

Direct Response Millions

LESSON ONE

by

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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!

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Welcome and a huge Thank You for purchasing Lesson One of the twelve part course, ***Direct Response Millions***. This marks you out as a winner. You are willing to invest the time and a little money in training yourself to achieve the success you deserve.

Direct Response is a fast way to make big money – as long as you get it right. First, I will explain how to make sure you choose a product or service that produces big profits through direct response marketing.

I strongly suggest that you read through all twelve lessons before you finally decide which product or service you find exciting and which marketing methods appeal to you.

This is a life-changing course. It's a chance for you to earn however much money you want and to achieve the lifestyle of your dreams.

All it takes is finding out how to make money from direct response and then using the insider knowledge from my experiences and all the other millionaires' top tips and information which are covered in this course.

In case you are unsure, 'direct response' means getting customers to send you money (usually as a result of some advertising you have done) in return for which you send them a product. Buying through mail order or over the Internet would both be good examples of direct response transactions.

First, let's look at the product that often makes the most money...

There's a FORTUNE to be made in publishing simple little books or manuals which you can sell for years to come – and clean-up BIG time.

- Using this amazing course you will discover how to create a cash-cow information product which could make you rich; and here's the good news...
- You do NOT need to be a writer!
- You do NOT need to be a recognized expert! And...
- You do NOT need to invest much more than 'pocket change' to get started!

Study this program carefully and discover the greatest short-cut tips, tricks, and strategies used by highly successful information publishers who have made themselves millions. Then use their secrets to get rich with your *own* hot-selling info-products!



You could be on your way to profits very soon!

You will also learn some of the inside marketing secrets which will show you how to sell your products through the mail or on the Internet. This is not specifically a marketing manual; the focus is also on *creating* or *choosing* your product. And although I have written this course it also contains loads of information from other millionaires. This is good news for you because they give you even more gems of insider tips and techniques. Are you ready to go? Okay, let's make a start.

What is 'Information Publishing'?

Many people are getting quietly wealthy selling simple little information products on the Internet or through the mail.

You know the sort of thing I mean. Manuals, CDs reports and so on. **Simple products that cost £2-£3 to produce and sell for £67, £97, £147 and more. Products exactly like the one you are reading (and hopefully paid for!)**

Honestly... it's got to be the best business in the whole world since... well since businesses were invented!

But here's a secret I bet you didn't know....

The clever players making the real money, the really BIG bucks are those who create and then control their own product!

Please read that carefully again – it could hold the key to a *fortune* for you.

On a smaller scale, lots of people are making a 'nice little earner' by taking an existing product (perhaps through buying a licence) and selling it against the competition. Nothing wrong with that and fair play to them, it's a valid route which I cover in this course.

But I'm talking *real* money. Tens or even hundreds of thousands of pounds a year!

Who makes this kind of cash?

Those who control their own product and these are the same people who even sell licences for their information product at £500 a time to 200+ people.

Work that out in hard cash!

And that's on top of the tens of thousands they make selling the product directly! Think about it. 5,000 pieces of a simple manual and CD at, say £69.95?



That's... £349,750 income for YOU!

And since this would cost about £3 to produce, this is mostly profit. And it's from just ONE product! AND you could sell licences for it and make a ton of money extra!

5,000 pieces is a very conservative estimate of what you would sell, particularly if you consider the world market. But let's be ultra-cautious. Let's say you only sold 500 pieces (a truly pitiful number) and let's say your costs were £9.95 per item (which is *way* high).

That still leaves you with £30,000.00 IN YOUR HAND!

Would you like that kind of money from a single product? Then be able to do it again, and again, and again...? As many times a year as you wanted to?

That's the way to make yourself very wealthy in a very short time!

And the good news is...

You Don't Have to be a 'Writer' or 'Creative' Type!

I know what you might be thinking...

It's that word 'create' which is bugging you!

Maybe you don't consider yourself to be a very creative person? Almost certainly you don't think of yourself as 'a writer'.

Join the club!

Actually, It's *good* that you're not a creative genius. It's *great* that you're not 'a writer'.

Why?

Because you'd be tempted to (perish the thought!) go and write a book, manual or whatever and take one or two years carefully crafting and perfecting it!

Nice if you yearn to be a famous literary figure and win prizes. Truly hopeless if you want to make a serious amount of cash – fast!

Why Not Take the *Shortcut* Route?

Forget two years of graft and another year waiting to see if some publisher will condescend to take you on – and pay you a lousy 5%-10%!

How about creating an information product of your very own in a few days – even in 24 hours!



Is it possible?

Certainly. If you use **the Short Cut tips and tricks I will be revealing here.**

You could easily create several unique info products a year! Each one with a £30k-£100k potential. Even if you “can’t write” or “won’t write”!

And they would be YOURS – unique to you – never before sold in the world in that particular form. And with that lucrative licensing potential as the icing on the cake.

