Direct Response Millions

LESSON EIGHT

by

Cameron Fulton

How to work smarter not harder, to make BIG money!

Anyone can apply these proven techniques, simply and easily with start-up capital from as little as £50. Countless others are already millionaires from using these principles and now you can join them!

W elcome and a huge 'Thank You' for purchasing 'Lesson Eight' of the twelve part course, 'Direct Response Millions'.

Here is some more information on making direct response millions through Internet marketing.

Five Amazing Methods for Multiplying Your Online Profits with Zero Risk!

I'm going to give you five amazing methods for multiplying your online profits with zero risk - without doing a lot of extra work.

Method One - Create Two Product Versions

A lot of people have just one product, selling for one price. There's nothing wrong with that, but…

You can instantly increase your profits by offering a deluxe package as well!

Here's an example…

A friend of mine was selling a course on how to get free advertising. He sold it for £295 for a long time.

Then he included an additional manual that cost him about five pounds to produce. However, he invited his customers to pay him an extra £200 for the combined product, labeling it as a deluxe package. It cost him just £5 every time he made an extra £200!

He increased his profits by about £30,000 and all he did to advertise was simply add one page to the sales letter!

Think of all the money he was losing because he only offered a basic package!

Whatever product you are working on and selling, I recommend you think about creating two or three different versions of that package. By doing so you're going to get some people that just want to stick with the basic package and, other people who will upgrade to the deluxe. You can even have a gold and a platinum package!

The one thing I like about creating two or more versions of your product is that it allows you to get sales from people who don't mind spending more to get an advanced version.

Perhaps you're sitting there thinking, "I have one product but I don't know what else I could add to it to enhance it and give it more value, so I can charge more." Try stripping something away from it and charging less!

If you have a £295 package right now, try taking something out and making a lower priced package that sells for £195. It will just include less of the material you had in the previous version.

Don't always think that you have to add something and create a higher priced package. Many times you can take something out and create a cheaper product (whilst continuing to sell the more expensive product as well of course).

You might only include CDs and a full book or course that goes along with it for the more expensive version, and the CDs only (or manual only) for the cheaper version.

Method Two - Turn a Letter that Works into a Sequence

Much of the time we just send out one letter and that's it. The great thing about the lnternet is you can send out sequences of letters.

I know someone who has a website, where he sells a product for £1,000. He knows every sale is going to take some real effort!

Here's how he does it…
He has taken his proven sales letter on the lnternet and gone back to those customers again and again with that sales letter ... nine times at last count!

Now, he doesn't hit them all in a week! He hits them over a period of a month or two. Since the lnternet is so inexpensive to market with, and there are many automatic tools out there to help, he can go back to those people nine times and get the maximum profits possible. This works in direct mail too. A successful letter can be mailed up to three times to THE SAME names and addresses and still pull a worthwhile response.

So, don't just send out to people once! Turn a great letter into a sequence of letters! Remember, email marketing is low-cost or no cost! You can do it! Sequence your email sales letters a number of times.

Method Three - Up-Sell on Your lnternet Order Form

This is something I don't see being done very much, but it is a great idea. Picture this: you've got the person, they want to order, they hit the submit button and up pops another screen, "Hey! Now that you've ordered maybe you'd like to add this £10 book ... This £20 CD package ... This £100 video tape package."

Do it immediately, while they're in the buying mood! Just add that package right after your order form. **You don't even have to come up with your own product.**

One thing a friend did on his site is, as soon as they hit that "submit" button, it took them to another page with affiliate programs. He could say, "Hey! You were interested in the product. Here are some affiliate programs that deal with the same topic. Click there and go and see what they have!"

He's found it amazing that he could be sitting at his computer, and up would pop an email message with that person's order form. In the next 30-45 minutes he would get another email from an affiliate company saying, "Hey! Your customer just purchased our program for £200."

He made two sales just by offering another product immediately after the customer signed the order form!

Try to put yourself in the customer's mind, and think about when they've already filled out the order form. How many times have you gone to an order form and been relieved once you have filled it in.

People are busy! You make it easy if all the customer has to do is send an email, "Hey! I want this, too," then they don't have to fill out another order form.

Method Four - Mail More Often

Email marketing is low-cost or no cost. But remember – spam doesn't work.

Mail to your customers' every one, two or three months with more offers. The more offers you go to them with, the more responsive they'll become.

You'll train them to look for your offers and to purchase from you more.

Method Five - Test Raising Your Prices or Your Fees

Some of the best ways to find out what works or what doesn't work is simply by testing.

It doesn't matter what you're selling, you need to test. You'll never know the best price of a product unless you do!

The Name of This Game is Names - How To Make Your Fortune With email!

In regular mail order a company's most valuable possession is their mailing list. This is just as true with email. Your most valuable asset is your email list, so you should be capturing email names and addresses every single day.

You can capture these addresses by putting your email address on every advert you run online and offline. Put your email address or/and website address on your sales literature, letterhead and even your business cards. You might even want to put a sign on your car! Why not?

Offer incentives on your website, such as a valuable free report or a free newsletter to everyone who leaves their email address with you. It is also a good idea to give people who opt-in to receive email from you an option to receive email offers from other marketers.

As you collect these email addresses, separate them into three classifications:

1. Entry level responders
2. Buyers
3. Customers

The entry level responders are those people who gave you their email address but never spent a penny with you.

Next there are the buyers. These are people who have bought from you once or twice.

