifically promoting your business, product or service up front. But don't worry; sales of your product or service will follow.

Here is a fact that has proven to be true time after time: Most people would prefer to learn how to do something than to actually do it.

If you can teach someone how to do something that is valuable to your target audience, you position yourself as the expert who has value to offer to others, and your products and services become the obvious choice.

Remember, if you give people what they want, they will give you what you want. In other words, the quickest path to wealth in life is to solve other people's problems.

There is no need to place your initial marketing emphasis on your business, product or services. That's just selling people their next problem. What do I mean by that? Remember, most people prefer to learn how to do something rather than actually doing it. If you sell someone your product without educating them as to how it works and how best to use it, then the buyer has a problem: He doesn't know how to use your terrific product to get the best results. The upshot is frustration on his part, and probably a lost customer for you.

Instead, market a solution to your potential prospects. Fix their problems and become an invaluable resource to them.



Let's look at an example. A few years ago I was led to begin a new church. However, I took a somewhat different approach to beginning the work. I wasn't going to advertise in the traditional way; I wasn't going to promote how this church was better than another. Instead, I would find out what the local community needed.

I went to the streets downtown and surveyed people who were in my target demographic. I asked the following questions:

Do you currently attend church? If so, why?

If not, what would church have to do differently for you to want to attend?

Armed with what I learned, I developed a system that would overcome the obstacles people faced that prevented them from attending a local church and would provide them with solutions to the problems they were facing.

I made a conscious decision to trust that my target audience knew best what they wanted and needed. The marketing was tailored to be specifically relevant and speak directly to the expressed needs—not the perceived needs—of the target audience. I didn't change the message. I simply changed the methodology.

Where are people today? Online! So I took my message to the social networking Web sites and began to educate people as to how they could overcome the specific obstacles and problems they were facing.

The result? I built an opt-in e-mail list of over 100,000 people who *asked* me to e-mail them on a regular basis. I built an online community and "friendship" with well over 100,000 people and became one of the most recognized pastors on the major social networking sites. But more importantly, over 2,800 people in 16 months moved from online anonymity into real-life contact with our brand new church. Over 2,800 people visited our church experiment because after we educated them, we were the obvious choice for them to look to for further help.



My point is this: If by being relevant and understanding the needs of my target audience 2,800 people come to church through nothing more than an effective online marketing campaign, how much easier would it be to transition your target audience into paying customers?

In the next chapter I'll teach you in detail how to get the correct message in front of the right people!





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Chapter Five: Prospecting

There are two aspects of relevant and effective marketing:

- Marketing to people who have a genuine need or desire for your business' product or service.
- Positioning yourself as the obvious expert and the solution to their need.

If you take the time to get to know the needs and desires of your target audience, you can position yourself not as just another salesperson trying to get people's money, but as the obvious expert who provides real solutions to those individuals who are actively looking for your product or service.

Who are those individuals? Your target audience!

In other words, you can't even give away diapers to someone who doesn't have a baby.

Instead, you should market your products to those who have purchased a similar product in the past, or to people who are actively seeking out your product.

Why?

Because they already believe in the product or service.

Which do you think would be the more effective approach—placing ads in every newspaper to proclaim the superiority of your diapers, or going directly to parents of babies who need diapers?



If you are going to spend money on advertising, it makes sense to purchase ad space only in those mediums that reach your target audience.

I have an extremely high closing rate on any product or service I sell. What's my secret? I only try to sell to people who already buy what I have to offer or who are actively seeking what I have to offer.

Years ago, when I was launching my first photography company and had no leads, how successful do you think I would have been if I'd simply opened up the phone directory and started cold-calling everyone in the book? How many hours would I have wasted with such a shotgun approach? How frustrated would I have been? How much would I have annoyed the people I called?

Likewise, how successful would I have been if I'd ordered a generic e-mail list and proceeded to send promotional e-mails proclaiming my excellence in photography and the incredible promotion I was currently running?

The answer, of course, is that I wouldn't have been very successful at all. I'm sure it would have been just a matter of time before I was completely frustrated, out of money and ready to call it quits on a failed business startup.

Instead, I did my homework. I concentrated on groups of people that I knew used pictures and needed them for their business cards. I offered a free service to the office and provided an educational talk on the importance of quality photography and the difference a professional photo would make in the company's marketing efforts.

And do you know what happened? I had more business than I knew what to do with! Taking the time to know your audience and marketing to quality prospects is not only extremely liberating; it's the fuel that powers the Zyxter marketing system.

To use our previous example, let's say you have come up with the diaper of all diapers. It is 100% leak-proof and odor-proof. In fact, it has a built-in odor-neutralizing system and notifies you the moment your baby has a



bowel movement or wets. This diaper receives every possible award and wins new product of the year industry awards.

But despite their quality and awards, you wouldn't be able to give them away to childless middle-aged couples who would never have a baby.

They just aren't your target audience. It doesn't matter how amazing your product and service is—if you aren't marketing to your target audience, you are just wasting your time and money.

