

# **Confessions Of A Niche Marketing MANIAC!**



By Vondre' Whaley

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## **Confessions Of A Niche Marketing MANIAC!!!**



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## INTRODUCTION:

If you are seriously considering earning incredible income on the internet, at some point in time, you need to have a complete mind shift on how you operate your business. Consequences of NOT recognizing true “success patterns” could be very costly to your success. To put it plainly, you will eventually become a victim of those who have realized the profit formulas.

**Eye Opener #1: Successful internet marketers know that over 95% of people that purchase their products will not take action. In other words, if you don't take action, you are a victim.**

This short course is a shocking eye opener that will hopefully change your way of thinking and launch you into a profitable internet marketing career. You'll see the actual game plan I'm using to build one of my internet businesses as I have been taught by my mentor who will earn well over \$500,000 this year on the internet. (So he says....)

**Eye Opener #2: You can't count anyone else's money but your own. Don't be mesmerized by income claims because they mean absolutely nothing to you and your future earnings. Another person's success or failure has nothing to do with your capability.**

But first, I have to ask you “The Question.” This question has changed many lives in itself. It's the exact same question my mentor asked me before he helped me open the door to unbelievable daily income. Here we go.....

**When you think about internet marketing, what are the first three names that come to mind?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

I bet you answered that question rather quickly, didn't you? As a matter of fact, I've been taking a quick survey of all the people I talk with about internet marketing and they all say basically the same names out of about 10 different people.

I will not mention the 10 people directly, but all of them started selling internet marketing products in the early 90's. They have actually, cultivated the market, set the standard, and built a network of raving fans. These 10 internet marketers have dominated over 90% of the market and the remaining 10% is divided among others who simply don't get it or at least have not realized the formula. They will never get any more than the scraps left by the big boys because the market is established and too saturated.

Trying to sell products in the internet marketing arena is as close to internet marketing suicide as you can get. I'm not saying that you won't sell a few internet marketing related products. Heck, you might sell big, if you come up with a concept that revolutionizes the entire industry.

But...Why waste time in a crowded arena, when you can concentrate on niche marketing?

## **YOU HAVE TO GET INTO NICHE MARKETING!**

### **What is niche marketing?**

Niche marketing is simply identifying a group of people who have similar interests, discovering their problems, and creating products and services based on solutions. If you target a niche market, you have a better opportunity to position yourself as an authority in a particular field. This authority means credibility and credibility means sales.

**Eye Opener #3: You should stay away from Saturated Niche Markets!!!! Saturated niche markets are terrible even for the most experienced marketers.**

I have a very good friend who has done okay selling to a saturated niche market, but he constantly complains that he's losing money and market share. In order for him to stay competitive, he continues to come out with new products on a regular basis. He has incredible marketing skills that would more than triple his income if he were concentrating in unsaturated niche markets.

### **What is a saturated niche market?**

This is a market where there are simply too many people selling products and services. The marketing leaders have already been established and competition is fierce. Here are two good examples of saturated niches:

- How To Start An Internet Marketing Business
- How To Lose Weight

A great way to determine if a market is too saturated is to go to a major search engine such as <http://www.google.com> and search a few key words. If the entire first page is filled with web-sites that want you to buy something, chances are the market is too saturated.

Recently, I search the key word, "internet marketing" and the first 2 pages contained web-sites that were selling products.

I also searched the term, "Weight Loss," and received similar results.

These markets are obviously tough to dominate or even get your fair share of the business. That's why it's best to concentrate on unsaturated niche markets where you'll be able to create a presence and establish yourself as the "go to" person for great products.

**Eye Opener #4: You will increase your chances of success by starting a business centered around unsaturated niche markets.**

### **What is an unsaturated niche market?**

This is an area where you have a group of people, who have very little information and resources about their area of interest. They are hungry for information because they have problems that aren't adequately addressed.