Finally there's the customer file, which is your most valuable asset. These are the people who have bought from you repeatedly.

I have already explained you should often send emails to your email list. But here's something interesting for you…

Two sources - the "Interactive Group" and "Target Marketing Online" - conducted surveys.

They found the most successful marketers:

➢ emailed their **responder list** at least twice a week for six weeks.

That's right, they sent them emails twelve times in six weeks, on average, four different offers three times each.

They also:

➢ emailed all **recent buyers** twice a week for six weeks after every single purchase that they made.

➢ If a purchase had not been made within six weeks, they continued to email, but only once a week.

They always:

➢ emailed twice a week to their **customer list**.

These numbers seem somewhat high to me. In fact, there are many people emailing me two or three times a week and I think it's just too much. But these are the results of the survey of the most active and most successful marketers.

Of course, the more products you have, the easier it will be to email twice, or at least once a week.

Now let's get back to another way you can make money with email.

You can make a fortune by renting out email lists to other people.

This works the same as when we rent mailing lists in regular mail order. According to the publication "Interactive Marketing News," here are some of the average prices you can charge for various email lists:

➢ Software Buyers - £125 per thousand.

➢ Books, CD, or Video/DVD Buyers - £150 per thousand.

➢ Business Merchandise Buyers - £160 per thousand.

➢ Consumer Merchandise Buyers - £100 per thousand.

➢ Donors to Charitable Causes - £75 per thousand.

➢ E-zine or Newsletter Subscribers - £95 per thousand.

➢ Opt-in email Responders (basically be an inquiry list) - £65 per thousand.

These figures are averages from throughout the market. You can charge much more if you want to try for a higher profit, and adjust the price based on responses and inquiries.

This should give you some idea of how much money can be made with email lists, and it should also reinforce the importance of capturing all the email addresses that you can possibly get.

The important factor is the content of that contact. If you hit people three times a week **with something of interest and value to them**, they will keep reading your emails, even if they've never bought.

You have to keep the prospect or customer from feeling that your email is just another hit.

Give people a reason to read what you send!

You might make the same offer a couple of times, but you should have something new to say, and it should be written in such a way that it is exciting.

There is a LOT of email zipping over the lnternet. I get loads every day. I merely glance at a sheet, and if nothing rings my bell in two or three seconds it's deleted.

Regarding mailing lists…

Selling your email lists can add up to additional revenue or it can become one of the primary and intended revenues of a business. There are websites on the lnternet offering free access, free placement by merchants and resources, whether it's for weddings, recipes, business opportunities, etc.

You have to up your traffic.

When you do this you'll have something to entice an opt-in list. Then you can use the list to sell advertising, not to mention the list itself! This way the list offers the benefits and it attracts the other people who want the customers and the prospects you're bringing in.

How to Increase Your Traffic

Banner exchanges are one of the most popular ways to get one of the most popular forms of Internet advertising free of charge.

Here's how banner exchanges work…
You create a banner advert that advertises your website. You then send the banner advert to the exchange. They give you a little snippet of code that displays their banner advert which you put on your web site.

Typically, in exchange for every two visitors to your website who sees one of their banners, they'll send your banner out to other members to display on their site. You build traffic on your site and you get free valuable banner advertising on other sites.

Banner exchanges can be worth many thousands of pounds!

Now, here are the seven steps explaining how to use banner exchanges:

1. First of all, you want to go to www.bannerexchange.com. or a similar website (more addresses in a minute).
2. When you are on the site, there will be a banner network help section or a place to click for "Making Your Banner." These websites sometimes have common questions, a tutorial, banner generators that will actually create your banner for you. Some even have free banner makers (people that will create a banner for free for you).
3. Create your banner! As you can appreciate from the information I've just given you, this is not a problem – either use the website's tutorial or banner maker services.
4. Sign up as a member of the link exchange.
5. Submit the banner.
6. Place the code they will send you on your site to display their banner.
7. Repeat.

Here are other banner exchanges you can go to, because once you've created your banner, it is very easy.

www. bannerexchange.com, and **www.banner-traders.com** have four to three ratio. Every four banners you show, they'll show yours three times.

www.tipexchange.net has a five to four ratio. This means that if you show it five times on your site, you get four shows on their site.

www.123banners.com
www. adxchange.com
www.bannerclicks.com
www.clicktaxi.com
www.clicklink.net
www.bxmegalist.com (this one includes mobile phone web design)

This is so powerful. Follow these seven steps! Go to these link exchange sites.

There are many other link exchanges out there. These are just my pick of the most popular ones.

Banner adverts make your site look commercially viable.

You will have advertisers all over your site which can attract other paying advertisers. Let's face it **advertisers want to be where advertisers are!**

One of the things I like most about the link exchange opportunity is the win-win aspect of it. You're helping them, but they're also helping you. Isn't that really the nature of the Internet?

Plus, all these websites are connected together. That's why it's called the web! Web site links are one of the principle ways people go to other websites.

Just so no one makes any mistake, these are all totally free services. I always look at it with a jaundiced eye. If it claims to be totally free, I always want to know how they are making their money.

What's the answer to that question? If it is a four to three ratio - four displays you're showing when they give you three – then one of those displays will be from a paying member who doesn't want to participate in the exchange.

The banner company makes money because you're displaying those paying members' adverts - **but you're getting the same service for free!**

Banner adverts placed on a site can be used like links for a search engine. Consider them as links to other sites.

