

**50 Quickfire Tactics You Can Use  
To Transform Your Online Business Fortunes  
Overnight**

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# Chapter

# 1

## **Section 1**

### **An Introduction.**

Greetings, and welcome to the course. What you're about to experience isn't just a random list of useful business stuff I put together because I wanted to get out there and sell it as a new product, it's much more than that.

What I've presented here are what I would deem to be the biggest business changing tips I could come up with, not because I read about them anywhere, or because someone told me about them (as is the case with a lot of these books nowadays). In actual fact, every single point that you're about to read has been the difference between my launching a product and pulling \$200 in a week (which is what my business had a habit of doing when I first began in 1999) and today, where first in March, and then in June of 2006, my products generated first \$100,000 in of sales one week, followed by \$133,000. Now bear in mind up to 40% of this went out in commissions, but even so, I think that qualifies me to be sitting here right now showing you what exactly changed between 1999 and 2006 to make my business successful, especially if it turns out to do the same for you and your business.

### **There Isn't Only One Way**

Everyone has their own method of doing things successfully. The information that I'm going to give you is just how I do business. What you'll find when you reach the top of your game, is that everyone around you does things differently, but the underlying fundamentals are often the same. It's those fundamentals that I want to talk to you about today, everything from how I keep my customers loyal and buying from me again and again, to how I can churn out a 150 page product every couple of days. It's all here.

If you find a point that you particularly like, but want to adapt it to your own wants and needs, I say go for it, as long as you don't ignore or miss the point entirely, which I know 99% of people reading this will do. Which brings me nicely on to..

## **Why Most Readers Will Ignore Me and Won't Like This Text**

I could write a book about this subject, but I won't bore you with that, because there's really only two points I want to get across. The first is many people ignore me because this isn't a step by step. I mean, how much can fifty unrelated tips about online business really help a business? I can answer that one right away. I can honestly say that if someone had come to be back in 1999 and given me this list, I wouldn't have been here in 2006 taking \$100,000 of sales in a week. I'd have been doing it in 1999 instead. That's how important I deem these tips to be for my business. I can say that with complete confidence now I reached my goals and hopes and for the future.

There's more though, and this is even better, so listen carefully, because this is a free tip, or as I call it, the business maker. It made my business. Turn off all TV's, all music, close all the doors and remove all distractions, because I believe that anyone who can grasp this point can move onwards and upwards more quickly than they ever imagined. It was a bit of a revelation when I first found out, unfortunately, it was too late for me, because it had already taken several years. It's not too late for you though, so listen very carefully if you don't want to waste another year and find yourself in the same chair, doing the same thing over and over again.

Alright, I want you to think about something for a moment. Conjure up a picture in your mind of the perfect business. Your perfect business in fact. Think of yourself sitting at that computer, but instead of earning what you do now, you have your dream income, sales landing in your inbox every couple of minutes, knowing full well that every time you hear that new e-mail sound, you've just earned more in that instant, in that second, you've earned three to four days pay from a standard wage.

This isn't happening just once though, no way. This is happening every couple of minutes. You head to your inbox and you see a list 'Payment received' and 'You've just made a sale' all the way down the page. The times of delivery read 10.26am, 10.26am, 10.27am, 10.29am, 10.29am, 10.29am, 10.29am, 10,30am all the way down the page throughout the day, 7.20pm, 7.21pm,

7.21pm, 7.21pm, 7.22pm, each one is \$50-\$200 in your pocket. Its non stop, over and over again, almost like someone is spamming you, but you're being spammed with money instead. One thing is for sure, you're going to go shopping and treat yourself and your loved ones to something you've wanted for years but just haven't had the spare money to buy. All you've had to do is a few weeks to a few months of hard work up front, and then sit back, watch the e-mails come in, and answer one or two customer service requests that want to know about your product, or from those who forgot their passwords. Not exactly hard work once you've launched, unless you consider typing a three-line message to someone every hour or so hard work.

**This is what it feels like to launch a successful product.**

Now, close your e-mail program for the moment, someone's on customer service now anyway, you hired a friend for the day for a couple of bucks to help out, so you don't have to worry about that until after your shopping spree.

**Now I want you to look around you.**

If this is the picture of your ideal business, what are you doing? How are you spending your day? What type of product did you create to get those sales coming in like that?

**Remember back to when you were creating the products.**

What type of sales letter approach did you have? How about promotion, where are you spending your advertising budget to get such returns? What software do you use? What is your site called? What does your website look like?

Ok, back to reality. The fact of the matter is this: most if not all marketers day-dream or even dream about their perfect business. When an income like this is going to change your whole life, and give you the feeling of self worth, achievement and the sense of fulfillment that it does, you want it bad, it's only



natural to think about it and imagine it. There's nothing wrong with picturing the end result at all. It's the sales, the money, the lifestyle, the houses, the cars, new computers, traveling and more. In fact I highly encourage it, because no matter how bad an imagination people say they have, it's this one dream that keeps them striving, persevering and pushing for success when everyone else they know just gave up and settled for a crappy job.

What you must not do however is what I took you through above. Do not spend your day dreaming about the process of getting successful. The result, go ahead, the process, don't do it. Now I warn you here, you're not going to like what I'm about to say (hence the title of this section) but if you knew how to be successful already, you would be. Harsh, yes indeed, but I don't say things unless I mean to get a point across. Let me explain myself.

Here's the thing, the people that are daydreaming about the process are getting nowhere. It's a well-known fact that if you get something into your head deeply enough, you want it bad enough, you begin to act as if you've got it. What happens when you begin to act like you've got it? Lo and behold it begins to happen. This isn't some pie in the sky theory - it's fact. Let me give you an example of this to prove my point.

Let's say that you see a friend or a family member doing something you really want to be able to do too. Maybe it's a new hobby, sport, travel somewhere, or achieve something through study that they have. You begin to think seriously about following in their footsteps and achieving what they have, so you begin to learn from them. You take the same steps they do, you begin to make decisions as they do - you start talking, acting, and learning their techniques and methods for success. The fact of the matter is, if you mimic this person well enough and begin to do what they do, in most instances, you will receive the same results that they do and after refinement, often surpass them. (Recognize that? Spooky huh?)

Business is the same. The only problem is, people are dreaming about a process they know nothing about. What's worse is, they begin to put it into

action. Can you seriously say you have a role model in online marketing? If so, can you really see the ins and outs of how they do business, the way they act and the decisions they make the way you could see a friend or family member acting when you hang around them all the time?

Nope you can't. If you could, you'd be seeing the sales we talked about in the exercise above. In actual fact, what people are dreaming about as the ideal business could be absolutely the opposite of what needs to happen for a successful business to come about, and they're taking action and moving in completely the wrong direction. Just because it sounds nice, just because it looks nice or feels comfortable to think about, unless you can see someone and learn about the way they react to different situations, or in this case, how they run their businesses, you cannot by a long shot even say you're close to being successful.

This, my fellow online marketers, is the number one reason why most readers are going to ignore me. Because what I'm saying doesn't match up to their expectations of how a business should run. I don't know anyone who hasn't done this before, on reading through a how to report they say 'Nah, that's too easy' or 'That's more complicated than it needs to be' or even 'I've already tried that'. So here's the deal. Know what you want the outcome to be. Dream about it, think about it, work towards it, but don't under any circumstances think that your thoughts about the process are going to get you anywhere unless you're a success already and know what it takes from personal experience to get into this kind of 'Sale a minute' position.

Unfortunately, if you can't accept this, and still want to do business your way and continue down the path that you're going down, following the image in your mind that you think is the path to success, I can't help you.

If however, you have your heart set on an outcome, but are open minded about the process (Or can be open minded about the process as you read this, even if it's just for a few hours) you're in luck, because you are the ones that will be open to these ideas and these tips and methods I'm going to put to

you, even if they're totally the opposite to what you've been doing or what you believe to be the perfect business.

So consider this advanced warning. You will be taken out of your comfort zone while reading this. If you don't want to be, please stop reading now, because it's highly unlikely you'll ever take action on these points anyway.

There go 99% of the readers.

Good news if you're the 1% still with me, whatever you may think of me for saying what I just said, I did it for a reason that you'll understand entirely the first time you have day in sales like I explained above. For now though, let's just say the more left, the more profit there is for us. That can't be bad.

### **50 Points Split Into Sections**

Alright, now that's out of the way and anyone who doesn't have serious potential has left, before we start, I'm going to give you a quick run down of what to expect. Don't forget to start taking action on any of these today, no matter how trivial, I wasn't lying when I told you that they are business changing. In fact, I'd even suggest taking a read of the introduction a second time.

Alright, so the sections are split up as one tip straight after another under specific subjects relating to online marketing. Feel free to skip straight to the ones you find the most interesting by using the contents up top, and really put them into action.

- **Product Creation Tips** – All about product creation, from how to come up with a flood of almost never ending ideas for new products, mixing with your market and turning single ideas into multiple products and product levels.

- Joint Venture Tips – Securing the all-important JV with a potential for an ad circulation of millions, meaning lots of sales (and lots of profit) for you, now and into the future.
- Promotion Tips – Promotion tips looking at everything from building resources from affiliate promotion, promoting other peoples' products and services to be wary of.
- Pricing Tips – A run down on how to price yourself right. Most people just take competition as a guide, and they couldn't be more wrong about how to get the most profit out of their products.
- List Building Tips – Everything from how to keep a responsive list, to how to get one in the first place and how to condition those that are unresponsive into those that are responsive.
- Tracking Tips – Showing you how important tracking and testing really is, and how to get the most out of your statistic gathering efforts.
- Action Tips – How to get the most out of business through your attitude, approach and health. The mindset and methods that changed the face of my business forever. This is what I deem to be the least directly related section, yet by far the most important.
- Backend Tips – Selling for the future, multiple products, product packages, and reaping three to six times the sales volume form one product, not to mention anything from ten to a hundred times the profit.

## **Final Notes**

So there we have it. Everything you're about to read is based on the lessons I learned throughout my journey from no hoper, to successful business owner. All of them have real life stories attached to them, and if they're relevant or emphasize the point, I'm going to be sharing them with you.

For real quick and easy business changing methods that you can use right this second, without having to spend ages doing up websites, changing your whole business model, and collecting statistics, check out the action tips section.

I hope the information here is as profitable for you as it is for me.

Enjoy.

Chapter

2

## **Action Tip 1**

### **Go right now**

Let's kick off the action tips section with a very serious question. Where were you six months ago? What did your business look like? How much were you earning? Are you sitting in the same seat today, looking at the same screen, doing the same jobs, working on the same projects?

How about a year ago, or two years? Maybe you've been doing the same things over and over again for a long period of time? If that's the case, there's no doubt in my mind that the reason you bought this product is that you want to move forward and develop your business, make your life easier to live, more fun, and a more fulfilling experience.

Here's the thing. If you are indeed doing the same jobs as you were six months, a year or even two years ago, ask yourself why. A point I want to make here is that it's a well known fact that a massive percentage of purchasers want to make progress and head towards success. That's why info products sell so well, otherwise us info product sellers would be out of a job.

It's also a well known fact that barely 10% (if that) actually ever read the information, never mind the even smaller percentage that actually take action. There's even marketing methods that work around such facts, rebates, guarantees of money back or even payments if you can prove the methods didn't work. Why is that?

I'll tell you. If you are sitting in the same place you were six months, a year or two years ago, you are not making progress and acting on the information you have. I can say that with confidence, because the majority of the books and information that I buy from other marketers, even when it's just for motivation purposes I know for a fact work, because many teach similar methods that I use and have used for several years.

There's only one reason why you're still here, and if you're not making progress it's because you're not paying attention and acting on what's said. Don't get me wrong - I'm not calling you lazy, nothing that like. Sometimes we all get stuck in this loop of never ending work on a particular project, or keep going at something over and over again because we think it's going to make us successful. Remember what I was talking about in the introduction section.

So here's the thing. Stop right now, right this second and look at yourself and what you're doing. In fact, do this at the start and end the end of every day. Have you made progress? If not, you're doing something wrong, change what you're doing.

Whoever your marketing role models are, they all have their little sayings and phrases they've conned to keep themselves in check, whether it's just do it, from the old Nike ads, or screw it, lets do it as Sir Richard Branson says. Steal these phrases, use them for yourself, but whatever you do, find a good book that contains good information, ditch the stuff that doesn't work and get out there and start making progress, preferably today. That is, unless you want to be in exactly the same position next year. It's totally in your hands, and you get only one chance at this.

Why not start this second? 90% of other readers won't, but that's fine, because it means more profit for you. Get out there, and grab what you want with both hands.

If you don't, someone else will.

***(P.S. This is the one thing that got me going. I had the same in 1999 as I did in 2001 until someone said this to me. Instant progress, literally within minutes I was more efficient, within weeks, I'd totally transformed my business, something you can do right now.)***



## **Action Tip 2**

### **Step by step, one at a time**

Action tip number two is something close to my heart, because it's a mistake I made literally from day one, and even after my business began to be successful, I didn't realize what I was doing until late 2004 when I was profitable, but also burned out, tired and trying to do a million things at once.

My first site that you'll probably hear about a lot throughout this, as that's where I learned the majority of my lessons over the years, was an all singing all dancing site that serviced customers like no other. It was packed with tools, packed with scripts, live customer support, guides, tutorials, reviews and more. And you know what? That very site never brought in more than \$5000 per month in profit for me at it's peak. I could have hired someone to go ahead and manage it for me, but instead, I went and closed it down.

Why the hell did you do that? Everyone started screaming at me (especially my long term contacts that had been with me from the start) My response was I've learned a lot, and I now know I can still offer that kind of quality, do half the work, enjoy life a lot more and make a whole lot more money in the process.

Of course they had a good laugh, I got the normal reactions about how stupid I was to be doing what I was doing, but you know, here I am in 2006 earning twenty times that amount after just two weeks of a product launch and a month of previous work.

So here's my advice to you directly from what I learned. Aside from you shouldn't listen to people who have no clue about what you're doing and why you're doing it (even your loved ones may unintentionally hold you back, you go for it!), my number one point here is this: Don't take on more than you can handle. If you find yourself working all hours of the morning, find yourself looking at the clock at 2am when everyone else is asleep or out having fun, or relaxing, you're working too long. Look at what you're doing and ask yourself,

is it worth it? Not from your customers point of view, or your families point of view, but yours. After all, you're not putting all this work into your business so someone else can take advantage of the rewards you're working hard to get right? If they want it, they got to go through it all and get it. If they don't, they don't want it enough. This is all about **you** now.

Are you working too hard for too little in return? I know that feeling well.

If the answer is yes, you have two choices. Choice one, is quit. If you can't take the heat, get out of the fire. Of course that means giving up your hopes and dreams for the future and working a job until you're 60 (Unless you're in the UK like me, then it's about 106 now, I lost count). But you don't want to do that right? Glad to hear it. You have another choice.

Change what you're doing. If it means some as small as taking longer breaks, or something as big as restructuring your whole business simply so it's less work for you, so be it. You can't be successful unless you're in it 100% all of the time. That takes a lot out of anyone. If you're wondering why everyone else is such a hard worker and so successful, let me let you in on a little secret here.

The successful people work hard to learn about how to be successful. Once they learn, they work smart and begin to work less hard and be more successful.

That's how you can always tell you're rising up the ladder: When the workload eases off, but you find yourself being more successful. Then you have space to learn something new, take things to the next step, work hard, learn, refine, and again you have space to learn something else and so on.

See what I'm getting at? It's like a circle and development, of progress and if you're constantly working your hardest and have no space to move, then you're doing something wrong, because you have no space to move forward. Make space today. It's either that, or stay as you are now forever.

Take it slow, one step at a time, and you'll progress much faster than if you try to climb the ladder in two big steps, not to mention you'll be a heck of a lot less tired while doing it. I've seen this at every stage of the development of my business, and you know what? This is big.

Every single successful person I know has taken this into account, put it into action, understands it, uses it, and would give this as their success making piece of advice if someone were to ask. I have never met a successful person that hasn't mastered this. That's how big this is.

### **Action Tip 3**

#### **I'm sticking with you**

Another tip that I learned very well early on. You'll hear more about this later in this section, but in the mean time, take it from me, if you want to be successful, you have to either spend years, or even decades in some cases trying to learn it all yourself from experience (mighty expensive) or, you can pick someone, and tail them, learn from them, copy them and mimic them.

Now on the surface it sounds pretty easy, but it's far from that. We have to be a little smarter than trying to mimic one successful person. If you haven't worked it out already, most successes out there have a lot in common. The way they make decisions, the attitudes they have, the way they approach their work and so on.

If you were tailing someone you know, a friend or a member of your family, you get to spend hours with them every day, maybe even the whole day with them. That makes it real easy to learn about what they're doing. With business however things are slightly different.

Unless you have a heck of a lot to spend to hire someone to allow you to tail them day in and day out, your next best bet is to subscribe to their lists and

buy their products. Probably is, as good as this may sound, it doesn't really give much of an accurate picture of what's going on behind the scenes with this person's business. Not really helpful if you're trying to learn everything you can about the way they do things.

On the plus side however, some aspects do seep through to lists. It's the little personal notes and the odd bit of insider information about their business that they wouldn't normally reveal or make a product out of. You know the type.

Sure this doesn't give you a clear picture, but couple that with buying their products (even if you don't want or need them) will give you a better understanding of their business.

Now back to what I said a moment ago about the successful having a lot in common. Learn to take advantage of this. Don't tail one person, buy one person's products, subscribe to one list and learn from one person. Subscribe to ten to fifteen lists, buy ten to fifteen people's products to learn more about their business.

Something will begin to happen that no one that hasn't experienced this can really imagine until they've done it. Instead of that fictitious picture of the ideal business marketers conjure up in their minds, you start to build up a real picture of what it takes to be successful. You'll begin to understand what decisions they make, how they act, how they react, how they present their products and more.

So here's the deal. The other reports out there that tell you to learn from someone successful are correct in a way. What they neglect to tell you however is that the more you know about multiple successful people, the brighter and more obvious pattern of success you'll begin to see and follow, and you get to avoid the anomalies or false indicators along the way.

Go for it now if you want. Pick ten successful people in your field of expertise, subscribe to their lists and just watch. Watch the way they do business and

see what happens in just a few days. You'll understand why certain ads work, why they write in the style they do, what they do to get people to take action, who they work with, who they avoid, who they shun.

You'll find most of them are very similar, which is good for you, because it makes it incredibly easy for you to completely turn your business around in a matter of days. This is easily in the top five most valuable lessons I learned early on, where I was either not paying attention at all, or not getting a clear enough picture by taking the advice of other how to books and following just one or two successful people. Try it right now. The results will shock you when you realize what's happening to you and your business.

Use averages, and apply it to your business to learn how to be successful.

You heard it here first.

## **Action Tip 4**

### **Feeling Fatigued**

This is the big one. Let me tell you when I first started out in business, I was fresh, excited, eager and ready to attack everything full force. You know how it is with the promise of success and the feeling of, if you'll excuse the massive cliché, 'being your own boss' (I can't believe I just said that)

That's fine when you start, and it's essential to keep going throughout your career. If you overdo it though, you're going to get tired, bored, fatigued and not only won't you feel like you can carry on at your current pace, but you'll likely find that your work won't be up to scratch.

Have you ever had that impatient, anxious feeling while you're working? Like you need to be successful right now, right this moment. It's annoying and frustrating that you're not, so you set about working incredibly hard at a blistering pace to make sure it happens quickly.

Instant gratification is something we all like in this day and age, and there's no problem with that, but if you feel you're working to the point where you don't want to work any more, or you get bored and start to wonder what you're doing here, you need to stop, and think.

Ask yourself, why am I doing this? Why am I starting up a business? Why not just work for someone else for the rest of your life? I can guarantee that 99% of people reading this right now can answer that easily. They'll say for the money, for the lifestyle, but think a little harder.

Does it strike a chord when I say to you that you're working towards a big income to make your life more pleasurable, easier, less hassle and less tiring? You're spending money on things that make your life less of an effort so you have more time to do the things that you want to do. Pay off your mortgage so you have less to worry about, buy a new car that's actually reliable and relaxing to drive that makes you feel good. Go on the vacation of

a lifetime whenever you want to recharge your batteries and see the world, provide for your family so you can all take time out to relax.

So if that's the case, why are you working your fingers to the bone, even reaching the point that you become tired and fatigued?

Something that a good friend of mine suggested to me many years ago changed not just my business, but my life. She said to me, you know what, you'd fulfill your goals, hopes and dreams much faster if you didn't work as hard. I said, what? How does that work? I mean, having a successful business is what I'm striving for, so how does not pushing for it so hard help me?

Try it she said. Next time you don't feel like working, turn your computer off and just don't work. I thought she was nuts of course, but she was already at the top of her game, so I figured that maybe she knows what she's talking about. On the other hand, bear in mind I've come from the real world. I've always had to push hard for what I want, and taking this attitude to a normal job is just asking to be fired, get your pay cut and annoy a lot of people.

To cut a long story short, I took her advice. Let me put it straight to you. I was writing my first book at the time, and I was half way through at about 600 pages. It had taken me four months so far to get to this stage, research, planning, writing, graphics and the like, I thought this was a good pace. How wrong I was.

Here's exactly what I did for your reference so you can follow me and give this a shot to see how much it pushes you towards fulfilling your goals and how quickly (you'll fall off your chair after trying for a week, I assure you, totally unexpected)

If I felt tired, or fatigued, I turned off the computer and stopped working. If I looked at the clock and it was 2am or some stupid time of the morning, if I

wasn't fixing a severe problem on a live project for my customers, I'd turn the computer off and go to bed. If I felt thirsty, I'd get a drink. None of this 'Oh I'll just finish this chapter' stuff. The same goes for food. If a friend calls me and wants to go out for a drink or have some fun, I'd drop my work and go have some fun every chance I get (which isn't often with the non self employed people because of their work hours). If my back started to hurt after sitting in a chair for hours on end, I'd stop and go and relax.

See what I'm getting at here? I know it sounds weird. The media and all these successful business people always talk about how hard their work is, and how it's not that easy being self employed and running your own business. Here's some news for you, they're wrong.

Why is it the self employed always look so much more healthy than those working overtime 6 or even 7 days a week for their employers? It sure isn't because they're more overworked and stressed out by the pressure and workloads.

Back to my example, just to let you know that 600 pages that I wrote in four months at the half way stage I took to 1250 pages in just two weeks at a very leisurely pace.

Scary huh? Weird I thought, but I'll never work any other way again. This is something you can try right now, don't wait, treat yourself. Work less but achieve more and to a higher quality, not by working smart and not hard in this case, but just by working less, relaxing more and treating yourself like you deserve to be treated rather than some robot that can go on forever without feeling drained.

Start recharging your batteries now, this second, and watch what happens.



## **Action Tip 5**

### **Have fun!**

Action tip number five follows straight on from the previous ones, and what I consider the most important aspect of whatever it is you choose to do whether it's related to business or not, and that's to have fun.

Yep you heard me right. But business isn't supposed to be fun I hear you say, it's supposed to be hard work, but rewarding at the end of the day. Remember what we talked about in the introduction about that image of the perfect business you have in your mind? Unless you have that perfect business already, what you imagine to be perfect most likely just wouldn't work in the real world.

So here's the deal. If you ever find yourself sitting in your chair in front of your computer and you aren't at least able to feel slightly positive about what you're doing, stop doing it. There's always another way to do things. If you want to get rich selling products on the internet, that's great, but does writing about business really hold your interest enough to make it fun, enjoyable and a satisfying experience? If not, get up and walk away from it. Create a product for a different market that interests you.