On the other hand, if you went to the local daycare chain and gave a free seminar on the benefits of your diapers and the awards your diapers had won, it wouldn't take long for you to sell your entire inventory! In fact, the daycare owners would probably be willing to send your coupons and flyers home with every baby's and toddler's family. The end result? You'd never have to market your product and service again. You'd be set.

Why? Because you had found your target audience—the people who needed your product. All you'd had to do was provide them with a free education on your amazing diapers and *voila!* You successfully branded yourself as the obvious expert in diapers. Consequently, you sold your existing inventory and probably could sign a contract to drop-ship inventory to every daycare in the chain every week for as long as they were in business. More importantly, the daycare workers began to coincidentally work for you. They began to recommend your products and services to the parents of the children at their facility.

If you want to maximize your marketing success and have fun doing it, *do not stray* from your target audience.

With the recent explosion in popularity of social networking Web sites it has become extremely easy to find your target audience, establish yourself as the obvious expert and win business—all without spending a fortune.

Sure, it takes some time to build relationships with your target audience; but that is time well spent. Properly forged relationships within your target audience will make marketing enjoyable and you will be extremely satisfied in knowing that you are making a difference. You are no longer a salesman



or saleswoman; instead, you are the next generation in marketers. You are the solution and the problem-solver. You are the last word.

If you don't want to do the work of building relationships, you are going to have to advertise by placing ads in various venues. I'd highly recommend using Google or other highly-trafficked Web sites if you have an effective ad. Then you can utilize the Zyxtology approach of promoting a generic solution.

However, if you simply advertise your product or service, you will run out of money.

That's right: Merely tell everyone about your product and service and you will lose money! I'm sorry, but reality is that very few people will care about your products and services. They're too busy being inundated by all the other products and services available.

Instead you need to focus your advertising.

You must highlight your company's expertise on a given subject and focus your marketing. You're going to establish yourself as the obvious expert through your marketing system, and your system should sell your products and services.

You will market a solution to your target audience's need through your marketing system. If that system is properly implemented, you become the pursued rather than the pursuer.

If you will market the *how* first rather than the *who*, you will successfully break free from traditional marketing and begin to reap the rewards of marketing relevance.





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Chapter Six: Franchising

We're all familiar with franchises. For example, Chick-fil-A is a multimillion-dollar franchise. What you may not realize about the chain is that it is, in essence, run by high school students. Why is that important?

Let's break it down.

These are high school kids, which means they generally have little business knowledge or expertise. They have no real experience. And they make minimum wage.

This is the workforce behind this incredibly successful franchise!

How is this even possible? It works because there is a consistent and duplicable system in place.

There are only a few things this teenaged workforce is asked to do:

- Provide customer service—great customer service, I might add. They come to the tables, making customers feel as though they're in a restaurant and not a fast food place.
- Take customers' orders efficiently and cheerfully.
- Train new hires to provide customer service and take orders.

That's it. They keep it simple. They make it hard to mess up. And their system does the rest. These teenagers turn on the equipment that produces the food and collects the money. They can make the meals and receive payments properly by using the system that has been set up for them.



This system and its ease of duplication have created a predictable and enjoyable experience for customers. Contrary to public belief, Chick-fil-A's primary product is not their chicken sandwiches—it's that consistently positive experience.

Customers choose to go to Chick-fil-A time and time again because of their consistency and predictability. We know exactly what to expect every time.

What about your business? It should be no different. Your marketing system should be designed to establish value and build residual income.

You see, true wealth is not simply accumulated via the traditional way of doing business. If it were, everyone who is in business would be wealthy.

To take it a step further, maximizing your success and ensuring that your business makes residual profits whether or not you sell another one of your products is true success that results in wealth.

Your business should consist of three overlapping parts, with your primary product or service coming last instead of first.

That's right—your primary product needs to come last. I know it's a difficult concept, but if you will hear me out I think you'll agree and wonder why you haven't considered this before. The three parts of your marketing system should be as follows:

1. You need a low-cost (under \$25.00), high-volume retail product that ultimately funds your marketing costs, reduces your expenses and provides you with a steady stream of leads within your target audience for your product or service. This retail product is what actually sells parts two and three.
2. Part two is a medium cost (\$26.00—\$500.00) backend product that produces real income. This is your monthly, dependable income stream that can be used to pay the bills, invest or expand. This product sells part three.
3. The final part is an affiliate revenue-sharing opportunity that creates long-term residual income through small monthly recurring purchases made by a substantial distribution channel.



In my opinion, most small businesses go after this completely backwards. They start with part two and spend themselves out of business. The average startup or businessperson has no way to create enough income quickly enough to pay for their expenses and learning curve, let alone a full-time income.

Don't believe me? Do a little research and see what percentages of business startups fail. Some sources estimate that over the course of 10 years, 99 out of 100 will fail. That's not very good odds.

Remember Einstein's definition of insanity?

"Doing the same thing over and over again and expecting different results."

If we do things the way they have always been done, we are going to get the same result. If we want what we have never had, we have to be willing to do what we have never done.

Embrace change!

Break free from tradition.

Does my model work? Absolutely! Want proof? All right.