If you find the solutions to these problems and present them in an easy to understand format, you'll have profits beyond your imagination. Believe me, I struck gold with a niche website providing information to the baking industry.

At the time of this writing, my wife and I have the most comprehensive website providing products and services about getting more customers for bakeries and at home bakers. We have developed an incredible long range vision plan to position us as the dominate force in this industry.

**Eye Opener #5: If you don't have a detailed vision plan for your success in internet marketing, you'll most likely fail miserably.**

**Note: Starting an internet marketing business is NO DIFFERENT than starting any other business. Having a detailed plan is vital to the success of your business.**

In this course, I will reveal to you the exact vision plan that we are following, and teach you how to develop your own plan for niche marketing success!

Let me tell you the story of how we started <http://www.sellcakeslikecrazy.com>, because there is a huge lesson involved in this story..... if you are paying attention.

## **The Sell Cakes Like Crazy Story!**

I have been an entrepreneur since the age of 14. I've started nearly 30 businesses that range from selling men's neckties to marketing security systems. After selling a few businesses and closing some others, I started working with my father to build his insurance agency. One of my ideas was to start a local shopper newspaper called, "Nothing But Good News." It's a Christian based newspaper that features positive news. This paper allowed us to make a profit from selling advertising in addition to advertising our insurance agency for free. It was an awesome concept that increased our sales by 30%.

One of our regular advertisers was a guy by the name of Ed, who owned a small computer store that he ran out of a small office. Each time I entered his office, there was a line of 3-5 people giving him checks. According to him, he was bringing in over \$9,000 per month from selling computers that he financed to people with less than desirable credit.

I firmly believe in seizing all opportunities, so I decided to start a similar business with Ed's guidance. I added a great marketing system and quickly started selling computers to those who could not get credit through the major retailers. I guess I had a soft spot because I too was rejected for a computer after graduating from college.

Then it happened!

I discovered a marketing forum and started posting all of the business ideas that have made me a profit over the years. People started constantly sending me questions about the computer business and I found myself answering 20-30 e-mails per night. It wasn't long after that I decided to put together a course to teach others how to do what I was doing.

That's how <http://www.sellcomputerslikecrazy.com> was created.

Shortly after that, my wife gave me the ultimate challenge.

She said, **“You know I love baking cakes. I’ve won first place at the state fair over 600 plus cakes. Here my husband is Mr. Marketing, now why can’t you help me get more cake customers?”**

I took what she said to heart, and immediately started working on a detailed marketing plan that contained ideas, tricks, tactics, and strategies to get my wife more customers than she could handle.

We picked up many new customers after our first promotion, and my wife has been busy baking ever since.

Then, I basically asked myself, “Do you think other cake bakers around the world also want strategies to help them get customers?”

The obvious answer was yes, but I had to do the research.

I searched the internet for cake decorating forums and noticed the biggest questions people made reference was related to finding more customers. After interacting with forum members, I also realized they were willing to pay for such information.

A few weeks later, we launched <http://www.sellcakeslikecrazy.com>, a little site that offered one course for those interested in finding cake customers.

Then, we modeled the success of our computer site by using some of the same exact marketing strategies.

Now, we offer 7 different products and have a huge list of raving fans who rush to order all of our newly released products.

End of story.

\*\*\*\*\*

Did you see any lessons in that story?

For starters, you must establish that you have a hungry market prior to starting a web-site and devoting time to developing products.

**Eye Opener # 6: Just because you think you have a good idea that will sell, doesn't mean the buying public thinks so. Before you start, do the research to find out if you have a hot selling product.**

**Here's an example of what not to do:**

When I first started developing information products years ago to sell using little classified ads, I thought teaching people how to start an investment group was going to be a hit. I actually spent 2 months researching and writing a course about the subject. About 7-10 classified ads later, I found out that people didn't want what I was selling. If I had researched whether or not people were willing to buy such a product first, I would have saved time, energy, and money.

### **Here's How I Discover Niche Markets!**

#1. Make a list of niches that you may be interested in. If you don't have a clue, ask some of your family and friends about markets that they may have some interest in.