There's far more to selling products online than teaching people how to sell products online or joining some dodgy income op. Whatever it is, fishing, golf, driving exams, school or college exams, computer usage, building or technical guides, graphics creation, art instruction, writing tutorials. Whatever your interests are, if you're good at what you do, chances are that many other people are going to want to know what you do.

Don't be fooled by thinking the make money online business is the only profitable option out there. Far from it in fact, there's far easier ways to succeed online by selling products to markets that are far less saturated than this one.

So ask yourself this. Am I really enjoying what I'm doing with my business and the day to day running of it? If not, why are you still doing it? You may as well go and work for someone else for the rest of your life and get a guaranteed income. The whole point of what we're doing here is that our hearts have to be in it all the way. Without this enjoyment and fulfillment, it's just another job with a less reliable income. Think about it.

If you don't like what you see, why not change it right now? That might seem overboard, but hey, we quit or supplement our jobs with profit earned from selling products we create with our own hands, made from nothing more than an idea and a blank sheet of paper.

We're not exactly conventional people in the first place.

### **Action Tip 6**

#### **Increase Productivity, Work At Work, Play At Play**

Action tip number six goes hand in hand with an earlier tip that I gave you about not working your socks off for ridiculous amounts of time. No one deserves to be put in that position, as we all know from experience, it's tiring and ruins your whole day when you finish up too tired to do anything else (if not two days when you spend your next day off recovering).

Does this sound familiar to you? You sit down, start working, do maybe five or ten minutes of writing or planning, then head off on to check your e-mails. Once you're done, you remember a piece of music you heard on TV the other day and wonder what it is, so you hop on over to Google and go about your search. Once you're done, you go back to work and write for another 10, fifteen or twenty minutes.

Then you get hungry, so you head to kitchen and start cooking something for yourself and catch a glimpse of the tv or hear something on the radio that interests you, so you hang around to see what it's all about for a few minutes.

When you're done there you head back to work for another fifteen minutes or so until your food is ready, so you head off, grab your food, eat, catch your TV program and relax a little while you're at it. You then tidy up and get back to work for another fifteen or twenty minutes.

By this time you're tired, getting a little bored. You know you've been working hard and it feels like you've been working your fingers to the bone all day, yet, you haven't. In actual fact, you've only got a third or a quarter of the amount done that you could have achieved. That's a big difference, a third on it's own would mean you've potentially done one days work in three.

Lets face it, no matter who you are, making the transition from working for someone else to working for yourself isn't an easy one, especially when you're doing both at the same time if you still have your job. When you're so rushed, barely having time to think, it's all too easy to forget to look at yourself and what you're doing, notice where the problems lie and correct your mistakes.

No need here though, because I'm going to do it for you. I doubt anyone reading this doesn't recognize the example I've just give above in them. So here's my bit of advice to you. Work hard and play hard. Don't try and mix the two. When you're working, working your butt off, hard, efficient, fast, quality, pour your heart and soul into it for a short period, and then stop. Go play. Turn off your computer and relax away from it doing something else.

This is something particularly close to me as when I first quit my job (pretty stupidly before I got myself stable with the business) I was working exactly like I just explained above. It took me over a year and a half to realize it. I mean, people had told me about this before, and I'd taken a quick glance at it and convinced myself that I don't do it, but from the moment someone mentioned this to me, I began to start catching myself in the kitchen, in front of the tv, stopping for an hour or two and so on.

I was always tired and fatigued, even without a full time job, so I can't imagine how it would feel to do both at once like this. The moment I took this into account, worked when I was working, played when I was playing, immediately I found myself working less and getting more done. A month later, the only time I get tired and fatigued now is when I've had too much Martini or when I go and keep my friends entertained while they do their nightshift.

Other people noticed too. I looked better, was less grouchy, had more energy to do what I wanted and have a bit of fun for a change. All of this simply by changing the way I worked.

Look closely at yourself when you're working, because I overlooked it many times before it sunk in. If this sounds like you, change the way you work today and reap the benefits. Don't just say to yourself 'Oh well, this tip doesn't apply to me, because I don't do that', watch yourself carefully and be brutally honest with yourself. It'll help immensely.

On another note, after working like this for a year and a half, it took me almost a month to see a significant change, a change back to the energy levels I had when I was kid and only had a little bit of home study to worry about. With that in mind, don't think you can carry on like this and take a day off to recover here and there. It takes far longer than a day to recover from hard work.

What's the point in wasting a day when you could be enjoying life more by working less and making simple changes to the way you go about developing your business?

This is something you can start today, right now, but once again, it's in your hands. Will you take the opportunity, or leave it on the table for someone else to snap up? That's for you to decide.

## **Action Tip 7**

### **Put Yourself Around**

This is starting to become a regular thing, and it applies to everything I'm writing in this report. Once again, it's something that I've personally experienced and has helped me along in a big way, a far bigger way than I'd ever imagined it would, because at the time, it just felt like a lot of work I could be paying someone else to do for me while I do something more relaxing.

I'm talking about putting yourself around, not just mixing with your market, but getting your hands dirty when it comes to setting up your websites, writing your sales letters, installing scripts, managing lists, customer service, creating your own graphics and the like.

Many marketers that I speak to, will outsource much, if not all of the above, but of course, this costs money. Sometimes a heck of a lot of money that some people just starting out don't have. It's also going to cost you a lot of time, especially when you're learning something new that you haven't had any experience with before.

So here's my advice to you. The next time you put up a website, create a product, or purchase and install a script, do everything yourself. Install the scripts, build the graphics, write the sales letters, handle customer service requests directly.

This is a very misunderstood method, as what you'll hear many successful people say (not just marketers) is concentrate on one thing. Don't try and be the jack of all trades, because you'll end up the master of none. If you can't do something, or you want to save yourself the time and effort, hire someone to do it for you.

In part I agree with this. Here I am now, with a successful business under my belt, and I do exactly that. So why am I doing one thing and telling you to do

another? Well, doing everything myself was part of the transition from my old 1999 business to the monster earners I'm creating now in 2006.

The only reason I'm hiring people out now is literally the time factor, because I want to spend more time relaxing than working. But, and this is a big but, I already know how to do all that stuff. I know how to install scripts, create graphics, build websites, write sales letters, sell my products, advertise my services, manage my lists and more.

All of this I learned with the very first site I put up, and you know what, once you know how to do this type of thing, it gives to masses of confidence to work with your own business.

Think about it. What if I had just outsourced my sales letter writing to a top copywriter and had them do all the work for me? Sure I might have sold more in the short term, but I wouldn't have had the learning experiences that I've had, I wouldn't know what turns my customers on, I wouldn't know how to make a connection with them and get them to buy my products and sign up for my services.

You could argue that that doesn't matter if you're getting someone else to do the work for you, but that is entirely incorrect. What if you want to change your products around, add a new service, add some bonuses, add a backend product, write some fresh new ads, change your sales letter around, experiment with a new method that you've discovered? You can't unless you hire someone to do it for you, simply because you will have no idea what you're doing.

Never pass up the chance to learn something new.

The story is the same with scripts. What if I hadn't learned how to install, configure and use the scripts that run my websites? I can't count the number of times I've needed to modify or tweak my sites to get them working exactly how I want them to work, or more importantly, fixed them up when something

went wrong. Imagine having to wait three days for a programmer or designer to fix a problem with your site when you're running a fire sale, or getting tens of thousands of visits on the launch of your business after securing some solid joint ventures. That's tens of thousands of dollars you could be losing because you didn't learn the intricacies of your own site.

So there we have it. The next time you purchase a script, why not follow the instructions and try to get it installed? Once you've done one, you've done them all. Create your own graphics, test and track your own sales letters. Once you've mastered all these things, then hire someone to do it for you to save you time, but not before, or your business will be torn to pieces by those with more experience than you.

Maybe that's happening already? You know how to stop it.

### **Action Tip 8**

#### **Be Lazy And Prosper**

Ah, music to my ears. Be lazy and prosper. Nothing is better than laying in bed having a well earned rest while the work is being done for you, knowing that you're going to reap the rewards when you wake up.

Ok, this isn't quite sleeping and having the work done for you, but it's very close. I would say that this has to be my second favorite tip in this section, because it's something you can start doing immediately, and you won't just see the effects, but you'll feel them too, in how relaxed you are, how much energy you have, and how easy work starts to become.

Just to give you an idea about how much of an effect this had on me, I used to write twenty to thirty pages per day before getting tired. I'm writing some products for a new fire sale as you read this. Yesterday using this method I wrote close to 90 pages and only stopped because I was getting hungry.

We're not talking some little improvement here, but three times the efficiency. Completing something in one day that would normally have taken you three, slow, boring, tiring and laborious days. Taking things to the extreme, you could be 20 years old and achieve something by 30 years old that would have taken your fellow 20 year olds until they were 50 years old. Pretty special when you look at it like that huh?

So, here it is. This is my lazy writing method that I began using when I wrote my first book some years ago. Here's what I used to do when I sat down to work on a big block of text, whether it be a guide, tutorial, book, or primer for an audio or video products. I'd sit down, grab a sheet of paper or notepad file and write down the titles of all the chapters that I was going to cover in my text and the approximate length of them. This is a good start but it didn't go far enough.

Anyway, I'd sit down with my titles in hand and start writing. After about two hours of non-stop typing I'd be tired, bored and couldn't be bothered to do any more. You see if you haven't written before, let me warn you in advance, it is mentally tiring.

What you're actually having to do is think very hard about what you're saying. Concentrate as hard as you can on anything for a long period and its bound to fatigue you. That's exactly what happened to me and as a result my business was moving forward slowly instead of at the almost unimaginable speed it is now.

I started thinking to myself a while back how nice it would be to actually be relaxed when I'm writing, and not really have to think about much more than forming words, but of course that's impossible isn't it. Isn't it?

Well actually, it turned out to be very possible. Here's how I did it. Remember those headings for each chapter I wrote down? Well, as an experiment, I took those further. Now the basics of planning that we've all learned at one point or another say that you note down your titles, and a couple of general bullets



about the subject you're going to write about. This is what they taught me anyway. Don't do too much planning they said. You'll just end up having to write the whole report twice they said.

'They' couldn't have been more wrong.

For my experiment with the goal of removing as much hard concentration from my work as I possibly could, I decided to go against the advice I'd been given through my years of study. I took every single chapter title and noted them down as normal. This time however, instead of quickly jotting down the odd point that I wanted to cover in each chapter, I wrote it all down.

Every single little point, every single opinion, experience, story and fact that I wanted to put across in my main text I wrote down as two or three words as simple bullets. On doing this for two hours, what I was left with as the end result was a whole 200 page book planned out sitting in front of my eyes. All I had to do was take the points I'd already thought of and make them into sentences.

My old professors would have had a heart attack at that if they saw it back in the day, because the plan itself was close to six pages long, bullet after bullet after bullet, noting every intricate detail of every point in the shortest way possible.

So what happened when I went to write the book? Simple, I wrote and typed for the whole day, almost non-stop for hours on end. At the end of the day, a quick shower and I'd feel as fresh as I did when I began. There was no boredom, no fatigue, or anything like that. I didn't have to dig deep and concentrate hard to come up with something good to write, oh no. I'd done all the work already. It was like watching TV. My brain was only just about working, one step away from sleep almost.

Now I thought that the quality would suffer when doing this, especially when I sat back at the end of day and boggled at the number of pages I'd written. It's quality not quantity we're looking for here after all.

On reading back however, the result was shocking.

My work was vastly superior to what I used to create before I began using this method. Spelling mistakes were almost non-existent, my grammar was far better, I'd never miss out or neglect to mention anything that I'd later have to try and find a place for (which is always annoying as I'm sure you've experienced before when creating a text). I got my points across far more clearly, and it was a heck of a lot more interesting to read too.

Now I've never taken any advanced writing courses or anything like that, and to this day I still don't understand how everything from spelling to presentation can improve when you're thinking less hard about what you're doing. I have my theories, but I won't bore you with them here.

All I know is it works, and it's something you can put into action from the moment you begin your work day, to the end of your work day, it increases efficiency three fold, doubles the quality, and leaves you feeling relaxed at the end of the day with plenty of energy to go and do something else. Pretty amazing stuff if you ask me.

This is one of two methods in this section I'd urge you to grab by the throat and take advantage of right now, today, or the next time you begin working. You'll kick the businesses owners who don't understand and make use of this into oblivion, and they won't know what hit them especially if they're your competition.

## **Action Tip 9**

### **Increase Productivity, Move Yourself & Your Surroundings**

This one is going to be a lot harder for some readers compared to others, and that's totally understandable - don't worry too much about it. Coming from a background where in fact in 1998 I lived on a bench on a grassy hill just up the road from my current house, moving on in 1999 to an oh so fabulous studio apartment, where everything aside from the bathroom was in one room, things can be a little tricky without a lot of work.

Of course, I'm talking about rearranging your surroundings to suit the needs of not just your business, but yourself. So bear in mind different people are going to be able to do this to different extents. Don't think I'm sitting here in a big old house just expecting everyone to change their life overnight. Realistically, I know it isn't like that.

All the same, here's what used to happen to me when I was in my studio apartment that encouraged me to completely change the layout while I was there, and arrange things in a smart way when I left.

I said it before and I'll say it again. Adapting from a normal job working for someone else to working your own business isn't exactly the easiest thing in the world. Most of the time we concentrate so hard on the business side of things, we forget a skill that we learn very early on in life, and that's to look at our situation, what isn't going our way, find the problem and then fix it up by implementing a solution.

The problem that we have when we all move to self employed-ness is what I call the flutter. There's no focused office, there's no people all around you working like you are, there's no set hours and there's no one too shout at you when you step out of line. Because of this, sometimes it's hard to focus. You know when you really get into something, like when you're working, you kind of enter in an almost trance-like state where you're running on auto, just getting the work done. It's what happens in classrooms when you're at school,

it's what happens in lectures when you're at college or university and it's what happens when you enter the real world and get yourself a job. It's no surprise that no matter how much we know about business, we're not pre-conditioned to make sure that the work we do is done to the standard and with the efficiency that you get in a normal nine to five.

The only way we can figure out what to do to help ourselves when we first become self employed is to experiment, to observe ourselves and our businesses and learn as we go along.

I'm going to cut that little job out for you now in regards to the way you work. My first piece of advice to you is you have to disconnect. This is the most important piece of advice I could ever give to someone who's self employed. When you're done working, turn off your computer, and walk away from your place of work. Your work is done, you need to separate yourself from it.

This can be incredibly hard to do if your workspace is located in a living area, either your bedroom, your sitting room, or your dining room. What happens when you finish work and try to relax for a little bit? Your computer is right there staring you in the face. As any self employed business owner will tell you, our businesses are often right at the front of our minds. Trying to relax or sleep in a space where your workstation is present will be detrimental to your efforts.

So what will it do? Well, in my experience, it scrambles your mind. Have you recently needed to do something important, yet forgot to do it because you ended up thinking about your business instead? Maybe you put something down on a work surface, only to find yourself thinking about your business half an hour later with no clue as to where you put your item? Maybe your friends, family or loved ones have noticed that you don't seem to be paying as much attention to their conversations as you used to before you started the business, or catch you deep in thought more often than usual.

This is why it's important to separate your work from your relaxation. If you're one of the many business owners who have their computers in a living space or even worse, a sleeping area, try and persuade your wife or husband to help decorate that spare room and convert it into a study, even just temporarily. It will really help you on your way to success, far more quickly than I can explain to you here. Everything from feeling less fatigued, to being more alert, more confident with your business, having more fun, being less grouchy (I used to get that a lot) or even in the worst cases where you're working in your bedroom, affecting your sleep.

So there we have it. Change the way you use your workspace, and it will change your business and the way you work and feel in many positive ways, some that you won't even think of until you've actually done this.

Why not have a bit or a re-arrange today, ready for a fresh new outlook tomorrow?

### **Action Tip 10**

#### **Get Multi Screened ASAP**

I know you're probably looking forward to your next business success so that you can go on vacation, pay off your debts, go on a shopping spree, upgrade your car and the like. I don't blame you. The first thing I did however when I had my first business success was to replace my absolutely terrible 19" CRT monitor.

I mean, the case for kicking it out was a good one. The contrast was failing, the screen wasn't clear, and it used to give me this annoying twinge behind my eye if I stared at it too long. At it's worst, it'd give me the most annoying dull throbbing headache that last for the whole day.

Anyway, I decided to get myself a shiny new 20.1" wide screen LCD. My desk is pretty deep anyway, so I figured I'd need a good viewable area to be able to

see things from all the way back here. It wasn't the most expensive by far, but the amount of time I can go without getting twinges is now way longer than I could stay awake.

That's not really my main point. Anyway, here's me just gone from a 19" screen with about 17" viewable, to a 20.1" viewable at 1680x1050. Now at that resolution you can fit a heck of a lot on the screen, and I found myself doing two things at once. I'd be typing away at something while leaving my mail up on the other half of the screen, or I'd be reading my web browser with a notepad document open in the vacant slot that I'd refer to when jotting down my plans.

So then it hit me. I'd just had my first successful bout of business, and a wider viewable area is obviously doing me a lot of good. I'm saving a lot of time, I barely have to reach over to the mouse, and I can do two things at once. Everyone seems to be raving about multiple screens I thought, so why not give it a shot.

From the moment I opened that box and placed the screens side by side, even before they were on, I knew I'd made a terrible mistake. I should have done this earlier.

On they went, and you know what, far from being totally confusing as I thought two screens would be, they're making me even more lazy. I can test my websites on four browsers at once, I can read my sales letters letter through, able to note down any fixes, changes or errors in a separate document without having to switch between them all the time, meanwhile I can be watching my customer service e-mails being brought down by outlook and see what my programmer is saying to me about my projects all at the same time.

While that may sound confusing, let me assure you, it's far from that. It will increase your efficiency. If that means I'm going to get a seven days worth of

work done in just five days, then so be it. It really does have that much of a difference.

It's also great if you're new to this business. I spoke about distractions earlier on and how you can find yourself being taken away from your work and find yourself buried deep in some random website on the internet if you're not careful. This often happens when you change activities to something else. For example, going from writing your book, switching over to check your mail can result in hours of lost random browsing time. You won't get caught out in between if you can have everything open on the same screens at the same time.

Those who know me will also know I began trading US and UK shares not so long ago. It's an amazing feeling to be able to trade and manage my business at the same time too.

So whatever it is you're doing, whether it's a single business, or multiple ventures all at the same time, get multi screened asap, and reap the rewards of increasing your efficiency, in some cases to the point of doing double the work you would be doing without them.

All you have to do is make sure your graphics card supports two screens. If it doesn't grab yourself the Matrox DualHead2Go and that will do you just as well. Grab yourself a copy of the multiple monitor software call Ultramon, and you're set. It's the perfect time to do so also. Check out the prices of LCD screens if you haven't recently. They've dropped really nicely.

One thing is for sure, you will never catch me trying to effectively work on a computer with less than two screens nowadays. It just slows me down way too much and adds hours on to my working day. Why bother when you could be having fun elsewhere with your friends and family, or just taking a break from the computer?

Go on, treat yourself. You won't be disappointed.

## **Action Tip 11**

### **Structure For Success**

Alright, this is a quick tip, because there's not a huge amount of explaining to do. What I want to take a brief look at is the structure of your business. How are you managing those multiple websites, recording your findings through tracking campaigns, writing your sales letters, planning your work and creating your products?

Most of the people I meet have an obscenely disorganized structure. Files here, folders there, little bit here, little bit there. I don't know how on earth they manage their businesses. Strangely, though probably not unrelated, none of them have reached their business goals yet and many of them aren't moving towards that point at all.

We've proved the point in various other sections. The more you organize, even sometimes to the point of excess, the easier it is to keep track of your business, and the easier it is to make progress and fulfill your hopes for the future.

So if you haven't done so already, I'll keep this short and sweet. Head over to your computer now, create a folder called businesses. Inside that folder, create another folder for each domain name you own. This is where all your html, sales letters, graphics and products can be stored.

In addition, create an admin folder. This is where you can keep your usernames, passwords, URL's, website addresses, registry entries for outlook, graphics you've bought the rights to, client contact details, list backups and so on.

Next up, create the most important folder of all. R&D. This is where your ideas go. Ideas jump at us from every direction many times a day. Rarely are initial ideas ever good ones. That's why it's important to write them down so that you remember them, because they may just turn into your next big winner.



Next, create yourself a resources folder. This is where all your guides, purchased books, motivation, tutorials and the like will be stored for quick and easy reference.

Finally, create a tracking folder. This is where you want to record all your tracking data, from statistics, split run tests, sales letter and ad examples, what worked, what didn't work, why, your predictions, how and where you tested, conclusions and so on.

Tada! Simple as that. From now on, keep everything in that business folder. If it's related to business, it shouldn't be anywhere else but in there. Back it up daily, make use of it, and see how much easier it becomes to keep things organized and find your files and folders in a flash.

Be sure to keep it tidy too. This is for the people who already have such a system. It defeats the object and the efficiency gain is totally lost unless you keep it as pristine as it was when you first made it.

There should be no one reading who can't go and do this now, unless your computer is in for repair. If it is, make it one of the first things you do when it gets back. After all, we all know that clean relaxed feeling you get when something is in order like this. It's brand new, pristine, shiny, efficient, and something to be proud of that your fellow business owners don't have.

### **Action Tip 12**

#### **Act And You Will Become**

Saving the best until last for this section, this is probably the most life-changing (and business changing) tip I have for you in the whole of this course. What's more, it's probably the easiest to carry out and something you can do straight away, right off the bat.

I call this one act and you will become. It has never once failed for me, and I have to say, although this is going to sound pretty big headed, I don't much care if it's going to help you achieve great things. If there's ever been an activity, a hobby, a sport, a challenge of any sort that interested me and that I wanted to get good at, I have never failed to succeed. Sometimes it may have taken me longer than other people, it may have cost me more, I may have made more mistakes and had to learn many more harsh lessons than those that came before me, but I don't have a problem with that.

I can confidently say, if I want something and it's up to me to put the effort in to go and get it, it will happen. No question about it.

But hey, you know what the kicker is about this particular fact? There's two come to think of it. The first one is, I'm a nice guy. I'm a people person, I like to socialize, help people out, do good towards other people. I'm friendly, approachable, tolerant and make the best effort I can into getting along with people, even if we differ in opinion.

Have you ever watched TV, or heard someone talk about their success, and yet they come across as complete egotistical idiots? One of my friends said to me the other day, "I'd love to get rich and make millions, but I don't want to turn into an \*\*\*\*\* in the process."

If I'm going to get my next point across effectively, you need to know right now that not every successful person is egotistical, intolerant and looks down on people. In fact, I've never met one of those tv characters in real life. They all seem to be genuinely nice people, even if they're not a people person.

What I'm about to tell you is quite controversial for a few reasons, but if there's one thing I need you to keep in mind is that no matter how successful you become, it doesn't have to change you as a person in any negative way if you don't let it.

Alright with that out of the way, here's the real point of action tip 12. I want you to steal people's personalities. This is something I've been doing since a relatively young age, before I left school, and I put my success down to the fact that I can mold and change myself into something that I want to be by watching other people.

Don't get me wrong here, I'm not trying to change who you are as an underlying person. That's why this point is so controversial, because people immediately misunderstand and think that if they do this, they'll wake up in the morning and they won't be themselves anymore. They like being themselves, and I'm sure you like being you. That's not what I'm trying to get you to change.

Think about this though. If you're not successful right now, what does that mean? It means you're making the wrong decisions, mixing with the wrong people, you're in the wrong place at the wrong time, or you're going about things in a way that isn't necessarily going to get you to where you want to be.