So, what do you think? Is Chick-fil-A in the chicken sandwich business? If you said yes, you'd be wrong.

Chick-fil-A isn't in the chicken sandwich business. They could never be in the chicken sandwich business; they'd fail. Why? There is no profit there—store managers have told me they break even on the sandwiches. The chicken sandwiches serve one purpose and one purpose only—to provide you with a healthier alternative to fast food hamburger joints and to get you in the door, so you will spend your hard-earned money on sugar water, French fries and dessert (which all have huge profit margins).

You see, Chick-fil-A is not in the chicken sandwich business; they are in the business of sugar water, French fries and dessert!



Or look at Subway. Sandwich business? Nope. Think again. They are in the weight loss business. If you don't believe me, watch their commercials and listen to Jared; he'll tell you. In fact, when Subway dropped Jared's ads due to fears of overexposure, their sales dropped as well, so they quickly rehired him.

Subway gets you to come in for a low-fat sandwich and then sells you their high-profit sodas and chips.

Do you still think your main product or service is your business? Not if you're creating a successful, consistent and duplicable system—a franchise.

In order to turn your business, product and services into a true franchise and produce residual income, you need to understand and make sure you have the following components in place.

A quality Web site: This will make or break you. A properly designed Web site will work for you 24 hours a day, seven days a week, and 365 days a year. It will enable you to make money even while you're sleeping.

A prospect generator: This is where you market your ads through any of the varied advertising channels to your target audience. This could be done through postcards, brochures, business cards, classified ads, blogs, billboards and so on. These ads will create leads for you around the clock and introduce them into your marketing pipeline.

A marketing pipeline of interested prospects: This is where you capture the attention and time of your prospects by providing them with valuable information that is of real value to them (although not to you, at least in a financial sense). This keeps them in your pipeline and establishes you as the obvious expert in their minds. Furthermore, it should market and introduce an inexpensive retail product and point to your money-collecting system (cash register) which takes the order for you.

A money-collecting system: This is the online cash register that produces funds that offset your marketing costs so you can afford to continue advertising. The primary purpose of this is *not* to make a profit. It is solely

to allow you to continue advertising and generating interested prospects to introduce into your marketing pipeline.

A retail product or service: This is your main product or service and should be the next logical choice of your customers. Your system should sell this for you and it should cause the customer to sell themselves on your product or service, since you are the obvious expert.

An affiliate revenue-sharing opportunity: This is where your long-term residual income is generated as you build a community of well-educated customers who gladly refer you and your marketing system to everyone they know.

During this process of franchising your business, product, and service, your sole job is to be like the teenage employees of Chick-fil-A. You are simply to provide customer service and build relationships with your customers. The system will sell your products and services for you.

Remember, if you give them what they want, they will give you what you want.

This franchise model solves the most common problems faced by all business owners and service providers: A lack of qualified prospects and a lack of immediate cash flow from which to market and promote.





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Chapter Seven: Psychology

Do you want to know the real secret to business success? Then I'll tell you: If you are going to be successful—truly successful—then you have to understand one thing.

True success is forged through relationships.

Marketing relevance begins with people. The more you know about people, the more you are willing to learn about people, the more successful you will become.

To successfully implement Zyxter marketing secrets and strategies, you will need to go beyond the surface. You will have to build real community with your target audience and learn to understand everything about them—everything from how they think to why they think what they think. You'll need to understand what they want and why they want it. You'll have to grasp what motivates them to buy a particular product or service.

As we delve into the psychology of marketing there are a few constants that we need to remember while we develop our strategies and pitch our offers.

First, believe it or not, the vast majority of people are lazy. It is part of our human nature. Our culture has catered to this need. As a result we have fast food restaurants; if that's not fast enough, we have drive-throughs so we don't have to get out of the vehicle to go into the restaurant to get our food. People today want better everything; they want it faster, cheaper and easier.



UPS, FedEx and others have really capitalized on this. Not only can I get expedited delivery by tomorrow; in some cases, if I'm willing to pay for it, I can get same-day delivery!

Now, I'm just like everyone else in this. I'm not afraid to work. Believe me, I've done some hard work in my life. It's just that my laziness drives me to be more successful. I don't work harder, but I do work smarter. It's ironic, but true: It is because I am lazy that I am successful.

Another thing to keep in mind is that people make decisions based upon the principle of pleasure vs. pain. What is this principle? Simply put, it states that a person will make decisions and act upon them based upon whether his choices are going to bring pleasure or pain. It doesn't matter what the decision might be—it could be anything from a decision to marry to a choice of whether to cook or buy take-out after work.

Strange as it may seem, a person's desire to avoid pain is even greater than his or her desire for pleasure. Amazing, isn't it?

I have met many people who have big dreams and aspirations, yet they never do anything about them. I can't tell you the number of people who say they would do anything to have what I have and do what I do. I always smile when they tell me that and ask a question: "Why don't you?"

Of course, I already know the answer—they give in to their fears and avoid even the possibility of pain. Consequently, they never do what is needed for them to fulfill their dreams and aspirations. The perceived possibility of pain at leaving their comfort zone is greater than the perceived potential for pleasure at achieving success and living out their dreams.