Wouldn’t that be great?

You, a Millionaire Publisher?

How about *this* for a lifestyle?

Firstly, there would be no getting up and going to work for someone else! Bosses pay you the rock-bottom MINIMUM they can get away with, and you slave for 40+ hours. Okay, you may enjoy your job (most don’t) in which case, just do this as a lucrative sideline.

Next, **how about £100k+ each year instead of what you’re getting now?**

Imagine what you could do with that. A decent house – room to grow and spread out. A decent car. Fantastic luxury holidays, and... (this one’s important) the ability to help others who you care about. Friends, family or even your favourite charity. Having money is certainly better than having little or none – but you don’t need me to tell you that.

What’s Involved?

How hard would you have to work for this?

The incredible thing is you could make FIVE times more than the average salary, and work just ONE FIFTH as hard. It’s tough to put an exact figure on it, but I’d say about five to ten hours a week for a £100k a year – that’s about right.

That’s about two hours a day maximum, five days a week. So the rest of the time is yours to do with as you please. Read, relax, play golf – whatever takes your fancy.

AND.... It gets even better because when you became an Information Publisher, you can run your business from anywhere in the world which has Internet access. Even a laptop on a hotel balcony! It really doesn’t get better than this. **You will have HUGE mark-ups, work just a few hours a week and have truly massive income potential.**



Oh, I nearly forgot to mention, here are a few things you WON'T have...

- Staff.
- Premises.
- Overheads (okay, maybe a little extra heat and light etc.)
- Expensive equipment.
- Face to face meetings.
- Interfacing with customers on ANY level if you don't want to.
- Commute to work (run this from a laptop on your kitchen table!)
- Stock. In many cases you deliver the product electronically – so NO cost!

All from realising the secret key to publishing riches, which is...

Those who control the product, control the wealth.

Running Your Own Business is a Major Step to Becoming Rich.

If more business owners followed the principles that I'm going to disclose they would become millionaires. That's the sad part about self-employment. There are so many people out there that are self-employed and they're struggling. They are barely able to pay their overhead expenses every month.

If they could learn even some of the millionaire principles that I'm going to be sharing with you, then they could double, triple or even make ten times more money than they're making now.

You can make as much money as you choose to. Here is a formula that works for me and countless others – and it can work for you too...

The A, B, C Wealth Formula

This formula consists of three simple steps to riches.

They are:

You have to get the right selling message to the right group of people that you're trying to attract, in the right way. A - B - C. If you can do these three things then you can become rich.

When I first heard this and realized how powerful it was I couldn't understand why any business person wouldn't be using it. Here's what I discovered...

Many people create a business that becomes like a job. They are busy doing everything from being the president to the janitor, whether it's a home business production or a retail business whatever it is.

They are so involved in making a living they never get to make any real money.



You have to step back from your business if you're already in business. If you're not you have the chance to start out properly and avoid the mistakes.

Consider how you can get the right message about your products and services to the group of people most likely to buy. Look for the most cost effective and profitable way. That becomes the right way. Most people don't do that. With a direct response business they mail circulars or sales letters without any plan or target.

They don't plan on following up a product they're selling with a more expensive back-end product. Everything is done in such a way that it will not result in long-term success.

For long term wealth you must get the right message to the right people, in the right way and **then resell to the people who become your customers.**

I'm going to reveal this step-by-step; a multi-million pound marketing strategy that you can customise and use. If you don't grasp something straight away, just keep reading as I cover each point in more depth at different stages. There is a lot to take on board and at times I purposefully reveal a snippet and then go back to the same subject covering it in more depth later on.

By the time you're finished, you're going to understand exactly how to have your own get-rich marketing strategy that you can put into effect. The first step of our ABC formula is getting the right sales message. Surprisingly, this is done **before** you consider product.

This is an Insider Secret that can save you thousands of pounds and wasted time not to mention endless frustration. What I'm saying is...

Find your market BEFORE your product or service!

The key is your market. You've got to have the right message. The right message has to *always* be: **What I can do for you.**

So what *do* people want?

They want:

- Health.
- Wealth.
- Happiness.

That sounds so simple but that's what people want, that's you, me and everyone else on this planet.



There are a thousand and one ways you can define wealth. For some people it is just having enough to get by. For others it means making millions of pounds. Health can be people want longevity, to be free of their ailments or to have lots of energy.

If you learn to work out what people want you'll be miles ahead of the crowd. **People seek pleasure and want solutions to pain.** So when you keep in mind that people want health, wealth and happiness - or some derivative of those - and that we all seek pleasure and try to avoid pain, that's when you will have a marketing strategy that contains the right message.

For now just let the following sink in:

- **Selling the right benefits** for the type of audience that you're trying to reach **will increase sales a hundred-fold.**
- **A high-perceived value will increase your profit a hundred-fold.**

So let's take a closer look at perceived value. **The aim is to sell something for less than the perception of what it's worth.** To achieve this you need to learn how you can motivate people.