So how do you fix that? How do you go from being not so successful to at the top of your game? Simple, you have to change what you're doing. If you keep doing the same things over and over again, you're going to keep getting the same results.

You have to change your habits, the way you react to situations, your work ethic, the way you write, the way you market your products, who you learn from and more. Every single time you learn something new from a book, or a tutorial, put it into action and see it working, you've developed, in fact you've changed.

You see, when I say you should steal personality traits of people that you want to be like and integrate them into your life as if you were that person, it's hard to swallow, because it sounds like you're changing who you are. But when we look at how you have to change, and indeed do change every time you learn something new from a book or a guide and put it into action, it's a lot easier to handle, even though it's actually the same thing.

How do you condition yourself and integrate something you learn from a book, guide or tutorial into your daily routine? Simple, you do it over and over again until it becomes habit, effectively changing how you act in certain situations.

But you don't need to look for a good book at all, because there's billions of free ones out there for you to learn from. People is what I'm talking about. So you know a successful business person, how are they different from you? What kind of decisions do they make? How do they write? How do they talk? How do they do business? How do they act?

Copy it, steal it, assimilate it and use it to your advantage. Once you've done this, then you're free to begin to adapt your own style. Don't be fooled into thinking this just applies to business either. This is something that I began using before I even started out in business. One thing is for sure though is that I'd be lost without it. I'm still me, I've just experienced many things from many different angles and perspectives.

Another bonus is I did it intentionally. It's nice to be able to say that. While others are blindly influenced by others and the media and then deny it's happening to them, I accept it and encourage it consciously giving me the power to go in my own direction and stay in control.

So here's the thing. Don't be afraid of change. Don't be afraid of becoming someone else when doing this, because you'll always still be yourself. Your opinions may change, your hopes for the future may change but doesn't it always when you learn something new? Just in this case, you're learning by actually carrying methods that you've seen to be successful.

The fact of the matter is this. If you can't change, you can't adapt. If you can't adapt, you'll be left behind, and if you're left behind, then it'll be far harder and slower to climb that ladder to the lifestyle you want.

You see someone with something you want? Look at how they got it, integrate it into your life, and you will start to see the same results as them, it's as

simple as that. But don't stop there either - take it further. Adapt it and develop your own style. You've heard of the student surpassing the teacher too right? Well when you start adapting what you've learned from multiple sources and your own experiences, in my experience, you'll succeed far beyond those individuals that you originally learned from.

I've never seen it happen any other way. Why not start now? Steal the positive traits from someone that has something you want and watch as you begin to reap the same, if not greater rewards than they do.

Chapter

3

## **Backend Tips 1**

### **Backend Done Correctly – An Overview**

Alright, before I go too deeply into the ins and outs of backend sales, I want to give you a quick run down of what back end sales actually are and how they're used. The majority of marketers out there have a basic idea about how they're used over the short term, but when I ask them to define backend sales, they trip up or have trouble. So let's forget special names or complex technical terms and take it from the top.

Backend sales is all about following up one product with another with a view to selling more due to the trust you've built with your customers from previous products. For example, you wouldn't try and sell a stranger a \$1500 e-book. Instead, you'd give them something for free, sell them on to a smaller product, and then once the trust is there, move them on to the larger product. It's an amazing technique that marketers use to get the most out of the people who have proved they are already willing to spend money with you, as opposed to the majority of prospects who will never open their wallets and expect everything for free.

Now before we go any further, I want to immediately warn you of two points. The first is, as you go from guide to guide, from marketer to marketer, they all have different views and definitions of backend sales. Some only go for one product after another, some go for four in a long line, some more expensive than the original product, some cheaper, and some for only the immediate visit to their site by their prospect, and others over a period of months.

I don't much care for any particular technical name, and as long as one product is being sold as a follow up or expansion to the previous, that's good enough for me and what I'd define as backending in a business sense.

My second warning is the most important. When you're creating an introductory, low priced product with a view to building trust and then selling on to a premium product, always make sure your low priced product is the

best it can be and does exactly what was advertised. For example, you can't tell someone you're selling them a fishing master class for \$50, and then on purchasing they find out to get the full fishing master class they need to pay another \$500.

You must always provide your customers with exactly what you advertise, because otherwise, not only will you lose trust and defeat the object of backend sales before you've even started, you'd be considered a scammer, because that's exactly what it is. Bait selling as defined by the Better Business Bureau. Your products will be related, even providing a more advanced version in some cases, but they will never miss out information that you claimed to offer in your original product or you'll find yourself in deep trouble before long.

Alright, so backend methods. I'm going to explain this in more detail with regards to product levels, prices and what form they should take in the coming three tips, but for now let's look at the basics.

Short-term backend – I consider short-term backend immediate backending with no input from you personally. You sell a product, and on the thank you page, now your customer has had a chance to prove they're the spenders, you hit them with a one-time offer that they'll never see again. Now some might consider this to be add-on sales, but I don't. It happens after the sale of the initial product so in my eyes this is short-term backending.

This is an amazing method that can literally double your profit from the sale of your first product as it did with my last product. The advantage is it's a quick short burst of cash. The disadvantage is the trust isn't there yet, so the price difference between product one and two should be minimal or this method will fail.

Long term – I see long term backend sales as giving the customer time to use and experience your product before automated follow up sends them



information about the next one. When I say long term, I'm talking anything between seven days and a month and a half.

The advantage of this method is that after experiencing the quality of your first product, the customer is more likely to buy from you a second time compared to the short term method.

Another advantage is that you can charge a higher price for the same reason. One of the disadvantages however is you'll likely lose some of these people along the way. You know how it is, people go through phases, try things out, jump around to different ones, get distracted and so on. For that reason, you're likely to sell a lower volume than you would with short term. Depending on your price however, this doesn't necessarily equal less profit. Often due to this factor alone it means a lot more profit. The only catch is you have to wait for it.

Ok so there we have long and short term. One last point to talk about, and that's what you should be charging. To avoid complicating matters, for now, I'm just going to talk about prices in regards to your original product. Are you charging more for your backend, or less?

A lower price than your original product – This one is often seen in short-term backending. The reason being there's no trust built yet as we already discussed. I like to use a lower priced product to backend products that will enhance the use of the main product. For example, in my last sale that was a 1200 odd page book with full rights, I catered to those that would re-sell the information by proving them with a script that cost half the original \$197 price tag. As a result, over 40% of original purchasers bought this additional script.

Not bad considering on quizzing the buyers, the majority of them were buying for the information and not to re-sell. The reaction this kind of offer sparks is great, because it does all sorts of clever things. 'Oh well, the wallet is out, another \$97 on top of the \$197 I just paid won't hurt'. It works so well in fact that people were barely reading the backend. They bought what they wanted,

saw more of the same and grabbed it, with the average time spent on the page of just a meager 75 seconds (For a 10 screen sales letter).

A higher price than your original product – Here we have a method most suited to long term backending. It gives you time to build trust, but what you have to bear in mind is, when your customers come to purchase this, it will no longer be a reflex action, and your sales letter will have to be far more powerful. You can however charge a higher price, and consider anything up to ten times your original price tag for a premium product. Similar to the lower priced short term option however, both products should be completed at the same time and your automated follow up should be in place, tested and ready to go when that first buyer comes through the door.

So there we have it. The low down on backend sales, high and low price, short and long term. I hope that was insightful for you, as you got about six tips in one there. Now you have a basic understanding of where I'm coming from, lets move on and get a little more specific with tip number two.

## **Backend Tips 2**

### **Keep customers separate. Big buyers from the little buyers**

Alright, now we've talked a little bit about backending, when to use it, and why it's useful, I want to move on a little bit and talk to you about who to backend to. I know many marketers who have mastered this art perfectly and they rake in up to ten times the profit that they would have done just selling a single product, and that's short term. Long term, the possibilities are endless.

Many online business owners that I speak to have a list of their own. If you don't have one, get building today, because as you'll find out in tip four, a basic list is the very least you'll want to get your hands on to carry this out effectively. The problem is that the majority of these list owners have just one list. It pains me to see them firing out ad after ad and not getting the results they expect because they've built their lists incorrectly.

So that's why I'm telling you this right now, simply because I consider it a key factor in the success of any business, a fundamental if you'll excuse the cliché. I don't know many people who last a long time without it. What I'm talking about here is keeping your lists separate, and there are several important reasons why I do this. I'll tell you why in a moment, but first, here are the lists that I keep just to demonstrate what I mean about splitting them up.

**List 1** – The first list is where all my potential customers come from. These are all the people that have signed up for full reports, for freebies and giveaways, but have never actually given me anything in return, namely their cash. I nurture this list with very small, basic offers and standard marketing material to try and move them on to list number two as soon as possible. This list is the highest in volume, containing around 80% of the prospects I have gathered for my business.

**List 2** – This is where you'll be placed if you buy something for me. You've proved you're a doer, and you're willing to learn and spend your money. I still haven't made any massive profit from you, because the products you purchased were low priced, and likely sold to you by affiliates through a site that was designed specifically for lead generation, affiliate and JV building. My aim here is to backend you onto a larger, more costly follow-up product.

To do so, the majority of the time, I will be giving you a discount, or valuable bonus, or some special offer that my normal subscribers don't get in an attempt to build a strong relationship and turn you in to a long term customer. You are far smaller in number than the previous group, making up around 10% of my total prospects.

**List 3** – Now this is the point where you begin to spend a large sum of money with me. Either you've purchased many of my products, or you've bought yourself one of my premiums, maybe even both. This is my gold list, and you can expect to see me going out of my way when carrying out joint ventures or releasing products, to get special deals for you and you alone.

In addition, you can expect to receive the low priced products that my standard is having to pay for, for free. Remember my aim with low priced products is to generate leads and contacts with massive commissions not to make a profit, so it makes no difference to me if you get it for free.

The only thing it's doing is further building our relationship to the point where you see my standard list paying for stuff that you're getting for nothing. That's a very strong picture to paint, there's no need for me to keep telling you that you're my valued customers anymore, because I'm proving it to you. My aim is to build enough trust to keep you buying my high priced products and any backends related to each product I release.

Generally, people who have paid you before in my experience are ten times more likely to buy from you compared to someone who's never opened their wallet for your products. That's why you're treated as special. Because of this fact, I rarely see customers only buy from me once, which is why an almost equal number of my customers are contained here as they are to list two. That's about 9% of my total prospects. And if our relationship develops even further, you'll land yourself on list number four.

List 4 – My platinum list. If you land here, you've either bought every product I've released, or you have purchased one of my big, \$2000+ products. You'll probably find that we speak on the phone regularly, and you often get bombarded with products from me that have not been designed to make a profit, but still, the rest of my customer and prospects have to pay for.

When it reaches this point, you'll find instead of being backended on products that are directly related to one and other, and have been created with sole purpose of moving you up the ranks, you'll get more indirectly related training, and I might even offer you something totally new that I believe interests you. You are the cream of the crop and make up around 1% of my total prospects. In fact, you're so valuable it takes me a week to get over it if one of you unsubscribes. That's why you're treated like the most valuable thing in the world. After all, if you weren't here, my business would be dead.

Ok, so there we have it. What you have above if it isn't immediately clear this is the development outline I plan for my customers. It's the one-way pipe that I send you through, backending all the time, trying to move them further and further down the list until you reach level 4. The more you give, the more you get in return. Many marketers see backend sales as a quick opportunity to make some extra profit from related products, as I spoke to you about in tip number one.

Myself however, I see it as that and a long term building block, and let me tell you, it's a building block that has ultimately made my business. Who knows where I'd be without it. Back in a superstore trying to sell computers for a few dollars an hour most likely.

Always backend your prospects in this way to see maximum results for your efforts, long term and short term. It doesn't matter if your big buyers are still seeing the normal ads go out to your list, followed by a special offer landing in their inbox that's almost a duplicate, but with something a little special added for them. This will prove to them even further that you really are treating them like valued customers, and not just saying it (which seems to be the norm nowadays, so much so that even the general non marketing savvy public see it as a cliché)

The only way you can do this however is if you...

Keep your prospects separated.

Backend them with related products short term, and long term.

## **Backend Tips 3**

### **The simple lazy way to implement backend sales (OTO)**

Ok, the picture is coming together very nicely now. It should all begin to fit together like a jigsaw puzzle in your mind, and we have one more tip after this one to come that's going to have you confidently backending all your customers and hopefully, if your experience is the same as mine, adding 50% to your current profits per product per sale.

Before I move on to the final tip with you however, there is one point I want to get across. In case anyone reading thinks that this is just something that you can do once in a while, or something that should be done if you're short of cash, or if you have the ideal product, I want to point out immediately that this is not so.

You can apply sales on the backend to every single product that you release. In fact, I totally encourage it. Sure it's a little more work than normal, sure you have to create two products at a time, but think of the advantages. 50% is a massive pay rise for such a small amount of work.

In addition, if you're feeling a little bit stretched for time and don't particularly want to wait until your customers have read, experienced, and used your product before selling something else to them, you don't have to. Go short term. Set up a one time offer that appears right after they make their payment for your first product. Tell them that they'll never see the product again, make it half the price of your original product, and you're set.

It's the ultimate lazy way to go about short-term backend sales. It barely needs input from you, and all you need to do is create a product that can be sold for half the price of your original one. It's an easy job, not to mention quick.

I would however suggest you don't ignore long term backend and high priced premium products entirely, as you'll be missing out on massive profits. In fact,

this is something that makes my business. Without using it, I would never have got to this stage and wouldn't be progressing as I am today. More about this structure in the final tip of the section. For now, here is all that needs to be said about this:

Backend sales are not optional.

Backend sales are not something you should ignore because it's extra work.

You should never release an initial product without first planning, creating and integrating a follow up. Whether it be low priced, high priced, long term or short, always use this method and you will reap the rewards. If you're launching products without a backend, it's like walking down the street and giving half your salary away to random strangers.

#### **Backend Tips 4**

##### **Don't miss out any stages**

Ok, here we are at the last tip of the section. Things are going well so far, but if there's one thing I really have to reiterate, it's that using instant and short term backend methods can increase your sales considerably. I'm talking earning \$200,000 when without a backend in place you may have only taken in \$20,000. It really is that serious, especially when you're selling less expensive products that have a primary goal of lead generation and contact building instead of making profit.

Anyway, I think I've plugged this enough now, so lets move on to something a little bit more practical. In all honesty, there are so many subjects that link to this one, it's not easy to organize and write this down in a readable and memorable format. I'll keep it as short and detailed as I can without ending up handing you an encyclopedia on the matter.

I want to explain a little bit about the stages and roles of products as it's important that you understand how this is set out. Each of your products should have a role. Depending on this role, they are presented differently, and priced differently. For example, if you want to build a large list of new customers that you can develop a relationship with over a period of time, with the aim of selling them your premiums, you aren't going to try and sell them a \$1000 product straight away. Why? Because they don't trust you enough to spend that much with you yet and even though many new customers may buy if your sales letter is particularly good, it's unlikely that your list will end up very large at the end of the day, which leaves a meager number to backend your premium products on to.

I'm going to present to you the roles of each product type now, what they can be used for and their stages. You'll immediately notice that only two of five are made for making direct profit. Many new marketers believe their full efforts should go into profit making, but it's actually essential that this isn't the case.

**Product Type 1 – The Freebie.** Everyone loves a freebie, no matter which market you find yourself catering to. The bottom line is, giving out free stuff is all about lead generation. It's high volume, it's relatively easy to get someone to give you their details compared to giving you their money, it takes very little previous knowledge and trust and it'll form your customers base for a while to come.

There's not really much to say here about price for obvious reasons, but I think it's most important to point out that just because you're giving it away for free, it cannot under any circumstances be sub standard. Don't give away the world, but it has to be your best work. First impressions and all, this is what your freebie seekers will be judging you on before they ever think about handing you any money, no matter how little. Aside from that, this stage is straight forward, high volume lead generation and trust building. It has no other reason for being here.



**Product Type 2 – The Cheap.** This is where things get interesting and you turn the freebie seekers into first time customers from product type one. This should not be too hard to achieve, because as the title suggests, your product is cheap, and the risk is minimal to your customers. If you've begun to build trust with them and the relationship has moved forward in a positive way since they signed up with you, there should be no trouble with selling these.

We're talking from \$10 all the way up to \$97. While that may not seem like a lot, that's not a problem at all, because you're not here to make money. Instead, this is the development of trust between you and your subscribers. You're taking very little of their money and proving to them that what you promised, you will deliver, and more.

It would be wise also, if your price range is at the top of the scale, or you're running a reoccurring fee membership site to place high commissions on your products. I mean ridiculously high, 80-100% even. Once that's prepped, prepare your lead generation systems, entry pages, subscription boxes, and let it go.

**Product Type 3 – The Medium.** Alright, now we're getting to the good stuff. I see medium products as anything between about \$100 and \$200. The great thing about this is it's your chance to do two of the already mentioned roles even more effectively. The first is where you're building resources and joint ventures and affiliates with very high percentage commissions.

If you're successful with number one, number two will come naturally, and that's building your list of special customers who are actually willing to get their money out to buy something, and you can generate leads and build your list mighty quickly due to the amount of potential traffic from your high affiliate commissions.

At this point you can now begin to see who are going to be the doers from both your standard list and your customer list from those who bought something small from you. If you keep up the quality, there's no reason why

they won't follow you through the next two stages also, which is where your cash comes in.

**Product Type 4 – The Premium.** With the premium products, priced anywhere from \$201 all the way up to \$1500, it's all about using the resources you gathered to make a profit. You should now have a solid list of prospects built up from your first freebie list, and of course, your second bout of cheap and mid range products.

In addition, you should have a number of contacts, joint venture partners and affiliates to up your promotion power massively. Bear in mind, your sole intention here is to be making profit, and for that reason, aside from a few heavy hitting joint ventures, your commissions should stay at the standard 50% or so, and you can get away with that now because the higher price makes your product more worthwhile when it comes down to promoting it for affiliate commissions.

All lead generation has gone out the window now. At the most intrusive, you should have a subscribe box on the side or top navigation bar. Remember we gathered prospects already. The role of this product is to make you money.

**Product Type 5 – The Ultimate.** Ok, we're almost done. There's only one more step to go and that's the ultimate cream of the crop products. I'm talking \$1501 up to \$10,000 and sometimes more. Usually these consist of seminars, one to one consultation and so on. Of course that might differ entirely if you're not selling training goods, either way, your product has to work, it has to set new standards, and it has to get people talking. If it isn't the best of the best, don't bother.

It's at this point I like to eliminate affiliate commissions. All the profit is for me now, and why not? I have a list, I have customers, long term customers, joint venture contacts, affiliates and four previous products each backending on to the next in line.

Lead generation is out too. Rarely will you ever see someone selling such a product successfully if they don't already have a solid base of customers or one heck of a reputation. This is for the people that have experienced your product and that trust you now, no one else.

So there we have it. My chosen method for backending one after the other, product after product, all related to each other, all the way from free, to over \$10,000 a pop, and what's more, it works, and it works amazingly well over a period of time. And that's what gets the majority of marketers.

They don't like the fact they have to wait for all this to take shape and for all the customers to trickle through. I did mention earlier though that this is no get rich quick. This is real business now and it will take some of your time and effort to build the resources at each stage. That doesn't mean it has to take years though. How long does it take you to build five related products and put up a website for each? Not long I'd expect (especially as there's a product creation tips section here that details all the methods I used to once come up with 14 in a single day, all of which sold out in just over a week when launched).

So there we have it. It's two tips in one, but that was necessary. The first is, define roles for your sites and stick to them. The second is don't miss out stages of customer relationship development. You can't go from a \$20 product straight to a \$5000 product effectively.

It's all about the trust.

Chapter

4

## **JV Tips 1**

### **Subscribe**

Ah joint ventures; another one of my favorite subjects, simply because this is how I carry out the majority of marketing. I don't use search engines, never have, and probably never will. I don't like basing my marketing on methods that come and go so quickly. The number of rule changes make for an unstable business in my eyes, at least it's something I'm not comfortable with.

Joint ventures however have been going for hundreds of years as a form of trade. You scratch my back I'll scratch yours. It's about two or more people striving to make the other successful. It's not about to stop working after so long, which is why it's the safest bet.

Wheeling and dealing, a little bit of give and take, making new contacts every day, meeting new people, gaining a new perspective on the business world and my target market. I can't think of any longer lived or more effective method of promotion. What's more, it rarely costs anything but your time.

So I figured we'd start at the very beginning, and talk about how to find some joint venture prospects in the first place, the act of which can be rather complicated, time consuming and confusing if you're just starting out and have never performed a serious joint venture before.

What makes things even more scary for the first timer is, mess something up the first time around, and you may just find yourself stuck in a rut, where your previous prospects won't do business with you based on their previous experiences, word of mouth and what they remember about you.

So lets make sure we get it right first time around. I suggest reading the whole of this section before getting started as each section bounces straight off the previous one. You're missing vital information if you don't read it all.

Ok first up, finding your prospects. I've seen so many laughable marketing guides that claim to know what they're talking about that give out advice such as go to Google, type in online marketing and start e-mailing all the site owners to try and get your hands on a profitable JV.

Now there's nothing wrong with this if you're not selling online marketing products, simply because in some cases, there are only very limited ways and means to get to your target market, and there may not be all that many lists already out there packed with potential customers. With online marketing products however, the people selling the products either know nothing at all, or are business savvy.

Obviously, the ones that know nothing are very unlikely to have the customer base you want to get at. The ones that are business savvy aren't likely to let you get at their customer bases without a seriously good offer. Googling and just mailing random people is a shot in the dark, and unless you want to spend years trying to grab hold of reliable JV's that meet your criteria, it's to be avoided unless you're searching for someone specifically.

The easiest way to get yourself started with joint ventures is to begin by subscribing to ten or fifteen of the biggest and most successful marketers lists that you know of. Wait! Don't go e-mailing them yet though, you have to be smarter than that. Wait for them to start sending you ads, wait for them to begin promoting other people, and subscribe to their lists too.

Follow the trail of marketers, and by the end of it, you'll have a substantial base of potential prospects that you can contact about joint ventures, marketers that have been pre-approved by the business savvy. All the hard work has been done. No successful business owner would risk their customer base on something unless they were absolutely certain.

What you'll likely find is that the more you mix with your market, as spoken about in the product creation section, the more marketers you're likely to meet, so get involved ASAP.

Start spreading yourself around on forums, buy other marketers products, give them feedback, read and learn at the same time, and before you know it, you'll have your first marketing contacts.

And what happens when you get your first contacts? Something more exciting than search engines could ever produce. Word travels quickly, and you'll end up knowing your new contacts, contacts, and so the process repeats itself until you find yourself within a circle of friends, colleagues and fellow business owners, all working towards making each other successful and making new deals on a daily basis.

So there we have it. The first steps to getting good at this is to make yourself known and seen in the online marketing world, meet people, subscribe to lists and just follow that trail to wherever it might lead.

I've had people e-mail me before and scream in my face about how this doesn't work. Well I have news, it does, because every single JV marketer I know used and still uses these methods to build their contact lists daily. Those people that mailed me were just a little mad that they couldn't get rich overnight, and that it'd take weeks to see results, and many months for it to build to a comfortable level.

I told them they're in the wrong business if they want get rich quick. Turns out they didn't believe me, and went off searching for the next overnight millionaire scam.

I didn't have a problem with that of course, because I know my methods work. That was four years ago, and here I am today, surrounded by more marketers on my Instant messenger list than I can count, with potential access to literally, millions of prospects, all in my target market, and all hungry for my products. Each of them has the same power too, so it's give and take.