It doesn't usually take long for such people to start to make excuses and try to justify their lack of initiative. Sadly, while they may be speaking to others, in reality they seem to be trying to justify their actions to themselves.

Not long ago I gave one young man who was struggling to make it a great opportunity. He had said he was tired of how his life was going and of the laziness and inertia that had kept him from being successful. He said he'd



love to live in a house like mine, drive the vehicle that I drove and not have to live paycheck to paycheck.

So I tested him.

I offered him a dream job. I gave him the opportunity to work from home, to set his own schedule and make as much money as he wanted. To put it into perspective, I was offering him the ability to make as much money in one day as he normally made in a week. Sounds like a no-brainer, right? Well, my offer came with one catch.

I love to help people, but experience has shown me that unless someone is willing to face his fears or the pain of failure he will not be successful. So I gave him the opportunity of a lifetime—but I put it in his court to take the initiative of getting started.

Unfortunately he is still struggling with the same old dead-end job, wondering when his big break will come. He's waiting for success, power and prestige to drop into his lap without requiring him to leave the comfort of the familiar daily struggle.

There are so many excuses one can make to justify giving in to fear and never actually doing what is required to become successful.

What about you? Are you ready to leave your comfort zone and try something new? Are you willing to be stretched in the ways you currently operate and do business?

As stated earlier, you will need to build real community with your target audience and learn to understand everything about them. You'll need to learn everything from how they think to why they think what they think. You'll need to understand what they want and why they want it.

Here's a good beginning to understanding: People will do just about anything to avoid or cure pain. If you understand them well enough, you can expose that pain and offer them a solution. Then, by their nature as humans, they are wired to do what is necessary to attain the solution. It is a natural survival instinct.



Another thing to remember is that people would rather learn how to do something than actually do it. Take the young man to whom I offered that dream job. He came to my training classes eagerly and on time. He soaked up all the information. Had he overcome his fears, I believe he would have done an incredible job. But although he learned how to do a job that would make him successful, he was unwilling to actually do the job that would give him the success he desired.

Finally, keep in mind that people are fascinated by those they consider to be experts and leaders in an area in which they are interested. They naturally gravitate toward those who "have it."

People want to follow leaders. When you become an expert in your field you will effortlessly draw like-minded people to you. In order to become that expert, you must become more knowledgeable in your field. Of course, this will help as you speak or write, as you field questions or establish guidelines.

You'll need to know your subject thoroughly if you are to position yourself as an expert. However, there is another benefit: This will help you believe you are an expert and are worthy of being followed.

Until you believe you are the expert, no one else will. Zyxter marketing is about great leadership. It's about building a community in your field of expertise and providing a solution instead of a product or service.

Something about being the expert and having a community of followers changes the rules of advertising and marketing. Do John Maxwell, Rick Warren, Donald Trump or Warren Buffett have to advertise? Of course not! Why? Because their reputation as qualified leaders and experts precedes them. People are drawn to them, wanting what they have. Generally such leaders are turning people away or have a long waiting list.

These principles are the ground rules around which to base every aspect of your business. They are the psychological lures that draw people to you and ultimately make them want to buy your products or services.



Think about it this way: Nobody who buys a hammer actually wants a hammer. They want a way to push a nail through a board and secure it to something else. They want to build something. Therefore, if you want to sell hammers, you should advertise information about building something—not information about hammers.

The top income earners (and laziest people I know) typically follow the pattern of selling or giving away generic “how to” information, advertise those products (not their primary products), and hold generic training sessions or seminars.

Why do you think that is?

It's because they understand that if they help someone get what they want, they themselves will always have what they want. They embrace the concept of helping anyone and everyone who asks for it. By doing so, they establish themselves as the obvious experts in their field while building a thriving community that will eventually purchase their products and services without being asked to do so.

In essence they are saying, “I don't want to sell you an expensive hammer. I'd rather sell you inexpensive information on how to build something, which will lead you to sell yourself on buying my hammers.”

Furthermore, they understand our first principle: People are generally lazy. They don't want to work at the research. So if these entrepreneurs are perceived as the obvious experts, then not only will someone buy their instructions, and then their hammer; quite often the customer won't want to complete the job and would rather hire them and their businesses to do it for him.

Which brings us to the next chapter.





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Chapter Eight: Positioning

So what's so important or unique about the Zyxter marketing system? Just this: Properly understood, it frees you; you no longer have to sell your products or services. The power behind the psychology of Zyxter marketing lies in understanding that properly positioning yourself as an expert means your customers sell themselves on your product and services.

So the logical next question is, "How can I properly position myself as the authority in my area of expertise?"

I've found that the fastest way to be properly positioned involves a better understanding of how positioning works. You can't simply call yourself an expert or leader and be treated like one. You have to earn those titles. Let me illustrate.

I can spend a lot of money on expensive advertising campaigns that bolster my claim of being the number one leader and expert in marketing. That can become my personal brand: Marketing expert. But the truth is, that doesn't make me any more of a leader or expert in marketing than I was the day I began. Sure, I may attract some business—but at what expense?