How to Find the Hidden Motivator

I learned many years ago that people are not necessarily motivated by the obvious. Here's an example of what I mean: I worked with a guy who was selling a direct mail course on teaching people how to learn to play the guitar quickly and easily. His motivation was to list benefits like: This will give you great enjoyment; this is a skill that you'll be able to enjoy all your life; playing the guitar is satisfying and soothing, etc., etc. Sales were terrible.

First of all I discovered by asking some questions that most of his customers were male between the ages of seventeen and twenty-seven. Right away it became obvious to me that many of these young guys wanted to play the guitar because it would not only impress their friends and make them feel good, but it would attract the opposite sex. Maybe this was the hidden motivator?

That information was all it took to **double his sales.** Here's how...

He added the sexual attraction angle to his sales pitch by including a photograph on his sales material of an attractive young woman beaming at her potential boyfriend as he played the guitar.

So, always look for the hidden motivator. Always look for the reason why. The reason why usually has something to do with **pleasure or avoiding pain** and not just the obvious education or well-being.

Simple market research can reveal hidden motivators that can make you multi-millions of pounds.



Simply by testing different kinds of offers, you can know what makes you the most money and what doesn't.

There is something about each type of product or service that makes people either want to avoid some kind of a problem or gain some kind of a benefit. Sometimes both are combined. A product can avoid pain and also offer pleasure.

Whenever I'm putting together marketing documents or writing advertising copy I always remind myself of several points.

They are...

- People want to achieve pleasure.
- People want to avoid pain.

This colours everything that I write about. Sometimes I have to tell people what the pain is, describe it and it may even be gruesome or highlight a danger. But it will get people to the point where they say, "Yes! Yes! I realize that's the problem and I certainly want to avoid it." That's followed with all the benefits and the pleasure that my product or service provides.

If you think people buy for reasons that have nothing to do with the "big two" think again. Check out your own motives for purchases you make. It will be revealing and will teach you a lot. You'll discover – as I did – that you make purchases based on the "big two" – to achieve the pleasure and avoid the pain.

The "big two" could literally be worth millions of pounds to you over the course of your lifetime.

Here's more on hidden motivation...

The Playboy Packaging Syndrome

The hidden motivation is so powerful. I call it the Playboy packaging syndrome because back in the 50's when Playboy came out there were pictures of semi-nude women. And it grew into a tremendous empire and made an absolute fortune over the years - **not because it was the first men's magazine and not because it was the sexiest magazine.** There had been many publications before and after it that were ten times more raunchy and pornographic - **but because Playboy made sex respectable.**

This is how...

They filled fifty or sixty pages with sexy women in their magazine and wound jokes and cartoons, articles and fiction around them. So, when the guy is sitting in his easy chair with his Playboy and his wife says, "Herbert, what are you doing reading that nasty publication?" Herbert turns, looks his wife directly in the eye and says, "Oh, I'm not looking at all these girls. I just love the jokes and the cartoons and the articles about fast cars and great cameras."



That is the power of packaging and, of course, that's the hidden motivator that results in resounding success.

Let's take a quick re-cap...

The key is to find the right combination of elements that can make people want to buy from you. That's the whole essence of the A, B, C Formula. You get that right combination of sales ingredients to the right person.

Next, I want to explain about custom tailoring a sales message to the right people.

First of all, sometimes in order to make a fortune in the direct response business you have to think small instead of large.

The Power of the Small Niche

The toughest product to sell is one that has no niche market - a product where the entire country is your marketplace.

Why? Because:

- How are you going to reach 'everyone in a country'?
- How can you tell every person about your product?

Now consider this...

Let's suppose golfers are your marketplace, or money-making opportunity seekers or camera buffs. Immediately you have a saleable product (even before you know exactly what your product is) because your customers are easy to reach – because **you have identified your customers.**

There are publications for every hobby and every profession today, sometimes dozens of them. Often there are mailing lists available of these people.

It makes it so easy to make money when you're selling something to a market that's already there and easy to define and hungry for your type of product.

It's difficult to sell something that everybody could buy because if everybody is your market, almost nobody is your market.

The direct response marketing business is all about selling to a specific person. It can be a costly mistake to throw a lot of money at marketing to the market in general. So don't go out there and hire experts and employees and spend a lot of money on adverts marketing a product to the "everybody" market place. That's always a big mistake.

A modest niche can make you a fortune



People who are anxious to get into direct response marketing and for things to happen overnight and who throw money everywhere at the problem trying to find solutions, usually lose their money.

Most of the successful people in this business started with between fifty pounds and a few hundred pounds. They started small. They started at the kitchen table or a spare bedroom and built their business up step-by-step. And then of course it reaches a point where there is geometric growth. Where their business starts growing slowly but then they are growing by leaps and bounds.