It's entirely up to you whether you want to put the work in and follow the trail. This is one of the few big factors that separates the successful JV marketers from those who aren't. It's just a case of whether you can be bothered or not and if you think five or ten minutes of your time per day is worth it.

I've said it before and I'll say it again. It's entirely your choice but if you do choose to take this advice, head out there right this second and start with your big ten or fifteen. I assure you, you'll be amazed at what you pick up in a short space of time. It's not nearly as hard and time consuming as it sounds.

## **JV Tips 2**

### **Don't bundle the big names**

Ok, moving on to JV tip number two. I had to put this in near the start to prevent anyone from misunderstanding tip number one. The biggest problem I have when teaching people about joint ventures and my big ten (or fifteen) method that I spoke to you about a moment ago is that they get completely the wrong idea.

What usually happens is they head on out and begin e-mailing the big ten that they've subscribed to. Of course if they've never pulled a JV before, and they don't yet know that anyone that does that is going to get the shock of their lives. Not only are they going to be denied outright, but in addition, they're most likely going to be ruining the top rung of the ladder.

You see, you can't just pick the people at the top and expect them to JV with you. The big guys in online marketing are almost like an exclusive club. Either they choose you, or you do something that catches their eye first. Then they might consider Jving with you. Until that happens, very few if any are going to be interested in your offer.

Of course they're not just cruel people or turning you down because they can or to annoy you. That would be pointless. It's about the business side of



things. Let me ask you, if you were a marketer earning \$50,000 per month, why would you consider a random outsider for a joint venture that has never earned more than \$1000 in a month, that doesn't have their own successful website, or that doesn't even have their own resources to return the favor?

The moment you approach someone for a joint venture, two things immediately pop into their minds when looking at accepting or denying you. The first is what have you done that's notable already? This will help them figure out if you're reliable and if you're going anywhere or if you're one of those people that just wants something for nothing.

That might be hard to take in right now, but wait until you begin making a name for yourself. Everyone and their mother will want to make deals with you and get something for nothing. The majority of online marketers haven't got the first clue about business, which is why the barriers go up as soon as an offer comes through. I know it sounds harsh, like a lot of other points in the guide, there's not many readers are going to like it, but it's a fact.

The second question they'll be asking themselves is what do I get in return? Once again with the above point, you'd be surprised how many people try and get a joint venture, but really don't understand what a joint venture is. They think a joint venture is you sending an ad out for them to the list you spent years building trust with, not to mention tens of thousands of dollars of your money. Of course, we know better.

It gets worse too. I've had people approach me and think a joint venture is them being tutored by me and getting free tips and help whenever they like, and have me promote their products for lousy commissions **and** they won't even give me the product to review, instead they point me to the payment page and tell me to buy it. Can you believe it?

This is why the barriers go up immediately unless you're already well known, have done something notable or can give something worthwhile in return and express that on first contact with your prospect.

There is good news though. There are people out there just like you looking for deals such as these. You can't just skip the whole pile and find yourself doing joint ventures with the multi-millionaires overnight. This is why I suggested you follow the trail in tip one.. Start with the top ten, follow them down through who they promote until you reach a lower less harsh level, and then contact them for joint ventures.

But that's settling for second best isn't it? No way, not at all. You'd do best to know the facts right now, one of which is that there are many successful marketers out there. Just because twenty or thirty have the big names, that's not all there is. There's hundreds, thousands even of successes out there. You just have to be smart enough to find them using this method and get dealing with them to achieve something amazing. Once you've done that, the big guys will open their doors to you.

Something even more shocking about this is when you get to this stage, you'll find that actually, the big guys aren't all that big at all. Not on their own anyway. As a group however, they lay waste to everything in their path. There are many people out there without the big names that can actually harness more promotion power on their own.

When you discover this, you'll begin to feel a little less like your whole lifestyle and business success hangs on one of the twenty doing a deal with you. That's not the case, the odds are much better than that, so you can relax.

One other thing I want you to keep in mind is how many other marketers there are out there trying to push their products. The difficulty I have with these people is that the moment they hear the word joint venture and learn what it is, what happens?

You guessed it. Immediately they're on the backs of the big guys, the list owners, and the e-zine publishers looking for a joint venture. In fact, I remember a pretty devastating period a year or two back when a particular product was released detailing how to go about joint ventures. It sold really

well and people stood up and took notice. The problem was, even though it detailed how to go about joint ventures correctly through first contact to the deal itself and follow-up, it didn't specify who people should be contacting.

As a result, many big marketers and list owners totally closed their doors to offers due to the sheer volume. You might think that's not really prudent, but to be honest, I hadn't yet reached this phase yet, and I was still relatively unknown, and I was getting almost mail bombed by offer after offer. I just didn't have the time to deal with all of them.

So there we have it. Follow the trail. Work your way from the bottom to the top slowly, put yourself around and make new contacts. See where it leads you. Just because the people you're dealing with aren't the big 20, it doesn't mean they don't have promotion power that is just as prolific, and eventually, when you do reach the point where you're ready to make first contact with the big guys, they'll have at least heard of you and your chances of success will be far bigger than they were previously.

Start today. 10 minutes is all it takes.

### **JV Tips 3**

#### **Making the connection**

Alright, moving on now. You know how to go about finding JV prospects and some of the mistakes the majority of marketers make when they start out relating to who they approach and in what order. I want to re-iterate with that last point too; just because you're not going for the biggest names first, it doesn't mean you're settling for second best. Take it from me, there's plenty of really successful people out there without the big names.

So we know where to look and who you're going after, but how do you begin to approach someone? Well first things first. How would you feel if some random person e-mailed and you and said something along the lines of, hey

look, I made this new product, and I'm looking for you to promote it for me. Bear in mind the customers and the list you have already took you years to build a relationship with.

This is another thing that gets me. When you request a joint venture and are denied, don't be annoyed about it. Before I got to where I am today, I used to talk to my marketing friends that were going at this joint venture thing really hard, and they'd message me almost every day and complain about being rejected. Why did he have to say no? It's only an ad to his list. Two minutes of his time could change my life. How selfish!

Well no, not really. Let me give you a run down of what it looks like from other side when you approach an already successful marketer with a joint venture offer, and how they perceive you, and the thoughts that run through their heads.

First things first, we already talked about the something for nothing, and how there's masses of people out there that would take you for a ride just for a quick boost of cash, people have even tried blackmailing me before, claiming to know people who are illegally selling my products and demanding an ad to my list in exchange for information. So while you might be the nicest, politest, kindest person in the world, your prospect doesn't know that, and until your prove otherwise, you're just someone else wanting something for nothing. I'll show you how to get over this in a second.

It's also important to keep in mind where your prospects lists and customer bases have come from. If you've been in this game for any length of time, you know how hard it can be to get started, don't think that just because they're earning millions and have a list of 100,000 people that they somehow skipped this hard part. They didn't at all.

The list and customer base that they've built is often the foundation of their businesses, and if you've ever wondered why marketers turn down JV offers that could change your life, it's because one slip up, one slight error of

judgement and their whole business goes down the drain. Years of work, years of trust building, one dodgy joint venture and they could potentially lose it all.

So you see, a joint venture isn't something that should be taken light heartedly. When someone denies you, you shouldn't be offended, but take the stance that I do, and be happy they even considered you at all, develop your business further, and approach them at a later date when you've proved yourself.

Alright, now you won't underestimate the joint venture and have a little sneaky peak into what it looks like from the other side, you should immediately have a much better understanding of things and a better idea regarding how to go about this.

So now we've got that important information out of the way, how do you make the connection? How exactly do you go about getting your joint venture prospect to listen to you?

Ok first things first. You are a nobody to them. Unless you change that, they won't trust you, they won't read your e-mails, they won't reply and they most definitely won't risk their businesses and the trust they've built with their customers on promoting your product.

So make yourself a somebody. There are plenty of ways to do this, and each one gives you more ammunition to add to your introduction. The most important part of any joint venture that answers the question on your prospects mind, who is this?

Number one. Remember I told you to subscribe to their list and get active in any forums or community based activities they might be holding? There's one group of people more important to your JV prospect than the people they hold on their list. Opening up by simply stating you're a subscriber to their list

(remembering to mention their list name) is a great way to make that connection.

Many joint venture offers nowadays are just bulked. You wouldn't believe how many 'Dear FNAME' e-mails I get. Joint ventures are personal deals that often differ from deal to deal. Bulk mail your list, no problem, but bulk mail a generic JV offer and you'll be ignored for the most part.

The second, and my personal favorite is to actually follow a marketer around. Buy their products, subscribe to their lists, talk to them, attend their seminars, do whatever you can passively to begin with. If they don't notice you first, you can always contact them with your offer. Chances are they will already know you.

These two methods do so much more than just get you a way in, more than I could ever write in a short section. I wrote a whole book about this previously, but to give you a quick run down of what you achieve from the joint venture perspective just by subscribing and buying;

You get a way in, an introduction. You're no longer a nobody but a valued customer or subscriber. You prove you're a doer if you buy their products and follow their guides. No one likes to talk about anything more than themselves, and someone who actually takes action is likely to be considered over a random passer by that's just after a quick buck.

You get to learn how they do business. You see who they JV with, you see who they promote, what kind of deals they put together. If you're following the trail like we spoke about earlier you get to see what their JV partner gave in return.

The list goes on. So you see when I say you should subscribe to lists, follow marketers around, buy their products, learn from them and let them know that you learned from them, there's far more going on behind the scenes than the immediately obvious.

Get out there and make those connections next time you attempt some joint ventures and you'll begin to learn far more from your experience than anyone could ever cover in a book. Just your introduction will have a profound effect on your results.

Give it a shot and you'll see exactly what I mean.

## **JV Tips 4**

### **The Follow up**

Alright, moving on a little bit from the approach, and take a look at a little something that's rarely done with joint ventures, and that's follow-up. Now we have a little more on this in the sections to follow, but for now I want to keep it simple.

When you approach your JV prospects for the first time, do it well before you release your products. Get them signed up for starters. We're talking anything from a week to a max of two week here (and this absolute maximum) unless you know them well and can call or IM them closer to launch day.

There's two methods of follow up that you have to use here. Number one is when you take the JV's you have signed up, get them mailed, and let them know 48 hours before the product launch. This is especially important if you're getting them in weeks beforehand, because quite obviously, they're likely to forget. To be honest though, that isn't really the type of follow up I wanted to talk about.

My actual point for this section is something that I rarely see in online marketing, and that's to follow up your joint ventures that either don't reply or deny you. There's a lot of talk at the moment about ignoring what doesn't work and sticking with what does work. I have no problem with that at all, but you can't ignore your prospects.

This is not an ad to your list that you can just mail out and then ignore. It doesn't work like that. These are a very small number of individuals that you cannot afford to mess about with.

Don't be fooled into thinking because someone didn't reply, that they actually saw your mail, or that they didn't forget about it. That's often what happens in fact. The daily running of a business is no easy task, and there's barely space in your brain at the end of the day to start looking at other peoples businesses too, especially when you're just rooting through your e-mails, or you've just remembered you had to reply to that e-mail right after you just hit the power button to turn your computer off.

That's all it is, pure and simple, and provided you're not bulk mailing, but sending very personal, very one to one messages, it isn't spam or annoying mail at all. If anyone takes a second mail as that, then either they had a bad day, or just don't know what they're doing.

So go for it. If someone doesn't reply, mail them, ask them if they received the mail and if there's anything you can do to sweeten the deal, maybe they just plain forgot. You will not be looked down upon for doing this, in fact, as long as you keep things personal, mail by mail, don't bulk, and you're polite about it, you're more likely to convert more prospects, make more contacts and do a heck of a lot more business. Call them if you have their number. Remember, it's not personal, it's just business.

The second follow-up that you should be sending are to those that outright deny you and tell you they've done so. Seems strange to be wasting your time on those that have said no to your offer, but not to worry. In fact, more business has resulted from this method alone compared to contacting those that don't reply. We're not talking one or two sales here, but hundreds, sometimes even thousands.



What do you say? Well, it's simple really. All you have to do is to be polite. E-mail them back or call them (I prefer e-mail myself as I get all stammering on the phone, never been good at being put on the spot like that, I like time to think).

Don't go asking why they denied you or anything like that, because you're likely to annoy them. More often than not, no means no, and you can't take that risk when there are so few quality joint ventures to be had, even if you do know how to beat most of the other marketers out there by following the trail as outlined earlier. Thank them for their time, let them know you appreciate the reply, and finish by telling them that you're always open to joint ventures in the future stating what resources you have. You'd be surprised at just how many people change their minds, e-mail or call you back and get themselves set up with the joint venture after all.

More to come on the subject of follow up later, but for now, that's all of it. A simple message, follow up for success, and especially never ignore someone who's taken the time to reply to you. You'd be amazed where conversations can go when you make the next move instead of leaving the potential relationship to rot.

## **JV Tips 5**

### **Look to the future**

One thing that always gets me with people who attempt to successfully carry out a joint venture, is that they are rarely looking to the future. Your prospects will be, and just like any other marketing method, you have to work smart and not hard. If you want to work hard, then by all means, go ahead and carry out a joint venture and the walk away, unless of course you want your business to remain active and stable for a long time to come.

The greatest thing about joint venturing is that as long as there are other people doing what you're doing and a market for your products, the resources

will never ever run out. It's not like search engines that change the rules every five minutes, it's not like placing ads in hit or miss e-zines or paying for leads that could well have been recycled a hundred times that won't know who you are, nor care who you are.

This is why I always look to the future whenever I carry out an action online, and why you should too. First things first. Whenever you carry out a joint venture, or even send a JV offer to a prospect, always have your return details in there plus a return offer for the future.

Ask them to come back to you when they launch a product, ask them to contact you so you can get their ad to your list, give them your personal e-mail address, phone number and even your instant messenger handle. It's important to stay in contact as many ways as you possibly can. Make yourself seen, make yourself known and word will undoubtedly spread about you.

Let me tell you a little story about how this works so you can see what I mean. When I first started out in online marketing, I had one huge site that I'd put up that was probably the biggest selection of tools and information ever created at that time. It didn't go very far unfortunately, because I had no idea what I was doing with regards to promotion back then, but that's irrelevant. Anyway, at the time, I decided I wanted to learn more about this online marketing thing. I'd only dabbled up to this point, so I started joining websites that contained forums and chats where I could mix with other marketers.

I knew what I wanted to achieve by doing this, but I had no idea just how effective it would be. Anyway, I began to have contact with other marketers via e-mail, forums and the like. Because we were all starting out back then, we all needed each other to get anywhere. The big guys wouldn't touch us with a 10 foot pole, because we were still nobodies.

People came and went, but a few of us ended up swapping contact details. There was a group of ten or fifteen of us that struck deals with each other not really knowing where it would lead. Everyone that's successful today

however, had one thing in common. They built relationships. We carried out these joint ventures, but unlike the ones that just came, made a quick buck and left looking for the next best thing, we stuck with each other. We left every single deal we did open, and in fact invited our prospects back to counter offer us and let us know when they release products. Offered them favors if you will.

Now before long, in 2001 I believe it was, we each had around 15 contacts. None of us had big lists, none of us had anything but a website, a little bit of know how and some drive. After doing business for a short period of a few months, this contact list started growing, it started changing, altering itself. Some of the less experienced gave up and were knocked off the bottom. The experienced of us however began to notice something a little special however.

As time went on and our contacts fell off the edge they were being replaced, over and over again by people more successful. We began making a name for ourselves, doing business with more experienced people, bigger names, more influential people and higher earners. It started growing out of hand pretty quickly. The more products we launched, the more deals we did, the longer we stayed in contact with our original contacts, the better the new contacts that we'd been introduced to became.

Fast forward to 2003 when I was approached by the only other person that hadn't quit from the original list. He referred me to one of his friends and the rest is history. As you read this now, we've done two months of work in 2006, and we're approaching the \$250,000 mark for sales. How did all that happen? Does it mean you have to go find this same site we began with, where we made our first contacts? Nope it doesn't at all.

Listen, I'll be honest with you. I got here today by accident. I was making contacts for the future. I never closed a deal without getting an instant messenger address or inviting my prospect simply to mail me when they release a product and I'll get an ad out to my list and my customers, even if they denied my original offer. The fact of the matter is it wasn't a stroke of luck

that I met who I did, because everyone that I know that has used this method that hasn't quit, paved the way for the future 24/7, has come out on top and achieved their dreams.

The accident I'm talking about is not really knowing the power of such a simple action. I was doing it without knowing what I was doing. It's clear to me now that if I were to start again, it's possible to become successful very quickly just by doing this.

So the lesson for this section is simply this.

No matter who you're dealing with, how you're dealing with them, whether they deny you or whether they accept you, whether you like or dislike them, if they are potentially a JV prospect, get their phone number. Give them yours. Get their Instant messenger address, give them yours. Exchange e-mail addresses, and above all, make sure you offer them your list on a plate at the end of your approach. If they're smart, even if they deny you, they'll add you to their JV list for the launch of their next product, and they've just made the connection for you. It couldn't be easier.

So where do you start? Easy. Get out there and start grabbing those JV prospects using the methods I'm teaching you here.

I admit, it's impossible to explain everything in a step by step format, mainly because every deal differs. Always, always pave the way for the future though. It is literally the number one secret to my success.

You have two choices.

Sit there doing what you're doing now, and find yourself in the same chair, the same position, the same prospects in a years time, or get out there, start carrying out joint ventures.

Why not find out where the future takes you?

I did, and I couldn't be happier.

There's no reason you can't do the same and exceed what I have.

## **JV Tips 6**

### **You have something to offer**

Joint ventures are always about exchanging one product for another, or a service for a service. It should always be like for like. The biggest obstacle that marketers come across when trying to put together a joint venture, is what they can offer in return. In all honesty, things have actually got easier for the new comer to the scene as those of us in the business become more confident in what we want and what we can give in return.

This is all good news for you, because you now have a big shelf of products and services to choose from to put on the table and secure some of those all important JV's. One thing I'd like you to keep in mind at this stage is to keep everything in perspective. Think about what JV's are about, like for like. You can't give more than you take, because you'd just be getting taken advantage of, and no one wants that (none of us 'legitimates' anyway). Similarly, you can't expect to be given the earth when you have nothing to give back.

So what exactly do you have to offer that will take your circulation on product launches past that magical million mark? Lets start with the easy stuff. Commissions and your product to begin with. You'll always hear me rambling on about how much more leverage and power you have with your own products compared to affiliate promotion, and this is why. If you can take a product that you're selling for \$1000 and hand it to a marketer to review, keep and use for themselves, and in addition you can bump their commissions up for promoting your product so the odds are in their favor (anything up to 80% for your high priced money making products) then you already have a very basic launch pad.

A couple of points that I'd like to make to prevent any misunderstandings though - Point number one. Your make money online product holds no weight with any marketer that is already successful unless you are providing a new or particularly innovative product or service.

Point number two; when looking at commissions, increasing them is always a safe bet to include as well as your product. Keep it in perspective though. Firstly, is your product one that will put money in your pocket? Products designed with this purpose in mind are generally high priced and lower volume, you can't afford to give away 90% commissions because that will undermine the whole purpose of your product. If you're running for lead generation, contact and affiliate building on the other hand, because your product isn't designed to make you rich directly, you could quite happily give away 95% and come out with a list that makes you rich indirectly.

As long as you know what your product is there to do, you will know what level you should be setting your commissions at.

Moving straight on now to something even more powerful than giving your JV prospects higher payouts and your product. How about this; not giving them anything at all works much better. Instead, give it to their list. Us marketers live off our reputations, and the only way we can up the ante on the competition and keep out lists and previous customers active, is to treat them as princes and princesses.

If you wanted to get your hands on my list, came to me and offered me a commission, let me review your product, and then proceeded to present a special offer to my list, and an even better one for my most valued customers, I'd be ecstatic. It's unfortunate that this rarely happens, but when it does, and I can send an ad out to my list for your quality product, earn commissions, and remind my customers that they're on my list and opening my e-mails because I treat them well, we both win. And I get to boast a bit about this special deal I secured for them.

So you see, you can relax. Every deal differs from the last, this is true, but you don't necessarily need a massive list of resources to begin securing these deals that will ensure massive circulation on your product launches. In fact, for my last product launch, this is all I used, and we shifted 380 products at \$197, and an additional 160 at \$97 in seven days. People ask me how I manage to sell so much so quickly. Now you know it's not me, no one could sell that much that quickly on their own. That's the power of the joint venture.

Moving on once again, there's one final method you can use aside from presenting huge lists on the table for the JV to mail an ad to at will (this would be the ideal situation by the way, but I understand that when starting out, people rarely have resources like this).

Promotion. It's as simple as promoting someone else's product. Do you remember a little earlier when I spoke to you above having to prove yourself first? This is how you go about it. Sign up, buy your JV prospects product or join their standard affiliate program and promote.

You see, once you sell a few of their products, you immediately elevate yourself above a massive group of marketers out there. Sure you might not be your prospects top affiliate, but you prove that you're a doer and you actually get out there, promote successfully and make sales. Once you refer to previous sales made for your prospect, chances increase dramatically. Bear in mind that one sales of \$10 probably won't cut it. If you can sell twenty or more of my products though, you're always a worthwhile look. If you can sell seventy plus, well in that case we'd probably be talking on the phone and on each others instant messenger lists in regular contact by the end of the day.

So there we have it. I hope that's inspired you, and I've been successful in showing you what you can offer your joint venture prospects to enhance your chances of success, even if this is your first day in online marketing.

Happy deal making!

## **JV Tips 7**

### **It's Just Business**

So you've decided to throw yourself headfirst into the joint venture market place. Good on you, I wouldn't have it any other way. If you've taken action on any tip in this sections, you should already be seeing the results. If you're just reading through quickly and haven't really done much about it, don't ditch this as just a waste of space, or something that I wrote as a space filler.

I don't touch the keyboard unless I have something proven and worthwhile to teach. Sure I may not be the most interesting or the fanciest writer there ever was, probably far from it, but it wouldn't make much difference if I was. This stuff works - I mean it really works. I'm talking rags to riches, thousands a month to tens of thousands a month, and even hundreds of thousands per month. If you want to reach that level, pick any tip and put it into action. When you see the results of any one of them you should be nicely motivated to move on to the next, and then the next and so on.

It's motivation that I really want to talk to you about in this section in fact, especially if you're getting into the JV world. Let me warn you in advance.

- You will be threatened
- You will be blackmailed
- You will be abused
- You will be verbally attacked
- You will be put down
- You will be ignored
- You will be torn to pieces

And so will your business.



Nice huh? Well, I thought I best mention it anyway, save you landing on an unpleasant surprise. You see, that lovely little picture of the perfect business, and people doing business with each other is just a veneer. It isn't anything like that underneath. It could be likened to a school playground, packed with drama's and unexpected situations at times and I want you to be prepared for that.

This is especially true when someone learning about joint ventures for the first time, approaches someone with very little business sense and experience. Some people just don't understand the nature of business, they begin to take things personally.

Lets face it, everyone likes to know what they're talking about and having other people think that they know what they're talking about too. People never fail to point out your faults and how crap you are at marketing when you approach the less experienced with joint venture offers. Some will all but spit in your face. Thankfully those that do know what they're doing will either accept or deny, or give you a couple of pointers in passing.

So here's the deal. If you approach someone for a joint venture, and they either belittle you, try to tell you how useless you are or that joint ventures don't work, or even as I've experienced before, attempt to blackmail you (I even had a death threat once from a peace loving psychic healer website owner, how's that for irony?) it's important to me that you know now to walk away unscathed and ignore it. These people don't understand what business is about full stop. You do, you're better than that, so accept it, and walk away.