On the other hand, I can spend my time building a community of interested prospects by giving away valuable content and material on how to become better marketers. While doing this I'm educating my audience and providing them with tools and resources they can immediately implement.

Now, which of these two approaches will earn me the title of being an expert and leader? It's obvious that the latter will not only establish me as the expert and leader, but it brands me as the obvious expert and develops a



loyal following of prospects to whom I can sell. And it will do the same for you.

The better you can educate your prospect, the better you will be positioned.

One word of caution as you begin: No matter what you do, no matter how you market and position yourself, stop trying to sell your products and services during your first exposure to a prospect. Instead, sell yourself and your tremendous knowledge in your field—that's the value you offer them. Don't be afraid to give your knowledge away.

If you aren't already familiar with social networking Web sites, now is a great time to become familiar with how they work and what makes them so valuable to you.

Regardless of who you are, you are an expert at something. If you leverage your existing knowledge and put it into an educational format, someone will always want to know more.

A trend at the forefront of the advertising world today is the use of 360° media. What does this mean? It's a way of saying you want to use every means possible to get your message out to potential customers. And this is what Zyxter is about.

You see, in the past, advertisers relied on just a few media in their various forms: print (ads in magazines and newspapers or via mail), outdoor (billboards), and radio and TV. Today, however, things have changed. The Internet has become the most popular place to advertise. In addition to straight Web ads, there are e-mail, text messages, blogs, vlogs and social networks, to mention a few areas. Let's look at each of these tools and see how you can use them.

E-mail

A proper utilization of e-mail marketing allows you to build a subscriber opt-in list from your Web site of people interested in hearing what you have to say. An "opt-in" list is one that people have requested to join; it consists



solely of the addresses of people who have signed up to receive your emails. The number one way to get people to give you permission to market to them is to provide them with a valuable report that solves a problem they might have or teaches them to do something they want to do.

Remember the example about hammers? Well, if I sell hammers I might have a Web site that deals with building things—all kinds of things. Since the people who will be interested in buying hammers are the people who are building things, I want to provide visitors to my Web site the opportunity to receive expert advice and opinions every week, as well as a report on how to build an entire project. Within that initial report, of course, I may include a list of tools and supplies needed. There I'll recommend a hammer—not just any hammer, but the hammers my company sells.

As I e-mail this database every week I continue to establish myself as an expert. It is through this relationship that I am able to sell my products and services without having to resort to a hard sell.

Another advantage to e-mail marketing is that I can track e-mails to see who opened them and what links they clicked on. This lets me see how effective I am with what groups; I can track what kinds of project plans spur sales, or which links prove most enticing to my readers.

Text Messaging

Obviously, text messaging follows a similar pattern. Thanks to recent advances in technology, we are able to create a subscriber base of cell phone numbers. These subscribers have given us permission to send text messages with news, updates and offers they may find of interest.

The genius of this is that e-mail has a lower open rate. However, text messaging currently has a nearly 100% open rate, is extremely fast, and is sent to a device that many users keep with them.

Think about this. Texting technology means that we can pre-schedule text messages that automatically go out on our schedule with pre-created messages that enable us to put our marketing campaign on autopilot. We



can link our messages with events or meetings, and they will be timely. This helps to keep you connected with your audience.

Blogs

If we are passionate about something—and we should be, or there is no sense in our being in business—we can create original and compelling articles that further educate our potential prospects and once again help us to become the obvious experts. These form the basis for a blog, or Web log. A blog is a form of column, if you will, in which people post their thoughts or stories online for anyone to read. In order to garner a following, blogs should ideally be updated with new content three to four times per week, or at least on a weekly basis. These blogs should not come across as sales pitches. Rather, they should provide solid content from which any user could benefit.

If your audience likes your writings, they will explore and learn more about you and how to become your customer. Of course, you should add a link to the bottom of each blog post with your signature, including your name, phone number if desired, e-mail address, web site address (if it differs from the blog address) and a brief blurb.

In addition to sharing content that is consistently helpful and frequently updated, please keep in mind that it needs to be clearly written. If you have a passion for your subject, but writing isn't an area of strength for you, you may want to seek out someone who can serve as an editor for you. You want your entries to come across in as polished and professional a form as possible. If a post is poorly written, it does not reflect well on the writer and can lose readers who may initially have been interested in the message. After all, if you don't care enough about your message to post it in a professional and easily readable manner, why should readers care enough to muddle through it?

Video Teachings

You can take blogging a step further and actually record your thoughts and instructions for people who follow along better by listening than by reading. These videos should be educational in nature and should have your Web site URL at the end of the video. Your contact information should also be clearly



available. Videos can be posted in a blog or vlog (video blog) as well as on video-sharing or social networking sites.

Again, if you choose to go this route, you'll want to make sure that you come across as professionally as possible. Speak with confidence and assurance, and look the part of the expert that you are.

