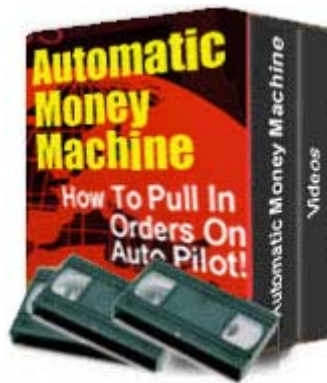


How To Build An Auto-Pilot Marketing Machine



Dear Friend,

This **VIDEO** E-book was written with the goal of helping you put more money in your pocket...plain and simple.

I've made a great effort to eliminate all fluff and keep it simple, concise, and straight to the point.

By the time you get through reading it, you should have a clear understanding of exactly how to:

- Maximize the profitability of your web site,
- Greatly reduce the amount of time (and money) that you spend on marketing,
- And master the use of "Web Magnets" to pull in qualified prospects to your web site.(Prospects that will view you as a trusted friend and advisor instead of "just another guy out there trying to get my money".)

As you know, the Internet is constantly evolving and changing. What works today might fail dismally tomorrow...and that's why this e-book is constantly being updated.

So, before we go any farther, connect to the Internet and [click here](#) to join the Free Magnetic Internet Power Marketing Inner Circle .

When you join (no, there's no cost) you'll be the first to hear about the latest cutting edge Internet marketing strategies as they develop.

When you click the link above, your e-mail client should come up and let you send an e-mail to our Inner Circle Updates List. If for some reason that doesn't happen, just send a blank e-mail to innercircle@hotresponders.com and we'll get you taken care of.

So, with all of that said and understood, let's get started! [Click here to begin.](#)

Sincerely,

Frank Kern

The Shocking LIE About Internet Marketing

The reason that so many web sites are failing right now is simply this: People have been fed a big load of bull about successful Internet Marketing.

Right now, everywhere you look you'll hear the same thing...so called "gurus" telling you that all you have to do is get a bunch of "hits" to your site and you'll make more money that you ever thought possible.

It's pretty easy to buy into this theory isn't it?

I know that when I first started marketing online, I had the same "inner conversation" with myself that almost every internet "newbie" has when they get started.

The conversation sounded something like this:

"Well, let's see here...If I can get 10,000 hits to my web site...that will be pretty good.

And let's say that worst case scenario, only one half of one percent of them order.

...OK, so one half of one percent of 10,000 is fifty sales!

Wow! If my product brings me \$97 per sale and I get 50 sales then I'll make \$4,850.00! So...if I can just get 10,000 hits every couple of weeks, I'll be rich!

And you know what? my product is so darn good that I bet I'll get more than one half of one percent of my visitors to buy it. I bet I'll get 10% or more. This is going to be so easy!"

Have you ever had this conversation with yourself?

Poised over the calculator with dollar signs in your eyes?

Well, if you believe the "Biggest Lie About Internet Marketing" then this conversation makes perfect sense.

But I say the "Hits = Sales" theory is not entirely true. In fact, it's a load of bull! Here's why:

Hardly anyone EVER buys anything the first time they visit a website.

In fact, studies have determined that it takes a typical Internet customer an average of SEVEN visits to a web site before they buy anything...and that's assuming that you have a good offer, good credibility, and good sales copy on your web site.

So, with that fact in mind, you can see why getting a bunch of "hits" on your web site is not the answer.

If you're just depending on "hits" then you're in trouble.

Sure, you might get a few sales from hits alone but you'll have to work like a maniac just to keep enough traffic coming in to amount to anything.

And the few orders that come your way most likely won't make you enough money to be worth the hassle.

This is why so many web sites fail. They spend a small fortune to drive traffic to their web sites but the sales don't come like they expected.

So they walk away muttering about how the Internet "just doesn't work" or "it's all just a bunch of hype".

Well, a lot of information out there is just a bunch of hype.

In fact, most of the information about Internet marketing is just recycled drivel that was effective a few years ago but doesn't work now.

So...what can you do? Well, sometimes you have to...(pardon the cliche') "think outside of the box".

In this case, we're going to think outside of the Internet entirely and "steal" an incredibly powerful marketing strategy from a totally different industry: mail order.

How You Can Use A "Stolen" Secret From A Totally Different Industry To Drive Your Internet Income Through The Roof!

It's really much easier to make money on the Internet if you know the right formula and use the right tools.

In fact, once you get everything in place, you can pretty much run your business by "remote control".