Upping Your Ratings

Anything can be a link - even a photo - if you click on it and it takes you to another site. A banner advert is merely a graphic that displays some text or something that entices people to click on it, but is actually a link to another site. So banners on your site can help you in the ratings on the search engines.

The more links to your site, the more popular the search engines consider your site to be. A banner advert achieves two things:

➢ You are getting your adverts seen.

➢ You are increasing the position on your search engine.

There is a multitude of benefits involved here, and that's why this is such a great tip.

Here's another invaluable tip…
I want to advise you to carefully read the instructions and the "rules" for each of these banner exchanges. Some of them don't allow you to place their exchange banner on anything but your home page. Others encourage you to place it on every page *on* your site so that you get more displays. **If you can, put their exchange banner everywhere!**

Starting a banner exchange on your own site is shrewd. If nothing else this extra banner display you would normally use to sell your products can instead be sold for a profit. You can also have that display advertise:

➢ your website.

➢ another website you have.

➢ any other web business.

Animated Banners

I understand there is some research that says that an animated banner will have up to **seven times the click-through ratio as a non-animated banner.**

They're not that difficult to do because there are all sorts of help for creating them.

An animated banner can be as simple as words that display and change so you can get a whole sentence into a small space. It's something that catches the eye!

Another neat trick that I see used often is making a banner advert look somewhat like a bar with a "click here" icon, or asking a question with multiple choice answers so that people click on it to answer. When you click, it takes you to another site.

But be careful, you don't want to irritate your market. You want to attract it!

Sometimes if you do it right, it can really catch the eye and increase the number of clicks you get. So if the idea appeals to you, test it. Just be prepared to opt out if it attracts too much negative feedback.

Offering a Free Report

Many sites practice this, it's so powerful. They have a box you fill out with your email address and submit to the company for a free report or something similar. There is usually a little pre-checked box that says "it's okay to share my name with similar companies that would interest me." Prospects have to actually un-check the box in order to not be opt-in.

You could have more people complaining and wanting to be removed from your email list with this technique, but as long as you maintain that list and remove the names of those who request you to remove them, you should be fine.

Different Approaches

You really only have one set of customers. But as you know they are divided into different groups. You have:

➢ the responders (inquiries).

➢ first-time buyers.

➢ multiple buyers.

When it comes to sending details of another product dividing your customers into these groups becomes very important.

The multiple-buyers (your true customers) are people who trust you. They know who you are and you can adopt a more friendly tone in the sales literature or emails about your new special offers.

The first-time buyers are in-between. You are trying to push them over the brink to go from buyer to customer. However, they have already purchased a product from you so are more willing to read any further information received from you.

The hardest people to get sales from are the responders. Before I explain how you can do this, here's something important…

Beware of Cheap Lists

I want to warn you - there are many email lists out there that are not opt-in lists. I recently received an email that said someone had 100,000 names for £100. Well, whenever you see something like that, you should know it's not an opted-in list!

These people have software programs that can go around like a vacuum cleaner on the web and pick up email names and addresses.

The people on these lists do not want to hear from you! In fact, 80% of them will start flaming you! They will start doing all sorts of mean-spirited things towards you and your company ... talking dirty and all sorts of things.

You really do want the opted-in lists! So, be careful - when someone offers 100,000 names for £100 you can be sure that the people on that list didn't say they wanted to receive more email.

They'll not only flame you they'll complain about you to your service provider and demand that your lnternet account be cancelled. Therefore, you don't want to mess around with those lists.

So the guideline is…**if it sounds too good to be true when you're buying an email list, it probably is.**

Now I've explained that I can show you the best way to approach people on a good emailing list…

Positive Messages

In your message, say, "Hi! You opted-in to receive this kind of information, so we're happy to forward this along to you." Make your message positive.

I get the joke of the day from jokeoftheday.com. I always open it because it's funny, and it says right on the email, "You signed up for this, that's why you're getting it."
Here's something else - people will sign up for something and forget they did so, so don't start in with the advertising – always remind people right at the get-go they requested what you're sending them.

The Power of FREE

People love getting freebies, and if you offer something free - even if it is something that costs you little more than a few inches of space on your website - it gives people an extra incentive to visit your site.

Whatever type of Internet website you have, you should offer a variety of valuable free items to pull people into your site. After all, with so many websites on the Internet, sometimes your potential customers will need a little extra incentive to visit your site over your competitors.

Giving away freebies can give you the competitive edge you need.

"Free" is the most popular, most powerful word ever used in marketing!

I've seen people use headlines with only the word "Free," because people love it. There are entire books and newsletters about getting stuff for free.

People want to grab whatever it is that is free, especially if they see that it is something that is high quality, something that they want, and something very valuable.

I believe that, on the Internet, "Free" is what everything's about. **That's what people are looking for ... free stuff, free information, free news, free headlines, etc..** If you're not offering something free on your web site, you're a rogue.

A friend and business associate publishes a weekly newsletter. **He sells it for £149 a year - but he gives it away free!** Then there's a free weekly course he sends out to customers. He combines the value of the newsletter and the weekly course to be a little more than £500.

So what does he get out of it?

People pay him with their email addresses, but they feel like they're getting a newsletter and weekly course for FREE.

All they're doing is giving him permission to occasionally invade their mailbox with a notice of something with value. But consider how open these people are to any offers he makes.

