

Special Report

By Nick James

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Welcome to this special report! Strap in and hold tight because we're going on a wild ride together. A ride to what ultimately can be *your* preferred destiny.

This is, if you so choose.

You see, there are two types of people in this world.

Those who *do* things. And those, who don't.

The *doers* get off their backsides and puts things into motion.

The *don'ters* (if at all) merely act on impulse, and then, leave things by the wayside, never ever to return to that moment of fever pitch intention and motivation.

And quite frankly, there's a world of difference between the two sets of people.

The "doers" understand that the path to success takes effort, investment and a commitment to making things happen.

The *don'ters* merely blame, fuss and complain about every little thing in their lives that *isn't* working. And so in turn, they proceed to do *nothing* about it.

So my hearty congratulations go out to you for investing in your own better future with this product.

And it's in this very product that'll show you how it's totally possible for you to own your own Internet Marketing and Direct Marketing business.

No Other Business Like It!

Quite frankly, there's no other business like this in the world. And astonishingly, with this special report, you'll see how anyone can get into this lucrative business without having to go to business school, get a bunch of certificates or have to mortgage their family members.

Financially speaking, the investment required for a business like this is ludicrously low. In fact it's so low compared to the many thousands of business opportunities out there that it trips many people up. And I'll get more into that a little later on.

You'll probably realise that when I start explaining everything about this fantastic business, I get carried away – I find it impossible to curb my enthusiasm! But let me quickly point out that it's all REAL enthusiasm based on real practical results that I've got, as well as the wonderful results many of my close and not so close friends and colleagues, are enjoying.

Okay, so before I get into the few essential building blocks to a super profitable Internet and Direct Marketing business, let me get to the big juicy question that's on many people's minds when they think about creating their own Information Business.

And that question is...

How Much Can I Expect to Earn?

Well, let me say this to begin with; in a traditional 9-5 job or career, you're only going to get what's written in your work contract. So at the end of each month, you're neither going to get not a penny less nor a penny more than what your contract states.

So no matter what your effort or skill you bring to the job, you're getting paid the exact same amount, month after month after month.

But let me ask you this...

How exciting do you think it will be to -- ***write your own contract?***

What would you think if your boss in your 9-5 job, said to you, "*Hey, Fred, listen, I've been thinking things over and you can, if you want, write the amount you want us to give you at the end of each month.*"

I mean, wouldn't your eyes just pop out of your head!

Of course they would.

Now we know that can't happen in a 9-5 type scenario but it's absolutely possible with your own Internet and Direct Marketing business. You really *can* write your own monthly income.

And would you like to know why I say that? And how I can say it with such certainty and conviction?

Because, how is it possible that I could go from earning £3.20 an hour as a car park attendant, to banking on average, £25k a month -- month after month -- just like clock-work? I mean, how could I do that?

Well, it sure wasn't because of the generosity of the Car park owner where I parked cars for a living! No. It was totally down to me mastering a few Internet techniques and learning a few direct marketing ideas – and putting them all into action.

That's how I was able to create financial independence.

That's how many people are leaving the rat race.

That's how fortunes are being made on the Internet by any and every type of person you can think of.

That's how amazing this business is.

So stay with me because I'll share with you all that I know that'll help you create your own, sweet, money-making-machine that'll serve you year after year after year.

So, what is in this special report?

Well, these files are the coming together, the merger, of Mind *and* Marketing.

And quite frankly, both are inseparable if you want to really make an extraordinary life for yourself with the information in this manual.

Yes, you may have all the masterful marketing skills and Internet know how. But, if your mind is all awry, you've just gone and wasted your investment in those skills.

And honestly speaking, if your mindset is all warped and split into a thousand different directions, then whatever you attempt will be to no avail. You just won't get the results you're looking for.

And that's a problem many entrepreneurs face (maybe even you!) – whether you realise it or not.

That's why, having a specific blueprint by your side as you go forward and venture forth with your entrepreneurial and Internet marketing business, is a must.

Quite frankly, without this blue-print it, you'll be like a roaring, muscled, un-informed tiger, wandering aimlessly in the jungle, having no idea about your own powers or how to use them all.

So, for clarity and direction, let me suggest a way of looking at this report. Because in that way, you'll see how enormously important it is to you as you dig deeper into this marvellous world of the Internet Super Information Highway and, the magic of Direct Response Marketing.

The Map

Let's put things into some sort of practical perspective for you so you can grab the distinction at work here.

So say that you've been asked to get to Peru. You're living in London and you have no idea how to get to your destination. Not only that, you're asked to find out the best and most efficient way to make your journey because you've a certain amount of time as well as a fixed amount of money at your disposal.

Now, without any sort of map or guide or route planner to help you, it seems that the only other viable option available is to simply head out and chance your luck and trust your gut and instincts.

And, that's *exactly* how many people who start out with great good intentions, go forward with most things in life -- without *any* sort of map or a definite plan to follow. And so it's something as a natural consequence that *feelings of frustration, bewilderment and plain dejection* come about... with regular frequency.

Now there's a horrible pattern being played out here time and time again by most aspiring entrepreneurs and those people having grand intentions to create their own business.

And the fact of the matter is that *no matter what these people do*, it seems they'll always end up at the same starting point – **no progress, no real knowledge, no great feeling or conviction about what they're going to be getting into.**

Well, that's about to change for you; especially if you're now ready to take that all important step to make things *really* happen for you

So, How Can We Use The Internet To Create an Information Publishing or Marketing Business?

First and foremost – the Internet is nothing more than a medium to help transfer whatever it is we're selling, promoting or producing. Just think what life was like before the Internet (I know, it's hard as it seems like the Internet has been with us all our lives... *doesn't it!*) ... before the Internet, creating a direct marketing/mail order business pretty much consisted of sending direct mail letters to a targeted audience or placing adverts in relevant publications to reach a particular audience. We'll get more into that as you go through this publication.

However, the main difference between creating a direct marketing business run on the Internet, than the traditional mail order, is the costs involved.

Also, the ability to create and roll out a promotion and test what's working, can happen in a fraction of the time than it used to.

With the Internet and the technology and the tools that are available, it's entirely possible to create a powerful publishing and information marketing empire -something that wouldn't have been near impossible for the average kind of person ten to fifteen years ago.

You would have been carried off to the funny farm if you dared speak about, what is now, absolutely do-able and available to everyone who applies themselves to the simple formulaic steps.

And by following these steps, it's entirely possible for someone to create a monthly four, five, six and even seven figure income... with only a couple of virtual employees and a laptop. (I'm living proof!)

And this is something that's happening for people living in almost every country in the world.

Yes, it's really quite remarkable what one can do, using the power and capability of the Internet.

I myself have created a fabulous income and lifestyle by taking what I know in direct marketing, and applying those proven, money getting techniques, to the Internet.

So Why Do People Call An Internet Based Information Business, The Most Profitable And Most Lucrative Business In The World?

Well, let me lay out a few reasons for you below.

Costs – you can be up and running with as little as a wireless Internet connection, a mobile phone and website hosting services. What'll all that set you back? Well, how about rental costs of about £50.00 a month!! There's nothing quite like it. And, with costs coming down even further, there's really no excuse to use *expense* as a reason to not get a business up and running!

Leverage – You can multiply your knowledge, package it up into say a cd, a digital downloadable product, an online course and sell the same product, tens, hundreds, thousands of times. That's the true fantastic power of multiplying your knowledge by recording it once, and selling a ton of it – just like a recording artist or a book publisher.

Interaction: You don't have to have that much interaction with customers if you don't want to. The beauty of an Internet based business that you can create it the way you want, limit the kind of access you want, interact however much you want to. Like the traditional mail order businesses, you would order a product off a catalogue or, wait for the product to arrive and that was the end of that. And for some people, the ease and simplicity of that method of operation.

Home based - if you were told that you could create a publishing and marketing business that would span the globe and you could, at the click of a button, send a promotion to hundreds or thousands of prospects and create windfall profits after windfall profits, and that too, from a small home office you call home, you would have probably sent the person packing.

Well, I receive stories everyday from people around the world informing how they're changing their lives because of harnessing the power of the Internet from their own home. (That's how I started out, from a dusty room in the back of my house. I still operated my business from home, 6 years after beginning my entrepreneurial journey. It's only now that I've purchased a rather spacious commercial business premise because my home based information marketing and direct mail business really exploded; I simply couldn't cope at home with all the space restrictions.

Work on your own – It's easy to think that running a business requires a whole workforce and the accompanying overhead. Well, it probably used to be that way. However, now, with your own Information business, you can run the show yourself, without any help – you really can. And, they're absolutely scalable – meaning, you can build as deep and as wide as you want to. When I started out, I operated as a one man band – doing everything myself. However, as my ambition and aspirations grew, so did my requirement to have others do what I did in terms of admin and running the business – and, that in turn left me free to concentrate on doing what I do best - creating products, developing the promotional material and... bringing in the money!

Profit Potential is HUGE! The beautiful thing about an information based internet business, are the margins you can demand – they're huge! Where else can you sell paper and ink products or cd's, DVD's or the many other forms of information, and make ten, fifteen, twenty times the cost price? I mean, it's just insane! And people will gladly pay the price – so long as it fixes or creates solutions to specific problems, needs or desires of the target market.

Quite frankly, all though the money is great; it can't compare to the freedom, the setting your own working hours, the controlling your own financial future and of never ever having to answer to any other boss... ever again.

Now that's an exciting, quality based life!

So stick with me as I delve a little further into the few simple fundamentals you must master if you're looking to become a super successful Information marketer using the beauty and power of the Internet.

And, I've put those fundamentals into a 12 step guide for you. Before we get into the first of the 12-steps, let me list all 12 for you, so you can see what's coming.

Your 12 Special Steps

A Great Mindset

A Great Goal

A Great Market

A Great Product

A Great Website

A Great Copywriting Toolbox

A Great Marketing Campaign

A Great Stream of Constant Communication

A Great “*What’s Next?*”

A Great Team

A Great Way to Look After Everything

Wash, Rinse and Repeat!

Step 1:

A Great Mindset

You may have already heard this term before, but what exactly does it mean when someone says... ***“you’ve got to have a different mindset to make things better and make work?”***

What does it all that mean?

Well, I believe in making things simple so to me, all ‘*mindset*’ means, is...

... It’s your way of thinking and seeing that opens your mind to let possibility occur. And, if your thinking was closed and you find you’re not receptive to new ideas, thoughts and information, then, your mindset has you acting like a victim.

A great mindset comes from who you *are* and how you *behave* as a person.

Also...

A poor, reactive mindset... comes from who you *are* and how you *behave* as a person!

It’s all down to how you’ve made your *mind* SET.

And whether it’s with iron based rigidity or with flexible ability to shift the mind whenever you want to... it’s all your creation and it’s up to you if you’d like to change it.

Now whenever you hear someone saying *“Oh, that’s just the way I am, I can’t change things now... I’m too old for that... my mind’s set in its ways...”* well, when you hear things like that, (*and as you’re reading this right now, you’ll find that you’ll be more receptive and more ‘on the lookout’ for evidence of this happening all around you*).. when you hear things like that, just remember that all you’re witnessing is someone who’s forgotten that they’re a miracle.

And not only have they forgotten it, it’s like it’s never entered their consciousness... that they ever were creative and magical with a spring in their step and a beat playing in their heads... they’ve forgotten all that.

Instead, what’s replaced that spirit and spontaneity is a grim, unhappy, *forced* way of living and being. And when I say *forced*, I mean that most people are doing what they don’t want to be doing and that they are constantly looking for someone or something to blame for how their life *is somewhat messed up*.

Now some people think that they can simply ‘*cut and paste*’ a better mindset and the things that may have been a problem in the past, will now, vanish.

Of course, that's the problem with listening to experts, because, if you pay enough attention to the many *magical results* that are promised by many, you'll find that you'll get a vast amount of conflicting information. And it'll be information that'll most likely cause *more* frustration and discomfort for you, than not.

Developing A Great Mindset As It Relates To Creating An Information Based Business Via The Internet

The horrible fact is over the last few years there have probably been more people who have purchased "**how to make a fortune with your own online business**" information, than anything else I can think of.

It's like a mad panic out there. People lapping up everything they can, no matter what prices are charged for the information.

And, what's horrible about that is probably only 1-3% of people actually do *anything* to fulfill their dreams.

Now, what happens next with someone who doesn't follow through or do anything with the marketing information or Internet business building material they have purchased or invested in, what they do is they either purchase *another* product, seminar or course they somehow believe will be, *'the course of all courses or the seminar of all seminars'* that'll NOW, do it for them, thus, **repeating the same habit patterns, behaviours and spiraling confidence...all over again.**

A self defeating, negatively spiralling *mindset* in motion

And that ongoing mindset issue is probably happening to the *dismay, heartache and frustration* of family members, spouses, significant others who have thought in their minds that this would happen (*this continual leaping from one resource to another without anything significant to show for it*) and that nothing would really change, but, *secretly* in their hearts, truly wishing, hoping and praying that the *current resource of the moment* would NOW, once and for all, be the only road needed to make things happen in a significant way!

It's nothing but a pipe-dream for many.

Here's a particular Mindset about creating a business using the Internet. See if anything rings a bell with you, or anyone you know.

"I'll give this a go and see what happens. Because you know, I'm just learning this stuff so it's all new for me. And, I've not really been in a business of my own so I'll have to manage my time better and juggle everything but you know, there's so much to learn and pick up that at times, it's just seems so overwhelming and to be honest, I don't really know where to start with everything..."

Now, as long as someone is thinking the above and then, behaving with the actions that follow based on that particular mindset, then you can see that there's a lack of seriousness and intention happening here.

In fact, the levels of success will probably remain that way until something changes, something *shifts* in the mind of the thinker... a mindset *shift*.

Mindset is All a Bunch of Woo Woo and I Don't Need to Pay Attention to Any of It!

Boy have I heard that line many many times! And to be fair, I may have thought that way too, at one time or another.

Did you know that the most successful people in any walk of life have shaped their mind in a particular way that suits, supports and helps them get what they want?

(I couldn't believe it when I heard it described that way. That people could actually shape and their mind a particular way in order to help them get what they want!)

And, on the other hand, those who haven't got what they want -- those who are constantly struggling and getting in a twist about what's not working -- these people pay no attention to how their mind is structured.

It doesn't even occur to them to think that for everything that's not working out in life for them, that there's a specific, direct and measurable correlation to how their minds are set up to receive and interpret ideas, thoughts or information.

So if a person is all tight and tense when the topic or subject of, say, Google Adwords comes up, they've mentally set themselves up for failure.