When I first tried to make money on the Internet, I went about it all wrong. I wasted tons of money on advertising and worked like a slave to drive "hits" to my web site.

I was trying to sell people on my products...instead of creating an environment where they wanted to buy from me.

Sure...I got some "traffic" but what I didn't get was orders.

Then I stumbled across a "how to" book from a totally different industry that opened my eyes once and for all.

It showed me how to really make money on the Net...without having to be a salesman!

It was a "how to make money in mail order" book by a direct marketing genius named Jeff Paul.

The title was, "How To make \$4,000.00 A Day From Your Kitchen Table Sitting In Your Underwear".

(I still smile when I read that title but the great thing is...Jeff Paul actually did make \$4,000.00 per day while sitting at home in his underwear!)

The book basically said that he made a tremendous fortune in mail order by adding a simple little "twist" to his marketing.

Here's what he did:

Instead of mailing his sales letter to a big list of people who had never heard of him (the mail order equivalent of just getting a bunch of hits to your web site), he ran tiny little dirt cheap ads that offered a free report about what he was selling.

All the people had to do to get the free report was to give their name and address and he'd mail it right out to them.

Once they gave him their name and address, he would send them his sales letter along with some really good info.

And here's where it gets good: **Jeff stayed in touch with his prospects.**

He would continue to send them sales letters along with valuable information in a pre-determined sequence until they bought from him!

What Jeff did was create a relationship with his prospects.

Because he gave them valuable information along with his sales letters, he created an environment where people wanted to buy from him.

They never viewed him as a salesman...but instead they saw him as a trusted advisor.

Now this sounds like it's too easy to work really well doesn't it?

Well...here's how well it worked for Jeff Paul:

Just by using this simple little method Jeff went from living in his sister's basement to making \$4,000.00 per DAY from home in his own little mail order business. It took less than a few months to achieve this once he started using this method.

But just what the heck does this have to do with Internet marketing anyway??!?

I asked myself the same question. After all...Jeff was in mail order. That's a totally different animal than Internet marketing.

...But once I figured out how to apply this technique to the Internet, my income soared. And this seemed to happen almost over night.

In fact, my simple home made website that sold books and tapes brought in \$115,476.21 in the first 12 months!

Once I perfected the system, I brought in over **\$500,000.00** the following year.

But What Does This Have To Do With Anything?! We're On The Internet, Not In Mail Order!

"The Internet is just like mail order...but without the mail."---Dan Kennedy and Michael Kimble, \$8,000.00 per day direct marketing consultants

First of all, the Internet is just like mail order...but without the mail.

Think about it...isn't a well done web site nothing more than a sales letter?

And when you get a bunch of hits to your web site isn't it the same as sending out sales letters to people in the mail?

Of course it is! The basic marketing principles for the Internet are the same as mail order.

The only major difference is the speed in which you can deliver information to your prospects...and the speed in which they can buy from you.

O.K....Let's take what mailorder millionaire Jeff Paul did, "steal" it, and apply it to the Internet.

Instead of working like crazy just to get a bunch of people to visit your web site (and read your sales letter)...what would happen if you got people to request free information from you via e-mail?

It would be like having a big crowd of people raise their hands and say, "Hey! We're interested in buying from you! Please send us your sales material!"

If these people read your sales material do you think you'll get any orders?? Of course you will!

You know they're interested in YOUR product because they specifically asked you for information!

Remember our earlier discussion about how it takes the average internet customer a minimum of SEVEN visits to a web site before they buy anything?

See, if you get people to request information from you about your product (instead of sending them straight to your web site where they'll most likely just leave without buying anyway) you will get more sales ...guaranteed!

Here's why this will work better than anything you've ever tried, hands down:

Because that person gave you their e-mail address and said, "Hey, I'm interested in what you have...please send me some info about it".

They have given you permission to send them sales materials and updates as often as you want until they buy from you or ask you to stop.

And if you send them good information along with your sales materials, they will grow to respect you as an expert in your field and look forward to hearing from you!

You know it takes most people at least SEVEN times before they will buy anything online... so the more you follow up with your prospects, the more they will visit your site, order your products, and refer you to others.

You can then make even more money by sending your prospects offers for other products such as affiliate programs.

The absolute bottom line is this:

Instead of just getting "hits", you want people to give you their permission to send them information via e-mail.

Once you have this permission, you begin to establish a relationship with your prospects that is beneficial to them, and built on trust.