But the worst mistake people make in this business is to come into it without any knowledge of it. Not understanding how to give the right benefits to the customers, the right message, where to find the buyers, how to make the presentation in the best way. **Without this knowledge being in business is no safer than gambling.**

Starting small is an advantage not a disadvantage.

Cornering Your Market

You can get rich by cornering your market. And by market I mean the specific type of customer that you're trying to serve. You can corner that market simply by using these two marketing goals - getting the right sales message to the right type of customer. Once you've got that combination you can fine tune your marketing to make it super powerful.

I want to explain a bit more about how you can use the "big two", pleasure and pain in your marketing. Suppose you want to sell something to the golfer. Pleasure for a golfer is to knock ten strokes off his game. Pain is to come in well over a hundred. **There is pleasure and pain in everything!**


Don't just think about physical pain but the mental pain and of course, the physical and mental pleasure. This is how to build every single marketing strategy under the concept of pleasure and pain. It works just like a Rolex.

How do you find the primary motivating force that will get people to send money to you?

You must know about your most likely buyers. Ask yourself what you have in common with them. You can't sell to people that you don't understand. Of course you can hire copywriters who do it for you, but if you're going to be involved you want to know what good sales copy is and you want to know what good sales messages are.

Good sales messages and good copy are filled with benefits but they also strike a common bond with the potential buyer.

So:

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- What do you have in common with your marketplace and are you going to learn more about your marketplace so that you can have an affinity with them?
 - Can you talk their language?
 - Can you really relate to these people?

Using the golf example, if you were selling golfing products and you didn't like golf, you didn't play golf how can you understand golfers? It would be hard to sell them anything. You'd have to have people in your organization or outside people working with you that did understand golfers. **The best sales pitch happens when you can talk the talk and you can relate to the people you want to sell to.**

People like to do business with people they have something in common with. People like to buy from people they think are a lot like them.

You have to understand the hopes and fears and the aspirations of your customers if you really want to be successful in marketing to them.

And then, through a series of testing different messages and different offers you'll find the number one reason that people will buy from you.

This is a money-making secret that will never fail you:

The two marketing goals, the A and the B - getting the right sales message to the right particular kind of person is like a marriage. The closer you can match those *two* together the better unity you're going to have. **It is the marriage of the message and the customer.**

That's the secret that won't fail you because everyone in a niche market has certain things in common. They have certain products that they really want to buy.

When you break into that market and people recognize you as a kindred spirit you become someone they want to do business with. Prove that you understand their hopes and dreams their fears and aspirations. Show that you are going to provide pleasure and/or take away the pain.

When I first started in direct response I hadn't the foggiest notion how to arrive at the right message for the right people. I just thought it was too difficult. I've got good news for you. I found an easy way to do this.

I searched for companies I felt the strongest bond with and then looked at their marketing. I studied their products and their strategies through the eyes of a customer. **In other words my view of the company was from the other side of the cash register.**



I analysed what they were doing that gave me the feeling of a bond and closeness with the customer.

This is the third and the last element of our A, B, C Formula.

How to get Your Sales Message Out in the Right Way

Before I cover this in more depth, I want to make one point very clear.

Start Small!

I highly recommend you go slowly until you know (through testing) what works the very best. Then, you can do what is known as “rolling it out.”

This is the route to becoming a multi-millionaire in the shortest period of time

To make absolutely certain I’ve made this clear for you, here it is in 3 stages...

- Plan a selling message.
- Test it to a small number of the right people.
- If it works do a “roll-out” to a larger number of the right people.

Finding the Perfect Product or Service

Maybe you’re thinking “This is all find and dandy – but I don’t even have a product!”

I’m going to explain how great money-making ideas are everywhere you look. It might be exciting to be a pathfinder and invent something new but the safest and easiest route for most of us is to look at what’s already working and then make the product better or cheaper or a bit different.

What you love to do is the best place to start. Think about your interests and hobbies and what you have expertise in.

Here are the questions I used when I started out...

- Where is your expertise?
- What have you learned from life so far? (and don’t say ‘nothing!’)
- What is your passion?
- What do you really care about?
- What gets you excited?
- What will get you jumping out of bed at six o’clock in the morning raring to go?



Your interests and your hobbies, whatever you've learned in the past, your expertise and passion, these are something you can turn into the perfect product.

You can turn your hobby into thousands of pounds a week!

I'm going to give you a couple of examples of how other people have turned hobbies into cash.

One of my wife's friends has always been interested in crafts. A few years ago she made a teddy bear and enjoyed it so much she carried on making a stack of them. Initially she gave them as gifts to family and friends. But as her output increased she decided to test the marketplace. At flea markets her teddy bears sold so well she started to go to the craft shows. She took thousands of pounds at one big toy and craft show.

The second example is about a couple of brothers. Their favourite leisure pursuit was fishing and they made flies with their own artificial bait. A fishing buddy suggested they mass produced these different flies and sell them. It turned into a million dollar company - The Sky Blue Water Company in Minnesota.