Now, whatever it is that's given them this mindset, it's merely a thought. A sequence of mini-stories they've wrapped around 'Google Adwords' and it's those mini-stories have somewhat created a monster for the thinker.

And we know what happens with inner monsters and devils – we want to hide from them and not have it come into our experience again. And, when it does come up in a conversation, then, we want to exit, we really don't want to be part of the group. We want to dim those Google Adwords lights in our heads.

Quite frankly, the thought of it all becomes too overbearing and too overwhelming.

However, just as with *any* thought, it can be investigated, dismantled and replaced with better, stronger, more effective alternatives... alternatives which create forward momentum, possibility and new solutions.

And, by choosing a conscious purpose, by wanting things to be different based on our specified intentions, our thoughts and our actions, so our mindset, changes. We see things differently. WE are different.

So, going back to the self-created '**Google Adwords' monster**, the way to bring this monster to its knees, is to understand that Google Adwords is, is nothing but a name given to a set of processes and steps to create adverts on the Internet. Nothing more.

Now, what if we were to label the process of buying a train ticket and navigating the tube or the train network to get to our destination, Google Adwords... do you now think we could master... Google Adwords?

Of course we could. That's insane. All we're doing is purchasing a ticket, then looking at the map and then getting on to the right network to reach our particular destination.

And that's all Google Adwords, or anything else we've given the label of a monster, is – a set of systems and processes and steps!

And the beautiful thing is that if we've completed a series of steps in one area of life (however large or small), we can do it in another. And all we did was to follow a set of formulaic steps. When we break things down into its logical formulaic steps, then we can do it in any area. Anything!

So it is with creating a powerful compelling mindset. And it's something to install and create *before* stepping forward with your online business adventures because, it'll determine how you step into the whole adventure – with purpose, excitement and passion... or... with a mind of fragility, apprehension and nervousness.

So, now that we're re-focussing and re-engineering our mindset to serve us in what we want to have happen with our online marketing business, then the next step in our 12-Step sequence underpins what we want to achieve in that business – the specifics and dynamics of super goal setting and achieving.

Step 2:

A Great Goal

If we've heard it once, we've heard it a thousand times. And that is; – *you must have goals if you want to do or achieve anything meaningful in life!* And quite frankly, it's this very idea – **the idea of having goals to be successful**, it's this very thing that has caused more confusion, frustration and unhappiness than anything else for small business owners, professionals, entrepreneurs.

Instead of gravitating towards any sort of poorly constructed goals, they're running away from them.

Instead of enjoying, creating and loving what they're doing, they're hiding away, feeling threatened by their own lack of clarity and choice.

Instead of creating and deciding how they want the business to *be*, they're doing a million things at once and end up getting nowhere... *fast*.

That's what *loosely constructed goals* will do for someone.

Now, the bedrock of setting and achieving goals, stems from step 1, **having a great mindset**. Because, what flows right out of that way of *being*, is an almost instant belief in the idea of *what's possible*.

It's a natural consequence of a healthy open mindset.

And, when a person has that belief - one that's rooted in certainty and a conviction about what's possible, then goals have power, freshness, meaning.

I don't know what you feel but there's nothing more contagious than seeing a person set a goal, and achieve it. And what's beautiful about that is the *goal* isn't something that's been 'forced' on someone, or that they're setting and going after it because it seems the right thing to do... or just because other people are doing it so I may as well.

When you see a person who's really on fire with what they're up to, you can feel and see it in their actions and in their language. I'm not at all referring to someone whooping and jumping all about the place like a demented motivated chicken with no earthly idea what's going on, enthused about something for the heck of it. I'm not talking about that.

I'm talking about a careful, cool relaxed intensity a person has. Someone who is committed and dedicated to make what they want to have happen, *happen*.

Now, there are images conjured up in many people's minds when thinking about the type of person who sets and achieves goals, someone who is fixed and focused in getting what they want -- the mind conjures images of someone either being a dynamic, flashy, charismatic individual, or, that of a robotic, mechanical person.

Either image repels most people. They can't take the idea that they have to be robotic and mechanical, or someone who's hyper and flashy.

The fact of the matter is, we don't have to be either when we want to set goals because, we're setting and achieving goals... every single day! And we don't even give it a second thought about whether we're being robotic or hyper... it doesn't even occur to us.

Goals, such as making a shopping list and then getting what needs to be got... getting to a particular work or job related destination in time, clearing up the house because a relative or friend is going to be popping over(!) each one takes a small goal that gets executed every time we *do it*.

Many of these seemingly simple unconscious acts go unnoticed by us, believing that there's nothing inherently great in them.

However, it's these acts that are the basis of all our accomplishment -- if we remember the fact that these acts *are goals!*

I can't tell you how many times I've listened to people who've told me that they've not done anything great with their lives and that every meaningful goal they've set, has fizzled out.

The fact of the matter is that we don't have to have that big, huge '*way out there*' goal in order to feel good about ourselves. But, that's *exactly* how we've wired ourselves when judging ourselves and our accomplishments. And, it's this damaging assumption that we use to then help us lead lives of inner suffocation and dreadful desperation.

Fine Tuning The Art of Goal Setting And Achieving

There's nothing worse than doing something that you hate or dislike. And it's not like that everything we do is going to be something electrifying and will set the world on fire. There are going to be things that are routine,

mundane and done in a tick-tock fashion. We may as well understand *that* particular reality before we try to argue with this truth.

However, the main factor that'll create success for us in our chosen life, business and family goals, are the ones that we *love* doing. It seems simple, doesn't it – love whatever we choose to do and the results will follow.

Although the above seems simple, logical and obvious, it's surprising how many people get into businesses, careers, relationships... that they dislike.

And what's more surprising than that is the continual *carrying on* of this dislike!

Now the way that I look at it is that this carrying on of doing something we have no real interest in, is a sure formula for continuous depression and unhealthy self-sabotage.

So, the obvious thing here is to choose something that we love to do that'll give us the benefits and rewards we seek!

That makes sense, *doesn't it?* If we want to be a writer, let's love to write. If we want a happy healthy relationship, let's make that part of our deliberate, conscious purpose. If we want to create a healthy, profitable online business, let's focus and dedicate ourselves to make that the best version of it we can possibly make.

Can you now see that there's a direct and definite correlation between getting into something we have a passion and desire about doing, compared to merely doing something because we *think* it's something that seems a good thing to do?

I really hope you can see the difference because it's the *key secret* to making any '*big goal*' worth doing, achieving and celebrating.

Your Online Business; What Do You Want to Create?

The beautiful thing about an online business is just like an artist with a blank canvas, you can create whatever picture you want. You're not bound by any limits as to what you want to create – it's purely up to your imagination.

Now let me tell you that when I started my online business, I didn't imagine it would turn out the way it has right now. And that's because the whole thing is continually evolving and re-inventing itself.

And for me, that's exciting because simply being a mail order entrepreneur in the traditional sense (*getting a list of relevant names from a list broker and then sending those names a direct mail sales letter to do with a relevant product*) now over a period of time, that activity would have bored me somewhat. But with the various facets and new developments that are underway in my own business, I'm totally excited and still full of passion for the work I do and the business I've created.

And it can be exactly like that for you also!

Because, quite frankly, setting out 5 year and ten year plans, seem too far out of reach. And, what happens with that method of operation is that there's no scope for re-direction, especially if there's been a great length of time, money and energy spent in formulating a medium to long term business plan.

The beauty of a business that hasn't many lines of *power hungry* red tape merchants waiting to wrap themselves around every corner, is that re-invention and a change of direction is not only possible, but it seems that it's the normal course of things. Being flexible and ready to adopt, adapt and apply new momentum and creativity, is the true competitive advantage an Internet based business owner has.

So What Would Be Good Goals To Make, When Applied To An Internet Business?

Well, again, the beauty of this question lies in another question. And that question is; **what do you want?** And what's beautiful about that question is the freedom to choose *whatever* you want. You'll notice that the question just asked isn't something that's taught in school, let alone business school or the many Internet marketing seminars that have cropped up all over the place.

And in the question, *what do you want...* it asks of you to name and decide whatever it is you want. Think of it as something like rubbing the Genie's lamp in Disney's *Aladdin*. (And I know, this idea of creating something that looks and feels like 'magic' may be a little disconcerting for you but please stick with me because once you name what you want, you'll find that what you think of as *impossible* and just too far out there for you to even contemplate happening, will start unfolding before your very eyes.)

Staying on this theme of setting goals, many people now *don't* name what they want or they don't create goals for their Internet or small home business venture because they've tried it on previous occasions and nothing much happened for them.

(Of course, that's like someone believing that if they want to learn to ride a bike and they fall off, that they won't get on another bike again. (It's not the bike that's gone wrong here; what has gone wrong, is **our desire to want to learn, and, our technique**, that's all)

A Goal is Nothing More Than a Name Given to Something We Want to Get Benefit From

Once you know what *benefit* a goal will bring you, you'll be more inclined to want to achieve the goal. Most people have no real reason *why* they want to create a business, especially an online business.

Wanting to be rich or enjoy a fabulous lifestyle are good aspirations, but, they lack the firepower of specificity and true inner desire.

You can tell there's a difference between the following two examples of deciding on a goal.

I want my Internet Business to give me...

“£5000 a month, to go on holiday 3 times a year and have to work only 3 days a week from the kitchen table in my underwear”.

Or...

“I'd like to have an Internet business that allows me the freedom to spend total quality time with my children and wife. I want to promote products and services I love, which in turn, has a positive impact on the quality of life for my customers. I want to earn a yearly income of 5 times the average national earnings by growing my business through coaching, learning and mastering what needs to be done”

As you can see, one type of goal has outcomes and money as the key driver, the other, has a focus on serving and learning, with money as a natural consequence of serving, growing and developing .

Most people don't set goals like the second goal listed above because it seems like *hard work*. When in truth, **not setting a goal** like this brings on fast misery because of falling flat at the first hurdle of the 5k a month goal, and not getting up and trying again.

If the structure and reasons behind the creation of your goal are solid and pure, then you'll instantly find that you'll have a zest and zeal about your Internet based business that other's will find hard to believe.

Great goal setting is *contagious*. Once you perfect what it is you want and you've identified the benefits that'll occur to you because of achieving your goal, then everything else is a mere formality – a logical process.

Forget the Outcome, Deliver on the Process...Every Day!

Ask someone what their goals are and they may give you a big monetary one, an acquisition one, an overall health one, etc.

However, ask them what they do on a daily basis to make things happen, you'll probably get back a dopey, dazed, far away look.

The problem with goals is that there's too much talk and focus on the big outcome, the end result and not nearly enough concentration on the daily work that's necessary to make the end result, possible.

Say for example, an end goal maybe to write the website content for a product or service. Okay, nothing abnormal in that. However, if there are no daily parameters or targets set in order to move towards completion of that writing goal, then what happens here is that the goal *isn't* a priority. It *isn't* an absolute *must do*.

And, when you think that a website IS dependent on its written content, it makes you wonder about the goal in the first place, as well as the reasons why the person wanted to start their business.

Process oriented, daily goals are the muscle and power behind the overall, big outcome goal. When each process goal is created and delivered on a daily basis, it means *things* are getting done. And that too, because the owner has decided that concentrating on getting the main things done, IS the main thing!

So if your goal is to have an online business up and running within 6 weeks, then focusing on the daily work to make it all happen, *IS* what will make things happen!

Great Goals that are made and constructed well, can get you anything you want in this world. Go ahead, start naming and creating what it is you want. Because when you do, you'll be ready to get into the creating and marketing of your desired online business.

Step 3: A Great Market for Your Products and Services

If there was one thing that messes people up more than anything when it comes to the world of online businesses and profitable business success, it's in picking the market to sell to.

I don't know if you've heard of anybody creating, buying or duplicating a whole number of products or publications... **only to find that they've no one to sell them to!**

I know many many people who have gone through this exact route and they've ended up in the poor house!

The fact of the matter is that *markets*, **collections of groups of people who have the same identifiable traits, buying habits, behaviours, desires and wants**, are the TRUE PROFIT CENTERS of any business... online or offline.

Imagine setting up a coffee shop in a place where there are only tea drinkers. What about setting up a photographic developing business where the locals are students or youngsters who use camera enabled mobile phones or digital cameras where they save everything to their laptop or pc hard drives?

I think you get the point I'm trying to get across here in that the choice of market to sell to, *is vital*. And even when you decide upon a market, there's much to be said in **going deeper into the market to find the various sub markets or sub niches within the main market.**

Most people simply read that sentence and let it fly by. I suggest you take the time and go through it again... slowly.

As an example, the business opportunity market is HUGE. There are more people getting onto the business opportunity wagon than ever before. Now, it may be that promoting products and services and targeting

promotions to *the whole generic business opportunity market*, may see your impact become diluted. (especially if you don't have pockets as deep Coca Cola or Nike!!)

However, if you were to say, focus on a sub section or a sub niche of the business opportunity market, not only will you have more impact in the market place, you'll also be positioned as one of the 'go-to people in that niche.

You can break the business opportunity market into a number of niches and sub sections.

Below, you'll find a number of sub categories of a business opportunity market.

9-5 Employees looking to make a change

Previous business opportunity seekers

Business owners who have gone into bankruptcy or liquidation

Those owning their own business, but want an alternative

Women wanting a part-time business venture

Non Internet savvy business opportunity seekers

Business Opportunity seekers based on –

Age

Sex

Colour

Geographic region

Current profession

That's just a sampling of the various niches and what's more, you can have hybrids (a mix and match of the various niches outlined above!)

There's no reason why you have to play the marketing game like everyone else does. There's profitable merit in settling into a market that has sub niches within them, but no one's addressing them specifically.

When you can **tailor your marketing communication to a precise target or a specific group of people who are looking for the products and services you offer**, then you've just set the game in your favour! It's no use being the hero to a broad market where you may not have the resources or firepower to handle everything.

It's fun and exciting going after a market where you can literally be the 'celebrity' people turn to for advice and help.

Okay, we've already touched on a market above. But let's get a little deeper into things as it relates to markets.

The key to information marketing success - Tapping into hot desirable markets having a passion for...

The late great direct marketer Gary Halbert used to say that give if I could have one thing, and just this one thing, that he could trounce anyone when it came to making money from direct marketing.

And he would then go on to ask his audience what that one thing would be. And he would get back a list of answers –

Powerful headlines

Great customer services

Rock solid guarantees

Compelling, killer copywriting

Backend products

Multiple ways to order

Irresistible offers

Technical expertise

Greater personality

And the list would get longer and longer. But none would have the answer Gary was looking for.

And so Gary would then say, give me a STARVING CROWD and I could outsell you every single time.