There are two things you should remember when offering a free item on your site:

One - The Product must be of the Highest Quality

If you offer a freebie that is junk, visitors to your site will believe your other products are junk, too.

It's much better to make your free offer valuable and very high in quality. That's the way to get visitors to take a chance on your other products.

Two - Include a Price Tag on Your Free Item

Do this, even though you are giving it away at no charge.

Visitors to your site are more likely to take advantage of your freebies if they believe that they would normally pay ten, twenty, fifty, or even a hundred pounds or more for the item.

It is a simple idea, but you have the ability to pull in hundreds or even thousands of visitors a day offering something free that people desperately want. Now that you know the secret, here are 30 free things you can include on your own website.

- ➢ **A free email newsletter or e-zine**
- ➢ **A free tip-of-the-day**

- A free chapter of a book
- A free complete electronic book
- A free contest
- A free report
- A free article reprint
- A free product sample
- A free advertising special
- A free discussion board or forum
- A free catalogue
- A free coupon or special discount
- A free trial subscription to a magazine or a newsletter
- A free survey
- A free consultation
- A free website review
- Free graphics
- Free website hosting or other valuable lnternet service like a free auto-responder or list service
- Free website templates
- Free software
- A free CD or DVD
- A free affiliate program
- A free email service
- Free shipping
- Free customer support
- Free access to a "members only" site
- Free banner or classified advertising
- If you've got a cooking site you may want to offer a free recipe
- If you've got a property site you may want to offer a free mortgage calculator or free home buying tips.

Turning Worth into Wealth on The Web

If you have a website there are two methods you can use to drive people to your site:

One - Promote your product or service <u>offline</u>

You can do this in print, or even on radio and TV (which are getting cheaper) to drive people directly to your site.

Two - Promote your product or service <u>online</u>

This can be done many different ways - free publicity in an e-zine or press release and advertising. Basically doing everything you can, including using search engines and banner adverts to get people to visit your site.

The path to success is using key words in your adverts, links and search engine submissions. There are a myriad of choices on the web today and lots of noise out there that you haven't got a chance unless you can stand out from the crowd.

Your adverts, free publicity and essentially everything you run has to have a USP - a Unique Selling Position to get attention for you!

The Internet and USP

In direct response marketing we say that we have to stop a reader in his or her tracks and make them look at our advert or message. This is also absolutely true on the Internet.

You've got to grab those eyeballs and stop them from clicking through! You do this by offering a big, big benefit. You can ask a provocative question. You might use a gimmick headline as long as it can tie into what you're selling.

However, be careful with any gimmick words and phrases - sometimes they can backfire on you. I knew a man involved in regular mail order many years ago that was putting the word "sex" in large type in his advert.

It didn't work very well though, because he followed that by saying, "Now that I've got your attention, I want to sell you gold and silver." People resented it.

On the other hand another person who was publishing a gold and silver newsletter did use sex very successfully. This is how...
He hired a photographer and a pretty model in a bathing suit. She was photographed surrounded by gold bullion and silver coins. That worked like magic!

This points out that sometimes there are different ways to go.

Using Key Words to Grab Readers' Attention

The best way to go, though, is to use some key words that really grab attention. For example, if you have a home business offer, you could possibly use a headline, "How to make £370 a day at home!"

If you were selling male potency pills, such as the new herbal pills, you might want to say, "Works better than Viagra ... and it's safe!"

Another great stopper would be "Make up to £300,000 a year, at home, with lnternet auctions."

Of course, you can't say this unless you have proven the level of income or somebody else has.

For instance,

I know a couple who live in a small town in Wyoming are making $600,000 a year in lnternet auctions.

I could go on and on, but I hope you get the idea. You must get above the noise to grab attention.

Driving Traffic to Your Site

Okay so how do we get people to visit our site, once we have set it up in the way I have explained?

Here are the 6 ways we can achieve this:

1. Pay for an advert (like a Google Adwords) to appear on peoples' searches. 'Pay per click.' For example, if you search under Stuart Goldsmith, you should see that his own web site comes at the top of the list – that's because he pays for it to do so!

2. Manipulate the search engines so that our website gets in the top spots for FREE when people search for something. This is also called "Search Engine Optimisation" and it's why you need a decent web designer and not Glynis Jones from 43b, Ruby Terraces who's doing it as a little hobby. Your web designer will know exactly how to get your web site as close to the top of the search engines as possible. This takes more time (often several months) than buying your way in – but it's free!

3. Tiny adverts in classified sections of newspapers. These are low cost, simple adverts which contain a headline and a web site address:

Athlete's Foot Cured?

www. Cureathletesfoot.co.uk

---

4. Create your own opt-in ezines which has solid information but also has slots for adverts. This is a little known secret of the Internet millionaires. It sounds a lot of hassle but it isn't really – and you end up with that most valuable of things, an opt-in email list of your own.

5. Put those same adverts in other people's opt-in ezines. They will want a cut of your profits of course.

6. Send someone an email which persuades them to go to your website. This is Email Marketing, not SPAM.

Now, when I mention 'email marketing' to anybody, the first word which enters their heads (because the media told them so) is "SPAM". Let me make something crystal clear from outset: **I hate Spam with a vengeance…**

You know how the ridiculous spam email goes: "Hey, Mr. Jones I noticed you have not yet tried Cialis (A Viagra substitute)! You have never been a real man in bed until you have!" Just like that, but with all kinds of weird spelling and punctuation. Great... like even if I WAS in the market for such a thing, would I buy it from a monkey like you? A monkey who makes me feel inadequate and insults me?