So your interests can turn into a bonanza of profits. Look at anything you have any expertise in, no matter how little (because that will be more than a million other people who have NO expertise!). That means, what have you learned? Maybe you've been on a job for ten or twenty years. Maybe you want to get away from it and to get into business for yourself. But what have you learned on that job? What have you learned that can be turned into profits?

Dentists, chiropractors, electricians, carpet cleaners have all found a way to make profits by showing other people better systems or shortcut secrets in their line of work so others gained benefits by copying them.

Or they went into some related field because they were interested in a professional service or medicine and they made money from their interests as well as their expertise. But in all cases, the more you're passionate about what you do the more money you can make.

All millionaires have passion!

Business does not have to be a gamble at all if you stick with something that's close to you. That's been the basis of my success. I am so much like my customers that I know instinctively what they want, because we are so similar.

Many multi-million pound companies including my own have started slow and very inexpensively by simply serving customers that were exactly like they are. Because when you do this you already have a lot of inside information as to what those people want. Basically they want the same as what you want.



Let's suppose for instance you were a chiropractor. Your customer's needs (other chiropractors) would be the same as yours. Perhaps over the years you devised a filing system that incorporated marketing which resulted in clientele re-visiting for regular check-ups. If that system – which was unique to your surgery – resulted in increased income and efficiency every year, other surgeries would willingly pay you for the information so they could emulate your success.

Here's a product created by a dentist...

Dr. Saveran was a dentist in New York looking for something else to do. He understood the paradigm of it's always good to try to make some money on things that you know. In addition to dentistry he was interested in medicine.

He put together a program and called it Medi-I.D. This Medi-I.D. was simply to take a patient's history and put it on a piece of mylar and then on a plastic type business card. If that person had any problems medically and was ever incapacitated, the doctor or the hospital could run their Medi-I.D's on a micro-fisch and this little strip told them about the patient's history.

That idea made Dr. Saveran \$10,000.00 in just one week and he went on to earn millions of dollars!

You are in a position of tremendous advantage if you know the field and the type of people who are in the field and you know who's selling what to whom and where the buyers are.

Many times big corporations have lost entire fortunes because they diversified into fields which they knew nothing about. First, they make millions or billions from a product they were passionate about and had expertise in, then they decide to get into a field that is totally unrelated - and it fails. **You can always do best that which you know best.**

The Internet and the Direct Response Business

The Internet is another powerful marketing tool:

- The same advertisements that you place in magazines can be placed on websites.
- The same sales letters that you post can be sent by email.
- Some products and services can be delivered through the Internet.

Let's face it...

The Internet has got to be the best way to make money in the world - because it is a shop window FOR THE WORLD!



You don't have to work an eight hour day – **I usually play (my word for my business these days) on the Internet for a couple of hours a day and that's it! And that earns me a fortune!**

So, if you're keen to also use the Internet as a marketing tool for your direct response business, I'm going to explain...

Ten Steps to Creating a Profitable Internet Business!

How do you find the right Internet business to go into? As before, **you find the marketplace *before* the product or service.**

If you don't, how do you know you can sell your product or service? How do you know it can make money?

The following ten steps force you to discover or create a business that you know is going to work before you even start.

If all of this is new to you, don't worry, I explain everything you need to know and by the end of the course you will be able to start making money on the Internet with confidence and ease.

Key One - Build a Business-to-Business Operation

Some of the most profitable operations out there are selling business-to-business.

This doesn't mean you can't or shouldn't sell to consumers. All it means is that given the choice, if you can sell to other people in business (sell the picks and shovels to the miners, for example), you will increase your chances for success.

Businesses like amazon.com and toysRUs.com sell to consumers and they're the ones we hear about and talk about the most. They are great business models, but they're not the ones making the biggest profits. **The largest profits are being made by people selling to businesses!**

Some of the reason is that you can sell the products and services for a higher price!

Key Two – Can it be Delivered over the Net?

This is a great way to increase your profits because you save on your storage, shipping, production and labour. There aren't any inventory costs either.

If you can create your product in the form of an e-zine, newsletters, manuals, CD's, films it can all be sent to a customer over the Internet. Perhaps you can give access to a site that contains current information that people are willing to pay for.



You don't have to have a product that you can deliver over the Internet. People are certainly doing very well selling products that are delivered physically.

However, there's a great advantage to selling software that people can automatically download or paper and ink products that they can receive through email.

If you have some kind of product that you can deliver via the Internet your delivery cost is pence!

The person comes to your website, and if you have a merchant account or Paypal, they simply pay by credit card. Then they can instantly receive your information via download.

Your website can be totally self-sufficient. You promote your website via advertising then you receive information in your email with details of an order and acknowledging your customer has already received your product.

You don't have to do anything, except send out an email thanking them for their purchase and asking them if they would like to come back to your web site again to see some other information.