It's what Robert Allen, author of New York Times best selling book, Multiple Streams of Internet Income, refers to as "going deep."

Here's what he says about "going deep".

"Going deep means that you position yourself as the in-depth expert on what your [prospects] want...and you create a deepening relationship with them. A lifetime relationship. As the relationship deepens, they will buy from you more products, services, and information at increasingly higher prices---because price will not be the issue."

And the reason for this is that they trust you. Because you've given them free information of value and positioned yourself as an expert, they no longer see you as just another person out there saying, "gimme your money".

They see you as a friend and advisor.

But, we still have one very important question to answer. Perhaps the most important question of all!

Here it is (you're probably asking already):

"This makes perfect sense but how do I get people to come to my site and request the information in the first place?"

Good question. This is where Magnetic Internet Power Marketing really comes into play.

Here's the answer: **You will make more money by giving things away.**

Think about it this way. You work hard to drive traffic to your site, right?

You run banner ads, post classifieds, put ads in e-zines, the whole nine yards. And all of those methods work...but you can greatly increase your response and profits by using Magnetic Internet Power Marketing.

Let me explain.

Which one of these two options do you think more people will respond to:

- Visit my website and buy something! Click here: www.blahblahblah.com
- Get a free report: "How To Double Your Internet Income In 90 days or Less". Click here for instant e-mail delivery.

Of course the second one will get the most response. After all, it's far easier to give something away than it is to sell something, right?

And people are going to be much more receptive to your offer if you've given them something of value before you try to make the sale.

You go from being "just another salesperson" to being a trusted friend and advisor. It's just common sense!

And that's what Magnetic Internet Power Marketing is all about:

...using lead generation "magnets" to generate a constant stream of interested, targeted, and qualified visitors to your web site...and then give you their permission to repeatedly contact them with your information.

Here's exactly how this works:

Instead of promoting your web site (which is the same as saying "Hey, come give me money!") advertise a Lead Generation Magnet instead.

A Lead Generation Magnet is usually a free piece of information (like a free report) that is valuable to your customers. And it is always related to your product or service.

For example, let's say you were selling the Super Tomato Peeler 2000.

Instead of advertising your web site, you would advertise a Lead Generation Magnet. Here are some examples of what a Lead Generation Magnet for your Super Tomato Peeler 2000 could be:

- Free report: Top 10 Ways To Peel More Tomatoes

- Free report: How To Peel 8.23 Tomatoes In Less time Than It Takes You to Peel One Tomato Now
- Free E-Book: Insider Secrets to Hassle Free Tomato Peeling When people request your Lead Generation Magnet, they do so by e-mail. They either fill out a form on your website or send a blank message to an autoresponder. We'll cover exactly how to set this up in just a few minutes...but let's stick with the details of your Lead Generation Magnet for now.

Now, this next part is **very important**:

Your Lead Generation Magnet **MUST** contain valuable information for it to be effective.

In other words, your free report needs to be more than just a sales letter for your product.

You absolutely have to give your prospects something of value for this to really work well.

So here's what you do.

You give them great information about peeling tomatoes (in this example). You tell them of the latest techniques for faster tomato peeling, the best place to find great tasting tomatoes, and so forth.

BUT...at the end of your report, you tell how the Super Tomato Peeler 2000 can deliver all of the great new things that you just mentioned. You then list a few benefits and put a link to your web site.

If you over sell, you'll lose credibility. Remember, you don't want to come across as being just another person out there looking for a buck.

You want to be the Tomato Peeling expert and valued friend to tomato peeling enthusiasts world wide.

If you position yourself as an expert source of valued information, you will get more sales and you'll get more referrals. Be a consultant to your prospects...not a salesman.

Think about it another way.

How do you view your doctor? Most likely you see him as a valued provider of important information.

He's your medical consultant...and if your doctor says to go to the store and buy a certain medicine, you'll most likely do it.

This is the same way your customers need to perceive you. And they will...if you use Lead Generation Magnets instead of over-used pushy sales techniques.

Just remember that if you give something of value before you ask for money, you'll get more sales.

We've covered some pretty good ground here and I'm glad you've stuck with me this far.

All Hail The King

When you're using Magnetic Internet Power Marketing to promote Lead Generation Magnets, you not only become a trusted advisor to your prospects and experience an increase in sales, you also develop your greatest (and most overlooked) asset: your own personal opt-in e-mail list.