What Gary was referring to was getting in front of a crowd of people who were so thirsty, so rabid and so demanding in what they want, that serving them and providing them with solutions to their wants and desires, *was a given*.

The clue here is to become a student and a detective of *markets*.

That bears repeating so let me say it again that **in order to become a successful online entrepreneur, you need to be a serious student of markets**, groups of people with a common problem, desire, want or need, create or find products that give solutions, and then promote yourself and your products in such a way that you gain instant attention from those groups of people who want what you have to sell.

Now that's a delicious recipe for success, but many marketers forget this step and go straight into the product development and creation phase without ever addressing the most important question they should ask –

Who Exactly Is Our Target Market?

And it's pretty easy to find out what markets are hot and what people are buying.

Give a target market what they want and you'll never ever have a problem in making money, *never*.

So let's take that idea of serving a starving crowd, a little further.

EXAMPLE: Suppose you had a group of people who were gasping for a drink, but they hated fizzy drinks like cola, lemonade or ginger beer, and that's all you sold! Well, you'd be out of business in a heartbeat because you're selling what people *don't* want. No real detective work on researching the market.

Now, say you wanted to sell informational golf products but you wondered whether or not you had a viable market for your products. Well, the first thing would be to get on to your favourite search engine – say Google, Yahoo, MSN, (or even all three!) and see what results come up when you press the search button.

Well, the last time I looked for the search term *golf products*, there was something like 707,000 searches just on Google alone – that too, on Google's UK search engine!

And, just the term Golf, threw up, are you ready for this – just over 29 million related searches!

So the question – is there a rabid nutty market for golf related products? *Absolutely!*

That simple little test is enough to ensure that we're not barking up the wrong tree when it comes to creating products and serving the golf market.

However, our detective work doesn't stop there. In fact, if it did stop there, we'd probably not be as successful as we'd have liked.

That's because within a broad market, there are various niches, or sub groups within the overall market.

So let's take a look at the various sub markets or niches within a broad category market.

Now, in every kind of market where there is instruction or skill based learning involved, there will be people at different skill levels and have different requirements or needs.

So, a product aimed at professionals to reduce their score by one or two strokes, will not work for the Sunday hacker looking to slash ten to twenty strokes.

On the other hand, a product promising to help people shoot as straight as they can point, will work wonders for those golfers who hook or slice nearly all their tee and ground shots.

Also, breaking down the market into tiny sub niches may prove even more valuable because the deeper and more specialised the information, the higher perceived value there will be.

And, the higher the perceived value, the higher you can charge!

Let's look below at a few examples within the various niches that are within the whole golf market.

Left handed players

Women!

Amateurs wanting to become pro

Long drive hitting

Perfect putting

Personal made golf clubs

Designer golf equipment

Web based training

Coaching Golf Coaches to become better

As you can see, golf is a market that's something that's made in heaven for anyone wanting to get a piece of the whole golf market pie. And the truth of the matter is, for *any* rabid, insatiable market, those that make up the market will buy anything and everything... just to fix their problem – and that's even if they've bought a similar product and haven't yet used it!

Simply tapping into an existing rabid market is a perfect, legitimate and profitable route to take if you really want to succeed fast in your own online, information marketing business.

So, the BIG CLUE here to success is to be a serious student of markets, their dynamics and, how to fix the pain or insatiable desire they've declared as important.

So, What Are The Characteristics Of A Really Hot, Ideal Market?

As we've seen, there's nothing quite like a market that's ready and salivating for what you have because you've already identified their 'wants and needs'. They're simply falling over themselves to get their hands on what you have to sell.

In other words – **they're rabid and insanely passionate about what they're into!**

The next '*qualification*' for finding out whether it's a right market to invest significant time, money and energy in, is to find out whether these people in your identified market, **have money to spend**. And, the way to find that out is to see if they've proven that point by spending on other people's (*similar*) products that promises to help fix their problem.

It's no use finding out that that what you strongly believed to be a rabid market, (*you've done market research to a degree*) only to find out that the market hasn't two pennies to rub together.

So how do we find out if these people have money and are spending on the types of products and services we want to sell them – how to we go about finding that out?

Well, there are various ways to go about doing this and some are more complex and analytical than others. However, in this manual, I'll give you the quickest, easiest and most trusted way to see if the market you've selected is not only a winner, but that the target market have proven themselves as being valuable by buying other people's products in the same category.

Just to highlight this point further, let me add that the big mistake I see continually repeated in this business is the fact that aspiring online entrepreneurs not knowing or taking the time to see if there's a viable enough market with the target market having ample money to spend.

I can't tell you of the pain and heartbreak I've seen time and time again of those people who've invested heaps in creating various products, but ending up with a garage full of them because of having no clear market of people to sell them to.

Okay, so how do we go about finding out whether there's a market of people who have proven themselves as buyers for the type of products and services we want to sell them?

Well, let me show you how we would find that information out by *not* using the online method I talked about a little earlier.

What would be done if we were dealing with a traditional direct response list-broker – someone who has possession of a list of people who have raised their hands to one promotion or other, and have bought, is to ask for a list of people who perfectly matches the group of people we are looking to sell to!

It couldn't be easier.

Of course, hooking up with a reputable, trusted and quality list broker is fundamental to achieving any sort of significant marketing success. And beware; pick the *wrong* vendor to help you in this and you'll be crying all the way to your empty bank account!

Trust me, I know. I've lost thousands by not knowing what the best lists were for the business category I was in, and, who were the best people to go to. Now, if you like the trial and error game and don't mind investing your precious time, energy and money in seeing what works and, what doesn't, then there's plenty of adventure that awaits.

However, if you're particular about getting the highest return for your money, time and energy, then you'll find a number of resources at the back of the book that will save you a veritable bundle when it comes to list-brokers and anything else you feel you want to invest into as you grow and develop your business.

So what kinds of markets are really good and best suited for Information style products?

Well, as mentioned earlier, **the key to becoming a successful marketer of any types of products or services, using the Internet or not, is to be a super detective about the market you'll be going after and positioning yourself in.**

Now, there are a number of 'evergreen' markets that will never go out of fashion. That's because the bucket keeps getting filled with people looking for information that will help them solve their problems.

So what type of markets am I talking about?

Well, to start off with, there's the - **business and entrepreneur markets.**

Existing business owners as well as those looking to get into a business venture of their own, are hunting for this kind of information to grow their businesses. They're tickled pink if they can get themselves a bunch of new customers every week based on a marketing technique or strategy that'll put hundreds to thousands of pounds in their pockets because of the long term value or lifetime value of a new customer who may spend again and again on a periodical basis.

And it's this newly acquired information a business owner gets that will create this surge in business. So, would they mind paying for something once, that'll make them a quite fortune on a consistent basis? It shouldn't.

And that all comes down to the way the product is sold and positioned in the mind of the prospect.

Now, there's quite a number of topics that'll interest both eager business owners, as well as the most hard-nosed business skeptics.

That's because the concerns, demands, and wants are pretty universal in most business enterprises.

Getting more productivity and efficiency from employees

Better ways to gain quality traffic from the Internet

Effective marketing systems and process that get results

Time management tools that'll cut out the waste

Software solutions that help automate technical business processes

Better ways to differentiate from the competition

Copywriting techniques and strategies that'll create better response to promotional activities

Using Social Media more effectively

Another market that's hot and will never go out of fashion (so long as there are people on the planet looking to better themselves, improve themselves, be better than others!...) and that's the self-improvement and personal development market.

The thirst for information for self-improvement, for bettering oneself, is limitless. Bookstores, both online and offline, are literally heaving with the number of publications dedicated to helping people become better than they are.

And the various topics are also, endless.

Here are a few of them to chew over.

Improving public speaking

Better confidence

Super time management

Laser-like concentration

Goal setting and achieving

Peace of mind

Higher Spiritual

Better listening and questioning skills

Stronger Self esteem and self image

As you'll probably see, there's a number of topics and categories here that are so universal and applicable that it's impossible to run out of prospects or leads who'll want to stop improving and bettering themselves.

Another hot market is the Health, Fitness and Wellbeing market.

And although it's entirely possible for this market to be added to the self improvement and self development market, there seems to be a huge number of products and services that fit snugly into this marketplace alone.

The demand to look good and be more attractive has leapt, enormously. And I know some people may be against the '*treat people based on how they look*' type of thinking, but that's how a portion of the people in the world thinks, behaves and judges others on. And, whether we like it or not and whether we give an opinion about it or not, it will continue to be that way... long after we've gone)

So, diet products, exercise products, cosmetic surgery, spas, aromatherapy, massage, etc, is a market that'll also, be here to stay, forever!

Hobbies are those specific areas of interest that attract millions of people around the world. And that's fabulous news for you because you'll find that serving any hobby market will mean that you have a group of interested, knowledgeable and info hungry people looking to get deeper into their hobby area.

And so what hobby areas are we talking about?

Well, how about anything you can name?

That's right. Anything you think there's a hobby for, that market more than not, exists and, the people in that market are nothing but raving fans (or even *fanatics*, about their particular hobby).

So, if we were to look at sports (and maybe this should be in a category by itself) you can see that there are dozens and dozens of sports that people play, watch, collect items about.

And there's none more rabid and fanatical than golfers. We talked about this group of people earlier on in this publication and so you can see that if you were thinking about serving the golfing community with Information based products, you'll never end up in poverty.

But along with golfers, what other sports are there that could provide us with the basis of a solid information marketing business?

Well, let's look at a couple of them...

Football – (how many fans are there for particular football clubs in UK and, around the world where Information membership sites could be created? How many want to better their football skills? How many parents would love top notch instruction and training for their kids, without having to spend a hefty bundle on the schemes and training programmes out there that seem nothing but ultra expensive and *not for everyone!*)

Tennis – with the excitement in the men's professional game with Roger Federer, Rafal Nadal and now, Britain's Andy Murray, there's more people interested in the game – playing it, wanting instruction, mental coaching, modeling the style and charisma of the top players, wanting updates and information on their favourite players, there's a huge market to tap into.

And here's a partial list of various hobbies and interests that you may want to consider finding out about –

Fishing

Remote Controlled Aeroplanes

Learning instructions for popular software –(i.e MS Word, Powerpoint, Excel, Photoshop, Camtasia,

Creating a Website

Coin Collecting

Stamp Collecting

Pets

Knitting

Cooking

Growing Own Vegetables

Gardening

Writing a Book

Cars!

Learning a Language

Singing...

I'm sure you've a few hobbies or Interests of your own you could add to that list.

I mentioned earlier about a market that's not going to go away, and that is the Business Opportunity market.

There's just an insatiable desire for people looking to create a business they can get into that's solely driven online. I myself am in this market and I can tell you that the market is huge. The desire for information and the desire to work for oneself and live the Internet lifestyle dream is really really big. In fact, my ability to create other

information products and services to existing customers far outweighs the demand for what I can produce. Remarkable, isn't it?

So *markets* and a thorough investigation of a market you choose to get into, can pay huge dividends if you get this part correct right at the beginning of your online endeavours.

And in case you want two FREE resources that'll help you find out what people are currently buying, then you need to get your Internet skates on fast and goto:

www.Amazon.co.uk

And

www.ClickBank.com

These two websites will show you everything you need to know as to what people are buying and in what category. There you go... a million pound research technique... just a click of a button away!!

Step 4:

A Great Product

The fabulous thing about a great product, is that there really isn't any need to '*make things up*' when selling the merits of it. Now I can tell you that there are people who are selling really quite mediocre products and services and who depend on 'sleight of word' marketing and copywriting to promote and sell their products.

Quite frankly, making sure that your products and services are the best that they can be, is a big leap forward in the whole marketing process.

Of course, even great products still have to be '*sold*', but the task becomes infinitely easier when the product itself is a masterpiece.

However, creating products (information based) for selling over the Internet, can be anything from a sloppily put together ring bound manual, or, a crisp, content rich, highly practical one like the one you're reading now :-)

Now, the key element here in selling information is the notion that it doesn't matter how the products are created and that anything goes. That may be true for some markets –

For example, it maybe that those people into secret underground martial arts information are high and happy when they receive a grainy, home-made video showing the various techniques and fight strategies, as well as the wallpaper peeling off the wall and a couch that's been bitten by the muscle bound pit bull.

That could all work.

However, the more we can create information products that are on par with the type of products we see on the shelves at WH Smiths or from the virtual shelves of Amazon.com, the better it is for our customers, as well as for our own satisfaction and piece of mind. (Of course, I'm not suggesting that we have to go all the way to Steven Spielberg type production values, that'd be insane. Though, I am suggesting that we make our products the best we can and with all the software tools and resources that are available, we've a literal multimedia at our fingertips that's available for mere peanuts.)

The beautiful thing about creating information based products that are sold online, is the fact that you are not limited to one type of product. What I mean by that is you have the freedom to choose they kind and types of products, you have the freedom to sell via the Internet (digital, downloadable products) of physical, tangible products your customers receive through the post (DVD's CD's, manuals, workbooks, etc)

The only thing that matters here is your own personal preference and choice in the types of products you want to sell. Now isn't that a refreshing thing? You can choose what products and the format you want to create in order to sell to a group of people who have already shown an interest in the kind of information you'll be sharing with them!

(Because of them belonging to a group of people with a similar hobby, Interest, desire, want, etc, as them, and, you've done your own research as to whether it's a viable proposition for you)

So, if you wanted to opt for complete & total online, digital delivery of your products and services, well, you have the following at your command –

E-books and digital downloads (e-books, audios, screen shots, videos, etc) that are digitally delivered via the Internet

Membership based websites – this is where a customer pays a monthly fee for the privilege of belonging to an online 'club', where content is stored and released to customers via a protected password.

Online Coaching / Training – customers pay for a series of structured lessons or courses. This method of educating and delivering content is extremely popular because not only can you allow the user to go at their own pace, but you can also speed things up and *force* your customers to get learning at prescribed times.

Either way, you're in charge and you can decide on the exact format you want to deliver your information and content to your customers and prospects.

A Run Down Of Various 'Information' Products You May Want to Consider Creating/Selling

Newsletters

Home Study Courses

Online Seminar

Teleseminar Course

Seminar Transcripts (Ink, Audio or Video)

Continuity products (of the month, etc)

Book

Special Reports/Tip sheets

Manuals (ring or spiral bound)

Learning card decks

Combined Author publication

Consultations/speeches - (Ink, Audio or Video)

Licenses

When you think of it, a simple article or an e-book, has a life way beyond the original product. Because, most people when given a book or a manual, cannot digest everything at once. Albeit valuable, there's just a ton of information to take in.