Even with a product that is delivered physically, clever marketers send their customers some of the information immediately and capitalize on that instant gratification.

For example: "I'll send you the electronic version of my book today, although I am mailing you the full set of books and CD's in forty-eight hours. I wanted to make sure you have something in your hands now to get started with."

Key Three – Are you Focused on a Tight Market?

The Internet is ideal for selling to niche markets. Because even if your market is small the Internet can still give you sales - it reaches buyers worldwide.

In other words, don't sell books ... sell mystery books! Don't sell computer software ... sell software for graphic artists! Focus the categories to pinpoint accuracy.

Key Four - Is There Existing Competition?

You may be surprised to know you want competition!

Why?

Because...

Where there is competition it proves that there is business out there!



If there are companies selling the type of products you want to sell, they have just proven the viability of that product and that market.

You can profit from all their mistakes. You can see what they're doing that works and what doesn't. You will notice opportunities by recognizing services that they're not providing.

For example, let's suppose a competitor was selling a book or manual on "How to Make Money at Weekends!" You know it works and the information is popular because your competitor is making money.

So, what could you do? You could create your own information product based on the same lines (obviously you don't copy your competitor's information) and add a bonus product.

Here's a great way to do this...

First, you purchase the information from your competitor.

Let's suppose, on reading it you discover they have a section on making money by selling items at car boot sales. **Immediately, this could lead you to the idea for a booklet on how to run your own car boot sale.** This would make an excellent bonus product. Got the idea?

In this situation the market has been identified for you by your own competition - and their presence helps you immeasurably.

Key Five – Will Your Customers Want More?

If you are going to sell vitamin supplements, your customers are going to need to replenish their supplies. If you're selling information, are your customers going to need more detailed information or more current information in the future?

If your customers need more of what you're selling you can afford to lose money on the first sale or break even. It makes business advertising and promotion even more viable for you, because you don't have to make a profit on the first sale.

Instead you can invest the income from the first sale to acquire that customer.

Key Six - Can it be Sampled Over the Internet?

Sampling is giving people a taste of something. The supermarkets are always offering you some food to try. You may be able to sample out your product over the Internet.



For instance, can you give them a demo version of the software? Can you let them download the first chapter of your information product to read? How about the Table of Contents so they see how detailed it is, like they were browsing it in the store?

If you can allow them to sample your product over the net, it's going to add a great deal to your potential success!

Key Seven - Do You have a Back-End Product?

Do you have another (usually more expensive) product to follow-up with? Do you have other items people are going to want?

For example, if you offer a low cost manual in the beginning, do you have a full course to offer to customers later? If you offer a sample kit in the beginning, do you have a full sized product on the back-end?

If you offer a how-to product on the front-end, can you sell them all the supplies they're going to need to accomplish this on the back-end?

Having a back-end is absolutely critical to the success of your business!

Key Eight - Is it Easy to Explain?

This is one of the most important aspects in marketing! Can you explain the business to people instantly?

One of the reasons Amazon has been so successful in selling is because it's easy to understand.

It's the world's largest selection of books, at discount pricing, delivered directly to your door in two or three days.

When someone tells you this, you instantly understand the whole concept of the business - and that's what you want to strive for!

Key Nine - Is it just an Advertising-Based Business Model?

Big advertisers are looking for large volumes of traffic, so in your niche you may be able to sell advertising and add to your income. That's the 'icing on the cake' but...

...although advertising is a great source of revenue, in my opinion, you should not consider your business as totally advertising-based. In other words, you must have other sources of revenue besides advertising.

There are some unofficial surveys (unofficial because no one can know for certain) that say as much as 75-85% of all the advertising space available on the Internet is unsold.



Don't get me wrong, advertising is big on the Internet, but we're talking about the mega-sites, like the Amazon's of the world.

Amazon has another revenue source apart from the books and other products they sell. It is the advertising on their ultra-popular site. **They charge on both ends.**

If you can sell a service or your own products on a site, as well as offer information and sell advertising, you have the ideal situation.

Key Ten - Is the Mark-up Large Enough to make an Affiliate Program an Option?

I learned a long time ago that I could make much more money if I got hundreds of other people to help me sell my products, even if I only get to keep a small percentage. That's what an affiliate program is all about.

Affiliate programs are where someone else directs traffic to your site and gets a commission on your sales.

Affiliate programs are a great way to increase sales with very little work!

To be successful with them, you can't give a lousy 5% commissions. You need to give a large commission (usually 50%+). To do that you have to have a substantial mark-up.

If you offer people a good profit sharing plan, you can set up an affiliate program on the Internet that will double, triple, even quadruple your profits!

The Seven Step Strategic Approach to a Million Pound Internet Back-End Product

You've read it and you'll hear it whenever marketers talk - you can't survive on your front-end sales alone.

Just to make this really clear, front-end products are cheaper and more affordable for your customers to purchase. They don't have a huge profit margin - if they have any at all - so your whole strategy has to be focused towards getting those customers who have bought from you before to buy from you again.