In fact, the world's top marketing gurus from Jay Abraham to Marlon Sanders to Jonathan Mizel to Mike Enlow to Dan Kennedy will all agree on this one statement:

THE LIST IS KING

A good, well bonded opt-in e-mail list is like money in the bank for you.

And if you use it correctly, it's like having the ability to legally print as much cash as you want.

Here's why:

When you acquire a prospect's email address by offering them a Lead Generation Magnet, you immediately get "on their good side" because you've just given them something of value for free.

As you build a solid relationship built on trust with your customers and prospects, you are lowering their level of sales resistance.

The more they become familiar with you, the less skeptical they become and the more they will buy from you.

And, if you treat your opt-in list well, they will not only buy from you but from they'll buy from people that you recommend!

In fact, many successful entrepreneurs on the web don't even have their own products!

They just use Lead Generation Magnets to build a large opt-in list and then they promote affiliate programs to their list.

So, here's what we want to accomplish with Magnetic Internet Power Marketing:

- Use Lead Generation Magnets in our advertising to pull in significantly higher response than traditional "give me money" ads.
- Lower Sales Resistance by giving valuable information to your prospects before asking for money.
- Build credibility by standing out from the crowd and becoming a valued provider of information.
- Steadily (and often very quickly) create your own personal opt-in e-mail list that you can repeatedly make offers to.

O.K., now it's time to give you step-by-step instructions for tying all of this info together and putting Magnetic Internet Power marketing to work for you.

Step-By-Step Instructions For Getting Your Own Magnetic Internet Power Marketing System In Place In 24 Hours Or Less

O.K., let's go over the mechanical details of how Magnetic Internet Power Marketing works.

Please note (this is very important): In order for this to work well, you absolutely MUST have a good follow up autoresponder system in place.

This eBook and video set will show you how to use the Hotresponders.com autoresponder program. I chose Hotresponders.com because I own it. There are other services such as Aweber.com and Getresponse.com that you can use if you like.

Step 1:

Instead of advertising your web site in the usual "give me money" fashion, use a Lead Generation Magnet.

Sample Ad: Free Report Reveals 17 New Ways To Peel Tomatoes! Click Here For Instant Delivery

Step 2:

When they click on the link in your ad, one of these two things MUST automatically happen:

They get taken to a page on your web site where they fill in their name and e-mail address to request the free report. When they submit the information in your form, they automatically get fed into your follow up autoresponder system.

OR

They automatically get prompted to send a blank e-mail to your autoresponder system.

Step 3:

Your autoresponder system instantly sends them their free report instantly.

*** Remember, you need to provide them with good information as well as a link back to your web site and a reason for buying your product.

Step 4:

Your autoresponder system automatically sends them follow up information at pre-set time intervals (that you determine).

It remembers their name and other personal data that you tell it to...so each follow up message looks like you sat down and wrote it personally.

Each follow up letter contains a reason to buy your product coupled with useful information.

Step 5:

Some of your prospects will buy from you as soon as they get their free report. However, studies show that the vast majority of internet buyers only purchase after they visit a web site 7 times!

So, as your auto responder sends out your follow up information, you'll notice that your sales increase over time.

See, when you attract a prospect with a Lead Generation Magnet, you:

- Drive more traffic to begin with by offering valuable information for free, and therefore increase your "up front" sales- - people that order the first time they visit your site.
- Reap the benefits of follow up sales as you continue to communicate with your prospects.

- Build an extremely valuable list of prospects that trust and respect you as an expert in your field.
- Make additional profits as you "roll out" more offers to your list. (These can be products that you create or affiliate programs that you promote.)

And here's another great thing about Magnetic Internet Power Marketing:

Once you set up your marketing system, your business is run on auto-pilot!

Think about it...the only real "work" you did was in Step 1 when you placed an ad for your Lead Generation Magnet

Your web site and autoresponder system did the rest of the work for you!

So, let's show you how you can:

Get FREE Lead Generation Magnets,

Instantly create forms for your web site that will capture the names and e-mail addresses of your hot prospects,

Put a brand new, super-advanced, automatic marketing system to work for you!

Now You Can Explode Your Sales By Following Up With Your Prospects Automatically...By Remote Control...Even While You're Sleeping, Out Having Fun, Or Just Lounging Around The House!

You can save hundreds of hours each month and experience a surge of profits like you've never dreamed of just by putting Hotresponders.com to work for you.

What is Hotresponders.com? Hotresponders.com is a brand new cutting edge service that offers Autoresponders and a wealth of other extremely valuable Internet marketing tools.