So instead of letting the customer wean themselves off of your information altogether, bring them back into the arena by either breaking up the chapters into stand alone components... which can then can be delivered say online, and a new course could be created!

Not only that but if you have a rabid number of people really interested in your e-book, you could eventually roll the content out and have it be a full blown seminar.

And what can you do at a seminar?

Well, you need only look up at the list of information products listed above and you'll see why it's absolutely possible to get rather wealthy just from one base product... that's then rolled out in the different formats and versions we've talked about earlier!

As you can see, it's hard *not* to get excited about all the marvelous possibilities that exist in becoming an information marketer, utilising the power of the Internet.

Even Offline Businesses Can Become Information Marketers!

Every business that doesn't use information marketing to supplement their current business, is missing a huge opportunity to capitalise on the insatiable appetite to consumers have to consume information.

And the great thing is that you don't even need the Internet to take advantage of this desire for information.

It's a trend that's never going away.

So how exactly can any bricks and mortar business use Information publishing or create an information based element to their business?

If we take any normal high street, what we'll typically find there is a restaurant, a hair salon, a newsagent, a dry cleaner, an electrical store, convenience stores, a DIY place, a fish and chip shop, a pharmacy, a bakery, a clothier, etc...

Now, all information is, *is something that'll inform.*

So for example, here's how a restaurant can use this information element to bond better with its customers.

A 'Restaurant Newsletter' could be created and sent to customers via post. The newsletter could contain various pieces of news and information about staff, various offers, customers of the month, competitions, food based articles, etc.

And who's to say that after a while, the restaurant couldn't have advertising on that newsletter from various businesses and vendors.

Not only that, what if, via the newsletter, the restaurant started sending information about the various '*themed events*' that would take place every two months. And what if through that newsletter, lucky customer's names were drawn out of a hat where the winner would receive cooking lessons from the chef.

All of this 'information giving' is about creating and strengthening the bond between customers and the restaurant. And it's easy to do. And, EVERY business can do something similar. Initially, all it may turn out to be is nothing more than a single sheet of A4 paper that's sent out or even given to customers as they come in to the place of business.

And who's to say that further on down the road the restaurant cannot license the various customer generating techniques and marketing expertise it would have picked up along the way, to restaurants in non competing geographic locations?

And what if the restaurant created an information based product called 'Restaurant Marketing Success Kit', couldn't that be sold and marketed to every other 'restaurant?'

That's how quickly a simple restaurant business can get into the information marketing business, without having to break the bank, wrack up huge loans or go begging to their friends and relatives for funds and resources.

And let me repeat again, this isn't something reserved or restricted to those in the catering or restaurant professions. This is applicable to every kind of business you can think of, in any industry you can think of.

The main thing that will stop this working is the mindset and attitude of the business owner. That's the key determinant factor here. Because, the methods, systems and strategies have worked in other industries and for other businesses, it can definitely work anywhere.

So I hope you can now really truly see what a difference having the right mindset can do for a person. It's literally the difference between a hugely thriving and successful business and one that merely limps by, living at their wits end, hoping the creditors don't come in and claim what's rightfully theirs.

My gosh, what a way to live! Now, what's next in our 12 Special Steps? A Great Website!

Step 5:

A Great Website!

There are millions and millions of websites circulating on the worldwide web and out of all of them, there are hundreds and thousands that are commercial, profit oriented ventures.

However, just because one puts up a website, it doesn't mean it is, or will be, profitable.

In fact, it's the same type of thinking when opening a bricks and mortar business where the business owner feels that they're automatically going to be profitable and successful, just because they've set up shop. And we all know how that story goes!

The main difference between a bricks and mortar business, and an online website venture, is the expense. It can cost a business owner tens of thousands in getting a traditional business up and running.

One can create, set up and run a website for under £50 a month!

So, the reason that many online businesses fail, is because of the thought that because it only takes a fraction of what it costs to set up a traditional business, so an online business isn't a real business.

And it's easy not to treat an Internet business as a real because to many people, it doesn't seem or *feel* like a real business. There's no activity happening like there is with a '**walk through the door**' business. Many online entrepreneurs rarely meet or greet their customers physically and that has a measurable impact in the way an online business owner perceives an Internet only, business.

On the other hand, there are many people who have grasped the enormous power of what the Internet can do and bring and so they have ensured that their website(s) are the most effective it can be.

Again, if we treat our website like it was a bricks and mortar business, *how would we want to engage the customer... what type of experience would we want to give them... what effective salesmanship techniques would we employ... what type of feeling do we want them to go away with... how do they pay for their purchases... what annoying things can we fix that irritate customers...?*

There's plenty to think about when constructing a website in order to sell our products and services.

However, when selling Information based products and services, most of the selling and what the customer experiences, are in the words that are written and spoken on the website.

And so, creating the most efficient, relevant and specific website for our products and services is vital.

Let's have a look now at what has proven to be a great formula for creating a great, direct response website.

Let me remind you again that when I say direct response, all I'm saying here is that the website should engage the reader to take some form of action.

And whether that's to request a free report, sign up for an email series of tips and techniques, to make a sale, to answer a questionnaire... **whatever it is, it's requesting some form of response from the reader, customer or prospect.**

Now, although we'll touch more on the technical aspects of this in the copywriting section, there are a number of fundamentals to employ when creating an effective selling website.

And whether we like hearing it or not, our website is a mirror reflection, of us!

How we're perceived is how our website looks. Now some may say that, "*I just want to put up a long form sales letter on my website and so there's really nothing more I need to do, I don't care too much about how I'm perceived, - I just want to sell stuff!*"

Now that's true for many people looking to make their own fortune in Information publishing and Internet marketing. However, if everyone in your marketplace decides that that's the way they'd also like to be perceived – as a 'sales letter business', then there's no personality in that. It's a totally one dimensional experience for the customer.

And let me clear this point up because marketing and business is fundamentally, *a personality business!* Think of any successful business – it's personality driven. Okay, so here then, are the essential ingredients for creating a truly effective Direct response website.

Headline

Navigation/Organisation

SalesCopy/Copywriting

Direct Response Mechanism (*Reason for visiting*)

Personality (engages relationship)

Graphic Design

Slow Performing Website

Search Engine Optimisation

1. Headline

Now, the first thing a person sees when they arrive on your website is really important. The fact of the matter is that on the whole, website users are fleeting travelers – whizzing from one website to another at blinding speed.

What that means to us as Information marketers is that we've got to grab the attention of our prospect with our website and make it so enticing and so curiosity provoking that they'll have no option but to stay and read what we have to tell them.

So that's the first step in our website – creating attention that has ***our particular kind of prospect***, riveted. (and by 'our type of prospect', I mean the one we've identified from our market selection in the 3rd step)

A website without any headline or attention grabber is like having a group of people who'd love to come to our party, but there's no clear instruction or information on the invite that tells them where to go or what to expect.

It would become clear if there was something like...

**“Part Till You Drop at
45 Jive Square, London SW7
Amazing Prize for The Best Dressed
SuperHero”**

Now that's pretty clear. There's information and a reason to visit. It's amazing that so many websites are structured and created like *riddles*, leaving the reader or prospect to figure things out on their own, to use their imagination in order to come up in their minds with what they *think* the business owner *meant* to say.

The fact of the matter is that if we as marketers leave it up to the prospect to work out what they think we meant to say, we've done a poor job of making life easy for the prospect.

We've made them think and mentally gyrate too much. And what happens when you ask people to think too much, they turn off... they're bored.

So, our first job is to telegraph to our audience, a benefit, a reason for them to visit our website.

That's the opening move on the website game chessboard – an opening headline that causes attention and stops people dead in their tracks that then makes them sit up and pay attention.

2. Navigation

Navigating through a website *is important* – that is, to your customer or prospect.

No one likes being lost. No one likes being caught up in a maze without any information how to get out. But that's exactly how many websites have been constructed.

A good navigation menu is critical for the user because it acts like a compass and a map. However, if a prospect can't find the navigation menu, then yes, they're lost. And a 'lost' soul does all that can to kick their way out and eject themselves from the whole website.

And... a lost prospect could easily mean the loss of potential, ongoing profit.

A good menu not only allows the user to navigate around the site, but also to visually locate where they are on the website.

A good rule of thumb is to either have your menu on the top or on the left hand side of the webpage. It's not a good idea to have it in a position where no one expects to see it – like at the bottom of the page, middle or right hand side of the page.

3. Organisation - many websites are poor, confusing and sloppy. Mostly, what you'll find are a jumble of words hastily put together making things look like a giant pigsty.

There's something to be said for clean, clear, free flowing organization and layout. It just wants to make you want to find out more. (the aim of a great website!)

4. Sales Copy/Copywriting

The number ONE marketing sin is, *being boring*.

And that's true for most businesses and websites – they're too boring in what they want to say. It seems that people lose their normal flow and electricity when they have to represent themselves and their products and services in print, or via the spoken word.

Dull, bland and mediocre communication is what your customers experience on a day to day basis. Whether that's from the newspapers, the television, from people they meet on a daily basis, so they certainly don't want more of the same when visiting your website, any website!

Conversational writing is the antidote to a website full of boring, 'stuck' type copy. And let me point out that we're all conversationalists – we just need to replicate that kind of conversation and transfer it to our website.

Now, it's not that each page of a website has to have conversational AND '*selling*' type copy on it. However, if you're going to use the kind of copy that gets someone to buy something, then again, boring type copy will kill the sale!

(*direct response selling copy* is the name given to the 'words' on a website which describe the products and services to be sold) The fact of the matter is that you won't be able to convince your visitors to buy your products and services if you don't have effective, conversational, selling copy.

Every written piece on a webpage can have a copywriting makeover applied to it. Not only will the website become infinitely more profitable, you'll find that you'll be having more 'meaningful conversations' with your target audience, through your written words.

5. Direct Response Mechanism

You will have read that the key to creating effective advertising and marketing is by drawing a response from your reader, audience or target market.

Now, whether that response to ask for an email address, send for a free report, get a series of tips, subscribe to a free course, make a sale... the fact of the matter is that this needs to be asked for.

It's no good thinking that *that is what we want to do*, but there's nothing on the website that ASKS for the response. And that's typical of many websites, adverts, promotional literature of all types – not asking for a response.

All that's needed on a website is a form to capture an email address (the heart of every web business). There are many service providers that can help you with creating and then communicating with your customers and subscribers via their email programmes. I recommend a couple of them, as they've proved their worth in terms of value for money, ease of use, delivering the ongoing and follow up emails, and they are – BLAH BLAH BLAH.

As pointed out in the last section about sales copy, once every written piece is put under the 'Copywriting Microscope', then you'll see a website that's supercharged with profit making adrenalin.

And the copy that's used to describe what you want your reader or prospect to do via the direct response mechanism, is no different.

For example - say you wanted to give away a free report (the name of the report is important, too!) to all those who visit your fitness related website, here's now probably NOT to do it.

"We want your email address so we can send you things from time to time. Do it now and you won't be sorry. I will give you my report that will help you better live your life and have a healthy body to boot!"

Before I give you my version of things, let me give you a few reasons to why I said that this is probably not a good way to communicate.

It's impersonal – not friendly at all.

It's bordering on arrogant, though not meaning to be so

There's no real clear call to act, now, apart from being in a *sorry* position if you don't.

There's no compelling title to the report

The suggested benefits from the report are vague, limply written and immature.

People want to know specifics – what is going to be sent and how frequently?

See if you can see how the following version is different from the one you've just read.

"Sign up to our mailing list today and get your fabulous special report **"10 Fitness Fixes That'll Get You a Great Body in 14 Days!"** All you have to do is enter your details in the boxes below and your special report will be delivered to your inbox in a few minutes time. Oh, and as your email address is absolutely precious, we'll never spam, rent or sell your details to a third party. In fact, all we'll do is to send you relevant fitness tips on a weekly basis that'll help you to live a more exciting, energetic and healthier life. Sign up today!"

It's this type of friendly, conversational, unassuming conversation that wins people over. Plus, it's all tied to a compelling, valuable report where the copy tells people exactly what they're getting, and what they can expect to receive in the future, and when.

And just like we talked about most websites being like a maze where prospects and visitors are left befuddled and in a confused state because of unclear instructions and directions, you'll see in that block of copy above that readers are told exactly what to do and what'll happen when they do it. Specificity is vital in everything we do in life. It's a fundamental piece to a great website.

6. Personality

You would have heard me mention somewhere in this publication that the number one sin in all marketing and advertising (and probably all of life in general), is *being boring*. Let's face it, people like interacting and doing business with other people, who have bought out their real personality and is someone who they can connect with in a real way.

Now, in the early days, the Internet was considered nothing more but a cold, faceless entity because the tools that were available to bring a website to 'life' were limited to just pure text.

It's not wrong to say that those who could write well, really well, ruled. And that's pretty much true today. However, the Internet, specifically the number of ways and means of communication with readers and visitors through a website, has multiplied.

Now, with Facebook, twitter, blogs, video, audio, etc, it's easier to connect with your audience. However, saying that, if you communicate in a boring way via print, you'll simply be multiplying the same effect via the multiple, multi channel resources that are available!

What that means is there's no better time to ensure that your personality or the personality of your website's 'spokesperson' comes to the fore. Never before are so many people so disillusioned and so untrusting of other's, than in today's current climate.

And what they're looking for is a voice of reason, someone they can trust and put their faith in. Someone who can really help them in the areas of their lives that are hurting the most – finances, relationships, health.

However, they won't do that with someone who's perceived as just another vendor with just another mediocre offering with just another mediocre presence. They've had all that. We've all had that.

And here's the thing; they're not looking for someone to jump from the rooftops promising the galaxy, and delivering nothing but hot air. We'll all had enough of that also!

No, what people are looking for are those people with **conviction, sincerity and realness about them**. They're looking for someone who's dropped their guard and has thrown away the public mask, and all that's left, is the real, raw individual... with nothing more than their true authentic self to support them.

What happens next is when a business owner shows their real personality, and it's believed by customers and prospects, the customers in turn, become open, honest and real.

I've found this to be absolutely true when conversing with my own customers. They feel free to express their concerns, apprehensions and worries. And, they are willing to share their good times and what's working for them. That wouldn't have been the case if I was nothing but a pompous, know-all, oaf.

That's the real benefit of becoming *real* – others then feel that they've the licence to be '*themselves*' – (in fact, all they were really looking for was someone to give them that permission to be real themselves, where they get to 'air' their views, thoughts opinions, and without having it be ridiculed – though, they won't mind having their ideas be ridiculed (if valid) because they feel it's being done from a viable and trusted source!)