Whatever you do don't let it affect you. Now if you're a success already, you might be reading this and wondering what I'm talking about. I have to admit, since I made a little bit of a name for myself, this has stopped, aside from the odd mail from someone who is mad they received an ad for my product even though I didn't actually send it to them.

There are a lot of screwed up people out there, if you're new to the internet or mixing with the internet community I say this now so you don't get a shock. Expect it, take it, and walk away and forget about it. Whatever you do, don't let the odd irate marketing newbie that you mistook for a viable prospect change the way you do business. Even when you're denied, you'll be able to tell the difference between the business savvy and the not so business savvy.

You have been warned.

Don't let it change the way you work online.

After all, it's nothing personal. It is just business.

Chapter

5

## **List Building Tip 1**

### **Taking action? Joining a list.**

I can't count the number of times that I've landed on a site or bought a product and experienced inadequate follow up. Don't get me wrong, I don't particularly care if I get follow up or not, I was just wondering about the owners of the business. What were they thinking?

I'm going to keep this one really short now, and put it to you straight. If a potential customer is landing on your site, then they need to end up on one of your lists in most cases. The fact of the matter is if you're not promoting for profit, there's a hundred and one (and possibly more) methods that you can use to get people on to your lists. From freebies, to the promise of content, and more innovative methods, such as providing tracking results and letting them follow your promotion, getting a sneaky peak at the inner workings of your business and the like. Entry pages, sites dedicated to your list, subscription boxes down the side of your entry level products, and more.

Taking things even further, every time someone buys something from you, they need to end up on a list. This is the most important list of all. Many marketers seem to think that just because only a hundred people have bought from them before, it's not worth keeping them on a list, or just integrating the customers into their standard list. This is far from the case.

I'll explain more later about splitting your lists, but for now, keep in mind that just because there's a low volume of customers compared to freebie seekers, it doesn't mean they're not worth separating and treating as a separate entity entirely. Customers make your business. Freebie seekers and standard listies that have never bought from you before do not.

There is however one exception to the rule of trying to grab as many visitors as you possibly can and get them on a list. That's when you're promoting to make profit. You might say, well I always promote my products to make a profit. If that's the case then you need to take a serious look at your business.

I mentioned this already in previous tips, but seeing as it's probably the most important tip in the whole guide, I'll say it again. You shouldn't be promoting for profit straight up. You build your resources by grabbing the freebie seekers, you turn them into small time buyers with a cheap product, and then you turn your customers into big buyers by offering them a premium product.

Unless you have an army of affiliates that you sick on your premium product, no one you send to your site should ever be presented with a massively high priced product as their only option.

I see some really big marketers making this mistake even, and I think to myself, well if they're doing it, then it must be right. Wrong. I've tracked, I've tested, and pulled this methodology apart many times, and I continue to see far less potential in getting \$100,000 worth of sales from 100 people than grabbing 10,000 people and having no time limit to condition them to get to know me, my business and begin buying my products. Those 100 people will still buy, but then we have another 9,900 people that could potentially buy after a little bit of trust building. The only time this can possibly work is if either

- 1) You have a big name already
- 2) Your sales copy is second to none
- 3) You're looking for short term gain
- 4) You're already well established.

If at least one of the above points isn't true, don't even think about it, because you will be disappointed at the end of the day. So there we have it. No matter what it is, whether it's your list, customers, affiliates, whatever it is, use the plethora of methods out there to get these visitors on to your list. If people are leaving your site without subscribing to something, tomorrow, you'll have to pay for them all over again to re-visit your site.

This is how successful businesses works, both online and offline.

Just be careful to not to place incorrect priorities and try to build a list of millions when the sole purpose of the product you built was to make you money. We already talked about this in another tip. Remember product roles?

If your site is missing the above, get it up there right now, no matter many visits you get per day, you immediately increase your chances of success.

## **List Building Tip 2**

### **Maintain separate lists for superior targeting and sales**

We've already talked about this extensively and will continue to do so throughout the course, so what I'm going to do is give you a quick run down in terms of list building and list management. I'm sure many people will be jumping about from section to section also, rather than just reading the whole thing from cover to cover, so this is going to come in mighty handy for the upcoming tips anyway.

First things first. When you're selling your products and building your lists, always separate your standard list from your customers. The standard list I define as people who haven't bought from you before, or are in the process of receiving follow-up and downloading the freebies. Your customers are people who have bought a low priced item from you before.

Next up, you'll want to keep your big buyers separate from the rest. These are the people that purchase high priced products from you - the products that you created with the sole intention of making profit from. This is the lifeblood of your business, and as much as it sucks to not be in total control of what goes on around, you can be safe in the knowledge that if you look after your big buyers, and treat them like royalty, then they will return the favor by continuing to purchase your products. Provided they're quality products of course.

Finally, you have what I call the platinum customers. These people will be buying your massive products from you, traveling long distances to hear you speak, or paying large amounts for one to one phone or personal consultation.

So who gets what? Well, your standard listies get the content, all the ads, and all the freebies that you normally send out to entice people to either join up in the first place or stick around.

Your customers however, will be getting something a little extra. Maybe a little discount or an added bonus for when they purchase one of your products. Bear in mind the products these customers are purchasing are not for the purpose of making a bunch of money for you. They're low priced, and are designed to build trust and confidence, with the end result of being able to backend on to a higher priced product (see the backend section for more detailed information on this).

It doesn't matter if they get the same ads as your list gets, because they'll be seeing something a little bit extra, a little bit special. They'll be able to tell for sure using this method that they are your valued customers, because it's unquestionable proof.

Next up, you have your big buyers. These people should be treated like kings and queens. They should be given your smaller products at hefty discounts. You might even consider giving them away for free. Also, you'll want to give them additional bonuses and money off, but this time, on your big products. Not to such a massive extent, but 25% goes a long way to pushing through many more sales. As you can see this is very similar to your customers, but they're getting specials on the larger, more expensive products too.

Don't go overboard with this. Remember, this will be the mainstay of your business, and you don't want them to be expecting huge discounts every time you release a new product – especially when the sole intention of that product

is to make profit. (Remember your product roles). Again, it doesn't matter if they get the ads your standard list does. Far from being annoyed at receiving two e-mails in close proximity to each other, they'll be infinitely pleased that someone is finally taking them seriously.

And finally, we have the cream of the crop. Your big spenders. The majority of your profit is going to come from this level, and your big buyers at the previous level. It's at this point that you have to remember that this is your business and you can bend and change the rules as you see fit. You should bombard these people with as much as you possibly can. Forget crappy freebies now. I'm talking your paid products. Again, avoid massive discounts on products designed to make a your profit, because otherwise you'll be undermining the whole point of doing this, but do give away your non profit products. The ones you set up either as an introduction to a backend, or something that you pay out massive commissions on for lead generation purposes anyway.

So there we have it. Keep your prospects separate and in the correct order to maximize sales and profit. After all, only 10% of your prospects will ever buy anything from you, and it's that 10% that will keep your business alive when they buy again and again, which is far more likely to happen when you treat them like royalty.

Start this today, because once you begin building your lists, it's very hard to separate them again. You have been warned.



### **List Building Tip 3**

#### **Use landing pages to gather leads using affiliate leverage**

You're not on your own when it comes to building your list. If you're out there right now struggling to make something of your business, and all you've been doing is promoting your own site to get new subs think again.

Remember I spoke to you already about how to define roles for your products? Well, if that's the first time you've heard that, take a look around you next time you open up your mails and visit a few sites here and there. You'd be shocked at exactly what is going on. As I mentioned in the introduction, what you believe to be the ideal fully functioning business that's going to net you a massive income isn't necessarily reality.

Why do you think all those marketers out there that are selling products for \$500, \$1000 and sometimes a heck of a lot more, release products with low prices, between \$17 and \$57? Is it to make them profit? Unless they have the potential for absolutely massive circulation through joint ventures and an already established base of promotion, this is rarely the case.

Instead, they're using these cheap products like an automatic list building machine. Ever wondered why people release free sites? When hit exchanges and the like first came around (something that isn't effective anymore, so don't think I'm recommending them to you), do you think the owners had a bunch of profit in mind? Maybe, but they had a much more powerful method of marketing going on. Lead generation.

In addition to the free sites, have you ever seen someone selling a product that might not necessarily be low priced, but they give away absolutely massive commissions compared to anyone else? 75% all the way up to 100% I've seen in the past. There's a reason for all of this, and what is it? Yep, you guessed it. Lead generation. In fact, a good friend of mine released a site a while back when we were first getting started, and he was giving out 100%

commissions. That was absolutely massive at a time when 50% was considered quite generous.

Even by today's standards, 100% commissions is a mighty good way to attract affiliates. He went from no list, to a massively responsive 8500 person list that he continues to promote to successfully today in a matter of weeks. From an income of a thousand or so dollars per month all the way up to \$3-5000 per month in mere weeks.

So here's my advice to you. First off, create yourself a product that you believe you can sell for a decent amount. Anything from \$50 to about \$197. We don't want to go overboard on this, because there's not much point in doing this, building a big list, and then having nothing to sell them anymore. That would defeat the object of the whole exercise, so hold back a little.

Once you're done, grab yourself some decent affiliate software. Your software must be able to track the sales of your affiliates from both inside the members area (the people who have paid) and outside the members area (those that haven't paid) at different commission levels. You must also be able to track sales through any page on your site.

What you want to be doing is to either get out there and have your affiliates promote your lead generation pages, and follow-up for them (making sure they get the commissions for the product when someone comes back to buy through your follow-up) or, just have them promote the product directly, but make your list building and follow-up a priority placed prominently on your page. Whack on 75-100% commissions (the higher the better, but don't forget to take into account the transaction costs from your payment processor) and then launch with a succession of 20-30 joint ventures, allowing them right in to get at your products at the highest commissions (paying member level). If you're stuck for how to go about joint venturing, we have a whole section here dedicated to that. Be sure to read the whole thing too as it contains important guidelines that if not followed could well destroy your chances of success long term.

Ok, some words of warning. Spend a month or two creating your product, and make it the best you possibly can. The knee-jerk reaction would be to quickly get on top of this before all the other readers decide to quickly release high commission products. Let me put your mind at rest and say don't worry. Not only has this method been going on for absolutely ages and it's not become saturated yet, but in addition, barely anyone that buys this will actually be reading.

It's a sad fact that many marketers just want the quick get rich option. Unfortunately there's no such thing. It doesn't have to be slow though using methods like this, but it doesn't change the fact that 90% of people who buy this won't read it and another 5% that do won't bother putting it into action. I assure you, unless something major happens, this method isn't going anywhere for a long while.

The bottom line is though, affiliates will ultimately take a look at your products. If they're bad, they're not going to risk selling it to their customer base. This should be the case with all your products, but just in case anyone had any ideas about jumping in with something sub standard to build their list and disappear, it doesn't work like that at all.

Make it the best you possibly can. Make it look the neatest, the cleanest, make it massively valuable and show your customers and affiliates what you're made of and you will reap the rewards. If it's not flawless in your eyes, then it sure isn't going to be any good for your customers or affiliates, as they're likely to be more picky than the creator as far as quality is concerned.

So there we have it. Using affiliate leverage to build your list quickly. I know this works really well. Look around at the those big marketers (especially the affiliate marketers that rely on their list almost entirely), look at the low cost high commission sites they're launching. They do it for this reason almost exclusively.

All you need is a piece of software, a mid priced, high quality product, a payment processor, a sales letter, and some joint ventures to get you started. It's quick, and it's not all that hard, but it will take a bit of effort.

Jump on the bandwagon. If you've never tried this before, I urge you to make it your top priority immediately after your current project and get your business moving into the future, with a solid list of customers and prospects that you can promote to again and again with ease, with haste, and of course most importantly, resulting in much profit.

#### **List Building Tip 4**

##### **Condition your subs**

Wow, that really sounds harsh doesn't it? I don't think I'd want to be conditioned, but the fact is that's what's happening around us all day every day. Call it building trust, making a connection, building a relationship or conditioning. It's all the same thing. The difference here is that this is more focused.

You see, getting subscribers in the first place is all well and good, but then you have to keep them. Not only do you have to keep them, but you have to compete against the hundreds and thousands of other list owners out there to get them to actually open and read your e-mails.

The consensus has always been use the personal approach, the first name terms, and get a little bit of intrigue into your personal subject line. The same is still true today, but that doesn't change the fact that no matter how personal you are, you're far more likely to lose someone's attention and have them unsubscribe immediately after signing up.

Think about your own behavior for a moment and you'll see exactly what I mean. Think back to the last time you subscribed to a list. Maybe you subscribed for the good information, or to get a freebie, or whatever it might

have been. That's all well and good, but did you stick around after you got what you were after?

The newest subscribers always have the greatest chance of unsubscribing, at least in my experience they do. If I've built a relationship with someone over a month or two, I rarely see them leave. Even when I make mistake and end up sending something poorly formatted or with an incorrect or missing URL (usually due to wanting to rush off and go eat something), I can send a second mail, apologize, and all is well. The new subs however aren't quite so forgiving, and they tend to get mad if you send more than one mail in a single day, especially when it's their first taste of your business.

So we have to condition these new subs to get to the stage where they'll be firmly cemented on your list. If you're not list building yet, or you find yourself losing the majority of your new subscribers every single time you carry out a mailing or make a mistake, listen up, because this is for you.

You might have noticed already that throughout this manual, everything that I talk about is related to a journey of development of some type. Whether it's moving prospects from freebie seekers, to the customer list, to my prize customers list where they're treated like royalty, or if it's backending, free products, to cheap, to expensive. It's all about this journey every single time, and I do it for several reasons.

First off it rarely fails. Secondly, it's easy to test. Thirdly, it means that my business is always moving forward. Finally, I can see exactly where my business is headed without too much trouble, and put out products, services and take action to cater to those locations before the customers even get there. Think about that for a moment, because it's been a big winner for me every single time. Maybe you could apply that to your business?

Anyway, we're moving off topic now, lets stick to subscribers. Again, they're all about this journey. I know for a fact by my tracking that the longer someone is subscribed, the less chance they have of leaving. Seeing as it's quite

expensive and time consuming to get them in the first place, I don't really want to lose them.

This is why I use my conditioning methods (or relationship building methods if conditioning isn't your thing) All I'll do is absolutely bombard them with the best things they've ever been bombarded with. E-books, audio, free gifts, discounts I've negotiated from my JV partners, conference calls, manuals, video's, teaching, training, graphics, tutorials. Everything.

So what I have set up here is a follow-up process. It's not something that I send you every now and again manually, because keeping up this pace would probably ruin my business. Instead, what you'll find yourself getting from the moment you subscribe is your freebie.

So you've subscribed, your freebie comes in - you download it, then what happens? Well, I string you along a little. I say to you, ok, you've had your freebie, but hold off until tomorrow, because that's only part of the story. What you'll find in your inbox in the morning is something that far surpasses or adds something big to what you downloaded.

Of course I wouldn't use those words exactly, they're not fit for marketing purposes, but you can see where I'm coming from. So what happens now? Well, you wait for your second installment. By doing this, in my experience, I've already raised my chances of keeping you by about 20%.

So tomorrow's e-mail arrives. Good news. What now? You get your second installment that is as I promised. Bigger, better and more valuable than the first. This is getting good for you, because you'll see that actually I have something for you tomorrow also. I should point out that it's actually really important that if you're going to attempt this, that your bonuses get bigger and better as you promised. You can't expect to keep subscribers if you're breaking your promises.

Alright, day three comes, and you download your third product. At this point you have three products to be going through, so I'm going to tell you that I don't want to overload you, so I'll give you a couple of days to get through those, and send you a fourth next week that will complete the series.

This is where I begin toning things down. I can't give you a new product every single day because you'd probably turn into an expectant freebie seeker and leave when you didn't get what you expected. That's not what I want at all. So at this point, you've been here for three days. My chances of keeping you have gone up by a whopping 80%. I'm almost at the comfortable point as I call it. After the initial bombardment, we'll settle into a regular rhythm of mailings, but before that happens, I just want to clarify something.

The reason I'm taking you along like this is about to become very clear. But before we move on to that, bear in mind the incomplete information thing going on here. The schoolboy psychology of wanting to complete and finish things. That's why I mentioned that the third mail will complete the series, because you're more than likely to wait. That's pretty well known anyway, but just in case, there it is.

So now we're moving on. It's a week later, and this is where the clever part happens. You get my final mailing from the follow-up. Your final part of the bonuses, whatever they may be, whether it's audio, video, manuals, or whatever. I've already significantly increased my chances of keeping you, and in this last mail, I'm not going to mention anything to do with finished, final, ended, or completing the course or completing the bonuses. In fact, I'm going to tell you to stay tuned for more.

It's at this point I'll integrate you into my standard list. You'll receive everything they do, the special deals, the bonuses and of course, the ads. It won't be anywhere near the volume that you received them in the last few days, but we've got over a few obstacles here, and you now associate me and my e-mails with something positive.

This is part of the process. Rarely will you get on a list that will give you anything but the original freebie. This is where we separate ourselves from the marketers not in the know. We make sure you're catered to, not just with an entry bonus, but with something that comes through again and again in a short space of time.

By the end of the series, you'll be used to receiving mails from me in high volume in a short period of time, you'll be familiar with me, my business, and my methods of writing, plus you'll associate my mails with something positive. It's at this point, after four mails, something very special happens. I don't begin to stick out like a saw thumb anymore.

You know how it is when you first subscribe to a list, or you start receiving mail for the first time. Who the heck is that? Oh yeah, I remember. That's the usual reaction. I've just eliminated that entirely and become part of your daily routine. It's at this point that you're extremely unlikely to remove yourself and leave my list.

What's more I'm free to send you ads (along with good content of course) and if anything goes wrong and I end up double mailing by accident, or sending two mails in a day with corrections, or new information, it won't bother you. Why not? Because it's happened before. It's familiar, you're comfortable with it. It's happened before, and you got something very positive from it.

Of course, you don't have to use three days and then a break, and then integration into the list exactly like I have. I know people who bombard for a whole week and do well (although, personally, I feel that's too much info for anyone to take in, they swear by it). Be sure to slowly stretch out your bonuses too, otherwise your subs will get addicted and all will be lost when you stop providing.

So there you go. A crash course in the conditioning of your subscribers. Or relationship building if you prefer it. Carry this out and you will see immediate



changes in how long your average subscriber lasts, how responsive they are, and how tolerant they are to your mistakes.

Don't forget to track, test and refine your follow up with a view to keeping all of those subscribers for at least two weeks. Once you get to that stage and you become a part of their routine, you're not a foreign object sticking out at them anymore, you'll see so much of a difference that you'll wonder how you ever got by without this.

It's all yours. Condition and prosper.

### **List Building Tip 5**

#### **Prove you're for real**

Alright, for the final tip in this section, I want to move on to something a little more general. It's all well and good setting out to get yourself a good list, but how do you compete? After all, there's already tens of thousands (if not hundreds of thousands) of marketers out there trying their hands at list building. All of them sending people to their sites with one thing in mind – Getting them onto their list and using them as a long term media outlet.

The very first thing you should do when building a site dedicated to lead generation and list building is to prove beyond a doubt that you're for real. Now with a standard site selling standard products, you can't really do this without taking away from your sales process. The best you can do is offer something for free, a bunch of testimonials (as high profile as possible), a bit of clever wording, a privacy statement, and then all you can do is hope from then on that your visitors and prospects are going to take the plunge.

The whole conditioning process is great for after people subscribe when keeping them firmly on your list is top priority. Aside from that though, you have to prove to them that you're for real.

There's so many ways that you can do this, but the best way, is through a central site, dedicated to content and list building. Forget search engine positioning. In my eyes the rules change too quickly.

This is what people are doing nowadays, packing their sites with bulked out, space filling, crap content that's been recycled who knows how many times, that no one ever actually reads. I even know marketers who put content up, but for some other reasons (usually SEO) instead of building their lists. So why not begin by naming your business. Strange as it may seem, many people I meet don't actually have a name for their business.

What's a name got to do with things? Well, you want to take that name, grab the domain name, and put up a site dedicated to quality content and list building. Remember now, you're not going for masses of information to get yourself at the top of search engines now. You're looking for a clean, interesting, and well presented approach, preferably a mix of mediums.

Most marketers stick to articles, but why would you do that when there's so much more opportunity to be had? I guess it's the easy option, but all in all the more quality and innovative content you pack your sites with, the more people will sit up and take note. Being successful in this business is all about having people sit up and take notice of you, because lets face it, in the majority of cases, if you've seen one online marketing site, you've pretty much seen them all.

Here's what I suggest. Take five percent of your biggest tips, your biggest secrets, your most hard hitting information that's going to either a) be useful to a wide audience, or b) be useful for a specific market, or a specific currently popular subject in your target marker, and get them up on your site.

Secondly, aside from ads, place content on your site when you mail your list. This is a great way to firstly get through those annoying spam filters (we have the useless marketers to thank for making them almost a necessity for those not in the know or unable to maintain a clean e-mail address). In addition, it's

also a really effective way of getting people to your site. That's why I made a point of mentioning good presentation.

Once you have people from your current list visiting your site, you can begin to populate it with interactive tools, such as forums, even chat rooms if you want to go that far. Add this to your hard hitting publications and you already have a good base to begin with.

Now it's time to take things even further. How about going ahead and doing something with a blog, or podcasts? They're the in thing nowadays, and a great way to get people coming back to your site on a daily basis, leaving comments, making the place look a bit more alive and active, and doing what we set out to do in the first place – to get your potential subscribers to see that you're for real.

See, it's not all that hard to do. Link all this new content up to your other sites, play it right, and before long you'll have a hive of activity, a load of trust building tools for those who are visiting, and a far higher potential of getting someone to subscribe when they visit your site using the various methods we've already discussed (and will discuss further in later sections too).

Most of all, provide them with quality content on your home base site. Knock them off their feet, get them to subscribe, show them your expertise, share your knowledge, various media and back issues. Once you've done that, you'll leave them wondering about your paid stuff. I mean, if your freebies are as good as this..

Chapter

6

## **Pricing Tip 1**

### **The Competition Does Not Determine Your Price.**

And now for something a little more conventional, opening up with pricing strategies tip number one of two. These two are a little lonely on their own, and I was tempted to omit them originally as they look kind of out of place just the pair of them, but I decided against it. If it has the potential to turn your business around, it's in, no matter how it looks to others.

So here we are. My favorite topic of all, pricing strategies. Now, while I love the topic to bits, there really are only two rules that I religiously follow (or don't follow as the case may be as you'll see in a moment). This can be a huge topic, in fact I wrote a book about it for my last project. Lots of it however didn't really apply all round to all business, it was just about info products, so I'll skip the irrelevant bits for you.

Let's get to it shall we. First and foremost, pricing tip number one is whatever you do, do not price your products after looking at the competition. See, that's the great thing about marketing. Price rarely matters, if your marketing is doing it's job, your product is going to sell.

Think premium, be the best, make your competitions products look like something a three year old threw together in between play times, and then charge accordingly.

Let's take a random example here, off the top of my, a piece of affiliate software. (I picked that because I'm having a custom one built as I write this). Anyway, if you head over to google and look up affiliate software, what do you find? You find \$24 solutions, and you find solutions that cost \$1500 and upwards.

(Be careful here. You must look at similar products aimed at the same market. In this example, I'm looking at those that target small business owners with a one time script download, rather than the \$250 to \$800 per month solutions

for big business) So who is going to sell the most units? The \$24 guy, or the \$1500 guy? What do you reckon?

Alright, now ask yourself this. You're serious about starting up a business online, you want to give it the cleanest most professional look anyone has ever seen. You want to feel proud to direct people to your sites and show it off to friends and family. Would you buy a script for \$24 or \$1500?