For instance, the marketing costs can eat up any profits on your first sale. So you offer a back-end product. Then you can make real money on the second and subsequent sales.

Here's a quick story for you that illustrates how to make big money with back-end products...



I had a customer who bought from me business-to-business. She ordered a £782 paper profits program.

This customer had originally contacted me with some expensive advertising that I ran. I had sent out my mailing piece and she had responded. She ordered the product over the Internet. **This lady faxed me a copy of her order form, for the £782 product, which included her credit card number so I could charge her.**

When I sent out that package, I enclosed some ride-along material with it. This was a special report on a product I had that was closely related to the first product she had ordered.

The very next day she sent in a £1,520 order!

She accepted that extra offer the day after she had received the initial product!

But I didn't stop my selling tactics there...

When I shipped that product, once again I included ride-along materials, this time about a different sector of the property market (it was a 'property profits' type of programme).

Her order promptly followed, she wanted this £1,437 package as well!

My marketing costs on those additional materials were less than £1.50.

So, first I made a sale of £782 and in a few days of interaction I made a further £2,957.

And that's the raw power of back-end sales for you.

That's the reason you need a back-end product or service to offer your first-time buyers and customers! Of course, I'm sure you realise that only a small percentage (maybe 10%) will order your back end product – but that's all you need to make a LOT of money.


So are you ready for the seven step strategic approach to the million pound Internet back-end? It is the essence of simplicity, but I also want you to bear in mind that if you have a product or service that can be sold over the Internet, you can still use conventional postal route and advertising in magazines etc.

Step One - Pick a Product Topic Area that You Like

Your topic should have a solid customer base.

You can either:

- Create your own product or service

- 
- OR
 - Pay for the license to sell someone else's product or service

If you can create your own product or service suitable for licensing out to other people – you will have a potential goldmine!

Ask yourself...

- Can you sell it over the Internet?
- Can you deliver it over the Internet?
- Can you license it out?

Step Two - Do a little bit of Research

Business research, that is. I am talking about shirt sleeve research!

- Use search engines.
- Cruise two hundred related web sites if you have a couple of free hours one day.
- Check news groups and e- zines.

In three hours you can literally have an encyclopedia of knowledge. Now you know exactly how to market your product or service!

Step Three - Focus on a Main Product

This will be your flag ship product, for your front-end sales.

When you are working out what is going to be the first product you offer to prospective buyers, make certain it is not a dead-end product. In other words always think ahead.

You know:

- You need a front-end product or service
- and
- A back-end product or service for follow-up sales

So make sure the first product has “legs” to go further.

For example, let's suppose you have chosen to publish material for 'wannabe singers'. **Before you even produce ANY product you need to do the following:**

- Work out, WHO your customers are.
- WHERE will you find these customers?
- Write a list of subject areas of interest related to your chosen market.

If you do all of these things you will never waste valuable time creating a product that will end up dead before you can make any money from it.



Instead you will always sell something with plenty of further interest so you are ready to follow up with back-end product.

Step Four - Locate Additional Related Products

If you have completed step three, then locating related products becomes easy.

Your choice is either develop your own product or you can work out profit share arrangements and gain the rights to other people's products.

Let's use the previous example again of the wannabe singers...

Perhaps, from your list of subject areas you decided to write a monthly newsletter with 'insider tips from the record companies' along with listings of 'singers wanted' for instance.

So already you know what you would need to locate – information from record companies. Then you do the research to find sources that would give your needed information.

Suppose you decided that the work involved in writing this newsletter (at a guess I would put it at the most two days out of every month) was enough and you didn't want to work on related products for your back-end sales. If this was the case, **you could then search to buy the licenses to other people's products in the same subject and take a smaller profit but with much less work.**

- Front-end product you take full profit because you are producing the product.
- Back-end products you take less profit because you are not producing the product – someone else is.

What's great about locating additional related products is that when you come to sell them, you know your prospective buyers are interested, because they bought the main product!

Step Five - Market your Flag Ship Product

Send out your advertising, links, email, whichever routes you have decided to use.

Step Six - Everything Hinges on Delivering Great Value

If you haven't formed a relationship with your customer (which is what you are looking for), you're making a grave mistake.

If you deliver good value, you will build a good relationship with your customers. They will come to appreciate and trust you.



Then you can offer customers something more in-depth, specific, focused and expensive that is in their demonstrated area of interest - which, of course, is what you are marketing in.

Step Seven - Offer to Serve Your Customers Further

You can do this through email follow-ups. You can do it through ride-along materials in your packages. Just do it!

Then you offer them products that you've already found. You can offer a catalogue, you can offer them serially, but in the end you'll have hardly any additional marketing costs to get the massive amount of back-end sales.

That's it – following those seven steps you will always plan ahead and have continuous income!