And, personality does the one thing that all online owners are looking for; **fabulous, ongoing relationships with customers, prospects and subscribers**. There's nothing more important than a business owner has with his database of customers and prospects. In fact, it's the lifeblood of a business.

Those business people who think that it simply takes too much time to contact and communicate regularly with their customers, are the very same ones spending a fortune trying to bring in new customers and clients!

Yes, I know, it's insane but that's how some people think.

If only they realise that being able to sell other products and services to their satisfied customers and clients is where the big money lies. Whilst other people are concentrating on acquiring new *customers, new customers new customers*, you're sitting pretty by creating new offers and super back end products to those who have purchased a different product from you already. It's so much easier to sell to existing satisfied customers, than it is to try to win new customers.

And the process becomes easy because of you being open and liberal with incorporating your unique personality into everything you do. Yes, it really is easy to become a celebrity to your own customers and prospects.

(You'll more about this when you visit the chapter 9, **Creating a Stream of Continuous Communication**).

7. Graphic Design

Done well, graphic design techniques and strategies can boost the effectiveness and response of a website. However, what happens a lot is that great sales generating copywriting is sacrificed for glitzy, arty graphic design.

The problem with all that is it generally fails to sell anything.

If you were given the choice between a simple, no frills website with nothing but a pure, honest to goodness sales letter on it, or, you were given the freedom to have a graphic designer throw up a bunch of spinning birds, pop-ups, screaming gizmos, multi-coloured images and everything else you can think of (all in the name of ‘creativity’) then, my carefully considered advice is to *fire* your graphic designer and get busy writing a personal style letter, the kind you might send to a friend or relative.

Then, start raking in the money!

Now, if you know exactly what you want in terms of graphic design enhancements, then simply give this list to your graphic designer and have them create that for you. (And, if they start muscling in with... “*oh, have you tried this or what do you think of having this here instead...*” then the advice above regarding the option to fire the graphic designer, applies here also!)

However, what a good graphic designer can contribute in terms of colour, image enhancement, graphic header templates, can be priceless.

The thing is, when you connect with a savvy and knowledgeable direct response graphic designer, you’ll find that you’re not preaching your message to the unconverted. They know what you want and in many cases, they’ll add and contribute in ways you may never have thought about.

Although I touched on the fact that a bare boned website with the right message and read by the right target audience, can outsmart and outsell a website directed to the same audience, than a website selling the same product or service having a bunch of graphic design elements and spinning electronic gadgets all over it, there is something to be said for eye relief and making the copy, easier to read.

Let’s face it, even though the targeted audience will be glued to the website message because it calls out to them and it contains a message specifically for them, it’s easy to let the mind wander away from the main selling message. So, creating graphic enhancements like underlining, word highlighting, sidebar boxes, matching colour enhancements, all of these cosmetic additions are great additions to the website copy and when they’re working in harmony, you’ve got yourself a great marketing asset – your website!

8. A Website That’s Quick To Load

Have you visited a website (maybe through search engines or via a recommendation from a friend) only to find that when you got there, that the website seemed to take ages to load.

Well, I have and there’s no fun watching and watching and watching until eventually, if you’ve waited long enough, the website loads. And what generally happens is that even though there may be good content and information you could use, somewhere in the back of your mind, you’re thinking about the time it took you to get to the page and you end up skimming whole chunks of information, probably in your mind, you’re trying to get away from the website.

Maybe this experience isn’t true for everyone, but it sure is for me.

Loading up a website with videos, audios flash (animation/movie type software), just slows down the whole process for the reader. Generally, your prospects want information – and, they want it, fast.

What’s generally going on here is the personal bias of the owner and their ego and flash based websites have really nothing to do with selling or has nothing to do with you and me, the customer. It’s just a total waste of time (for the visitor) and, money (the business owner’s!)

If you’re looking to connect with your prospects and subscribers, do them a big favour and ditch whatever doesn’t enhance the experience for the reader, prospect or visitor. And that means, get rid of Flash and anything that resembles Flash. (UNLESS, it’s quick loading and springs to life the moment the webpage loads)

And although you may have audio and video on your website, it’s not as deadening in the loading time for the website to appear, than it is with something like Flash.

A Fast loading, great looking website goes a long long way if you’re looking to win the minds, hearts and wallets of your target market.

9. Search Engine Optimisation

There's plenty of information available on the various search engine optimisation techniques. Some business owners have bought the story, and now swear by it, and it's the story that tells them that search engine optimisation techniques are the only way to ensure true online success.

Sadly for them, their thinking is riddled with mistakes. That's because I have knowledge of certain websites that are not '*search engine optimised*', but their owners take home a monthly pay packet of an amount that would take most people decades to achieve as a YEARLY SALARY!

SEO IS big business. Many business owners are putting sizeable amounts of money for SEO services, but aren't totally convinced, certain or comfortable about it and the results it will bring them.

However, as with anything done right, and with the right information and the right kinds of resources by your side, they CAN bring the results you're looking for.

Now, having a Great Website to help you get your products and services to the right people, is key. However, for some, COPY is KING. And that's what we're going to get into next because with out this, your online marketing business won't be as profitable as you think.

Although we've touched on this in an earlier chapter, let's dig a little deeper into the copywriting toolbox and bag of tricks that'll serve you for years and years to come.

Step 6:

A Great Copywriting Toolbox

Creating sales and written promotional material for your business -- whether online or offline -- can be some of the most profitable and exciting work you can ever do for your business.

However, it can also be some of the most frustrating and time consuming work you'll ever do, *if you don't get it right*.

That's why many business owners that haven't the time to get good at writing their own copy or are simply unhappy with their own attempts, they pay a good amount to those people who can write their material for them.

These 'hired guns' are called copywriters. They're also sometimes referred to as either sales letter writers or even marketing writers. (If you're looking to hire a copywriter, let me know and I'll put you in touch with those I respect and trust. And if you're looking to hire one yourself, watch out for those people pushing the fact that they have a degree in English Language or have created copy for a big brand multinational)

Whatever name we choose to give them, they're hired to write the words that bring the money in to the business.

The information you'll find in this chapter will be worth at least 20 times the price you paid for this publication. And, it'll continue to serve and pay you for years and years to come.

Let me support all that by saying because of using this miracle called *direct response copywriting and marketing*, I've personally made £3.77million over the last handful of years. Bluntly, I see no earthly reason to shoot myself in the head by taking away the one crucial money generating piece of the business puzzle I have at my fingertips, and... I wouldn't give that up for all the noodles in China!

Now although this isn't a full and comprehensive study in the art and science of direct response copywriting and advertising, it will give you a terrific head start on the subject.

Not only that, you'll find that the other chapters in this publication will also help you advance your skills in the magic art of creating exceptional advertising and selling copy.

So, let's get into a number of key copywriting elements.

Okay, first off, here is my take on things when it comes to defining what we're talking about here when we say copywriting, marketing, direct response advertising.

Marketing – the ways and means to reach a targeted customer and have them be interested in what we are selling and promoting

Advertising – The use of words (and pics if needed and relevant), to make a sale.

Copywriting – name given to the special kind of *‘selling writing’* used in all promotional/selling information.

Direct Response – form of advertising and marketing designed to create a sale, capture an email address, request a free report, send for samples. It asks the recipient to DO something. To respond.

The problem with most advertising is that it is created with their being no particular required response, no call to action of some sort, nothing that the reader or prospect has to *do* in order to move the conversation forward a number of steps.

When you think of it, why do *any* type of advertising at all if it’s not created to get a response?

Of course, there’s all this talk about brand image and image style advertising. Naturally, that may be fine for those with deep pockets and a shaky brain. However, if you’re a small business owner or an online entrepreneur, you’re looking for the best return on your money – you want advertising that works, and you want that to happen sooner, rather than never at all.

Because, if the advertising doesn’t create an immediate response that can be measured, you can be sure that it’s not going to get the attention of those you seek, some 10 to 15 days after you’ve sent the promotion! (unless of course you specifically say something like you’ve only 10-15 days to make your order from today’s date)

Brand image advertising maybe important to a small business owner – **but not at the expense of sales and profits and customers** and certainly not when first starting out.

The *‘we need to get our name out there’*, is not what’s important. What is important is to, *‘get the money in.* And that’s what works and that’s what business owners and entrepreneurs want to have happen.

And by *‘works’*, I mean that the advertising gets the desired result that you’re looking for – a contact, sale, request the report, etc. However, most advertising does nothing but end up the business owner being nothing but a charity donor to all the vendors involved in failing to deliver and be accountable to creating advertising that sells.

The truth is that there’s an absolute waste of money, energy and effort in creating marketing and advertising promotions which end up doing nothing apart from putting money into the pockets of the ad agency or external resource provider.

And that’s because there’s no accountability as to how the money is being spent and how the advertising and marketing performs. Quite honestly, this kind of thing happens, a lot, both at the small business level as well as at the corporate level. ***Money is literally, thrown down the drain.***

So What Are The Fundamentals of a Good Direct Response Advert or Website?

Direct response advertising is pretty formulaic in its structure and that’s probably the reason why most professional copywriters or ad agency people have trouble with it – they haven’t been trained or they have trained themselves sufficiently enough to get good at this money making skill of all skills.

So let’s go through the fundamentals of a direct response ad (and just so you know – when I say ad, I’m referring here to anything that is created to produce a response, a call to action from the reader, prospect or customer. And that can include websites, landing pages, emails, newspaper ads, sales letters, brochures, advertorials, video, audio, etc)

So let me list for you the key ingredients to a direct response ad and see how much of your own current advertising matches up to what we have here.

A Headline

An Offer

Fabulous salesmanship

Clear Instructions to respond

Guarantee

Accountability & Tracking

Follow Up system

Now, there are other elements that can get thrown into the direct response mix – (like bonuses, extra reason for responding, testimonials, bullets P.S's, etc) however, I want to make sure that you capture the fundamentals here and have it become part of your own DNA over a small period of time we have together.

(And, you'll also get a few examples of the above that will be stuffed in your copywriting toolkit, below.)

But What About The Web... Does Offline Direct Response Marketing and Advertising, Work There?

Quite frankly, no matter what medium you attach a great sales message to; one that has proven direct response elements all over it, then you'll get the same results and the same kinds of response whether online, offline, on a postcard, if the message was on the airwaves or on the television – direct response rules are timeless and crosses over into many many kinds of media with similar, effective results.

Now, when looking at a typical online promotion, you'll see that there can be a number of steps, or pieces, to a particular promotion (see the chapter called A Great Campaign) And, used within each step or piece or strategy, are very deliberate copywriting tactics, techniques and strategies.

If you look below, you'll see a list that'll show you exactly what I mean when it comes developing and creating a promotion for your products or services. And all of them require great direct response copywriting.

Pre-Promotion info – (email/direct mail)

Free Reports

Banner Ads

Landing page

Email (headline, choice of words in subject line)

Sales page

Video Sales Info

Audio Sales Info (Physical in post or mp3 downloads)

Follow up email / direct mail

Mobile Text Message

Sequential steps

Order forms tying into ongoing membership

Okay, so let's get into a few more specific copywriting 'tools of the trade.' It's by no means comprehensive, but it'll give you more than a heads up at what to look for when compiling your own great direct response marketing pieces.

The Opening or Salutation

Just like greeting someone in person, the more you can replicate that greeting in a written communication, the better the connectivity.

Now, I've seen some people start their letters in print or over the website, with the words...

“Dear Sir or Madam”

Can you believe that?

Not only is it impersonal, outdated and totally ignorant on behalf of the sender, it's also a massive waste of time and money for the business owner.

Imagine going up to a prospect in a face to face, person to person situation, and you blurt out – “*hello sir or madam?*”

You'd be kicked off the doorstep or thrown out of the place where you both met.

Now, many times you may not have the resources or money to personalise all your communication but the more you can make it *appear* personal, the stronger the connection you'll have with the person you're communicating to.

And let's face it, with so many people rushing around like headless chickens, attention spans likes those of gnats, our communication must *reach out* and make the reader want to read everything we have to say.

And so, *each line* must lead the person to read the next line or paragraph, and then on to the next line and then to the next...

Keep in mind at all times that your written communication is a personal piece of correspondence between you, the writer, and me, the recipient.

Now, in all cases where you *don't* have the first name of your recipient or you don't have the technical resources to '*personalise*' a website for each person, then simply adding...

“Dear Friend...”

... that alone can endear more receptivity. However, if you're looking for an ever greater connection with a group of people, but still want to give that feeling that you're addressing each person individually, then using some of the salutations below will help things greatly...

Dear Fellow Fitness Fanatic...

Dear Frustrated Internet marketer...

Dear Kindred Professional...

Dear Resident of...

Dear Aspiring Business Builder...

Dear Decision Maker...

Dear Foodie...

Dear Reader...

The degree of rapport you'll get, can depend on the salutation you use.

It's THAT important! (*And you know the saying; you never get a second chance to make a first great impression!*)

Another copywriting key is...

Opening Paragraphs

Getting the opening or salutation is the key to starting the conversation. However, what happens *next* is crucial.

Imagine someone sends you some promotional material asking you to visit a particular website. You are a pet lover and you have pets yourself and you've signed up to a few email newsletters and websites to do with pets and how to care for them etc.

So imagine how you'd feel if you now visited the website you were asked to visit, and you saw a message with the following:

Dear Friend:

Have you ever thought about enjoying a life of peace, happiness and tranquillity – without the sounds of kids screaming and dogs barking? If so, the new residential apartments in Ashbourne Downs Developments could be the perfect getaway for you!

Now how do you think a pet lover would respond to that... away from barking dogs? Don't be surprised if you get a number of people fuming and chomping at the bit in order to send back a snappy, sarcastic reply.

Other pet owners receiving the same message may simply click to something else that they feel is worthy of occupying their attention.

The hidden psychological thing in all this is that somewhere, buried in the mind of the recipient, is the thought that the *offending* XYZ Company, stands for *insensitivity and ignorance* and that anything to do with that company which may turn up over the years, will simply be tossed aside.

It'll be thought of as a company that isn't to be trusted.

Opening paragraphs structured well and written well, can have the affect of a **relationship building bond** like nothing else.

Also, there's plenty mileage in creating opening paragraphs that are curiosity based and entertaining, though they must also be relevant in order to have any hope of resonating and connecting with your audience.

Here are a few examples of opening paragraphs you may want to use and model for your own products and services.

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both – as young college graduates are – were filled with ambitious dreams for the future

There are several hundred thousand home-office entrepreneurs in this country. 100,000 of them share one key secret to success. When you finish reading this letter, I think you'll want to become 100,001!

There are only two basic requirements to become a self-made millionaire. I believe you may already have one of them!