See how the higher price casts a distinct image? It's a premium product. Even looking at the price, you would think a high price puts people off. That's rarely the case. It screams quality. After all, everyone knows you get what you pay for, and if it's too good to be true it probably is. So why not be the Mercedes or the Rolls Royce of your market? You don't have to be the cheapest just to sell your products. If you find that you're having to do so, something is wrong with your marketing.

Ok, don't get me wrong. I'm not suggesting you try and rip people off, or charge them \$100,000 per product. It doesn't work like that. Yes, do go ahead and check out your competition, and look at their prices. Establish a top end, and a bottom end. See how good this is for getting an approximate value for your products? This is keeping things in perspective, but consciously selecting your place in the market. I highly encourage using this method of finding a top and bottom end, and physically placing yourself within those guideless, or even just a step further at the top end. There's nothing wrong with that.

The mistake most make however is trying to be cheaper than everybody else. Don't bother, because you will put yourself among the hundreds of websites I see every week trying to be cheaper than the next one. It's almost laughable now, and I wouldn't ever buy any marketing information from someone who's the least expensive around, because they obviously know nothing.

If you have a product selling right now for \$10 that's made to make a profit, get over there and change it. I would never consider selling a product online for less than \$97 per copy if I was after profit (unless it's a published book).

Even then, that \$97 is abnormally low. Around \$200-\$1500 is the norm for my profit makers. If I have anything costing less, it's to generate leads and build trust, nothing more.

Are you flogging a dead horse right now, trying to get rich by selling a product under the \$100 mark? If so, are you gathering leads, building an affiliate base, building trust with your customers and making new contacts? If so great.

If you're trying to make money with such a product, you're in for long journey unless you change something right now.

Time for a bit of restructuring?

## **Pricing Tip 2**

### **Defining Roles For Pricing Strategies & A Little Known Secret.**

Ok, so I couldn't tell you that single method of pricing yourself correctly within or just pushing the limits of your target market without telling you more about the structure of prices, why you see cheaper products, how to know if you priced yourself incorrectly, and show you exactly why you should be pricing high to make a profit. Lots of tips in one, but let's get to it.

Alright, we already talked about defining the limits. Generally, unless you do something massively radical, if you price yourself miles away from everyone else, you're likely to be shunned as charging too much. Nothing says you can't push the boundaries a bit though. Think about your product. For a piece of affiliate software I can tell you they're being sold for \$24 to \$1500 to the same market. Take consultation however. I know people who charge \$500-\$5000 per hour! For their thoughts.

This is where your marketing comes in. With a script that has standard functions, it's hard to break the mold. With something as open as consultation or your own innovatively presented tutorial or guide you can charge what you

like if you can persuade people the results they get will improve their life enough. After all, it's not like anyone else is offering your consultation services or your work for sale. It's unique, and thus you can price it accordingly.

Speaking of unique, let me let you into a little secret. Being successful in marketing, and indeed pricing your products has nothing to do with creating good, solid, logical and predictable products and trying to sell them at a higher price. In fact, the content of your product doesn't matter as long as it's good.

Let me put this to you. Let's say you drive a car. If you don't drive a car, imagine what you'd be driving now if you went out and bought one with your current budget. Probably something pretty bog standard I'd imagine. Something that works, gets you around, might look a little nice, but isn't anything over special (unless you're one of those people that names your car. Your secret is out).

So here I come down, walking down the road, up to your door. I ring the bell, and when you answer I place \$500,000 in your hand for some freelance work you did for me. I say to you, go and buy the car of your dreams. You're not allowed to spend it on anything else. Would you buy the same car again? Or would you go for something a little more sporty a little more flashy, something that makes you feel good, wind in your hair, top down, no manky plastic smells in the summer, soft leather seats, you name it, if you want it, it's yours.

So why did you decide to buy? Something smart I bet. So, why didn't you stick with your old car? It works, it gets you around, it costs less to run, and you gave it a name.

I'll tell you, because you didn't buy it for practical reasons. You bought it for it's looks, how it makes you feel when driving it, it's comfort, its image, what your friends and family suggested to you, some fashionable.

What makes something fashionable?



Marketing is the answer.

Marketing makes it fashionable, people pick up on it, they want to look and feel fashionable, in with the times, then oh look, they start spreading their opinions about how cool your product happens to be. Before you know it, you have a best seller on your hands. All you did was make it look nice. It still does the same as its failing competition functionality wise.

Presentation. That's the key word here. I could sell you a 100 page document for \$87, but why bother, when I can turn it into audio and video? Make it the most interesting experience you've ever had and put all the other marketing products to shame out there with my style, original graphics and the image I put across of the smart, professional business that everyone wants to wake up to and be proud of for \$297?

Always think presentation. If you're proud of your product, and you find you're getting 'too expensive' feedback from your customers, don't throw the product away and start again. Spice it up, present it differently, in an original way, in a manner that would be appealing to your target market, and literally make every other similar product look like a child's toy.

So take a look at your prices now, take a look at your products, and if you find it hard to tell the difference between you and the competition, or you're having to charge rock bottom prices to get any sales, you know what to do about it.

After all, if you're a pretty crappy sales letter writer and manage to sell one of your products every 300 targeted unique hits (that's terrible by the way, for the good of everyone buy a copywriting course), with a product costing \$50, after 100,000 unique visitors you get 334 sales. \$16,700. Not bad. Little extra money for the year.

What if you paid attention to your presentation and this course, and you changed your ways. Your boring \$50 product turned into an all singing all dancing, well presented piece of work, and you priced it at \$297 instead?

Even if you only managed to sell one product every 600 unique hits, half that of the cheaper product, and have what's probably the most terrible conversion rate ever, after your 100,000 uniques, you're now looking at \$49,499.98.

Big difference huh?

Let me put it you bluntly. Remember I warned you in the introduction about how no ones going to like this course much? It's because of comments like this.

"If you cannot master presentation in marketing, you will not reach your dream income or run a successful business, online or offline. Image and presentation is everything".

Now that was a little harsh maybe, but very true. It's not something I just wrote for the sake of it, it's not a space filler, it's nothing but pure fact. If you can understand this, accept it, learn it, and put it into action, congratulations. You are now officially in marketing.

Without it, you're just a sales person.

Chapter

7

## **Product Creation Tip 1**

### **Mix With Your Market**

Welcome to the product creation section. This is one of my favorite subjects to talk to people about. I talk to online marketers about it, I talk to myself about it when no ones watching, I talk to my friends and family about when they really either don't care or have any interest in what I'm saying. The reason being is a lot of these tips have got me out of some tough situations, not just when I'm stuck for something to sell.

I'd say the main reason for this is, as strange as this is going to sound, product creation isn't just about creating a book to sell. It's about finding inspiration from everything around you, the people, belongings, behavior, their wants and needs. It's about taking not only your imagination to the limit, but your self awareness, the awareness of what's going on around you, and being able to adapt to that situation.

Think about it, coming up with a product and creating it with your bare hands, going on to sell it, putting money in your pocket and to help people achieve something at the same time is the ultimate understanding of not only your skills, and what you can do, but what those around you want and need, and for that reason, it's a very special skill to have.

More on that in a moment, but first, lets get to tip number one. That tip is mix with your market. You cannot understand people and their surroundings, wants, needs and feelings if you don't mix with them. If you do, you'll be on the same wavelength so to speak and actually be able to come up with solutions to fix their problems. This is what product creation is about after all.

Now when I say mix with your market, there's a million ways you could do this, but specifically, I want to talk about buying products. You've bought this one obviously, so you're already on the right track. Many marketers suggest other means of mixing with your market, but my favorite is always buy products.

The reason is that there's no better insight into how the successful are doing business. You get a sneaky insiders peak at what they're doing. You get their marketing material, you get to see who's promoting for them, who they're working with, how they present their products, what their customers are saying, how they go on to make more sales from people who have bought from them before, even what software solutions they use.

Some of the things that I've found out include for example, when I was writing my last book that turned into a 1250 page epic (not our previous fire sale content if you experienced that) I was planning to sell it for \$500 or so. Now I probably would have gone ahead with that if I hadn't previously learned that you can sell 100 page books for \$100 each.

So, what did I do instead? Simple, I'm selling each specific chapter one by one for \$100 per chapter. Not only is it less up front for those who want to buy, but I can far more easily sell a higher volume, plus I get more customers to backend, and I get more cash for my time, especially if my work produces the results and is as easy to read and act on as people tell me it is.

So back to my point about mixing with your market, if you want to do this successfully you have to be buying products. Do you really know what customers will be happy with in content and quality? Are you doing too much? Are you doing too little? How do you know?

Now I totally understand why people you might not be doing this anymore. Think back to when you first started out in online marketing. Did you go out and buy stuff to try and kick start your business and you knowledge? Of course you did, there's no other way to learn unless you want to spend 20 years experimenting with every method under the sun. Did you get ripped off, and were you sold crap that either didn't work, wasn't proven to work, or was just a plain scam? Most likely, in fact I don't know any online marketer that hasn't fallen into a trap at some point in their career.

As much as all the positive thinkers and progress junkies are going to hate me for this, don't be scared to go back to your old ways. There is nothing wrong with moving backwards and trying something that you already know doesn't work if (and this is a big if) you're more educated, more skilled, and you've learned more about how to carry out the task.

This is why the successful are doing so well. They didn't try something, find it doesn't work and throw it away never to be seen again, instead, they faced their fears, learned more, and then went back and had another crack at it. Those that are having the most trouble being successful are often those that are worried about failing again if they go back and try the same thing again. This isn't helped much by the successful people saying things like 'If It doesn't work, stop doing it'. That's right, but it's not the whole story, they missed a bit, so here's my revised version that's never let me down to this day.

If it doesn't work, stop doing it, go and learn more about it, then come back and try again. Repeat until you see unrivaled success in your task, move on to next task, repeat the process and so on.

So there we have it. Find someone who knows what they're doing and keep buying. You'll soon begin to experience what it takes to run a real business and not just have to rely on the image you have in your head, partly created by your hopes and dreams, and partly made up of other peoples opinions, media influence and the like.

You will have the facts from a real, functioning business and you will have the power to act on them. No more lies, no more contradictions. Mix with your market by buying their products, and you will immediately begin to see exciting new ideas arise that you can adapt not just to product creation, but to your whole business.

## **Product Creation Tip 2**

### **Subscribe To All The Lists & More**

So, as I was saying in tip number one. Product creation is about learning to develop your senses. It's ultimate self awareness and awareness of what's going on around you. In fact, when you create your first successful product (if you've done so already, congratulations) you will have learned far more about a lot more aspects both related and unrelated to business than will be immediately apparent.

In addition to this, there's more. It's not just about coming up with an idea and creating the product. It's about developing it. Taking an idea, turning it into a viable product that people actually want to buy. You see, there's far more to this than meets the eye, and very few people understand it, and as a result, very few people can do this well. Keep reading, and I'll keep explaining, so you're not one of the majority of people that are going to be struggling with this for years (I want you to give me good reviews after all).

So product creation tip number two. This goes along with the previous tip of mix with your market, and that's that you need to subscribe to peoples lists. Simple huh? Well, no, not really.

The number of marketers that I meet that are trying to get rid of the thousands of e-mails that come into their inboxes every day don't like it when I tell them they should subscribe to all the lists they can. 'But if I do that, I won't get my important e-mails and I won't be able to read what comes into my inbox'. Get a new mail account especially for this I tell them. 'I can't, because after a couple of months of my details being passed around I'll be getting thousands of e-mails again' comes the reply.

Well, I have news. That's not the case at all. I did exactly this back in 2002, and still to this date, I'm only getting the e-mails I asked for delivered to me, and I haven't had to unsubscribe from anything in years.

So here's the deal, if you're going to do this, do it properly. First things first, pick the biggest ten people in your field of expertise that you feel are successful enough to be on the ball, know of the latest fashions and be able to teach you a lot through both their lists and their products.

Once you've got your big ten, watch them, watch what they promote, get your inspiration, and most importantly, watch who they talk about. Who are the up and coming marketers, who are those that they work with that you might not necessarily have heard of, but are out there right now making millions online, but in stealth mode? (And I assure you there are many of them).

Once you start to pick up on these unsung experts, begin subscribing to their lists and buying their products exactly as you're doing with your top ten listed marketers. Before long you'll have a plethora of ideas and inspiration flowing directly into your inbox, not to mention a good insight into how real business online works.

Do not under any circumstances do what some other marketers suggest. They say things like 'Head over to Google, search for online marketing, find some ties and some e-zines and subscribe to these lists. The higher ranked aren't necessarily the ones that are going to give you the most back through their lists. Completely the opposite in my experience in fact. Going to any search engine and searching for a subject, looking for a list to subscribe to is a crapshoot at best. Every time you subscribe to one using this method you run the risk of ruining your entire inspiration box as I like to call it.

Keep your box clean, keep it neat and tidy. Have no personal e-mails coming into it. Don't do any competitions or subscribe to any unknown lists. Make sure your friends and family aren't sending you any chain letters, or subscribing you to 'I thought you might like to see this' sites, because that will have the same effect.



All you want is a long line of e-mails coming into your box from the top marketers and the people they work with, and any up and coming new comers that you think are worth keeping an eye on.

So what do you get from all this with regards to product creation? Quite a few things actually. How do the big guys come up with new ideas and stay on top of what's selling well and what's not? They don't test everything under the sun on their own that's for sure, or they'd never actually get anything done. At the very least this will keep you in fashion, and allow you to figure out what your market wants, what's gone out of date, what works and what doesn't. At the very best, you'll find regular inspiration and twists that you can apply to current products to feed what should be a never ending process of product creation.

If you're not developing a product right now, you're doing something wrong.

Go for it. Get out there. Why not make it right this second that you go in search of your top ten marketers, create a new inbox and get subscribed to their lists, sit back and watch as the inspiration begins to roll in and you should never run out of ideas ever again.

If it sounds good to be true, doesn't it. How do you think I come up with at least one new idea every single day I turn my computer on? It certainly isn't from being everywhere at the same time. Oh no, I let the list owners do that for me, and in turn, the people that are subscribed to my list are doing the same to me, and I think that's great, because these guys know what I'm doing.

Let me tell you also, if you don't have your own list already, when you get one and someone is inspired by one of your ideas, you'd be surprised how much they continue to buy from you over and over again simply because they read something that sparked their imaginations.

Inspire someone and they will never forget you, and you'll make a lot of money in the process.

Be inspired by someone and you'll never forget them, and make a lot of money in the process.

Whatever you do though, do something about this. Now would be ideal if you want to see results quickly. It can always wait if you don't mind hanging around for a few progress free years.

### **Product Creation Tip 3**

#### **Let Those Around You Inspire**

Moving on now to product creation tip number three. Stop for a moment. Look around. We've done this before in tip number one, mix with your market. You should have already had a go at this, and if you haven't, I urge you to go back to tip number one and do so, because the exercise there is the basis of idea generation.

This time, instead of looking around you, I want you to listen. Listen to your friends, the people you hang around with. Eavesdrop on your family. How about the person behind you in the queue at the supermarket, what are they talking about?

Do you see how I'm building on all the senses here? I wasn't lying when I said to you product creation is about generating ideas through being aware of yourself and your surroundings in a more heightened fashion than those who don't know how to do this.

The fact of the matter is there's so much going on in our lives that unless you force yourself into this for the first few weeks, it won't happen to you because you'll fall back into that daily grind-like trance. Once you've done this for a long while, it will start to become habit, an automatic thing that will sound

alarm bells in your head when you hear someone mention an idea, even when you've never actually met the person, and probably never will.

How many times have you heard a friend or family member, or even a random passer by say 'I wish product X did action Y?' I hear that almost every single day, from myself and those around me. It's amazing how good we are complaining about things, but rarely ever think about trying to put them right, let alone thinking along the lines of making a profit at the same time.

Let me give you an example of exactly how I created some of my products, or rather, how other people created these products for me. Picture the situation. It's a hot summers day, I've just decided I want to create a fire sale, but this time, it has to be a fire sale with a difference. So I shovel myself out of bed, jump in the shower, and do all the other morning stuff that people tend to do in the morning.

I turn my computer on and write my goal down. I create a new folder called 'Fire sale 3' and then create a text document inside. This is going to be my fire sale planner where I'm going to want to come up with ten or so products that I can package up and make a killing with later this summer.

At that point, the computer goes off. I don't go around looking for products or inspiration, I don't think hard about what I'm going to do. I don't need to really, because when using the methods in these sections, they come to me.

Anyway, I'm feeling a little thirsty and decide to have a healthy breakfast this morning, so I head out to the store near me to pick up a bottle of Dr Pepper and a chocolate bar. I walk in, grab my gear, and walk to the queue. Now over here right now, football is all the rage, so it didn't really surprise me to find two young kids in front of me talking away about where they learned their football skills from and arguing about which one is better.

It was at that point, one of them began talking about this book he read of a footballers training regime. Kids? Reading books? I couldn't help but keep

listening at that point. 'Yeah,' he continued. 'I bought this book that he wrote, and I don't care what you say, you can learn to be skillful from reading a book. I never understood half the stuff people were on about when they talked about their training, but this guy made it into a diary and encouraged readers to follow it, and I did, that's why I'm so much better than you now, 'cause I understand it all properly. I understand why now'.

At that point they paid and walked off. The checkout assistant had to call me over because I was still pondering over what they said. Now bear in mind it's obvious what's coming when I put it to you in the context of product creation, but at that point in time it was just one of hundreds if not thousands of random occurrences that happen to us all every single day, so it took me a moment to make the connection.

I got home and began a diary, not just of random marketing stuff, but of a 14 day challenge to create something big, noting down every detail, from what woke me up in the morning, how long I was working, what I was working on, how I was coming up with my ideas, how they were being developed, written, launched and sold. At the end of the week I had a 200 page document that I knew immediately was going to be a big hit. It was so different to anything I'd done before, and on reading it I had 'that good feeling' that you get, when you know something is just oozing quality. Turns out my friends, family, colleagues and customers thought exactly the same.

So I take this moment to thank the two 8 or 9 year olds that were arguing in the queue in a Budgens store in front of me in mid 2006, because I just took nearly \$150,000 in sales because of my star product, the idea of which, you handed me on a plate.

You see, it's not all about watching or reading. You need to listen, and you need to draw inspiration from not just other marketers, not just your close friends, but everything around you. Your surroundings, what you hear, what you see, who you meet, who you hear talking, what you're touching, what you enjoy, what you dislike.

You don't even need to actively set out to look for ideas, the moment you can reach that sense of awareness and snap out of that trance you're in, bang, they'll start hitting you from all angles, and you won't be able to type fast enough to note them all down.

Ok this is where my inner kid comes out, because it's still thriving. This is a lot of fun and makes a lot of money, so what I'm going to ask you to do now is this. Go shopping. In a supermarket, you're surrounded by the cream of the crop, the best marketing, the best presentation, products, ideas and of course the shoppers who are absolutely packed full of opinions.

So there we have it. Turn your computer off, and go buy a few things from the nearest supermarket, even if it's just a coke or something. While you're there, take your time walking around and listen and watch everything. When you hear someone complain, or mention anything that they like or dislike, or come up with any idea that they may laugh off and say 'Yeah if only that existed' think about it hard. How does it relate to your marketing and the presentation of your products?

You will never run out of ideas again once you master this, not to mention it's pretty fun trying to look inconspicuous reading labels when actually you're trying to listen in on other peoples' conversations for that career enhancing, product creating tip that's going to take your profit beyond what you ever thought possible.

Fact of the matter is, I'm not trying to be funny, I'm not trying to be different, come up with something new or eccentric. It works. Try it if you don't believe me.

I wonder if they'd be mad if they knew people were making millions of dollars from their ideas.

## **Product Creation Tip 4**

### **Improve And Prosper**

Product creation is as much about improvement as it is about innovation. You've got all the tips now about how to effectively be inspired by other people, and even steal ideas that you know no one else will ever put to use (because in most cases they don't even know that they've come up with an idea in the first place). The next step is to start drawing your ideas from those mediums.

My number one piece of advice to you about this is if you see something that works, copy the heck out of it. This is where the last sections are going to come into their own now because all the offline idea generation that I've been talking to you about as an online marketer is done for a reason.

Not all ideas become prevalent in the same places at the same time. This is why it's so easy to copy without actually ripping anyone off. With one of the tips that I gave you earlier about subscribing to peoples lists, you'll find that you can't just take their ideas and re-publish them. Why? Because it's a rip off, and you don't want to rip people off who you're going to be dealing with in the future, not to mention your customers will most likely notice.

This is where the improvement comes in. You take a product in your target market, you make it faster, cleaner, tidier, bigger, smaller (if that's to the products advantage) and you represent it as your own innovation. It's not re-inventing the wheel by any means, but let me tell you now, everybody does this.

If you can tell It is a copy of someone else's product then you know you're doing things incorrectly. The change has to be significant in that it makes the product unique to you. Don't go literally stealing other peoples' ideas who are working in the same market as you or you'll be in trouble in more ways than one.

This is the basic improvement factor that many marketers teach, and it's great. It does work, but there are many more ways to do this. You may have noticed a lot of my examples from previous points made with regards to product creation have been looking at offline products. There's a reason for that. Many marketing ideas and breakthroughs in technology happen offline first. Many more happen online first, but before you know it, they're snapped up and used all over the place.

When you're taking your marketing ideas from the offline world and applying them to the online world you're beating most of the online world to it, because they aren't necessarily looking here. When you're improving in this way, it's very easy to go for an almost straight conceptual copy, but deliver it digitally, present it for the online world, and you're set. This is why I split my idea generation between the online and offline world.

There's more though, you can do this amazingly well both online and offline too. Now over here in the UK, we're estimated to be around two to three years behind the US in terms of fashion and fads. I'm not talking about clothing necessarily, but I'm talking about the products and services that go from a luxury to a necessity in the US. Give it three years, and the same almost always happens within that time over here.

This is big, because there's a lot going on in the world right now. Think about China. Do you think they've seen the online marketing world yet in it's true light? They're not exactly experienced when it comes to online marketing, they're not bombarded by make money e-mails every day, and thus, they haven't learned to put the barriers up in their minds to shrug it off as just another scam yet.

So why not take advantage of that? Just because your product is very similar to someone else's, it doesn't mean by far that you have to sell to the same market that they sell to. Improve it, then adapt it and sell it to a different market.

You know, I think I've said too much already, but I'm going to leave it in there. Of course I can't tell you exactly what products I'm creating and whether or not I'm going to be taking advantage of what I just said (obvious?) but what I can tell you is all three of these methods work.

Take the online marketers ideas, and adapt, improve them, and sell them.

Take offline ideas, adapt them, improve them and sell them online.

Take country specific ideas, adapt them, improve them, and sell them abroad or if you're selling online, target specific countries.

Now if you've been following this section so far, you know how to come up with ideas and you know how to take those ideas and sell them to your target market without ripping anyone else off or copying them directly. You also know how to shrink the competition down to almost irrelevant levels compared to what exists in today's western online marketing world.

## **Product Creation Tip 5**

### **Innovation & The Risks**

Alright, we're moving on to something slightly different now. I want to talk to you a little bit about innovation and the risks. This is a hard subject for me to talk about, because I'll be honest, I'm the type of person that wants to change the world overnight. I'm impatient, I always want to be original and do something totally out of the ordinary. It's getting to the point now where I can risk doing that, but it wasn't always the case.

There are many problems with innovation. First up, we have the market. How do we know that there is a market for our products and services if we come up with something totally out of the ordinary? There's two sides to this. The first is that you come up with something totally out of the ordinary to solve a problem that already exists. For example, a new piece of software that gets



people hits to their site, or subscribers to their lists. We know for a fact that's what people want already, so you can be pretty confident in what you're doing. This is safe innovation to an extent, although there's more to this that I'll talk to you about in a moment.