Hot Topics That Make Money

Here are ten topics that you can make the most money with - I know that because these topics are already making people millions.

The list is not in any particular order. One is not necessarily better than any other, apart from number one on the list, which IS my favourite.

Hot Topic 1 - Money-Making Information

This is a *huge* market place. Not only are there millions of buyers, but there are a thousand and one topics to write about.

Here are a few suggestions, so you get the idea: mail order; photography; the internet; holiday property; car boot and garage sales; buying and selling; organising events and parties; wedding planners, home publishing, franchises etc.

In other words, it's all the different ways people can make money.

Hot Topic 2 - Money-Saving Information

My booklet on how to get free advertising was such a winner, because it explained how anyone could save thousands of pounds in advertising. People want to *save* money whether it's on travel, food, cars, almost everything they do.

Topic ideas: cut your grocery bill in half; cheap quality holidays; cut-price travel tips; cut-price property deals; how to live a rich lifestyle on an average income; save with our monthly super-deals.

Hot Topic 3 – Any Good 'How-To' Information

This is SO popular. Any title that begins with 'How To' is a sure-fire winner, so long as the topic is popular. For instance: how-to build your own house;



how-to cook hamburgers 101 different ways; how to write your family history; how to teach your baby to read; how to make money; how to make wine; how to solar heat your home.

The possible how-to topics list is *huge*. They have always been popular and they probably always will be.

Hot Topic 4 – Health Information

This is becoming bigger and bigger. Millions of people are looking for alternative ways to protect their health or to overcome illness.

People are disenchanted with the health system and are even travelling to other European countries for treatment, rather than attend a hospital in the UK.

Topic ideas: directory of the best hospitals across Europe; Chinese herbal remedies; Shiatsu; the twelve health centres in your body; the book of yoga; the perfect body; think yourself 10 years younger; acupuncture; diet books.

Hot Topic 5 - Computers

Anything related to the computer, obviously, is hot. That's doubly so if it's the Internet. There are still many people confused about broadband and wireless. With the advent of digital and hi-definition TV making analogue TV's obsolete there is a big market for people needing help on how to link up all of their entertainment ensemble.

Topic ideas: software directory; the Internet; buying and selling on ebay; linking your home entertainment; the digital age and how to get the best from it; making money with internet products; the bite-size computer task book; earn a fortune with computer games; be a PC trouble-shooter.

Hot Topic 6 – Information for Senior Citizens

The number of senior citizens is rising dramatically, mainly because people are living longer, healthier and more active lives. This is a huge and quite wealthy market place, and this can relate to health, too, because seniors are interested in health. They're also interested in getting bargains. They're interested in travel. They're interested in finding vacation spots and new places to live.

Topic ideas: holidays for the over-50's young at heart; cut-price travel in style; 101 cake recipes for the grandchildren; 101 leisure activities; the top hotels in Europe; clubs and courses; bargain holidays; selling up and living abroad; investing wisely; home equity release; downsizing.

Hot Topic 7 - Gambling

This is big! Gambling is huge in the UK with the advent of super casinos, on-line poker and so on. In America it's not just in Las Vegas, Atlantic City, Reno, or Tahoe, but all the Indian gambling sites, hundreds and hundreds of them across the nation.



There is horse and dog racing. People are into gambling whether it's good for them or not at an unprecedented number.

Topic ideas: how to beat the black jack tables; how to beat roulette; how to win at the dogs; the lottery numbers system; how to run your own horse-racing syndicate; the scratch-card winners; how to win at Texas hold 'em poker.

Hot Topic 8 – Personal Relationships

This is a very big topic because there are something like 60 million singles in the United States alone and 6 million in the UK. With the Internet you have access to a worldwide audience.

Topic ideas: how to have a happy marriage; how to find your soul mate; how to single out the special person in your life; how to win friends; understanding teenagers; how to keep the peace with your mother-in-law.

Hot Topic 9 – Investment Information

This is always popular. People want to know how to invest money. This can include all sorts of topics related to property as well as traditional and untraditional investments.

Topic ideas: manuals on stocks; mutual funds; bonds; investing in the future; how to make money on the stock market; buying and selling property; spread-betting on financial indices.

Hot Topic 10 – The Unusual

This is anything that's unusual or bizarre. This covers a wide variety of things from survival information (look at the people making a fortune scaring the daylights out of other people) to things as wild as flying saucers and alien visitations. I know of a company that is making money hand over fist with this. For a very good example of the unusual, check out www.flea-circus.com.

Topic ideas: teach your dog to sing; my night with an alien; scary stories; ghosts are real; how to be totally self-sufficient; grow your own insect-spray-free vegetables; organic gardening; how to eat for free; 101 uses for vinegar; how to talk to your cat; the hitch-hiker's guide around the world etc.

So, that's my list of the top ten things.

**There are many more things you can make money with,
but give those some consideration because these ten
topics are million pound topics.**

See you next month.

Cameron Fulton