You're about to discover a proven, surefire way to increase the sales and profits of every ad you place, and every letter you mail!

Just a few weeks ago I returned from speaking at a one-of-a-kind information marketing conference in Las Vegas. Maybe you heard about this "Super Conference" and just decided not to go. Anyway, if you didn't get to attend, let me tell you a little about it

This new Retirement Income Plan makes it possible for you to retire at any age you wish, 45, 50, 60. And, you will find that you're pocketing 1000, 1200 even more than 1500 pounds a month!

Words That Connect and Move The Reader Along...

Have you ever found that some promotional or sales writing has you reading and reading until you've read the whole thing?

How come?

What is it about the writing that has you focused and immersed in the whole effort, whilst other writing has you turning away from it as quick as bolting down the street from a mad barking dog?

Well, let me tell you that the secret of great writing, are the sweet and harmless looking little **word bridges** that joins a number of sentences, together.

So what am I talking about?

Well, let me share with you that I've used a few of these word bridges in this very section! That's right. Did you spot them?

Well, when I used the "**so, what am I talking about**" line a few sentences ago, what that line was created to do was to take the preceding sentence, and create a little 'cliffhanger', to encourage the reader to move forward to the next sentence.

Quite frankly, most writing (the writers) do not do a consistently good enough job of making the act of reading, a pleasant one. **Word bridges** are the knights in shining armour, rescuing congested, long and clumped up copy, transforming the copy into something like a flowing stream. So, let me give you a few more *word bridges* to help move your copy *along*. (Oh, and by the way, I've used SEVERAL *word bridges* in the last few paragraphs, just to get you to this point!)

Let me ask what you think about it?

So why am I writing to you?

There's still another benefit:

And surprisingly enough,...

Why not take a look:

Here's what that means...

That's right,...

The bottom line is...

And the trick is...

So then it hit me...

There's just one more thing.

Trouble is,...

But truthfully,...

But what I'm talking about is...

What it means is this:

Here's what this all boils down to is..

What's all this worth to you?

That's not all..

What's the catch?

Here's why I'm writing to you...

Who wouldn't jump at this?

Here's a good reason why am I doing this?

So why do I say this?

Why I am writing to you.

Will it work for you....maybe, and maybe not.

With that in mind, here's...

With that said...

Worst of all...

It's true, all of it!

You see...

Listen to this...

Bullets

Bullets are like little pockets of dynamite. Mini-headlines, with a kick. They're like the curiosity pins that prick away at the mind of your reader. Pocket persuaders if you like.

These curiosity filled packets of emotional ammunition are specifically loaded to prick away at the conscience of the reader. In fact, some sales letters consist *entirely* of bullets and nothing more!

So, here are a few generic bullets you can use to tease and drive your prospects crazy. (Simply tweak fit your market or product)

Five Simple Ways to _____

How To Stop _____

7 Secret Tips That'll Make You _____

6 Unbelievable Facts You Must Know About _____

The Real Truth About _____

5 Critical things to do with _____

3 New Ways to get _____

The Only Thing You'll Ever Need to _____

The Amazing Secret That Will _____

How to Stop _____

A Super Fast Way to _____

3 Important Questions You Must Ask About _____

Guarantees

Guarantees are nothing more than you backing up what you say about your product. It's you taking all the risk away from your prospect in order to get them to test out what you have to offer.

Those who do not make guarantees about their products or services are losing out on a flood of possible business.

In any business transaction, one side of the relationship is always asked to take more of the risk. Guarantees reduce that risk and the barrier of entry.

And the fact of the matter is that most businesses do make guarantees, but it's not highlighted or made a great deal about. Most businesses will do something about an unhappy customer, but they just haven't stated it upfront in the promotional language, possibly because of the fear that their customers will take advantage of them.

Quite honestly, if you're not selling products that honestly will do what you say it will for the customer, then *there's no reason not to state your guarantees* because all it is, is you standing 100% behind your products and services.

Now, the wording or how one states the guarantee is important. So one could easily say...

“Get your money back if unhappy”

Or...

“100% money back guarantee”

That’s not bad, but there are better ways. Being creative when stating your guarantee, adds a little more spark and interest to your product.

Take a look at a few you that can model and use the next time you’re creating a product (or, you can adopt and apply what you find here to any existing product or service you may currently have that has – or not – a guarantee)

“Order today because my product comes with an IRON-CLAD (30, 45, 90 days, even LIFETIME) 100% money back guarantee. That’s right. I’m so certain that you will be thrilled with my product; I’m offering a X-day guarantee. If you are not 100% satisfied, simply send the product back and I will immediately send you a complete refund. No questions asked.”

“If you don’t agree that this is the most impactful, eye-opening, and profitable seminar you have ever attended, simply tell me and I’ll issue you a 100% refund on the spot plus I’ll give you an extra £100 for your trouble”.

“If you decide to keep the X you can pay for it in a few easy installments. If not, send it back (at our expense), and you’ll owe nothing. Either way, I’d like to send you a free gift just for giving it a try”.

“If you’re not absolutely thrilled with your order from us — for any reason at all – we’ll cheerfully replace your order or refund your money, whichever you prefer”

“My course comes with a no-questions, no-quibbles, One-Year money back guarantee. If for any reason, you find that my course isn’t perfect for you, just send it back any time within ONE FULL YEAR, and I’ll buy it back from you at the full purchase price. You have up to a full year to use and profit from my Course without any obligation to keep it – to make sure that it is everything I say and more”

The Close

The close isn’t the be all and end all of your promotional message. What it is, is it’s the supporting statement, the elbow to the ribs that’ll either push your prospect to buying from you from your promotional message, or not.

And the close isn’t merely a desperate plea, a final throw of the dice in order to make the sale.

Though some marketers act as if it is. And it shows and it comes across in that way.

Take a look at the various closes below and see how you can use them in your marketing messages.

“Check it out. Let me send you a get-acquainted trial issue as a FREE GIFT – no strings attached. I practically guarantee you’ll be more than pleased. If I’m right, you can subscribe later, but you don’t have to. In any event, don’t decide now. Wait until you see your free issue.”

“The next move is up to you. I’ve shown you that the product is as risk-free as an offer can come. You and I both know that if you’ve read this far in the letter, you’re seriously interested in improving your business and personal income. All that’s left to do now is take the next step”.

“So what are you waiting for? Drop what you’re doing and get over to the website right away”.

“But don’t take my word for it. See for yourself. Please send for my next issue at no risk. I’m really looking forward to working with you”.

“Go ahead...return your invitation today. You’ve got nothing to lose...and so much to gain. That’s a personal promise you can take to the bank”

“If this is the kind of information you’d like to get your hands on...now you can”.

“In order to make saying “yes” even easier here’s one more advantage I think you will find irresistible”.

P.S

Many business owners pay little attention when it comes to stating their ps. In fact, studies have shown that the ps is the second most read part of a sales letter. (The Headline, is the first most read element)

“PS. You’ll be amazed at how simple and easy it is to apply all of these techniques. Your FREE bonus will allow you to begin immediately – even before you listen to the programme”

“PS. Remember you Quick-response bonus! Reply within 10 days and you’ll also receive (title of bonus). If you liked the opportunities I outlined in the letter, you’ll love this exclusive special report”.

“P.S. You can lose a lot of money with the wrong membership. But you can’t lose when you accept this no-risk offer. If you’re disappointed with your first month of membership for any reason, just let us know and we’ll refund your subscription payment in FULL”

“P.S. You’ve only 7 days to take full advantage of this offer. And I can’t say for sure if there will be any (name of product) remaining. Send us your confirmation slip in the next day or so and we’ll make sure we’ll hold a product for you”.

“P.S Try us out. Put us to the test. See if everything is as we say it is. What have you got to lose? If you order today by clicking the link, you could be enjoying the secrets to Internet wealth, in the blink of an eye”

Using the Copywriting Toolbox to Profitable Effect

Now, rather than my telling you about every single copywriting tool, trick and strategy there is, I’m going to share with you a sales letter that has made me hundreds of thousands of pounds via the Internet.

I should also tell you that I’ve used a version of it through direct mail also, with similar stunning results. So, if anything, what you’re getting here is a marketing asset that’s worth thousands and I’m sharing that battle hardened and tested copywriting and winning sales copy with you as part of this publication.

And don’t only look once or glance at it and leave it at that.

Really *study* it because it could become the basis of your Internet marketing success.

And if you must (and I strongly suggest that you do this) get yourself a notepad and make the kind of notes that’ll have you excited about implementing them in your next project.

By the way, when you go the sales letter section, you’ll be looking at around twenty-five thousand pounds worth of copywriting and consultation fees. Because that’s how much I would have gladly paid to a top notch copywriter to write the promotions. Good job I know how to craft my own!)

Step 7:

A Great Marketing Campaign

Putting on a great marketing campaign is where the joy and delight comes from. It's what brings in the money. But saying that, no one expects you to master everything there is to know about putting on a great campaign, *yet*. It'll happen for you, step by step, piece by piece.

Now, depending on how experienced you are and what kinds of resources you have by your side, and, depending what you're looking to promote and when, there are numerous combinations of marketing strategies to use in your particular campaign.

So for example, if you're a newly created online business selling information to stay-at-home mums who are looking to earn some extra money from a little part time side business, then your initial campaign may be nothing more than visiting the forums where your typical prospect visits, or posting articles to relevant ezine publishers who have your ideal target market.

Though on the other hand, you may want to hook up with the local schools and ask them if you could write to the parents of kids, telling them about your new service.

You could even go to established business publications and have a look at their readership profile and if there's a match with the people you're looking for, you could ask to write a little article for the publication or even place a small editorial looking advert to promote your services.

Now you could do one, some or all of the above.

And you're not limited to the ideas I've suggested here, you may have a bunch of your own. And that's great. Because the more ideas and the more strategies you have at your fingertips, the more successful you'll be if they're implemented.

Now, however you choose to go about things, each of the above is a campaign in its own right. The key here is that you've simply got to decide what's best for you, taking into account the way things are currently set up in your business.

Creating Online marketing success through pay per click search engines is a direct markets dream.

Online marketing is a real direct marketer's dream because of the quick, cheap and easy way you can put things to the test. It's all well and good discussing with colleagues, your partner or board members etc, about what the best ad will be, and what should go in it, and what your customers will and won't like, however, all that does is it gets people at loggerheads and loses vital time; time which could be put to better use by sending test ads out into the marketplace and to track what works.

And that's what's important here - **to do is put everything aside and let the market place decide**. For that's the true test -- the market place. But even that being the case, the ego seems to be a dominant factor in many business owners' decisions about things and sometimes, the obvious and logical will make way for the ludicrous and stupid.

Now although this publication isn't about showing you the ins and outs of any pay per click service like say, Google Adwords (you can get all the instruction by going to www.Google.com and clicking on their 'advertising programmes' section) it IS about showing you what's possible for you.

Now, if you didn't want to incorporate Google Adwords or any other pay per click search engine advertising into your marketing campaign, then here are a few other methods you can use in order to reach your perfect prospect.

Direct Mail (buying qualified lists of prospects)

Direct email (buying qualified lists of prospects)

Ads in targeted publications (both online and offline publications)

Article marketing to niche magazines

Joint Venture partnerships with others having your ideal customers

Referral marketing

Online Forum participation

Speaking at events

Now, there are other marketing strategies you can use (like using youtube, twitter and facebook) however, you can probably get deeper into those once you've learnt and mastered everything you've received in this publication.

So as mentioned already, a perfect campaign can mean just incorporating one, a few or you can really include everything you see on the list. There really are no rules. It's all about choosing what we think will work best, and then following up with it all. And *following up* is one of the keys to a business that works, one that works **extremely well...** as you'll see in the next segment.

Step 8:

A Great Stream of

Constant Communication

There's nothing more wasteful than taking the time, money, energy and commitment in getting a prospect to become a client or customer or patient, ***and to not get in touch with them again.***

Yet, this practice is played out time and time again by most and every type and kind of business, online or offline, in any category or industry you can name. This disease is everywhere.

And what a massive waste of time and money it brings.

Why people seem to not get or understand that it takes more of everything to acquire a new customer or client, than it does to serve and communicate to an old or existing client, customer or patient... sure confuses me.

Now, whether it's out and out neglect, pure ignorance or simply or not knowing what's important or not, the key fact here is that staying in touch with existing customers and clients (the very people who puts the money in our pockets, sends our children to schools, lets us eat the food that we want, go to the places that we want... *those people!*)... staying in touch really does make our lives as marketers and entrepreneurs, happen. We can't do without them!

Now some may throw their hands up in despair and say that that's all very well in theory, but how do we practically do that? What can we say to our prospects, clients and customers that'll keep them engaged, receptive and entertained?

And these are vital questions because the NUMBER ONE SIN in marketing is...

Being Boring!

That's right. And I may have mentioned it elsewhere in this publication but it bears mentioning again and again until you really GET IT... *boring*, kills.

It kills the enthusiasm, the joy, the energy, the spirit. And so what happens when that occurs is that we do what all humans do, we shut off... we close shop... we do all that we can in order to... *flee!*

And being boring in our communication is the killer to everything because when a customer turns away from our place of business because of that, then we've lost everything that that customer would bring us over the long course of their patronage with us.

And that includes profits, referrals, good word of mouth promotions, a happy disposition, and everything else that we would do with the money that comes in to our bank accounts.

But I Can't Write!

Okay, so the first thing to tackle here is the idea that... *"I can't write"*

The fact of the matter is that everyone CAN write. And if we ever need proof of that, all we need do is check the amount of mobile texts or emails we send on a weekly basis.

And quite frankly, the type of writing that we do when texting or emailing, *is* the kind of writing that gets read and responded to.

And if you take a close look at this publication, you'll find that it's written in pretty much the same way that we'd be writing when texting or emailing another person.

But look, even though that's the case, many people still don't believe they are 'writers' and find it somewhat difficult to comprehend and also find that simple example given above and then translate it to their marketing when communicating to their customers and prospects.

Well in that case, all you have to do is get someone else to write for you! There's nothing really difficult or complex about this. If you feel that there's something you can't do or you don't want to do, then all you have to do is find someone who can do it for you.

Just like if we want to landscape the garden, fix the washing machine, repair the roof, rewire the house, install a cable satellite dish, get some legal work done... any of that, if we wanted and we knew how to do it, we'd most likely do it ourselves, if we wanted to.

But, more often than not, we would seek someone (probably by asking our friends or neighbours if they know of anyone') to get the work done for us.

Now, the most important thing to note here is that if the writing doesn't get created and written, nothing much happens in a business. It's like a frozen static existence where we'll still be paying for hosting services, email autoresponder services, graphic design fees, business overheads, etc, but there's nothing much happening in the business in terms of sales and customer activity because, nothing is getting written, nothing is getting done!