Yeah... right.

I get about 20 of these things a week, do you? And you can't unsubscribe either. Imagine the postman tying to deliver you a letter you don't want - you tell him you don't want it, but he forces his way through the door and rams it in your face! Is that marketing?

Spam is the most low-life, lazy-bum, idiotic form of marketing I've ever seen. Let me qualify what is meant by 'spam' because there is much confusion here. **Spam is an unsolicited email trying to sell you something you have never expressed the slightest interest in buying.** By 'unsolicited' I mean, you did not agree to be sent any emails from the party in question. Obviously, that is unethical on their part, but most of the time, what people think is spam, actually isn't; they just forgot what they agreed to 'opt-in' to!

Most email marketing is sent out by an autoresponder; this is basically a computer which is able to send out large quantities of emails at a time. So by making that definition clear, I hope you appreciate something: NEVER, EVER SEND OUT SPAM!

Great. So how can we legitimately use emails to drive traffic to our site, or more specifically, traffic which will actually BUY SOMETHING from our website?

There are 2 ways:

1. **Email list rental**

We use only opt-in email lists: This would be where you rented the email list from a company which has its own email list of people who apparently asked to receive emails on a certain topic (e.g. health). Most of the time, these lists are very unresponsive as the people who are on them usually just forgot to untick a box somewhere in the small print and ended up on the list. When they get an email they think they're being spammed (even though they're not really). Double opt-in list rental is slightly better. This is a better quality list to rent and quite rare. This is where the person has been put on an 'opt-in' list but also, they have been sent a confirmation email which asks them once again if they want to be sent email messages. So they have in fact opted in twice. However, there's something even better than this…

2. **Your own list**

This is the best one of all. What your ultimate aim in all this should be is to build your own email database of customers as quickly as possible. Your own email list know you and trust you (providing you've earned that trust).

So how do you drive a customer to that website via an email?

The first and foremost factor is getting them to actually open the email in the first place! You've done it yourself when you check your email; you try to spot stuff you're not interested in quickly so you can delete it right? So the key is making sure the subject of your email looks interesting and the reader can easily see it's from you.
Why should the reader care if it's from you? Because you're about to be one of the very few people who actually understand email marketing. It's all to do with this simple secret:

Give and ye shall receive!

<u>At least</u> 50% of the emails you send out to your email database should NOT be selling anything!

Yes, you did hear me correctly. It's all about give and take. Here's the analogy: Are you a beef farmer or a dairy farmer?

Both farmers have cows, but they use them very differently. Now, is it best to slaughter your cows for a quick buck or to keep them alive and milk them so you can reap profits indefinitely by providing them with goods and services which will really benefit them?

I hope you would agree the dairy farmer is the most sensible. The only catch with that is, he has to keep feeding those cows or they won't produce milk. But it's a price worth paying.

So what am I saying here?

If all you do is try and sell stuff to your email list, you <u>might</u> make a quick buck, but you will soon have no email database… because you'll be the first email they delete when they check their inbox!

"Oh, it's that guy trying to flog me something AGAIN… delete!" Remember, people don't really like to be sold anything. Enough said.

So instead of selling the living hell out of your list when you get it, keep feeding them with freebies. Whether it's a free report occasionally, a mini-course, a manual, a newsletter or just some juicy titbits. Do so without trying to sell anything (ghost writers can produce all number of freebies and special reports if you don't want to do it, but it could be a simple tip from you about something). They'll be looking for the catch - surprise them by there not being one! Do you think they're going to delete your email next time? Maybe, but at least you're in with a fighting chance of them opening it.

Your email database should be considered your most valuable treasure. You should make it a top priority to create one. Nurture it. Build a rapport with it. Most importantly, don't rent it out and don't spam it!

You should make a concerted effort to 'train' the people on your email database to OPEN your emails.

How do you do this?

By making them realise that more often than not, YOUR emails represent something of VALUE... for NO COST!

Common sense right?

Before I end, here's a question I'm often asked:

"Won't someone copy my ideas?"

What makes you think you need an original idea to make good money? <u>You don't</u>. There are very few genuinely original ideas anyway - most businesses are based on re-packaged ideas from someone else. Like the tax question, making money and having someone copying your ideas is better than making no money! **Get in the game, then worry about things like this.** Don't use these minor details as excuses to prevent you from having a go.

I don't blame people for being negative; not many people make money on the net… that's because they don't understand it. And like anything we don't understand, the temptation is to 'poo-poo' it like a petulant child.

The internet is separating the winners from the losers in marketing and this is a HUGE opportunity for you - the fact that not many people 'get it' yet. A look at what passes for web sites will convince you that most people haven't a clue. In time, everyone will look back and wonder what all the confusion was about, but until then, a few people (you) can greatly capitalize.

Why shouldn't it be YOU who creates an automatic, turn-key, low risk, high-profit internet business? And when I say 'automatic', I mean it. Once this is all set up, there's really very little work to do. The key is to get it set up properly.

I hope you agree that nothing I've said here is rocket science.

How can it be? Tens of thousands of very ordinary people are making fantastic money on the web – they've all grasped these ideas and put them to work. Many of them paid a LOT of money to learn these secrets in seminars given by the top Internet gurus.

Now it's your turn!