Social Networking Sites

These Web sites allow you to have a space on the Internet that in most cases enables you to incorporate blogs, video and other customized content. Their purpose is to allow you to connect with other users on a personal basis. Those with whom you relate can then be added to your list of friends on the site. There is a plethora of social networking Web sites out there. Rather than concentrating on which one is best, you should figure out which *ones* are best for you to utilize and be a part of. Most people who use social networking sites primarily use one site. So if you depend on only one site to build your business and exposure, you are missing out on potential business.

You can create a presence on multiple sites that all point back and link to one primary Web site or social networking site that you have a presence on. The only drawback of many social networking Web sites is that they don't want you to use their sites to make money. Therefore it is very important to provide quality content and information to users of social networking Web sites. The link you provide to your primary site becomes even more important, as potential customers will need to navigate from the social networking site to your site if they wish to make a purchase.

If you take a strategic approach and decide that you are going to build relationships and community by pulling people from several social networking sites into one landing area or destination through giving away valuable information, it will only be a matter of time before you are viewed as the obvious expert and are properly positioned to begin selling your products and services.

Bringing It All Together



If you intentionally put together a plan and position yourself correctly, it is well within your potential to build a rather large list of opt-in subscribers who are hungry for your information.

Imagine a list built up over the next five years of 10,000--50,000 people. These people view you as the expert and have signed up for your e-mail newsletters, text messages and blogs; they are your friends on the most popular social networking sites around. How valuable to you think that list is? It is priceless!

Why? Well, let's suppose you decided to publicize a product or service that you highly recommend. What do you think would happen? Naturally, a large majority of your list would respond by seeking out and purchasing the item you have recommended.

What if you decided to host an event or write a book? What if only 10% of your opt-in lists purchased your product or service? You could make \$50,000--\$100,000 in one day! Simply by sending out an e-mail, text message, blog post or video to everyone on your list.

What if you did this once a month? The possibilities are endless; but if you want to be properly positioned you have to utilize the tools that are at your disposal and start to create compelling content that you are passionate about and that has your own personal flair.





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Chapter Nine: Residuals

We all have heard the statement, “Work smarter, not harder.” But how does that actually apply to us? Is it possible to work smarter and see a financial payoff?

I believe that for far too long people have embraced the concept that if they work harder they will get better results. So they put in long hours and work themselves so hard that they can’t even enjoy the results of their hard work. It becomes a never-ending grind. The reason for this is that is that many people believe that retailing their product or service in the traditional form of marketing is the way to go.

Granted, traditional advertising will make money, but the downfall is that you have to do the same thing day after day to make it. If you stop selling your products and services, you don’t make money. It doesn’t matter if you had record sales last year; if you don’t have at least the same amount in sales this year you will make less and may have to lay off employees.

That’s why I believe in residuals. I am a huge proponent of selling products and services that produce revenue for me every month and that continue to produce revenue every month—whether or not I sell another product or service again.

What if I told you that you could sell the same products and services you always do ... but you could set it up in such a way that you would have a residual income coming in that is not dependent upon your sales?

Work smarter, not harder ...



Building a network or community of people online who trust you and look to you as the obvious expert enables you to continue selling your products and services to them for the long term. It is much easier to sell a new product to an existing and loyal customer than it is to attract new ones.

The fastest way to build true wealth and a residual income is to get people to purchase a low-cost, high-volume retail product and train them how to be successful with their own dreams through the use of that retail product. Then you sell them your primary product later, once the relationship has been built.

The most common way to generate a continual residual income stream is to find an affiliate program that pays you an ongoing percentage every time someone purchases a product or service that you recommend.

For instance, let's suppose I am passionate about cell phones and technology. I could start an online community based on researching the best cell phone service providers, available plans and current deals throughout the country. I could then work out an agreement with each of the cell phone service providers to give me a fixed percentage of the sale of any of their products and a percentage of every rate plan purchased by people I refer to them. My Web page would carry links to those carriers and phones which I recommend—those with which I am affiliated.

Now, in the interests of keeping everything aboveboard, I would disclose my affiliation with the phone companies on my Web page. As is current practice for many bloggers, I would also disclose that my page is monetized by referral links, and that if someone makes a purchase via the links on my page, it will help to enable me to provide these reviews and other similar content.

The key to maintaining a good relationship with your readers, as with any relationship, is honesty. If you are upfront concerning your affiliations, it will accomplish two things. First, it will avoid any appearance of potentially tainted or slanted reviews, since you are affiliated with several different companies. Second, it highlights the fact that if readers use the links you provide, they are helping to keep your content available. This will make



them more likely to use your links than to navigate off site to the phone companies' Web sites.

Now, let's look at the huge benefits of how this can work in practice.

For example, let's assume that I am an affiliate of Carrier A. If I review a specific Smartphone—Phone B—and give all the compelling reasons why it's a great phone—convenience, functionality, variety of apps and so on—then people will naturally gravitate toward purchasing my recommendation. After all, I'm the expert who is familiar with the various phones, so obviously it makes sense for them.

Now, let's say Carrier A is willing to pay me \$25.00 for every Phone B sale I refer and 10% of every rate plan for the duration of time that my referral is a customer. Furthermore, they are willing to pay me 5% of every sale generated from everyone that I initially referred.