I really hope you can see now the true importance of writing and how communicating regularly to your prospects, customers or clients is absolutely vital.

It's no wonder savvy business owners value this particular skill working for them in their business than almost any other.

So, what could we communicate to our customers and clients? What would engage them and have them looking forward to reading what our next communication will be to them?

Our Personality!

There's nothing more engaging than a business owner communicating with their true personality.

Now, whether it's the social system or the fears of childhood, or the idea of not being upfront with who we really are that is causing many of us to clam up and not put forth our real, true authentic personality, well, that I don't know – but the fact of the matter is that no matter WHAT our personality is, (or what we *believe* it is based on our inner story about ourselves and whatever shortcomings we may have) then let's simply use that!

There's this myth that says we have to be engaging and endearing to others and we can only do that if we have an open and good natured disposition. The fact of the matter is that it doesn't matter if we (or others) think of us as grumpy, sour faced, grim, a real old fuddy duddy, etc, if that's what it is, then that's what it is!

And so what we do with that knowledge of ourselves, is to use it to our advantage!

So if I AM a boring old fuddy duddy, but I have strong opinions and a healthy point of view on a subject matter where there's a target audience who WANT to hear what I have to say, then that's a goldmine waiting to be tapped.

You see, what's going wrong in the minds of most business people is the idea that they have to be *'pleasant to all'*, and have a squeaky clean character that most will love.

If you sell health and fitness products and you have the personality of a biting pit-bull and you communicate THAT in a non boring but personality driven way, then you'll be golden to your audience.

If you are an online seller of education material, but are considered a grumpy old bore and have a short temper, communicate THAT in your marketing and that too, in a non boring and personality driven way.

Those in the market for your materials will somehow be drawn to a cantankerous bearded wizard with a grizzled temper and who also has a passion for no nonsense and helping people succeed.

So the big takeaway here for you, is to understand that whatever personality you believe it is you have, use *that* to your advantage and bring that out into the open for people to know who you are and what you're about.

Writing Like You Talk

The key to being received with open arms by your customers, clients and prospects is when you can openly... *write like you talk*.

You see, there's nothing exciting or pleasing to the senses when all we receive from a business is written communication filled with nothing but jargon, pompousness and boring stuck language.

Flowing communication is key. And, just like we would speak or talk to a friend, family member or colleague, that's exactly how we want to structure our written communication.

So the fundamental piece of wisdom here is that ***if we can talk, we can write!***

And the way to make that work for you in your business is to take one sentence at a time and go through it and ask ... ***"does this sound like I would be talking in a personal conversation?"***

And if the answer is no, it doesn't sound and read as if you're talking in a personal conversation, then adjust and tweak it so it *does* sound like a personal flowing conversation!

If you do that little exercise for every piece of writing you do from now onwards, then pretty soon, you'll be writing like you talk in with every piece of writing you do, and so this publication will have been worth a mighty fortune to you. It really would have

Okay, so now that you've got your personality driven into the heart of your written communication and you've now learnt how easy it is to ***write like you talk***, then you can send out anything to your customers and they'll read what you have to say.

Now that's *really* exciting! So just to give you a quick idea of what you could be writing to your target audience that'll keep them engaged as well as entertained, is by taking a look at 12 promotional ideas you can easily put to work in your online or offline business. I'll list them by months and the corresponding events.

January	New Years
February	Valentines Day
March	Easter
April	April Fools day
May	Bank Holidays
June	Father's Day
July	Wimbledon Tennis
August	Notting Hill Carnival
September	Back to School
October	Halloween
November	Guy Fawkes
December	Christmas

Okay, so what we've done here is that we've taken events that everyone knows about. It's on all our calendars.

Now, the simple formula here is to take what we know about our personality, our products and services and, the way we write, and then, massage them together to the events mentioned above in order to create an *offer* of sorts.

Of course, not all communication is written with the sole intention to sell products or services of yours because as you'll see later, there's one key communication tool you **MUST** have in place if you're looking to connect at an even deeper level with your clients, customer and prospects, where it's **NOT** all about selling.

Okay, so back to the conversation above and what can we do to create this ongoing conversation with out target audience.

For example – let's take April Fools day. (The April 'event')

And, for this, let's say I'm the owner and seller of information products to do with creating videos for online businesses. I'm known to be as timid as a mouse and that I've not really communicated to those on my mailing list, apart from the odd occasional email about the latest video technology enhancements.

So now it's April Fools day and so here's something that gets sent out to all those on the mailing list –

Okay, so what you're seeing here is what's really a commodity product, video for the internet because there are **MANY** vendors selling the technology, but, is turned into a non commodity by using personality and free flowing conversation.

Now ask yourself what you would be your answer to the following question –

If you were in the market for technology based software that helps you put video on your website, and you were given the choice of going to an online reseller in the mould of PC world or Currys, or, someone like Roaring Tim, (and they're basically selling the same product), who would you go for?

Now some may say they'd go for the PC World or Currys type reseller because they have a name and brand recognition thing in their heads so they're swayed to opt for that.

However, over time there may be a shift in vendors because I think that people are looking for buying experiences and not simply buying a commodity off a shelf, especially when dealing with online merchants and vendors.

Now if Tim carries this personality driven communication into everything he does, he'll be a celebrity to his marketplace of customers. Not only that. He'll have his competitors wondering what all the activity is all about.

The simple fact of the matter is that once we embrace whatever our personality is, and communicate that to our marketplace, there will be more fun, more receptivity and more excitement in running a business.

And that my friend, IS the holy grail of business – *fun and excitement*.

Now I mentioned something about a tool that'll cause a bonding like nothing else will. And that tool is the simple and lowly...

Newsletter!

I say simple and lowly, because whilst everyone in your marketplace is chasing after the new 'marketing fad of the moment' you're investing in one of the easiest and cheapest ways and means of communicating.

And when I say cheapest, how about... **FREE!**

That's right. Because most hosting services generally have a built in email newsletter feature. They even have templates that you simply take, add your own content and... **BINGO...** you're done!

And, if you really wanted to be *different* (which is a pure marketing fundamental that each and every business must find out for themselves as to what makes them *different* to everyone else), then, there's nothing more powerful than sending a *printed in-the-mail newsletter* to existing customers, clients and prospects.

Whilst everyone is going online, there's a sameness and numbness that occurs with receiving everything online. That's why, when you receive a newsletter in the post called...

“Roaring Tim’s Video Technology Newsletter!”

Then... you’ll probably be more inclined to take quality time out to sit and read everything that’s in there. That’s the beauty of a printed newsletter – it gets touched, passed around and it remains visible for a time.

On the other hand, if it was an email letter, unless you were intent on reading it as an when you click the link to receive the material, then it gets sent to the hard drive for a ‘later date’.

And we all know what generally happens when we put online material to one side for another time – it rarely gets read or attended to.

So what can you include in your newsletters?

Well, there’s nothing like receiving material that has NOTHING to do with your subject matter of interest!

So what on earth does *that* mean!!

Well, it doesn’t mean that you don’t include *anything* to do with your customer’s subject matter, it means that along with the subject matter, you include the ‘stuff of life that makes the world go around’

Now what does THAT mean?

It means that people are interested in *other* things also.

Yes, they can go to the news channels and flip their remote control. They can go online and get the choice of hundreds of channels. They can go to the newspaper stands and pull out any paper they want.

However, when you present any of the ‘newsworthy’ information by giving it your own unique spin and point of view, and you add liberal doses of your personality into it, you’ll have a recipe that’s hard to beat.

So when you also choose the most uplifting and motivational news items. And if you can find stories that have a fun and laughter element to them, then you’re really connecting with your audience.

Because now, not only will you be seen as a great provider of the products and services you help people with, you’ll also be seen as someone with a personality and a printed newsletter (having ‘author or publisher’ by the side of your name has an instant credible impact.)

A Twin Pronged Communication For an Extremely Profitable Impact

And, if you’d like to be **that someone** your clients, prospects and customers really can’t do without, (that attitude and philosophy should be the underlying thinking of ANYONE in business)... then, having a twin pronged entry into the lives of your target audience is the strategy that will do it for you.

And all that strategy is, is...

Sending out a physical newsletter on a monthly basis

Sending out an newsletter/tip sheet/info sheet, every week by email

Now I know people who are doing *neither* of the two. And they’re not really making waves in any direction whatsoever.

I also know people who are doing either one or the other. And in some cases, there’s really startling results.

However, I know a small fistful of people who are doing both, physical and email newsletters and they’re simply minting it. I mean, clearing up and cleaning up in their marketplace in a really big way.

And what they’re doing is they’re bonding and creating super tight relationships whilst others in the marketplace, are scrambling around for the newest fad of the day.

There’s simply no contest in terms of making money and creating relationships that matter.

Whatever market you’re currently in, or you’re planning to get into, do your self a profitable favour beginning right now, by getting a print, email (or both) newsletter going.

And depending on what you want to do, many are in fact selling subscriptions to their physical newsletters. However, everyone is different. You do whatever works best for you in terms of free, subscription, etc. But the main thing is that you get some version of a newsletter written and sent to your target audience.

Step 9:

A Great “What’s Next?”

Many online information businesses are focusing on being one-hit wonders. That’s where the marketer or vendor only has one product to sell to his customers.

In fact, that’s probably true for many offline businesses.

I mean, for a coffee shop, it’s either coffee or a donut. That’s it. Okay, there may be a sandwich and a soft drink but on the whole, there’s not a great deal they can do here... *or is there?*

So then, we were talking about selling additional products and services to existing customers, but, many online information marketers simply sell one front end product and stop at that.

So the question we need to ask ourselves (once we’ve thought about our first product or service offer or even if we currently sell one product) is to ask the simple question...

What’s Next?

What’s next in terms of other products and services to sell to the same group of customers?

And it can be a product that we ourselves create or give to someone else to create for us... or... it can simply be searching for other vendors to provide our customers with suitable and complementary products and services.

So let’s make this extremely practical and explicit so you can see how when this happens for you, you can take what you find here and apply it to your own particular scenario.

Now the first thing I would do is go back and take a look at the various information product types that I listed for you in the **Great Product** chapter.

Because, when you do that, you’ll see that there are a dozen products you could be offering to your customers.

Okay, to save you from flipping and going backwards and forwards with this, let me quickly list out the product types.

Newsletters

Home-Study Courses

Online Seminar

Teleseminar Series

Seminar Transcripts (Ink, Audio or Video)

Continuity products (of the month, etc)

Book

Special Reports/Tip sheets

Manuals (ring or spiral bound)

Learning card decks

Combined Author publication

Consultations/speeches - (Ink, Audio or Video)

Licenses

So let's take this list and apply it to our online information ebook to do with Building Rock Hard Muscles, *Fast*. Now, the ebook is the only product in our stable of products and that's all we plan to sell because that's all we know – packing our information into an ebook.

But, now, let's look at this grid of various information products and see what we can come up with as an answer to the question – ***what's next?***

Now, what happens if we take our ebook apart and split it into the various chapters. What if we could take that very same information in the e-book, support the chapters with a video, add a few extra bonuses and sell it as a home study course!

Not only that because we could have *two versions* – an online home study course where purchasers can have access to the course, online. Or, for a higher price, customers can receive the physical products with the online version included as a bonus!

Now let's look what we've done here.

We've taken an existing e-book that retails for around £19.

We've then taken that same information, and created home study 'modules' out of the chapters.

We've added video of the exercises in each chapter or module.

We've then taken everything and packaged it together and given it a name.

“The Ultimate Get Rock Hard Muscles Fast Home Study Package”.

Pretty neat, huh?

But let's not call it 'home study package' because that's more like applying our brains to the learning of a set of skills. No, this is more like a Bicep Blitz Package, or even a Pump Package. How about calling it a System?

So, what if we call it...

“The Ultimate Get Rock Hard Muscles *Fast* Power System”

And look, that's just taking the first product type from the list above!

Are you beginning to see how simple this can all be, if we allow ourselves to be entirely open with things?

And oh yes, what about pricing the muscle building system... what can we sell it for?

Well, quite frankly, since we've already done most of the work (recording videos is now pretty simple and easy to upload to the web or to convert it to DVDs) then if we say we want £197 for the package and that it would be £297 for the physical products, then we can look forward to a tidy bundle of profit.

Again, if we were to ask the question... ***what's next?*** Let's simply scroll down the list and see if there's anything that looks like it'll be a money spinner.

So scrolling a little, we see that there are continuity products or membership based products that could be created or added on as another additional or back end product.

This is where a lot of the core content for the ebook and the 'home study system' is once again, taken apart and used as valuable content for the basis of the membership site.

And membership sites are great because customers pay you again and again for regular timely content. And the key to this is to deliver content that gives your customers results and benefits that they wouldn't have received if it wasn't for the information you're handing them.

(You may be thinking that I am contradicting myself by saying to deliver great quality, results and benefit driven content, whilst in the same breath I mentioned about recycling existing material. Well, you're right to think like that because I would have thought like that too. The fact of the matter is that when a person is such a rabid consumer of the kinds of information you have to offer, they'll lap up everything you have. Now I'm not saying that you simply regurgitate everything in the ebook, but, in a way, you will, but it'll be in a different format so customers are getting the same information they may have already had, but in a different format.

So for example, they may have read the chapter on *Peak Repetition Blasting* but, when parts of it are in an article format, or in an audio snippet, or as a set of picture playing cards (or whatever) then the overall effect is one of newness.

And anyway, as repetition IS the mother of learning, absorbing and retaining information, then if a person can get the same core information in a variety of ways, they would be on the road to mastery.

The **What's Next** question is a powerful one because it gets us to think in a variety of unusual directions, directions we not have thought about before.

And the **What Next** question to the membership and continuity products and services mentioned above, could be a seminar were there's a **Bring Your Rock Hard Muscle** competition.

And of course, the seminar gets taped and spawns another several product off shoots from it.

This chapter is a real money maker for you. Study it again and give it your full attention.

And if you think that chapter was golden, were moving towards a really life changing chapter.

And, if you embrace what you'll find there, you could find it'll help you make a lot more money from your online business.

Step 10:

A Great Team

If you were to ask me 4 or 5 years ago about creating teams and having employees, I would have told you that I want to work for myself, by myself, and had no intention of having to molly coddle a bunch of adults.

And quite frankly, when I was first starting out, this was the perfect scenario for me. And that's because I COULD do everything myself. And sure, I did have a little admin help now and then but when it came to the technical side of things, I was the lone ranger, putting on my multiple business hats.