Search Engines

Now I want to share a few things that are very interesting and powerful. I want to cover more on search engines.

With millions of websites out there, and thousands more coming online every single day, it is difficult to get in front of the pack ... or even to be in the top fifty searches under any category.

Some time ago I opened an lnternet search engine and typed in the words "making money at home" ... and there were over thirty thousand hits! If you submitted something on home business, within a week or so you might be number ten thousand and twelve - and that's not good!

Yes, you can submit to the leading search engines, but don't rely too heavily on this.

This is a much better option toward getting rich on the web…

There are several leading site search engines that accept key words and key phrases on a "pay per hit" basis, the biggest of which is google.com. This is one of the six most powerful search engines on the Internet.

I'll give you more addresses but first, the key is to give them a word or a phrase that you want placed under a specific category. You also tell them exactly what you'll pay per hit.

In other words, how much will you pay for everyone they send (which they keep track of) to you? You can bid as low as one pence, one pound, or even up to five pounds.

Some people are paying five pounds for specific phrases to be on this site. Now, I realize you probably can't afford to pay that much, but you could pay a penny, or maybe ten pence. You could pick something other than "home business", "kitchen table business" for example. Or you might use "kitchen table money maker."

No one else is using that, and even though it's not the first word they'll see under "home business," or "making money at home," you could be in the top fifty! I'm just using these as examples.

You might submit a bid stating that you'll pay fifteen pence for every one they send you. If they had agreed, it would be a good deal if you were selling a course for £100 or more. And by 'send you' I mean this. When you pay, if someone does a (say) Google search on your key words (let's say 'home publishing business') then when Goggle returns the results, YOUR site will be number one (or at least in the top few) on the list. That means more people will click on your link because they are lazy and cannot be bothered to scroll down and look for other entries. Try searching on 'double glazing' for example and see how the top3 are all big name commercial companies like Everest and Anglian. They have paid big money for those positions. It may cost them as much as £1 a click if someone clicks on their link.

Even if you only sold one out of every hundred people that came through (and that's what you might sell ... one out of a hundred), **you could pay fifteen pounds to get £100 or £99.50!**

To sum up, you will have paid 100 x 15pence (for one hundred hits) and sold a £100 product – income £85 (less production costs).

Here is a list of search engines that will let you pay them per click through - or in other words, to send people to your site:

- ➢ **www.rocketlinks .com**
- ➢ **www. kanoodle.com**
- ➢ **www. findwhat.com**

You can submit one or more key words to them ...you can send a dozen if you want, and decide to pay five pence for every one they send to you that clicks on your chosen word/s. Or you can choose to pay ten, fifteen pence, it's whatever you decide.

I like the idea of paying for other prospects. If you look at all the time you can spend on working up search engine information and fiddling with that, it's going to cost you. Then you're also leaving it up to a great deal of chance.

If you pay for a position you know exactly what position you're going to get and what a lead is going to cost you.

Costing New Leads

I was evaluating a product recently, and in that category the top lead price being paid for the number one position was twenty-five pence.

All I had to do was figure out if I could afford a twenty-five pence lead cost. Or could I perhaps have been able to afford a twenty-six pence lead cost? Yes, it would make good sense to pay twenty-six pence for a lead! I knew then that if I decided on that product for twenty-six pence a lead I could be in the number one position on that search engine.

That makes it possible for me to evaluate a situation and proceed if it makes pounds and pence sense for me ... so I like it! I recommend you really watch your budget, because some people have more money to spend than others.

The beauty of this system is that you're not going to pay anything if it doesn't work - which is always a good situation. You're not paying unless there is a result!

The only down-side is you have to make sure when you get leads you are converting the right percentage of them to sales. Of course, the bottom line comes down to the fact that without leads you make no sales, so you have to weigh that out.

Safeguards

Just remember that you are exposing yourself to potential expense to be in that top listing. If you've got the money this is a great idea. If you don't have a lot of money to risk, you want to very closely watch the reporting on how large a bill you are racking up and what result it is getting you. Most of the search engines allow you to cap your monthly spend.

Otherwise if you're paying twenty-five pence and you get 10,000 hits, you'll owe them £2,500.00.

So rather than pursue the most hits, it's better to encourage less traffic to your site by being more specific. **Remember, the ideal situation is to make a sale – you don't only want visitors to your website you want them to buy.**

Words like "home business" are not necessarily even that good, because they're too broad. "Home Information Publishing" would be more specific and give you a chance to get less hits than "home business." But then you pay less for the hits and perhaps you'll convert a higher percentage.

You don't have to go for the number one position. On google.com between the number one position and the 7th, 8th, 9th, or 10th position there is generally a huge difference in cost.

On one category the number one position is £1.25 and the number 11 or 12 position, cost one pence. You can try it at the bottom line, since you don't know what the quantities are going to be.

Testing

You'll see what it is going to cost you, how much traffic it is delivering, and how many prospects are converting. Then, depending on what you can afford, you move right on up the ladder.

You have to put the money up with a credit card, such as £100 in advance.

Some of these services have a deposit program where you can put up a minimum of £25, and you get click-throughs until your money is gone. That's a great way to limit your exposure.

So you can say, "I'm willing to see what £100 gets me." Then you can see what kind of sales you make from a hundred pounds.

If you spend a hundred, get click-throughs galore, sell £300 worth of stuff, and it only costs you £50 to send it, you're money ahead!

Perhaps it's time to raise your deposit to £250.