Ex. home school parents, nail technicians, teachers, landscapers, income tax consultants, photographers, etc.

This is just a general list and I'm quite sure you can come up with a list of 30 or more.

**Note: It's great to work in an area that you have a passion for, but I don't think it's necessary for success. However, doing something that you enjoy definitely increases your chances of success.**

#2. Search the internet to find out if these industries have active discussion forums. Highlight all the markets where you find active discussion forums and rule out the others until a later time.

**Note: The niche markets that have discussion forums gives you a direct link to people who are interest in the niche and ultimately may be interested in your products or services.**

#3. Read the discussion forum, participate, and answer a few questions if you can. Your objective is to find out what problems these people are having.

#4. Right down a list of problems based on what you see in on the discussion forums.

#5. Go to <http://www.overture.com> and use their search term suggestion tool to find out how many people are searching key words surrounding this niche. Only search the markets that you have highlighted.

You can also used the great resource at

<http://www.goodkeywords.com> to get this information.

#6. Circle the top 3 markets that have a lot searches each month.

#7. Take those top 3 markets and search solutions to their problems. You can do internet research, call a few experts, etc. This is the foundation of your information product. You want to solve problems.

Note: People pay for solutions. With our cake marketing site, people most likely won't buy a course on "How To Bake A Cake." They already know how to do that. However, we have solved the problem of getting customers, so the orders continue to come in day after day.

#8. Go to the discussion forums and discuss your solutions. \*Pay close attention to your feedback.

You may even mention that you're working on a course to explain all the details. However, you don't want to give too much information. Let them pay for your solutions.

#9. The market that gives you the most feedback is the market you should concentrate on first.

#10. Develop the product, build a website, and announce the release on the board.

#11. Start a Pay Per Click (PPC) campaign on Overture.com (my favorite), Google.com, or some other PPC engine.

Note: Use the additional marketing methods that are mentioned later on in this course.

When it's time to start another niche web-site, you can create products centered around the other markets you researched or simply start the process all over again.

If you want more information on how to find incredible niche markets, you can click on the link below:

<http://www.nicheformula.com/11steps.html>

## **What Kind Of Products Can You Sell?**

Selling information that you create is the best product in the world to promote! Let's compare the information business to every other business out there and here's what you have to consider:

- Information is a multi-billion dollar industry that's growing by leaps and bounds.
- Information is easy to research and put together a deliverable product.
- Information has a high perceived value.
- Information has a very high markup, which is unlike other products that are sold.
- Information can be sold as reports, audios, videos, web-site access, etc.
- You can sell information from home.
- Information can be copyrighted, which makes it your own legally protected work of art.

Here's the best part I like about selling information that you create all on your own....

**You can write it once and sell it forever!!!!**

Here's an example:

I was blessed to lose 118 pounds 3 1/2 years ago. After being asked over and over again about how I did it, I decided to put it all together in a manual.

I ended up selling the manual through a few seminars and made well over \$20,000! That was 3 years ago and every year since then, I conduct a seminar on weight loss using the same manual and get paid over and over again. It only took me a few weeks to get the manual completed and it still earns me money today. That's the power of information.

I even have a website set up at <http://www.vondrewhaley.com> to sell the weight loss program I put together.

Here's another example:

I helped my cousin put together a course that offers tips on how to get hired as a pharmaceutical sales representative. Yes, my cousin is one of those guys who goes in and out of the doctor's office. As a matter of fact, he's the most successful pharmaceutical sales rep for his company.

He sells that manual like hot cakes every single day through classified ads and it's been paying him for years. Thousands of people want to work with pharmaceutical companies.

He agreed to let others sell the manual through my site where members get a niche product to resell every month at :

<http://www.sellinfolikecrazy.com>

To put it plainly, **PEOPLE WILL GIVE YOU MONEY FOR YOUR EXPERTISE!!!**

So, your first consideration is to develop an information product.