The problem comes when you search google for example, and you find no other products that solve the problem that yours does. What does that mean? Does that mean you're on to the next big thing that no one else has thought of yet, or does it mean that no one actually wants that particular problem solved, or it's not high enough on their list of priorities for a worthwhile solution to be created?

That one I can't help you with. As harsh as it sounds, it's true. We already know what works in online marketing, so very often, re-inventing the wheel or attempting to do so will result in disaster. Of course, it may just make you millions, but if the information isn't already out there, you have to go and get it yourself. Never drop yourself blindly into this type of innovation. The costs involved are usually huge, and if you're going to find that there isn't even a market for your solution, you're going to be left out of pocket. The money that you could well have used to successfully build your resources or promote proven products may have been wasted. This can be devastating, especially if you're using a full time job to fund your online marketing efforts at the beginning. Do your research.

That's the only advice I can give you in this instance. It's far safer however to provide a solution to an existing problem than it is to try and be the first to find a new problem to solve. Unless you have a lot of funding behind you, stick to safe innovation, where you're presenting a new solution to an already well known problem.

Ok, back to safe innovation as I like to call it. The things you have to ask yourself when you're looking at safe innovation are firstly, is my market ready for this? The reason you have to ask this is (I'm sure you've heard this before) when you head out and launch a product, it can be thrown back in your face,

even if you think it's the best thing since sliced bread. Two years later, someone else comes along and uses the same idea, and it makes them millions. Once again, this could well cost you big.

The second question you have to ask yourself, is 'How is my solution to the problem superior to those already out there?' Short term, yes people may snap up something new and fancy to give a try, but once word gets around that it doesn't work as well as another product, they'll just walk away from you. If it's too hard to use, too expensive and doesn't give superior results, they'll ditch you in favor of the old products.

Still on the subject of safe innovation, the third question you have to ask yourself is, is this solution viable? Look at cost, look at time, look at what people are willing to pay for current products that may be entirely different but solve the same problem. For example, no way on earth would you sell matchbox attachments to make them easier to open for \$500. Ok, that's a really over the top example, but you get my point. Anyone can come up with an innovation with ease, but whether it'll be viable or not is another matter.

My final tip for you in this section is something I hate saying, it's something that I never thought I'd advise anyone to do, and that's to not innovate. Ok we're not entirely ruling out, but let me explain.

If you are not in the financial position yet where you can comfortably build a large list, and throw good funding behind a product including research and development that just may flop, don't do it. Wait until you are in that position and hold on to more proven products presented in innovative and interesting ways. It's a far safer bet. Granted the returns may be smaller to what you may imagine as a brand new trend-setting product, but when you're facing such tiny odds, it would be like betting your life savings on a horse with odds of 10000-1 and even longer. Sure you might get rich beyond your wildest dreams, but it's far more likely to put your progress back ten or twenty years.

So here's the bottom line. If you can afford to fail, innovate. If you can't afford to fail, get to the point where you can, and then innovate. Any other action would be irresponsible and will ruin far more people than it will make millionaires.

Whatever you do though, don't let this discourage you. Keep writing those ideas down and coming up with new ones for when you can afford to follow them up. After all, we're all here to earn some money so we can do something a little more fun a little more often. So why not make it a totally out of this world product?

## **Product Creation Tip 6**

### **One Idea Means Ten Ideas**

Alright, here's a great product creation tip that I couldn't live without. Not only does it create more products than I can handle on top of the idea generating ideas that are already exceeding what I would consider to be a usable amount but it takes things even further.

Using this method you can actually effectively come up with different product levels. You've already heard of how you build trust and customer relationships, taking them from free to cheap, to expensive to premium (where you make all your profit). Most marketers will attempt to come up with three or four different ideas and line the products up to be given away and sold one after the other in this fashion.

I don't think it becomes apparent how hard it actually is to come up with five or six products that are related in such a way that buyers of one would without a doubt be interested in the next in the line. It's far easier to make five products out of one idea.

But how is that possible I hear you ask. Well, it's very possible. What you'll find is you can split your ideas into categories. You can take a single idea,

and present it differently to great effect. You know how you're always hearing me blab on about presentation and how important it is in every aspect of your marketing? Well I do it for a reason, and this is one of them.

Presentation is the key once again. Present your freebies as snippets of your full products while providing good information that people can act on. Many people make the mistake of holding back on freebies. They think that maybe they'll run out of stuff to say in their full products, or that people will get all they need and move on. This is rarely the case if done correctly. If you can write a ten page report discussing ten specific points that your customers can use and see results from quickly, they will come back and buy your intermediate products.

If you can then change the presentation and spice up your intermediate with 50 points presented in an innovative and pleasing way as a follow-up to your freebie people will buy from you. Similarly, you can take things even further. For example, premium products are often audio, video, CD's and physical products. Taking things further still, the top class cream-of-the-crop products usually involve one to one and very personal advice.

It's strange you know. You can put all the information anyone will ever need in front of them, and they still won't be able to succeed. Most often, they just need a confidence booster, or to see it for real. After all, words on a page are just that. No matter how much proof you put up, there's still this burning desire to see someone do this for real and get real results, or take them through it while holding their hand.

So there we are. In my experience one idea can equal up to ten different products, simply by changing the methods of creation, the content, the price and of course the presentation.

Never again come up with what you think to be an idea that will make a killing and throw it all down on the table for \$100 or so. You're selling yourself short.

Instead, use your ideas for different purposes. The one overall purpose in online marketing for the lone business owner is obviously to make a whole load of cash. Something you can do with high priced, low volume products, but the moment you begin to see that making such a profit is very hard if not impossible without other important aspects, your business will begin to fly.

Think about creating products for lead generation. Think about creating mid price, high commission, non-profit making products to build your contacts and affiliate base - Think about building trust with your customers, and dividing them up into separate lists, from the standards that by nothing, to the customers that have bought once but still need something extra to be able to trust you enough, to those who hang on your every word and buy your \$1000+ premium products and your profit makers.

Once you take into account that you can't just create products to make a profit, your business will take a turn for the better. In addition, once you begin experimenting with presentation and come up with several products from one idea, each fulfilling a different role in your sales process, the pressure will be off you, and you won't have to come up with 100 viable ideas every year.

This is one of the main reasons I believe ideas come to me so often, because the pressure is off, and I'm not pushing myself hard to come up with them. You can take the pressure off too through releasing multiple related products, fulfilling different roles, built and presented differently from each other, becoming more and more superior as you rise through the ranks.

Try it. You'll be shocked at how much ammunition this gives you without having to re-hash or re-use content.

## **Product Creation Tip 7**

### **Find Your Market Before Creating**

The penultimate tip in this section is an important one. Probably the most important in the whole section when it comes down to people creating products before they really know what they're getting in to.

Think about this. How many people do you know that actually look around them before they create their products. Did you look around first, or did you just pick a market and release your products? Most marketers that I meet go about things this way.

Now I could totally understand it if you've been doing this for a long time, you already have a good list packed full of people from your target market, in all honesty though, I wouldn't even like to guess at the percentage of people that are already in this position compared to those who are either releasing a product for the first time, or releasing a product without having built up resources beforehand.

So here's the deal. Whatever product you're releasing, if you want to have any chance of making a success of your business first, you have to find your market. Easily done you might think, especially when you can go ahead and type online marketing into Google and come up with millions of results.

That's not the whole story though, Making sure that there is a market for your products is really only the first step. Sure you know people want your product to solve their problems, after all, there's a load of them out there already buying a string of products that do the same thing.

When I say find your market before you create your product, I'm talking about not just finding it, but figuring out at an early stage, before your product advances past the planning stages even, what can you do with your market?

Specifically, can you reach them in an effective way and if so, how are you going to do so? My personal favorite is through joint ventures, so naturally, I look for those marketers that already have big lists and promotion resources. That can be hard though, especially if you're just getting started and have nothing to give back in return yourself, so do you have a plan of attack that will get you noticed and get your promotions out there?

If you're not selling online marketing based products, are there any people out there with big lists that you can promote to? Any deals to be made? Any exchanges of resources to be had? If not, it's time to look at other ways to get the word out about your products.

You could go the search engine route. If you're in online marketing, do you have an original twist that will mean you get noticed amongst all the other tedious and generic make money online products? If you're not selling online marketing products, are there enough searches being made relating to your product across a number of search engines to sustain your business?

Of course, you can always look at direct mail and offline methods to promote your online business, but can you afford to do so? And do you have the skill and the knowledge to do so effectively?

Of course, there's always word of mouth, but you have to at least get the word out to a small customer base before this begins to happen. So, the ultimate question:

You already know your target market, but can you reach them?

I can't count the number of times I speak to people about their businesses, they ask me for advice, and I say to them, ok, have you got your own products? They tell me they have. Ok, that's a good start. Next I ask them to tell me as specifically as possible who they're aiming their products at. From the ones who can't tell me the answer, I point them a 1600 page book or hook them into a tutorial program, because they're obviously totally lost in all respects.

Now from those who do know who their target market is, I ask one final question. How are you promoting? The answer that comes back is, well, that's why I'm asking you for help, because I don't know how to promote. I don't think they realize that this makes it almost impossible to do anything in a quick straight forward manner other than start all over again.

Some products can be turned around but it's a shot in the dark. More often, some markets are too saturated for them, some of these products don't have a hope in hell of making it because there just isn't any effective or reliable means of doing so in a long-term fashion. In addition, I found that big point that I mentioned at the start of the course. I'd come along and give someone some advice on how they should continue, and they say to me, but that's not how I imagined my business would be run. That's not the type of promotion I want to do, or the amount of money I wanted to spend.

So here's the deal. If you don't want to get into a mess and have to potentially start all over again, or be stuck in an infinite loop of improvement with regards to your products, get it right the first time around. Target a market, and look for a way in. If you can't find a way in, don't waste your time creating the product.

### **Product Creation Tip 8**

#### **All Ideas Are Bad Ideas**

Remember earlier when I was talking about the stages of creating products, and how special we are as online marketers and people who create something out of nothing with just a simple idea? Well this part typifies what I was talking about.

All ideas you've ever come up with are bad ideas. All ideas I've come up with are bad ideas. No one ever comes up with a good idea. The difference between those who are successful and those who aren't however, are the successful dare to think that just for a moment their ideas could be viable, and



take action on that. The unsuccessful are scared, worried, embarrassed or just plain dismissive.

Never in my life have I come up with an idea that I could launch to the world and make a bunch of money off of it. Usually they take too much time to create, they cost too much, there's already a better solution.

So here's what I suggest. Next time you come up with an idea (which should be almost every day if you're acting on earlier tips) understand this; it's not a good idea. The ones you pluck out of the air or seem to land on your lap are never good ideas...

But write them down anyway.

Earlier on when I was talking about developing your products beyond what they start out as, this is what I meant. The absolute biggest mistake I see being made is people come up with ideas every single day. Just like earlier when I put the notion of listening to other peoples conversations to you.

What do they do with these ideas? Nothing. What would those kids have done with their ideas? Nothing. And why not? Who knows, I don't know why or where it comes from, and to be honest I don't care, but what I can tell you is the majority of people write off their ideas. They laugh them off as stupid, turn them into a joke, or deem them not good enough to actually think about developing.

Huge mistake.

Next time you come up with an idea, write it down. Laugh at how terrible it is and list all the reasons it won't work. Next, begin working through those reasons it won't work looking for solutions. If you can do this until you have no reasons it won't work left over, you have yourself a product.

That's why I said no ideas are good ideas, because when they're first conceived they rarely are. It takes thought, it takes development, and what's more it takes guts to write something down that seems impossible, useless or ridiculous and look at it in a serious light.

If you aren't doing this, you're throwing ideas away as you read this.

When was the last time you wrote an idea down? If it's been longer than a few weeks, something is very wrong. When was the last time you looked at your list of ideas and decided to try and develop one? How about this one:

When was the last time you wrote down an idea and seriously considered it as a product, even though it looked a little wild, wacky, impossible or challenging on the outside? Start today, and your product creation efforts along with your business will progress faster than you've ever seen. Take my word for it as someone who practices everything you've read so far on a daily, if not hourly basis...

You will prosper.

Chapter

8

## **Promotion Tips 1**

### **Never promote a vanilla affiliate program, you're losing out.**

Hello and welcome to the promotion tips section. What I'd like to do with you here, is talk through some of the biggest mistakes that I see and hear about every day. Not just mistakes that are costing people a couple of dollars here and there, because quite frankly that would be wasting your time.

Instead I've grabbed six of the biggest performance improvers that I can think of. When I found out about each one of these, I saw a significant increase in my income, a big drop in losses and much improved results, and as far as I'm concerned, they should do the same for any marketer that pays attention to these tips.

So lets begin with something a little unorthodox, and that's affiliate promotion. If you've read any of my previous books, you'd likely remember hearing me talk about how much power owning your own product gives you compared to straight up affiliate promotion. Even if it means just releasing products to build your resources, your list, your customers and contacts that you can use for affiliate promotion, let it be known that in my opinion this is still the case. If you don't have your own products start today.

Saying that however, I've started to notice through many marketers teaching the same thing, people like yourself are starting to grasp this concept very well. They're listening and getting the job done, which is why in a complete reversal of my previous work, for the first time, I'm actually going to begin by talking about affiliate promotion and how to get the best out of it.

There are far more advantages to this than making money.

Good, ok now we've got the introduction done and dusted, lets look at one the fundamentals that never fails to earn me far more than my fellow affiliates. It's not about the amount of resources I have compared to them, in fact, it's the way I always present my affiliate promotion. My list has begun to get used to

the fact that I always without fail, offer them something extra when promoting an affiliate program. This used to be something I was totally against, because I thought it was a waste of time. After all, how likely is it that the people on your list are going to see the same promotion from another person, but decide to buy from you because you're offering them a free e-book, or a free audio or a little something extra.

Turns out I was totally wrong back in 2002 to not waste my time with this method. I did carry out some testing that didn't provide any meaningful results, and a very small increase in sales when using this method, if any increase at all. My bonuses were good, but it was still the same people buying from me over and over again that bought from me anyway even when I didn't provide anything special for them.

In 2003 however, I went back to this and decided to give it another shot, and it turns out this does actually work amazingly well in two situations especially. You see, when I was testing previously back in 02, the people who I'd be promoting products for were top marketers. They were well known, big names. I'd already got my list excited and familiar with them previously. This is why I believe they were buying regardless.

They were being sent to big name, reputable marketers sites that displayed some of the best copywriting skills that were available at the time. Even the ads I was sending out were, and continue to be some of the top performing, click generating curiosity building ads I've ever used.

In addition to the above, because I'd got myself among the big guys at this stage, it turns out that I was always among the first to get these ads out to my list, so I didn't really have any competition for a couple of hours to a day afterwards.

There's the key. Competition. With fire sales and short term sales becoming all the rage in 2005 and 2006, and the gaps between the big names lists getting smaller and smaller due to heightened joint venture activity, this

method finally came into it's own. When it was first talked about in a big way, in my opinion it was a little bit ahead of itself.

Fast forward to today however. Let's take my previous fire sale for example. We sold 377 copies at \$197 and secured some profitable joint ventures to get the ads out on day one. From the moment these ads came out I had my contacts mailing me, calling me, and getting me over the instant messenger to tell me that when they woke up, there were four ads from four different people in their inbox about my product. Now bear in mind this would only be going on for two weeks before it sold out at the absolute longest, and the ads were going out so thick and fast to vast numbers of people, this would have been the ideal time to add bonuses to make sure your prospects sign up with you and not someone else. It's the same for the launch of any big affiliate program.

Remember how I said all marketers are becoming far more closely knit? The divide is getting smaller between the lists. If someone is on your list, expect them to be on a big name list too. By providing them with something extra, you can out do the big names easily that aren't doing this. In fact, one guy that I'd never heard of before outsold the majority of the biggest most powerful joint ventures we secured using this method in our last sale. It really is that powerful, but in my experience, only when you're promoting a heavily advertised affiliate program and you get in within the first week, before everyone's heard about it already. Of course this may not be the case if you're not selling online marketing based info products or scripts, and you have much more room to move. In this case, something else applies to this situation, and that's the quality of the sales letter and marketing material. If you find yourself in a position where not all that many people are promoting, and the offer isn't really all that well known, then offer your prospects something special again to sweeten the deal. The reason this rarely worked for me previously, is because I was promoting such a high standard of work already from the big guys. Their sales copy was second to none, the offer was the best out there, and it's not easy to make the best deal out there even better.

So there we have it. If you find yourself promoting affiliate programs, and you get in early on a very popular, short term promotion that you see the big names promoting, sweeten the deal with something extra special.

Similarly, if you land on an affiliate program that you find yourself wanting to promote without the major competition, but you feel the sales material isn't quite up to the highest standard, sweeten the deal with something special.

Aside from these two instances, I don't find that this method works particularly well, however, if you have the spare time, it's always worth attempting, especially when your commissions are a very high dollar amount.

Go for it. See if you can make your list buy from you instead of the big names by sweetening the deal for them. Give it a shot, and experience the big impact this has for yourself. You won't be disappointed.

## **Promotion Tips 2**

### **Collect information from affiliate promotion.**

Ok, lets move on now to another affiliate tip. More often than not, when marketers promote affiliate programs, they'll make the mistake of promoting vanilla affiliate programs. As you saw above, this can immediately reduce your profit potential by a huge amount, and in fact, by doing the opposite to what everyone else is doing will often have you in a position where you've actually outsold some of those big marketers that you look up to.

So the second point I'd like to talk about is promoting a standard affiliate program, but this time with lead generation in mind. Also, in a moment I'm going to take this a bit further with you and introduce you to another idea that I've been testing recently that has been working extremely well that incorporates tip number one.

First up, lead generation through affiliate promotion - Now this is always easy to do, because depending on your marketing style, you may or may not be getting visits from targeted ads and search engine promotion. If you're into joint venturing for example, you can't carry out a JV with someone and have them promote someone else's products. It just doesn't work. So bear in mind this won't not be relevant to you if you're solely into JVing.

For the rest of you who are using search engines or paid services as a promotion medium, I want you to consider for a moment actually not promoting your affiliate links directly. Instead, how easy would it be to build a quick page that incorporates method number one of giving away something for free if they purchase the affiliate program? Very easy I'd say, in fact, it shouldn't take you more than a day at absolute maximum if you're pushed for time.

This really is lead generation and recycling traffic at it's most basic. You're giving away something for free up front in exchange for the visitors details and then forwarding them to the affiliate site to make the sale. Now many marketers shy away from this, because they say it reduces the number of sales made. You'd be right, it often does, but so what? I can tell you now that a majority of the time you'll generate far more leads than you will make sales, and tell me, what happens when you have those leads? Easy, they become yours to follow-up with and build a relationship with. They'll become far more valuable to you than a few lost sales from people you'll never see again.

So there's the big problem I have with the majority of affiliate promoters. They want profit, they want to make sales, and a lot of them, but the majority of the time when someone starts out in affiliate promotion instead of releasing their own products, they don't get the chance to learn about the most essential part of running any business over a long period of time. Building relationships.

Instead, they plough in a bunch of their money for paid advertising, and barely break even, and then they see another affiliate program they'd like to get into promoting, and they repeat the process. Even if they are making a profit, why



make a single sale from a customer when you could grab them with a simple lead generation form and make sale after sale from them?

If you're reading this and own your own products or have thought about owning your own products, you're probably having a little bit of a giggle at me for saying this, because it's basic knowledge right? Well yeah it is, but not the for the affiliate promoter who has never owned their own business before and has never launched products before. So that's exactly why I'm saying this, because it should assist any budding affiliate promoter out there in making the biggest mistake of all, and not recycling traffic.

The most expensive part of any business is getting the customers in the first place. If we all had to get new customers over and over again every time we wanted to promote something, we'd all be broke.

The second method I began using a while back is for you list owners and JV marketers out there that promote affiliate programs. Now you might think that you don't need lead generation methods if the customers are already on your list, but that's not true at all.

If you've ever read over any of my previous material, you'll know I'm a sucker for dissecting the inner workings of my list and my customers. I pull them apart and put them into categories. I have my freebie seekers, my buyers, my big buyers and my premium or multiple buyers. Each category performs different actions on a regular basis, whether it's buying my big products, buying my little products or taking up massively priced consultations and the like.

What I started doing a while back in conjunction with tip number one, where I offer them something extra, is to not just let them go. I don't give them their bonus, say thank you very much and send them on their way. Instead, one of two things happens.

Method A) The free product is actually the introduction to a second product, that quite obviously isn't free. I use a form that looks just like it's generating leads, but instead it's entering them into an automated follow-up and selling them on more expensive products. So here's me promoting an affiliate program, building trust with my prospects by giving them something for nothing up front, and then making even profit from them on the backend. It's a two pronged attack that works exquisitely if you own your own products and promote affiliate programs at the same time.

Method B) The second method I used is very similar, but instead of backending on to another product after the freebie, I place them on the list of responders. These are the people that I know click links in my mail, who read them and take the time to act on them. While this might not seem like a very accurate thing to do, you'd be surprised at the percentage of these people that go on to buy something from me compared to my standard list. Often over 50% of them actually go on to buy my products within the next 12 months. If only 50% of my list bought a product every twelve months like that, I'd probably be earning a few million a month if not more. This is why I like to split my lists, spending time with those who give back by buying from me, because they're the lifeblood of my business. Without them all would be lost.

So there we have it. Several methods that involve lead generation. While they're all similar from the outside, it's what happens afterwards that's important. If there's one tip that I can give you now and say that if you only went away from this whole report with a single memory, it would be this. Always look at ways to improve your future prospects. Don't be scared of it, don't put it off because it doesn't matter right now, but be innovative, think hard, be smart and use it, prepare for it, and when it arrives, you'll be much happier for it (and richer).

### **Promotion Tips 3**

#### **Promote others; make the connections.**

Ok, we're moving away from affiliate promotion in just a moment, but before we do, I want to talk about the reasons you promote other peoples products. In fact this totally applies if you're promoting your own products too, so listen closely.

So I have a question for you. What was the underlying reason you promoted your last affiliate program? Aside from the product and sales letter being the best thing you've seen in years (which should always be the case when you promote affiliate programs - quality) I'm going to guess your answer was for profit. To make a bunch of cash. After all, what other reason would there be to promote other peoples products?

Funny you should ask that, because I have another reason for promoting other peoples affiliate programs. I will warn you in advance, it's quite a risky one because it's not guaranteed to work and it could totally waste days of your time, you might only just break even, lose a bunch of subscribers, and get nothing in return at all.

I'm talking about promoting other peoples affiliate programs to make connections. Lets face it, this business is all about making connections. If you don't have connections, you're stuck in the mud and your progress is slowed, possibly even halted.

I'm talking about joint ventures. Now we've already touched on this, and I'll talk to you a little more about it later too, but for now, keep in mind that if you head out looking for joint ventures and looking to make contacts before you get your name around, you'll be avoided like the plague.

Looking at things from another marketers point of view, often you'll be asking a lot of them. Not as far as money or time is concerned maybe, but trust is always an issue. Every time you persuade a marketer to send an ad out to

their lists for you, they're relying on you to keep your word. They're relying on your products being quality, and you treating your customers like royalty.

These are qualities that are most often missing from a green marketers arsenal. Think carefully about how many marketers there are out there competing with you. From the multi-millionaires to the first dayers and everything in between. How are you going to get yourself noticed over all of them?