But if you spend £200 and only get £50 worth of sales, you had better re-evaluate how you're doing it. I like the idea of doing some research on search engine sites and seeing what turns up.

You can try different categories. You can try a more specific category where somebody else may not even be there, and for a penny a hit you're number one. You're not going to get as many hits because it is much more specific, but they will be more qualified prospects.

You can toy with that, and be on more than one category. Search under the key words and sites like google.com will tell you how many hits went to each of those words during the previous month ... so you're not fishing totally blind!

They'll tell you how many people searched on "home publishing business," how many people searched on "kitchen table business," etc. so you do have an estimate of the number of searches for the previous month before you make a bid.

The 60 Seconds it Takes to Make an Impact and Start Making Money on Your Web Site!

I say "60 Seconds" because we're all television channel surfers, and now we've all become website surfers.

You put in hours of time and effort working on your meta-tags, search engines, advertising, google adwords, mail adverts, postcards and any other kind of advertising, designed to get someone to your site.

The problem is you only have about sixty seconds to grab someone's attention, make an impact and hold them there so you can start making money. Most surfers only glance at your site, and give you a maximum <u>one minute</u> of their time.

If there's nothing of interest - just like on T.V. - they're going to click away or go somewhere else - and you've lost them! They may never come back.

Therefore, I want to discuss what to do to your site so that prospects will spend some time there and money there.

The Logo

First of all, one of the mistakes I see people making most often is having a page that does absolutely nothing, except show their logo.

You go to their site and there's a logo that takes up to thirty seconds to load!

You end up sitting and watching it, and about half of it appears. You see what it is and the button to go into the site is at the bottom ... you end up having to wait and wait. All these sites tend to say is, "Look at our cool logo. Isn't this awesome?"

Don't have a page that shows nothing but your logo – it's a huge mistake!

Thousands of web sites make this mistake - don't follow in their footsteps! Instead, get right to the meat and potatoes. Put your menu up there! Show something! Start talking, or have some words ... don't just show off a big logo.

More Attention-Grabbing Ideas

Next, I'd like to cover some things you can put on your site besides spinning globes and blinking graphics that people want to look at. One of these things is information.

If you put powerful information right at the top, surfers will stop for a second and read it.

If you can stop them long enough to read a headline, maybe they'll read a paragraph. If they read the paragraph, they might read your whole page and stay on your site. Heck, they might even end up ordering!

One thing you can put up there is a headline. Another thing you can put up there is a tip - some kind of free advice. If you don't have something of your own, you can put a quote there. It could be a quote from a famous person or it could just be a quote out of a book.

The quote should impart some advice that makes people nod their head and say, "That's powerful!" The quote's purpose is to open the dialogue with them. In their mind they think you just helped them a little bit and that you're a wise, helpful sage.

You could perhaps quote a famous old guy who can't argue anymore and change his mind, like Abraham Lincoln or John Rockefeller.

Make sure the quote relates exactly to the point you're trying to make on your site so people will identify with it. There are other things that can bring people to your site over and over.

A Daily Horoscope

Some sites have a daily horoscope. If you want one there are free services that will put one of these on your site for you.

People who open up your website can click on their zodiac sign and get their horoscope.

Business News

You can also get news that relates to your business or market.

You can have it specifically tailored so you have news, weather, ski conditions and other similar things people will come back and look at.

Book Reviews

You could have book reviews and set up a deal with amazon.com or a similar company where you get a commission.

Tip of the Day

I've already covered this briefly, but here's some more information for you.

A tip of the day is a great thing to have because you can change it all the time, but it is a lot of work. It depends on whether you are willing to put the time in. You don't want to have a tip of the day or week and get tired of updating it.

How to Decide What to Have on Your Website

Ask yourself, "How can I serve the customer? They've come to my web site. How can I help them feel good about doing business with me, that I'm a helpful guy, and make them want to know more?"

A friend purchased a web site called optionmentor.com. The whole site was advertising. Everyone he sent to go look at it commented it was just a sales letter that went on and on.

Then he took advice and set it up with stock market news on it every day.

So as you can appreciate, a website with information is the way to go.
Here's some ideas for top tip sites…

➢ tips from famous people.

➢ stock market traders.

➢ beauty secrets from the rich and famous.

You can have links where people can go to see graphs and charts or the latest news on the subjects you're covering.

When people go to the linked site they might bookmark it. If someone bookmarks your site you've got it made, because they can always come back just by going in and bookmarking it. You have something that makes them want to come back.

It's not just a sales pitch! If you can impart valuable information of some kind, then you have a big jump on everyone else who's only advertising.

Question: What appeals to people universally?

These four elements…

➢ Price.

➢ Style.

➢ Characteristics.

➢ Service.

Tell your prospect what the product will do for them. Let them visualise the product and feel ownership. Discard items that do not sell within a reasonable time or in sufficient quantity. Stay with light weight products that are non-breakable and easily shipped.

Here Are 18 Sure-Fire Tips To Make Up To Ten Times More Money!

These are the things that are the most crucial in your advertising. By learning, implementing, and always keeping these twenty things as good as possible, many companies have brought in ten times more profits than before. You have the potential to do the same!

Sure-Fire Tip One - Capture a reader's interest

If you cannot get the interest of the prospect, you will never sell them anything. This is where you must find out what the hook is and put it right at the top of your advert. And then even in a tiny advert, add another hook underneath.