If I was able to refer 20 new customers who purchased a Phone B and signed up for the \$150.00 monthly plan, as most Phone B users do, here is what it would look like for me:

Month	Phones Sold	Commission Amount
1	20	\$500 (20 phones @ \$25 each)
2	20	\$500 (20 phones @ \$25 each)
3	20	\$500 (20 phones @ \$25 each)

In 3 months I would have earned \$1,500.00 in commissions for simply reviewing and recommending the Phone B as the phone of choice. That may not sound like a whole lot, but let's explore a little further. Remember, I worked out a deal to earn 10% of every rate plan sold as well.

Month	Plans Sold	Commission Amount
1	20	\$300 (20 rate plans @ \$150 ea x 10%)
2	20	\$600 (*40 rate plans @ \$150 ea x 10%)
3	20	\$900 (*60 rate plans @ \$150 ea x 10%)

* Rate plans increase because we earn this amount every month as long as the customer remains with the plan. So what we did for the first month is added to the second month, and so on.



So far in three months I have earned \$2,400.00. But I also worked out a deal to receive 5% of every of every plan that is referred by any of my customers. So if we take this a little further, here is what this looks like:

Month	Referred Plans	Commission Amount
1	0	\$0
2	40 (2 per customer)	\$300 (40 rate plans @ \$150 ea x 5%)
3	80 (2 per customer)	\$600 (*80 rate plans @ \$150 ea x 5%)

* Rate plans increase because we earn this amount every month as long as the customer remains with the plan. So what we did for the first month is added to the second month, and so on.

Now for the first three months my earnings are \$3,000. Let's fast forward a year to see the power of residuals.

In 12 months I would have referred 240 cell phone sales (20 per month) and 240 cell phone rate plans. My referrals would have referred a total of 480 cell phone sales and rate plans, which would mean I would have earned approximately \$43,200 (240 personally referred cell phone sales @ \$25 each = \$6,000; 240 cell phone rate plans @150 each x 10% =\$23,400; 480 cell phone rate plans @ 150 each x 5% = \$19,800). Not a bad business deal, considering I didn't have to do anything more than write my reviews and build a community of people who were in the market for a new cell phone and rate plan, which just happens to coincide with my primary business of selling cell phone adapters, power cords, chargers, cell phone cases and so on.

The best part of this is that if I decided to take a vacation and didn't sell one more product in month 13, I'd still make \$7,200 if everyone remained a customer and honored their service plan. The same holds true for months 14, 15 and so on. That's right. You could literally take the year off and earn \$86,400 if everyone was happy with Carrier A and remained a customer.

Traditional retailing just doesn't measure up. I don't know about you, but I want to position myself properly to earn residual income. This is the true meaning of the phrase, "Work smarter, not harder."



In the next chapter I'll wrap everything up and show you how you can get started today applying all the principles of this book and earning a residual income!





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Chapter Ten: Conclusion

I want you to really think about something: It doesn't matter how much you know ... what matters is what you do with what you know.

Imagine with me for a moment that you have a million dollars. It's in the basement of your house, locked away in a safe to which only you have the combination. This safe is 100% impenetrable without that combination.

Now, the house you live in used to be quite a beauty. It was constructed with the finest of materials by the most skilled craftsmen in their fields. The yard used to be a testament to landscaping ... but that was long ago.

Remember, you have a million dollars locked up in the safe in your basement. But somewhere along the way you decided that you were all set. You had enough, all safely stashed. So day after day you'd wake up, watch TV, eat and go to bed. The next day you'd repeat the process. But as days turned into months, little things started happening. First you ran out of groceries; then your water was turned off; then your electricity was turned off ... yet you did nothing.

The sad part is that you have that million dollars in the basement. But unless you get up, go to the basement, open the safe and pay your bills, you'll starve and die alone.

It isn't enough to have a million dollars if you don't use it. A fortune unused does nothing to enhance your life. It is only when you apply that treasure toward something that you see results.

It's the same thing with the knowledge you are assimilating within the pages of this book. It doesn't matter how much sense these principles seem to



make to you today. It doesn't matter what your intentions are of applying them.

The only way to receive the benefits of the knowledge you have gained is to begin applying it, one day at a time. Nothing happens overnight. Too many businesspeople and entrepreneurs give up too soon and never achieve to their full potential. Everyone wants immediate success, often because they have gotten themselves into a situation where they have to do something right away ... or lose everything.

Don't be that person. Don't try something for a week and decide it doesn't work. A week is not long enough to know. A month isn't long enough to know. It takes time to build relationships, but well-built relationships will yield much.

It is said that it takes at least six to eight exposures to your product or service before the majority of people are ready to buy. Those new to business may decide on a direct mail marketing plan and spend thousands of dollars to mail out four different postcards, only to quit because they don't see the results they wanted. Yet if they had stuck with the plan and mailed a few more times, they would have experienced maximum return on their investment.

My challenge for you is to apply what you have learned in this book and stick with it for at least 12 months. If you develop a specific plan for your business, products and services around the principles I've outlined over these chapters for 12 months, you will have no competition in your field. Everyone is going to be asking you how you did it.