Now I don't really know what it is but there seems to be a whiff in the air...a whiff of the thought that running a successful online business is something like having no employees, work two to three days, leave their business to operate on autopilot and they can go off and play golf...and still rake in 10, 20, even 50 thousand pounds a month.

Now, I can tell you that there ARE people doing exactly that. However, it didn't start out like that for them. They too would have gone through a learning and teething curve. They too would have had frustrations and thoughts of throwing in the towel.

But they didn't do any of that. They stuck at it because nothing worthwhile happens in a totally easy and straight forward way.

Now, the biggest single question that I get about running a home based or small office based business, is...

Should I Go It Alone?

Well, the fact of the matter is that NO-ONE goes it alone. And here's what I mean by that; if left to the thinking of our own minds, we'd never figure things out. And I mean that in the most sincere and compassionate way.

You see, even if I want to have no employees and want to get into the copywriting and graphic design and pay per click marketing and everything else to run my business myself, I would have consulted the knowledge and insight of others – whether that's through their books, audios, manuals, seminars, etc.

If I tried to figure out everything myself without ever consulting any other resource then I'd be dead broke a long long time ago.

So, let's knock that myth on the head that anyone works by themselves without any help from others. They don't. (And if someone swears they're really not getting their information from the books, the Internet, courses or

seminars, and they really are hunkering down all by themselves in their tiny little cocoon, you can bet that they're still struggling on square one of the game board or are on the bottom of the ladder.)

Now, I completely get the principle of outsourcing to others, the work I cannot or won't, do. Previously I would have taken on everything myself and be the superhero.

I found out that there's no need to be THAT kind of superhero – someone who's constantly fiddling with *trying* to make things work whilst at the same time, being frustrated and ratty about anything and everything in my life.

There's a better way.

And it's simply finding out who can do the work that you, don't want to. And that in itself can be a tricky proposition. Because, who's to know you won't end up with...

Helpers From Hell!

Now there are websites you can go to where you can get all the help you want in order to help build your business. But again, to avoid **helpers from hell**, what you may need to do is simply go to a friend or someone who is already knowledgeable in the area you want help with, and ask them who would be a suitable person to get the job done.

Word of mouth recommendation is powerful. And it's powerful because it's based on someone's proven experience with a vendor or supplier of a particular service that you're looking to for help, also.

That's why getting the help and support of those who DO know what they're doing, is essential. Because, whilst they're helping you get where you want to go - quicker, smoother and with less hassle than if you were doing everything yourself, then, you can go and concentrate on doing the best work you can ever do for your business – *the marketing and copywriting!*

And if you're looking to have someone help you in those areas (marketing and copywriting), getting personal references is absolutely vital.

So how do you know if you need help in a particular area of your business?

Well, there's a simple test. And, here's what you have to do –

Figure out what jobs/tasks need to be carried out and completed! And, face yourself squarely in your mirror and ask – ***what skill based task don't I want to do in the business?***

So, for example, let's say that I hate the idea of having anything to do with copywriting or website creation.

Well, you can certainly fiddle and dabble with it yourself but who knows when you'll actually get up to speed with what you have to know. It could take ages! However, if you have given yourself plenty of time to learn what needs to be learnt, then there's no panic there.

Let me say though, the thing that really dampens the spirit is the knowledge that ***there hasn't been any real progress made over a measured period of time.***

And it's very easy at this stage to either give up, or continue to dabble in a haphazard, meaningless way. When in fact, **the real cure and fix is to outsource the things that you don't like to do.** It's about having the courage and being bold enough to say...

I Need Help!

But, many don't put their hands up and acknowledge that they need help because it may be taken as a sign of weakness. When really, the only way to grow and develop IS to ask for help and guidance.

I think the conflict that's going on in the mind here is the fact that going it alone and owning your own business means exactly that – *going it alone without ever asking for help!*

If the great golfer Tiger Woods can still ask for help from a coach, even with all that's he has accomplished, then we can certainly do the same when it comes to running a successful online business.

Outsourcing, getting help, is the key.

And, if you must place an ad for the type of person you're looking for to help you, including this little line will almost certainly help you remove those people looking to scam their way into your life with nothing more than mediocre skills and results.

So the line to incorporate into your ads, is...

**“This project should be relatively simple
for someone who knows what they are doing...”**

That sentence there could really save your bacon in terms of time, energy, commitment and... money! I've used it plenty of times when looking for technical help and expertise for some of my projects that require someone to be a programming expert. Which of course, I am... NOT!

Building up a great team of independent expert professionals you can count on when you need specific work done, is a really smart way to run a business. I never thought like that when I first started out. But boy, can I ever see the incredible leverage in employing other people's talents and skills!

It's been a real money maker and time saver for me. It could work for you also, no matter where on the rung of the ladder you currently are.

Getting the *right things done* in a business is vital. Most don't approach it like it IS vital. That's really a big mistake. I know people who have started out on projects and have left them, half or quarter done, gathering dust on the office floor. Only because they couldn't finish what probably someone else, could

Get a great team working for you on the things that you don't like or want to do and you'll never have that sickening feeling of a wasted online life.

Now, even if you have a great team of professionals working for you on tasks that matter, there's one key piece to the this puzzle that not many gurus talk about.

I'll be addressing it in the final chapter of your course.

Step 11:

A Great Way to Look After Everything

If you look at the various business practices of many entrepreneurs, you'll find a mixed bag. And when I say mixed bag, I really mean it.

That's because the difference between a super successful business owner and entrepreneur, and someone who's merely scraping by - are due to the way the systems and processes in the business are managed and looked after.

Those who aren't as successful as they'd like to be are because of poor project management skills. They just don't know how to manage each of the various processes that are going on in their business.

They may not even know WHAT to manage.

The fact of the matter is there are really cool software management tools available that'll ensure that any online entrepreneur can become as super successful as they want to be.

However, for some reason, the glamour, the appeal of the Internet lifestyle and mega riches, over shadows the bread and butter of running a business.

And that's where some of the problem lies – that an Internet based business isn't conceived and perceived as being a 'real business'.

So, what are the tools and resources that an online business owner should be using to manage their enterprise?

Well of course, the most useful tool for an online entrepreneur is a database management tool that will keep all your prospects email addresses in some sort of logical and manageable order.

Now there are many email and database providers out there. However, a few of the best that I've come across, are –

www.Aweber.com

www.GetResponse.com

www.ConstantContact.com

Just to make the point that the **lifeblood of an online business is the constant communication with prospects, clients and customers**, and, it's in the management of these customers email addresses, that is a key driver to online business success.

Now, not many people know this but if there's one customer management follow up tool that I use to help propel my business and ease my life significantly. And it's through the use of a management system called InfusionSoft.

You can find out about what the management software tool can do for you by going to www.InfusionSoft.com If you're looking to systematise your online business for maximum efficiency and success, you can't go far wrong by investing in Infusion web-powered software program. Think of it as a software that puts your marketing, sales, and customer management processes... on autopilot.

What else do you need!!

Organising your thoughts, your ideas, your life!

Now I don't know what you feel about this but most online business owners have dozens and dozens of ideas going off in all kinds of directions. (I do, too). And that too, all at the same time. So how can we manage, organise and ensure that those ideas have an opportunity to come to life?

Well, there's a fabulous mind mapping software tool that'll help you plan all your business projects and everything to do with your ventures, in one, simple to use platform.

In fact, you can use it to pretty much plan and organise *anything* in your life!

I can't tell you enough about the number of people I've come across who have dozens and dozens of work files and folders to keep all aspects of their online business together, (and even their lives) and they can't find an important file, document or article when they need it most!

Mind Manager's Mindjet software has a unique, built in way to arrange and organise your ideas in a visual and systematic way. If you've never tried it, why not give it a go. You'll also get a free 30-day trial to see if it can really help you.

A lot of my friends in the business also swear by it. Maybe it'll have the same impact on you. And if not, that's alright. Just find some planning and organising tool that *does* suit you and that you find comfortable and can help you sort things out for you.

And sure, you could if you wanted to, keep everything written on a notepad and record and manage everything that way. Quite frankly, it's really not about any specific tools or resources that you use. **It's about being systematic and disciplined in using whatever tool and resources you currently do have** (or want to have) that serves you well in your business.

Being in charge and the captain of your online business, is vital. And it really can't be done with a scattered and mediocre approach to recording, storing, retrieving and sharing information.

Look at any successful online entrepreneur and you'll find that they'll have a number of operating procedures, systems and processes that are all carefully and meticulously organised and planned.

Business management and the management of various processes and systems, doesn't sound too sexy. And when I mention this as being an integral part of a successful business to those who ask me about how I do what I do, I hear mutterings and grumblings about how boring and how tedious it all is.

However, the reason *why* a business becomes successful is because of all the careful attention to the seemingly boring details.

And the fact of the matter is, you don't have to do all this so called *tedious* work. All you need do is train someone up in how to use the management software tool and let them take responsibility for it. They simply report back to you to let you know what's going on and any problems they've encountered.

Let the tools take care of your business whilst you take care of your life!

Step 12:

Wash, Rinse and Repeat

There's nothing more refreshing than having a shower, especially when you *wash, rinse and repeat*. It's just an exhilarating feeling.

And for one healthcare company, when they added wash, rinse and repeat to their bath and shower products, sales doubled instantly because people were now using twice as much shampoo and body wash!

Now that's exciting.

And for you as an online marketer, there's probably nothing more exciting than creating a successful online business that you can duplicate and repeat... as many times as you want to!

That's right. Because once you know everything there is to know in this publication, and you put it to work for you, you'll be in the enviable position where you can literally... *write your own pay cheque!*

You really can. And here's what I mean...

Once you've set up one website where you're taking customer names and raking in the profits, you can duplicate that exact same formula to another target market and another niche.

(And it's all because of taking the logical steps outlined here in this guide.)

Can you see the beauty of what's going here? If you can (and I hope it will click in a few moments if you can't see it just yet) ... you see, what's going on here is that you've sown the seeds of your own financial independence!

Now that might not sound like a big deal to you just yet and it may not have registered, but let me tell you that it's HUGE!

Many people looking for an alternative to the drib drab mundane 9 to 5 way of earning a living would give their right and left legs to be in the toll gate position to financial Independence.

And that's what's waiting for you here. **So what will it take for you to get into that position?**

What are you willing to do that allow you to *wash, rinse and repeat* the same online and direct marketing success formula you've got right in front of you?

Well, many people do different things when presented with the same information.

Some skip and scan and never return.

Others read the first chapter and won't go beyond it.

Some go through approximately half the material, scribbling a few notes here and there.

Others go through the information in one night and are completely exhausted for the next few days, Only to then, let their minds wander to 'greener pastures'.

And there are a few who plan, actually plan how they're going to read the information. They also plan what they're going to do with the various steps. And not only that, they get busy making things happen, to integrate and implement.

And do you know what... those people (the ones in the last category) are the ones in the toll gate position. They really are.

Let me tell you that I used to be someone who'd read and read and read and... *that's all I did!* Now maybe I was preparing my head with the right information but that's all I did... READ.

And for a while, I found myself getting increasingly frustrated because quite frankly, nothing much else was happening. I didn't get things into motion.

And so when it DID happen, when I did get into motion and started applying what I had gathered, it was then I started to see things take off. It was then understood the vast difference between *static knowledge* and **applied knowledge**.

And when I did make the leap from one to another, my life changed, *dramatically*. And it's changed to such an amazing level that I can now have an idea and have it running as a business within a couple of weeks!

That's the amazing result of being able to *wash rinse and repeat* a successful formula.

When you look at the steps in this report, you'll see that there's a sequence, just like climbing up a ladder. And sure, when climbing up a ladder or a set of stairs, one can take a few steps at a time.

That's okay to do this with this document you have in your hands, however, you'll find that if you absorb and apply what you find in the first 6 steps, and you follow the steps in sequence, you'll be rooted in a number of marketing, business and life fundamentals.

My strong suggestion is that you follow the first 6-steps in the order they are presented and create a plan for study and application.

Now what you plan and how you put the information to work for you is based on your mindset (see the first step!) work habits and the *way* you plan.

Now, if you're not happy with the way you've previously approached something like the information in this manual, then my recommendation is that you create a NEW PLAN that supports YOU.

It's no good thinking you have to do something because you feel that you're obliged or you've been forced to do it.

Get your diary and your calendar out and map out a programme of work that suits you.

And if you can create a game of it, all the better. Because, we all enjoy things that are fun and when there's a game element involved.

Give your project a name. Personalise it. Set up a reward system. Do what you feel you want to do that'll help and assist you in getting your online business up and running and into profits.

And, looking at the various trends in technology, the economy, people's fears and apprehensions about their lives, finances, health... everything (this is where your products help fix these fears) ... there's no better time to get into the Internet and Direct Marketing game than today, right now, in this very moment.

If you never pick up another book, course or set of instructions to do with creating your own profitable online business and you follow and apply everything you have here, I can't tell you about the joy you'll have and the total freedom you'll have inside of yourself, deep inside where you know that if you wanted to, you could create another money making website at the drop of a hat.

And liked we talked about creating a game, what if you had 4 or 5 websites running, where each would be producing income for you where you then give names to each website based on your personal goals as outlined in Step 2?

Imagine having a specific website for...

Dream House Project

Dream Holiday Project

Personal Goodies Project

Birthdays & Celebrations Project

Big Money in The Bank Project

Well, that's entirely possible when you can *wash, rinse and repeat* a great online success formula... like the one you have here in this report.

And Finally...

Running an Internet and Direct Marketing business is a ton of fun. However, done wrong, it could frustrate the life out of you.

I hope that by not only reading, but getting practically involved with the material in this publication, that you'll now go forward and begin creating your own fabulous online business.

This is not by any means, a definitive guide on knowing everything there is to know about Information publishing and Direct Marketing. But, it's a good sight better than a lot of material out there on the same subject.

A Special Note about getting great information:

Information is great when we use and apply what we know. However, it's really easy to get bogged down with everything because we sometimes feel that we have to take on everything at once.

The problem with that particular state of mind is that it's *not true*... we don't have to do everything at once. (Though it sure does feel like that, doesn't it?)

Once you slow your mind down long enough and allow all the chirping and chattering to stop, and once you begin to concentrate on doing one thing at a time, you'll find that that's when the magic begins to take shape for you.

There's a lot of great, practical information here and I hope that you go through this publication one more time at least, this time, making a heck of a lot of notes and putting everything into action.

I hope it will help stimulate, encourage, motivate you formulate a clear and definite path to getting all that you can from your own online business.

Please drop me a line to let me know how you're getting on with the information in this publication. I'd really love to hear from you.

Many Thanks,

Nick James