Sure-Fire Tip Two - Appeal to a prospect's self-interest

People only care about themselves, and the more you can give them that they really want, the better. This is not selfish, it's natural.

If a person is short of money, they want to know how to get hold of some money, either by winning it or earning it – usually in as simple and easy a way as is humanely possible. When you know what benefits to offer, you have your advertising hooks!

Sure-Fire Tip Three - Write advertisements that motivate people to respond

Forget about the idea of "creating an awareness of your product," and focus on selling that product – and that stands for tiny adverts. Despite the fact that you're not asking for their money, you are simply inviting people to send for full details, you only want to attract the people who will ultimately buy your product on receiving the information.

Think of it like this - a person can know that your product exists, but that doesn't put money into your pocket until they buy it.

Sure-Fire Tip Four - Stir buyer's emotions

People buy with their emotions. The advert should cause them to feel an emotion towards your product, and the more the pleasant, happy, excited emotional factor they have towards your product - the more they desire it - the higher the chance that they'll buy it.

Sure-Fire Tip Four - Use benefits to attract product desire

Benefits are all that the prospects really care about. They only want to know what the product or service can do for them that can make their life easier, more enjoyable and more fulfilling.

Sure-Fire Tip Five - Make readers believe your promises

If your advert or web site cannot make the reader believe you, the reader is not going to send for information let alone buy from you.

When you send them the full details, remember, they are buying on the basis of "sight unseen"- they send their money without ever seeing, touching or trying out the product. Therefore, it's very crucial to make them believe that you're not going to rip them off. The best way to do this is to include testimonials from satisfied customers.

Sure-Fire Tip Six - Write advertising that relates to the average person in your market

Use the language and terminology that the people in your market use. Know your market. Know what the market likes and doesn't like. Learn what the problems are that people in your market have.

The more you're able to relate to them, the more you seem to honestly have something for them.

Sure-Fire Tip Seven - Convince the hardened sceptic

Consider all prospects to be hardened sceptics. If you do so, you will be able to create much better advertising. Write to that scepticism. Do everything you can to assure that prospect of the worth of your offer.

Make your offer so attractive that a prospect will say, "Yes, that's for me!" Get them excited! Show them dramatically what it can do for them.

Sure-Fire Tip Eight - Write copy that agrees with existing attitudes

Your understanding of the market - not just as the source of your profits, but as a group of people with lives, problems and ideals of their own - can be used to your advantage. Learn as much about them as you can, and show them that you know what they're going through. Let them know they can trust you.

Sure-Fire Tip Nine - Write copy that overcomes buyer objections

Write down a list of all the objections to purchasing your product you can come up with, and then tackle each one. By doing so, you can come up with ways to lessen or destroy those objections. If you can do that, you're able to develop powerful copy and advertising.

Sure-Fire Tip Ten - Use words and phrases that move people to act

Writing has its tools, just like any other profession. In writing, those tools are words and phrases. So use the best tools possible! Use words and phrases that will gain the attention, the interest and the desire of your prospects. Then give them a very simple but big motivational call to action.

Sure-Fire Tip Eleven - Write copy that sounds how average people talk

If your copy is too complicated for a twelve year old to understand, you need to simplify it. Language can be a barrier as well as a tool. Don't make it difficult for prospects to read your advertising. People read advertising in a very passive way, and if your advert requires work it will simply be ignored instead of acted upon.

Sure-Fire Tip Twelve - Stay in touch with what people want

People only buy what they really want. You can't sell a mechanics kit to a classical pianist for instance. And as obvious as that sounds, you occasionally see classified adverts in a publication that has readers who are not interested in what is being offered. Always target your audience.

Sure-Fire Tip Thirteen - Do not test the obvious

Testing is one of the secrets to getting rich. However, only test things that are smart and are actually questionable. Common sense is just as important as scientific actuality. Get too heavy on testing common sense things, and you're wasting your money.

Sure-Fire Tip Fourteen - Appeal to emotions and instincts

People buy with their emotions, and you have to play up to their feelings. Put them in the picture, with themselves enjoying the benefits of your product.

Sure-Fire Tip Fifteen - Develop facts and present proof

This is the key to believability. Give your prospects facts and proof that what you say about your product can happen for them. Use everything at your disposal, from simple facts and figures to testimonials from satisfied customers. The more you can give them, the more you can tear down the wall of scepticism.

Sure-Fire Tip Sixteen - Make a prospect justify a purchase

Make people feel they are getting a lot for their money. The easiest way to do this is by giving something extra to the main product.
For example:

➢ Bonus reports.
➢ A free gift.

Sure-Fire Tip Seventeen - Find a common meeting ground with prospects from the start

Let prospects know you can relate to them, and let them know *why* you can relate to them. This is the benefit of writing to a specific person and a specific market. Let them see that you understand their problems and desires and that you have the solution for them.

Sure-Fire Tip Eighteen - Substantiate incredible product claims

You have to provide evidence that your claims are true. If your claims are too wild, you have to tone them down. Outrageous product claims can be detrimental.

For example, let's suppose you're selling a set of CD's on how to get rich with your business plan. Even if claims of earning £10,000 a month are true, many people would be put off by this figure – they simply wouldn't believe it was possible let alone the truth.

However, if you broke that down, it sounds more achievable. For example, instead of £10,000 a month you can change it to, "I earned £400 in the last 24 hours – and so can you!"

See you next month.

Cameron Fulton