Don't procrastinate. Start today. Don't waste another day.

I know wasting a day doesn't seem like a very big deal, and truthfully it's not ... until you waste enough days and you see that you have wasted a week.

Wasting a week isn't too bad, either, until you have wasted enough weeks that you have wasted a month.



And a month wasted isn't too bad—until you've wasted enough months that you have wasted a year.

The problem with wasting a year is that once you have wasted a year it doesn't take long until you have wasted a lifetime ...

I know that it can be confusing to enter new territory. Often it is overwhelming to know where to begin. So come along and dream with me for a few minutes.

Imagine.

Imagine a Web site that expanded upon the tools of this book and provided you a turnkey platform to use what you have learned to change your world.

Imagine a true social networking site with mass appeal to people of all industries, a site that actually encouraged you to conduct business and taught you how to use their platform for your business.

Imagine a social networking site that enabled you to build an opt-in e-mail subscriber list and taught you how to effectively market with that e-mail list.

Imagine a social networking site that gave you the tools to build an opt-in cell phone list that you could use to market via text messaging.

Imagine a social networking site that not only allowed you to create blogs and upload videos, but allowed you to stream yourself live. A site that allowed you to host product release parties, webinars and live educational events from the expert—you.

Imagine a social networking site that actually provided cutting-edge tools to help you build your community and increase your revenue at the same time.

Imagine a social networking site that actually paid you simply for conducting your business and referring people to it.

Imagine a social networking site that paid you a 10% commission on all memberships and services sold to people referred directly by you.



Imagine a social networking site that would pay you a 5% commission on all memberships and services sold to people referred by the people you referred.

Imagine a social networking site where, if you showed 20 noncompeting businesses a month how to do what I have taught you in this book, you would have the opportunity to earn a residual income of over \$75,000, all while establishing yourself as the obvious expert in your field.

Imagine being the last word in your market. Imagine what a difference that could make to your prospects.

Have you envisioned all this with me? Wouldn't it be wonderful to have that support and help as you build your business and increase your income through residuals?

Imagine no more—experience all that Zyxtor.com has to offer.

Together we can begin to build this vibrant community. Visit our Web site. Sign up today. Become a member of a growing, thriving online community; meet with people down the block or around the world as you become the obvious expert in your field. See what it's like to be part of a social network of experts who earn residual income while selling their products and services—all while making a difference as you help to find and deliver the solutions people need. It's time to stop imagining ... and make it happen.

Become the last word!





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Appendix A: *Residuals through Zyxter.com*

In Chapter Nine we discussed the instance of being an affiliate of a cell phone company. It didn't take long to see the power of two-tiered affiliate marketing and how realistic it would be to earn residual income by embracing a new way of thinking.

Zyxter.com operates on these principles. As of this writing, Zyxter.com is the only social networking site in the world to offer a two-tier affiliate marketing model.

Unlike multi-level-marketing (MLM) and Network Marketing, you don't have to spend one penny to become an affiliate of Zyxter.com and start earning money. However, we definitely recommend that you sign up for a package that enables you to utilize the full power of live streaming technology, opt-in text message campaigning and e-mail subscription newsletters. It's always easier to maximize your results when you are operating at full capacity. The people you lead will model what you model. If you are utilizing all the tools effectively, they will do the same.

It's kind of like the parent who smokes and curses up a storm. It's really hard to convince that parent's child not to do the same. After all, why shouldn't he? He just wants to be like mommy or daddy!

That's the power of modeling behavior.

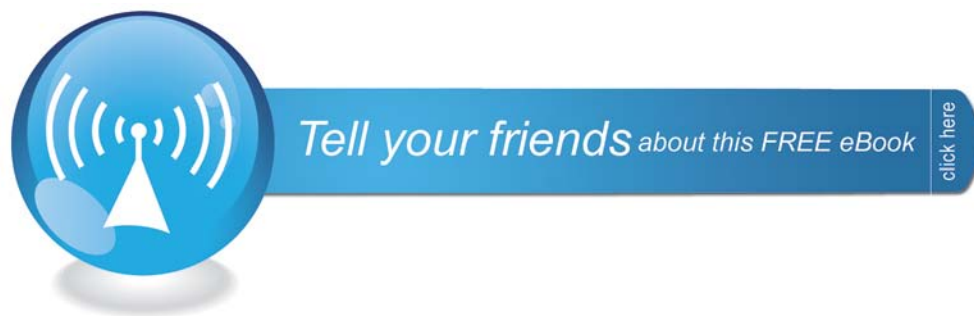
Zyxter.com's affiliate marketing program offers the same basic pricing structure as most cell phone companies, with one major exception: You only pay for what you want. If you want to use only the free services, you pay nothing. If you want to use the premium services, you pay a small upgrade fee.



Zyxtology.com offers all the tools a member of a major corporation or small business or even an individual needs to build a community where he is seen as the obvious expert.

Go ahead, be the expert you know you are. Reap the rewards on many fronts!

When you join the site you'll automatically be added to my list of friends. Feel free to write me with your questions and success stories. Let's change the face of social networking and usher in a new era in how business is won—together!



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