Autoresponders (also called Smart Bots, Mail Bots, Smart Responders, and more) have been around the Internet for quite a while...and people rave about how much they increase sales and make life easier.

What sets Hotresponders.com apart is that they offer a service that is basically like A Totally Automated Marketing System that does everything for you from magnetically attracting prospects like we discussed earlier in this book, to tracking your advertisements, to following up with your clients.

And best of all, you can try out their service for FREE!

Here's How It Works And Why It Will Make You Money

Let's say someone responds to one of your ads or goes to your website and requests free information from you about your product. (A Lead Generation Magnet)

(Don't worry if you don't have any free information such as reports to give out. Hotresponders.com has a wealth of free e-mail courses, free e-books, free reports, and more that you can give away to your prospects!)

As soon as your prospect requests your information, your Hotresponder will instantly send them your sales material!

And best of all it will remember their name, e-mail address, and any other important information that you want it to...and automatically personalize your message so it looks like you sat down at the computer and personally wrote it out just for that particular prospect!

But it gets better! You can "load it up" with follow-up messages that it will automatically send to your prospects at predetermined time intervals!

For example, you can "load it up" with 50 follow up messages (or more if you like).

You can then tell it to send message #1 instantly...as soon as they request your info.

Then you can tell it to send message #2 the next day. Then you can have it wait a few days and send message #3. Then send message #4 a week later...and so on. And it's all done automatically.

The more you follow up with your prospects, the more likely they are to buy from you...again and again. Especially if you provide them with valuable and useful information in addition to your sales info.

Hotresponders.com does all of the work for you.

Your follow up messages will be sent out automatically, even if you're not connected to the Internet.

Heck, even if you blow up your computer, Hotresponders.com will be sending out your follow ups on auto pilot.

Everything is done from their system....and best of all, you can try it for FREE!

It's like having a full time virtual secretary that never takes a break, works 24 hours every day of the year, and does the job of ten people...

Here's just a small sample of what Hotresponders.com will do for you:

- Automatically sends up to 52 personalized follow up email messages for you...building strong relationships and closing sales while you relax, knowing that your Internet marketing is running smoothly on auto-pilot.
- Handles both plain text and HTML formatted email messages so you can include colorful text, hot links, and much more in your follow up messages. (Pulls super-high responses!)
- Prospects can be added to the system by sending an email or by filling out a form on your web site!
- Automatically generates sign up forms for your web site, so you won't have to do any "hard coding".
- Automatically personalizes your follow ups with the prospects first name, last name, date and email address... plus custom fields. (The sky's the limit!)
- Can insert automatic "UNSUBSCRIBE" links at the bottom of every outgoing email, or prospects can send a message with "Remove" in the subject line to unsubscribe...so you don't have to deal with handling these requests yourself. (Time saver!)
- You can get automatic email notifications to tell you that you just got a new prospect...includes the prospect's name, email address ...also the name of the autoresponder. Plus the original e-mail sent to the autoresponder, so you'll never miss a question or sales chance again!
- You can set up 15 different demographic questions along with the answers you will accept, then you can use this information to instantly contact only those prospects by the demographic answers given.

There are a truckload of things you can do with Hotresponders.com

Do you send out a newsletter or e-zine? If you do, now you can have it automatically distributed to your subscribers... with each message individually personalized. (This alone has been shown to increase readership by up to 342%)

Hot Marketing Tactic: Do you distribute educational information/courses on a regularly scheduled basis? Now you can totally automate the process and have the information delivered at predetermined intervals...And you can put links to your web site in each one so the orders will come pouring in.

Keep your name (and your web site!) fresh in your customers mind. Automatically deliver compelling sales literature and put your business on auto-pilot.

Build strong relationships with your prospects.

By using the multiple follow-up feature... you can send up to 52 follow-up messages per Hotreponder. Repetition is the key to building and creating a positive relationship with customers and clients...and the stronger the relationship, the MORE SALES YOU GET!

[Click Here To Try Hotresponders.com today!](#)



Video Section

I've included some videos for you that will walk you through the easy process of getting your autoresponder system up and running. To watch the videos, simply click the links below.

Video One: [Logging Into Your Hotresponders Account And Setting Up Your Messages](#)

Video Two: [Generating Your HTML Code For Your Subscription Form](#)

Video Three: [Turning Your HTML Code Into A Web Page That Gets Subscribers For You](#)

Video Four: [Importing Subscribers And Doing A Mass Mailing To Your Opt In List](#)