What I'm explaining to you here is one of the simplest ways I find to make myself known. I don't just promote an affiliate program because I want to meet and possibly deal with the owner of the program of course. Their products have to be good, their sales copy has to be sound and I have to be confident in what I'm promoting first, but if all of those are in place and I had the option of either promoting one from someone I want to JV with in the future, and someone that I didn't, I would most definitely go with the potential JV.

You see, everyone's a chancer. I get all sorts of people e-mailing me requesting joint ventures, from complete strangers, unknowns, to blackmailers. I also know for a fact that the majority of people out there are clambering so hard to get rich, they're not willing to listen, compensate, learn, deal equally, or take action. The common attitude is 'If I can just get an ad to 'Insert big name's' list, I'll be rich, and I won't have to lift a finger. Well, bad news for anyone who's thinking that, because even the big guys rely on each other sometimes, especially when it comes down to affiliate promotion and joint ventures. No single ad will make your rich.

You're probably sitting there right now thinking 'But I'm not like that!'. Well that's great, it's a good start, but it doesn't help if it's only you that knows you're not like that.

By promoting affiliate programs for people who you're going to joint venture with, you can make some sales and immediately jump in. They can check up on you. You're no longer a stranger or some random wannabe that thinks they

can get rich from this persons list. By promoting and making sales you prove you're a doer and you know a little something about business. This immediately propels you firmly into the distance, miles ahead of the majority of marketers trying to get their hands on a joint venture.

When you approach a JV prospect, you now have something to say and you are superior to the majority of the mails and JV requests they get. Even if you get denied you make a connection, they will remember you. Put yourself around in a specific group of marketers that you know are in league and they'll inevitably begin to talk.

So there we have it. Once again, think about the future. Don't just promote something because it's going to get you a load of cash. Promote it to generate leads, to build trust, or in this case, make yourself a somebody and massively increase your chances of getting in with a group of marketers all working to make sure each other is successful. (So effectively and efficiently there's not even a word for it).

This has been the most powerful for, of marketing for hundreds if not thousands of trade making years. It isn't about to change now.

The sooner you get yourself into this position the better.

As an added note, be sure to read the JV section before you even consider heading out to try and secure some. I can almost guarantee devastating long term mistakes will be made if you haven't JV'd in any serious way before.

## **Promotion Tips 4**

### **Too good to be true?**

It's all in the title. This one gives me the giggles, because I never fail to write about this and tell a couple of my stories in every single guide I write, whether it's about online marketing or another topic.

I'll generally get an e-mail about it from one or two customers, the odd comment from JV's that have read through my material and the like. They all say to me, you know that section on if it's too good to be true, it is, well, we all knew that already, it's obvious. Why did you waste two pages blabbering on about your previous experiences and examples?

My response is simply this. If this has already sunk in to everyone's mind already, then why on earth do they keep making the same mistakes over and over again? Falling for scams, rip offs and falsely advertised products and services that we know for a fact do not work?

Even though many will contact me and say it's obvious and a waste of space, I will continue to put it in all of my work in the hope that it actually sinks in and people take note. It's also especially unpopular when I reveal some truths about building a real business online.

Readers don't like to hear what I have to say on the subject, especially not those who want to make millions in a few months, but it has to be done. If even one person takes it in, it was worth it to me.

So lets get started shall we? First up, I'm going to list a bunch of things that I've tried previously, or my contacts have tried previously and have failed miserably. Be warned, for the experienced among you it's going to get a little cliché at times, but that's to be expected when talking about such products and services. The fact that they have become cliché to you tells me you already know your stuff, and is a good sign for the future of your business.

So here we go. First things first. If you see any product or service claiming to take your offer to more than a million people overnight, let me tell you now, it ain't gonna happen. You'll usually see something like this. 'Reach X million people with your offer! Imagine if only 1% of them bought something from you!'. Of course, those of us who have been around a while know that 1% of these people aren't going to buy your stuff.

These lists are packed full of totally untargeted subscribers that will most likely never even see your ad that was filtered into their junk mail boxes. Even if they see it, they don't know who you are, they don't trust you, and if the service you bought is hyping their product up to a nonsensical level and sucking in all the marketing newbies, how many ads a day from random strangers would you take before you stopped opening the mails or junked the e-mail address entirely? Put simply, this stuff does not work anymore.

I've seen too many people fall for it, fail miserably, quit and then label us online marketers as scammers) Stop wasting your money on this stuff and start building your own list, start out joint venturing (There's a whole section on how to do that here), get in to search engine marketing, pay per click, use offline methods, pay for good ads to reputable online publications, but don't waste your money here.

Ok, I'm on a role now. What else is too good to be true that I can condemn as being utterly useless for striking it rich online? Guaranteed hits goes on the list, so does any dodgy data entry, envelope stuffing rubbish that I shouldn't even be mentioning in a report like this, because it just totally lowers the tone. Millions of ads to millions of e-zines services, search engine optimization services (stuff you could do yourself quite easily for nothing in a short space of time).

Let me tell you, I can spot a scam a mile off nowadays. Send me to any sales letter and I could tell you with 99.99999% accuracy whether it's real or not and whether it will work. So let me let you in on a little something that many of my online marketing contacts blocked out when they first started out

(consequently, since 1999, only 5% of us have survived and less than 2% are successful). It takes time to build a successful business. Nothing will happen overnight.

Hold on though - don't get disheartened yet. I know people who have gone from nothing to earning \$10,000 a month in less than a year. Some move even more quickly and will find themselves looking at a mill after a year. There's one catch though, and that's that it takes work; lots of work, hard work and lots of learning.

I know for a fact now that most of the people reading this either totally skipped this section or blocked it out because it's not what they want to hear. I have no problem with that, but they'll just be back in a year or less to shout at me saying my stuff doesn't work, or buying more of my products, when they could have quit their jobs if they would just accept that this is real business.

Think about that. When looking at your sites and your products, what do you see? Do you see websites, products and sales letters, or do you see a real business that you're proud of? If you don't see a real business start making changes today.

If it looks too good to be true, it probably is.

This is real business now, not some cowboy get rich quick operation. If that's what you're looking for, you're in the wrong place.

Act and make decisions as if you were running a tangible offline business and you won't ever fall into any of these traps.



## **Promotion Tips 5**

### **Competition is bad. Avoid competing with the wrong people.**

Alright, now we're moving into the realms of the not so obvious. I'm going to be talking here to the marketers who have their own products and rely heavily on affiliate promotion, and of course those of you who carry out or plan to carry out joint ventures regularly.

You probably wondered what I was talking about when you saw the title, simply because in this day and age, if you think of it, it's probably already been thought of, and if not, then it's probably not worth bringing to the table. And thus, we have competition in all shapes and sizes. It's to be expected in the modern world.

Anyway, that's not the type of competition that I'm talking about this time around. I'm talking about competition with those selling similar products to yours in a similar fashion that make use of the same group of affiliates and joint ventures that you do.

Let me give you an example. While creating this very product that was originally planned to be sold in a fire sale along with nine other related pieces of work, a site came up from one of my JV partners that offered different products, but in a similar format. It was set up on a countdown timer to appear just 24 hours after we were planning to launch this one.

What would you do in that situation? Would you launch anyway, or hold off? Hold off is the correct answer. When you're in this business and marketers form their own promotion groups and circles of contacts for joint ventures, very often it is unwise to launch your product at the same time as someone else in your group.

In fact, they may not necessarily even be in your group, and you might not be in contact with them directly, but if they've promoted for you or with you

before, and you know they're going to be interested in promoting this other product that's launching at the same time, you hold.

You might be wondering why you should back down and leave the other marketer to launch their products first. Well, let me tell you it doesn't make much difference. A product launched in March isn't necessarily going to do any better than your product held off until the following month to coincide with the other launch. It really just depends who gets there first and gets their plan out to the world before the other.

It's a bit like music sales. Have you ever seen those record label meetings, where they talk about when they want to release the artists singles and albums in relation to other artists to maximize sales? Maybe I watch too much TV but that's the best analogy I can think of right now.

Now I have to admit, this probably won't apply to all of you. If you're solely into affiliate marketing for example, you'll have no idea what the heck I'm talking about and how it applies to you. That's not a problem at all, because it doesn't. If you've never carried out a joint venture before or don't own your own products yet, then that's fine. Don't worry too much about this.

If this applies to you, you will know it.

If you are building your own products, remember it, because it will apply to you when your business grows, and you begin forming your own marketing group.

As for staying on top of all this and seeing what's being released, where and when, we don't have a release dates or marketing chart to rely on like the music industry. The best we can do, is subscribe to all the important lists and get the information from there. When you consider that you should be doing this anyway to stay on top of current trends, new innovations and what's going on in the marketing world, it should be too much of a chore.

So the bottom line is, it's better to hold off launching your product if someone else is launching around the same time. Whether it's a big name, someone that you know will attempt to access the same lists and the same audiences as you, or even those in your marketing group that contact and secure joint ventures with the same people as you. Your completed products aren't going anywhere. Better to have the full attention of your market, your affiliates and your partners than have to compete against them for JV's and promotion.

The competition is hot enough as it is.

### **Promotion Tips 6**

#### **Give it away, get rich.**

I'd just like to say at this point, coming to the end of the general promotion tips section, that there's a lot more promotion based material contained within other sections of the guide, namely joint ventures and backend tips, so don't fret that we're coming to the end here. There's far more still to come if you're not reading in order (as most likely won't be).

Alright, for the last part of this section, I'd like to talk to all the new business owners and product creators about what their shiny new products are worth. Imagine you've just created a product and you plan to sell it for \$1000 to the general public. It's inevitable that at some point in time you're going to need to give it away to someone.

Whether you're looking for a joint venture, or someone contacts you wanting to review your product for their site, or your contacts have asked you to review the product, you will end up giving it away.

I really want to get you over the fear of doing so, even if you don't think you have any reservations when it comes to this, listen closely anyway, because you may not have been put in the position where you find yourself tested yet.

This isn't really a well documented or much talked about aspect of marketing. That alone confuses me, because more often than not, new marketers that are creating products for the first time are worried about giving their product away for a number of reasons, and so they hold it close to their chests deciding that unless someone pays they will not get their hands on your hard work.

That's fair enough for the most part, otherwise you'd never be making any profit. I want to change the way you think about your products. Let me tell you a little bit about one guy who requested a joint venture with me. He wanted an ad to my list, and like most people e-mailed me to say so.

Now I wasn't particularly busy at the time or he would have been instantly rejected, but because I had some spare time on my hands I mailed him back and asked him to send me his product so that I could review it. A couple of hours later, I return to my computer to check my e-mails, and lo and behold, he's sent me to the order link and told me to buy it if I want to see it.

If that sounds farfetched, you'd actually be shocked at the number of people that hold back. Not to this extent, but there's a bunch of review sites that sometimes go about requesting your product (check them out first to make sure they're not random individuals trying to take you for a ride, there's a heck of a lot of them out there).

Listen, I know how it feels to work your fingers to the absolute bone. The late nights, early hours of the morning, sometimes even working 24 hours straight or more, through your business, your job, looking after your family and more, knowing for a fact that without a doubt you work harder than anyone you know. I know how it feels, and I have these thoughts all the time, which is why it's a real kick in the nuts when someone looks down on you for making a success of yourself, but that's a whole other story that you'll experience when you achieve your dreams.

For now though, understand in advance that people will try and share your product illegally. People will attempt to take advantage of you, and aside from

not encouraging this behavior, and denying them at every turn, there's very little else you can do about it aside from create good products for your customers. I mean, even the multi-billion dollar music and film publishing companies can't keep their content safe.

This is why I always concentrate my efforts on catering to those customers who are loyal and buy often. It's also why I have no problem at all with someone that wants my product for free to review it, or to review it for a joint venture, even if they turn around to me at the end of day and don't like what I have to offer, or deny my joint venture request. In fact, many people in the know nowadays actually tend to send a signup URL or straight up login details to their prospects. Smart move. They're the ones making the money. They concentrate on the people who do buy, who do make the deals, and who follow the unwritten rules. The odd person is bound to come along that tries to take advantage. Forget them. They're a waste of time.

So there we have it.

Don't be afraid to give away the \$1000 product that you worked your hardest on for the past few months. It's actually likely to do you more good than harm. I can't count the number of times I've given mine away to JV's and review sites and had people e-mailing me to tell me they bought my product because of what they heard from these sources.

You should be actively seeking the JV's anyway.

The review sites will find you if you release a popular product.

Don't be afraid to give it away to the right people for the right reasons.

Don't waste your time on those trying to take advantage.

Chapter

9

## **Tracking Tip 1**

### **Never do anything without tracking it or you will fail**

What better way to start than on that positive note you see above? Well, what can I say? It's totally true. You don't hear much about tracking and testing anymore, because it's kind of gone out of fashion, at least from a product - selling standpoint. It should never be out of fashion for your business.

If you haven't been in online marketing for very long, let me take you back to the period between 1999 and 2003. Back then, loads of marketers were either selling tracking scripts, tracking services or writing about how to track effectively and producing material to that effect for their customers. Fast forward to today. We barely have anything written on tracking now. Who knows why? I wrote a book on tracking for my last project, and that sold just fine, so it isn't the sales figures for such products.

Anyway, what worries me is that there's been a huge gap where no ones really talked about this stuff. Anyone who started in 2003 or later would have done well to find themselves reading about the subject. In addition to that, I don't really believe many marketers actually mastered this. If they did, they're not showing it.

I'm going to make you a deal now. If you spend five or ten minutes per day out of your general day to day activities to track and test, you will see massive rewards and big gains. All you have to do is set up some software to keep track of the figures and analyze them often to stop your weak points. That's it. That's the deal. A little bit of your time in exchange for a little bit of quick sharp progress.

Another point that I can't keep saying enough, is that you have to keep doing this. You can't just track and test for a month or two and then stop. Why not? Because things change. Business changes, people change, trends change, methods become overused, cliché and ineffective. You can't afford to be left behind at all. In fact, if you're tracking and testing correctly, you should be

ahead of the trend. If you are, you're going to see your income take off to unimaginable heights. If you're happy to just keep on top of things than risk innovating, fine, that's not a problem. But you still need to track and test, not so much to find what works in this case, but what doesn't work. If you're an innovator on the other hand, you may just find yourself on the forefront of a big trend.

All impossible without tracking and testing.

In the following three tips, I'm going to cover in a very small amount of space, how to track effectively, and show you how important tracking is. This subject doesn't warrant another book writing about it, but I thought I'd take the opportunity to slip something in here, and even if you know it all already, it may provide some inspiration and spur you on to actually get tracking and testing effectively. So my question to you right away is, are you currently tracking and testing your products and services sales material?

If not, get to it.

You can't make progress without first learning what's holding you back.

That's what tracking and testing is all about.

## **Tracking Tip 2**

### **Tracking effectively to get real, usable, non-obsolete results**

Ok lets move on to exactly how to track properly. Many people fail to understand this concept entirely, and what they end up with are either a) no results at all, b) a mass of results that they can't make sense of or finally, and the most popular outcome, c) a small number of results that are easy to understand but are totally incorrect.



Wow, ok, where do I start with this? How about we begin with the basics.

What can you track and test? Ok, deep breath:

Headlines, sales letter introductions, calls to action, PS's, audio, video, testimonials, sales copy layout, sub headlines, bullet points, highlighting, yes and thank you pages post payment, payment pages, subscriptions, subscription box layout, subscription box presentation, the use of entry pages, lead generation, affiliate signups and sales letters, training, education and what effect that has on your visitors, affiliates and customers, subject lines for your mailings, layout, html, text, web based content, all aspects of the follow-up process, backend sales, front end sales, price, traffic quality, cost per visitor, keywords, visit times dependant on content, titles and headings in your sales copy, your ads, your signatures, your introductions, subscriber conditioning, length of subscriber stay, customer feedback, presentation (of everything), and the list goes on. I could probably write a good 20 pages in that format off the top of my head.

If I ever catch anyone saying that they're not tracking because they don't have anything to track, I will hold my head in my hands and walk away having just heard the lamest excuse ever created by the lazy. There is always something to track and test. If you're not at least keeping a close eye on your statistics for patterns that might emerge, then I'm afraid, your business is going backwards.

Unless you start now that is.

So how exactly do you go about tracking and testing effectively? Well first up, I want to make sure that you understand that over a short period of time with few visitors, this isn't an exact science. Nothing will ever flow with any perfect regularity. A technique that got you 20% more sales straight after implementation may well turn out to actually lose you sales compared to the alternative over the long term.

So first things first. Make sure you get yourself a decent set of stats. Judging your sales material over 100 visitors isn't going to do much for you. Judging it

over 10,000 however should see you with a more accurate result, and that result will only continue to get more and more accurate the more results you collect. This will also allow you to completely ignore any problems that might come about through anomalies and average out your results.

All too often I've had someone contact me and say 'Hey! I've got this kick ass result that made me a fortune overnight! It doubled my sales!' I then proceed to ask how many visits they tested this method over. 250 the answer comes. Wrong answer. Were you getting the same quality traffic from the same place? Was it more targeted than previously? There's lots of things that can affect your results. Averaging out over a long period of time is the only way to ensure that what you have in front of you is reliable.

Secondly, only test one thing at a time. If you're going to change the wording of your headline to see if it performs any better, than grab some split run testing software, and test one sales letter with one headline, and one with another. Whatever you do, don't change six things on one sales letter, and then proceed to change four things on your second. You might see a definite increase in sales, sure, but how on earth are you going to know what had the effect and how to repeat it with your other products and future products? You won't.

Next up, you just heard me mention split run testing there, that's another important aspect of tracking and testing. Do not under any circumstances test one method one month, and then swap to another method the next month. It doesn't work like that. Look for split run testing software that splits your visits approximately down the middle between each sales letter or website.

The fact is, there are dry periods online. The amount and quality of your traffic will change from month to month depending on seasons and other program launch dates. Tracking like this will see you get far more accurate results, as your traffic is taken from the same pool, eliminating so many variables that could effectively give you totally incorrect results.

Next, keep everything. Make yourself a tracking folder. Every time you test something out, record your theory prior to tracking here, record your stats, your slice, or how many visits you tested over, and finally, what the result was. This way, you can go back and test again if you feel that times have changed, or a particular technique has become overused.

See? It's simple to track and test. Nothing complex in there at all. Five or ten minutes a day, that's all it takes and the benefits are endless, not to mention how good it feels when you hit the jackpot and can apply sales increases of 10, 20, 50% even over multiple products for a big, juicy leap in profit for your business.

Which brings me nicely onto my next point.

### **Tracking Tip 3**

#### **Invest in the tools. Everything has knock on effects**

Ok, we're doing great so far. Let's move on now and put the final nail in the coffin, and I'm going to finish up this section with one last big old push to try and persuade you that tracking and testing is the most important job you will carry out with regards to your business.

My biggest point here is right in the title. Everything has knock on effects. So you don't feel like tracking, don't know where to start or think it isn't necessary? You'd be wrong. As already stated, even though tracking and testing has become so overdone that no one writes about it anymore, I still don't get the feeling that everyone is doing this on a daily basis. Barely anyone I speak to is tracking and testing, barely any of my contacts or my list, and it's clear that very few of my affiliates take this seriously. Only the JV's I carry out seem to be populated by the heavy trackers and testers.

So lets take some examples now shall we? Lets assume you're just starting up your business and you have two products being sold. One at \$97 and one

follow up, premium money making product at \$1000. I'm going to assume for the moment that you aren't tracking and testing with these products, just to show you how much you can potentially be losing by not doing so, meanwhile, your competition who we'll call Mr.C is tracking and testing.

So you here you are with your two products. Your system is well designed. Imagine you're selling your \$17 product at no profit at all. Instead you're giving away 100% commissions with a view to building leads and prospects, and selling them on to your \$100 product once they begin to spend money with you and experience the quality of your products.

So here you are not tracking and testing. Mr. C however with the exact same setup as you has been tracking and testing. It took him two weeks find out that a small change to his original sales letter increases his sales by 10%.

At step one, the cheaper product, without tracking sales, you sell 100 copies in a single month, and 20% of your buyers go on to purchase the larger product, where you make 100% profit. So lets look at that for a moment. So 20 people in a single month purchase your \$100 product. That's \$2,000 profit for you.

Mr C on the other hand sells 110 copies of his first product due to tracking and testing, and goes on to sell 22 of his premium product as 20% of his customers upgrade, just like you. \$2200 he makes in that month, compared to your \$2000. So an extra \$200 doesn't seem like a lot you might be thinking, but wait, what happens over a year? You earned \$24,000 and he earned \$26400.

It doesn't matter if those numbers seem high or low to you, in fact the dollar amount doesn't matter at all, but the fact is, Mr. C with his tracking and testing could have taken one whole month off and still earned more than you. Whether the yearly profit is \$20,000 or \$200,000, the result is still the same. One free month, and a whole lot more cash in your pocket.

But wait, because there's more. Let's assume that you've each been in business for a year now and have five products, each earning \$2000 per month. Without tracking and testing, you'd be earning \$10,000 per month, or \$120,000 per year. Mr. C however applies his 10% increase in sales method to all his products. He now earns \$132,000. That's \$12,000 per year more than you, simply because he decided to keep on top of some statistics for the week.

But there's more, far more. What if Mr. C had been working hard all year, and actually figured out how to double his sales with his tracking and testing. It's not inconceivable, and it might surprise you to find out, that's it's actually very possible to do. Now you're still earning your \$120,000 per year, but he's earning a whopping \$240,000 per year. If you think those numbers are too huge, and you can't relate to them yet, take \$30,000 and \$60,000 a year instead. These are huge gains from very little work.

But hold on, there's more. What if Mr. C didn't just apply this method to the sales of his products? What if he applied them to the way he attracts affiliates? You can add another 50% to that figure. So now, while you're earning \$120,000 per year, he's earning himself \$360,000 per year.

But it doesn't stop there. We still haven't factored in joint ventures, we haven't looked at the extra capital and leverage Mr. C now has that will allow him to grow more quickly than you. We haven't talked about his list building methods or affiliate generation.

You see, he's not just earning money more quickly than you are with his tracking and testing. It's far from that simple. In fact, his business has the power to grow much faster. It's like the effect of doubling a penny. The more leverage, the more knowledge, sales, profit, income and promotion resources you have, the faster they will grow. In fact, when Mr. C hits his first million-dollar year, you'd still be around the \$200,000 mark.

So you see, tracking and testing isn't just about making more money, more money, more money all the time. It's about giving your business the ability to grow and move forwards in the long term. Every single aspect that you successfully track and test that increases your sales can be applied to all your products. The moment you apply a single 10% increase in sales to all your products, your profit will jump staggeringly. It's not really even all that rare to be able to double your sales with tracking and testing over multiple products.

Taking things even further, you could increase the rate at which your list is growing, and in turn make more sales. You could also increase your affiliate signups and sales and factor those into the equation. When you wake up and suddenly realize what's been going on, you find that your recently learned technique through tracking and testing that originally increase the sales of a single product by ten percent, has double or even tripled your sales and potentially far more in the long term.

So here's the thing. If you leave this course with nothing more, understand this. When you successfully increase one of your products sales by ten percent in the short term, by applying your methods to lead generation, affiliate signups, your promotion resources, and your other products, you could potentially be increasing your total profit for the year by 100, 200, 500% or more.

Everything you do has knock on effects. The faster they add up, the faster you'll make progress. Never again think that tracking and testing is out of fashion just because everyone has suddenly stopped talking about it. They may have stopped talking, but there would be far more successful marketers out there if they started doing this and didn't forget about tracking altogether.

Tracking and testing is for small gains in short term profit.

Tracking and testing is for massive almost unimaginable gains in long-term profit.