You can write an e-book like this course or you can do any of the following:

- Set up an audio interview with an expert who solves a problem
- Develop a video that solves a problem.
- Create an interactive DVD that solves a problem.
- Put together a manual that solves a problem.

You can also become an affiliate and promote other people's products related to your niche, but I prefer to use that option as a secondary income stream. Here are two main reasons:

#1 As a niche marketer, you want to position yourself as the expert in a particular field. That means that YOU are the problem solver. If you are recommending someone else to solve a problem, then you are essentially saying that you are not the expert. In the long run, you lose a potential long term customer for a quick affiliate sale. Others will disagree, but that's my take on it.

As a matter of fact, if you take a look at most successful niche internet marketers, they don't do much stuff with affiliates.

#2 People buy from who they know. The best way that people get an opportunity to "KNOW" you is through reading and using your products. To put it plainly, they won't get to know you through someone else's products. When you have a group of people that know you, it's fairly easy to sell affiliate products.

Here's an example: Just recently, hundreds of people were selling a popular book by a well known internet marketer. Although, I could have ordered from anyone, I went back to a lady to buy the e-book because I previously purchased some of her original products.

**Eye Opener #7: The best type of product to sell on the internet is a product that you develop yourself, specifically an information product that solves a problem in a targeted niche.**

## **4 Ways To Get Traffic To Your Niche Website**

**Eye Opener # 8: If you are not collecting e-mail addresses at your website to send out regular communication to your list, you are not in internet business.**

In addition to using Pay Per Click search engines such as <http://www.overture.com> or <http://www.google.com> (Google Ad-words), you have to do more to build your list. You need to incorporate a variety of strategies to draw prospects to your site. Take a look at the ideas below. Some of them have never been mentioned before in the internet marketing arena.

### **Create A FREE Special Report**

You can use a short special report ranging from 7 - 25 pages to build your list like crazy. Of course, the special report should be related to your specific niche. You can actually write this report in as little as three hours. Post a short message about your free report in your signature file on every e-mail that you send out and on every post that you make on forums. People will download your report , read it, pass it around to others, and you'll get more people to sign up for your list.

The key to this strategy is to include little messages to encourage the reader to sign up for your free newsletter. It's also a good idea to include links or affiliate links to your other products throughout the report, if you have them.

Here's another twist to this idea.

You can actually use your special report as an incentive for people to sign up for your newsletter. Simply tell your web-site visitors that they'll get your amazing report when they sign up.

Believe it or not, I received over 700 new subscribers for my <http://www.nicheformula.com> site after releasing a free special report. The report was entitled "The Apprentice and Niche Marketing." It revealed my notes from watching the hit reality show starring Donald Trump. Millions of people were watching the show, especially entrepreneurs, so I decided to take advantage of the trend.

**Eye Opener # 9: Smart entrepreneurs are consistently looking for trends and how they can exploit them to their advantage.**

You can check out the special report if you haven't seen it already at <http://www.nicheformula.com/apprentice.html>.

### **Advertise In E-zines Related To Your Niche**

If you are targeting a niche market, chances are there are e-zines or internet based newsletters that you can advertise in. The best way to do this is search Google or Yahoo and call people to talk with them personally. In some cases, these newsletters may not offer advertising, but if you contact them via the telephone, you may be able to strike a deal to get your site some exposure.

I have an online newsletter that I advertise in for my cake site for only \$35 per month. This newsletter has about 40,000 subscribers.

The first time I ran my ad, I got over 500 people sign up for my newsletter and I made over 60 sales at \$29 per sale.

If you ask me, it works.

### **Use Unique Business Cards To Promote Your Site!**

For most people who operate businesses on the internet, business cards are not apart of their marketing efforts. They understand that most businesses have them. However, because they operate a web-site on the internet, they figure people offline are not interested.

This is one BIG mistake internet marketers make!

It's sad and unfortunate, but that's they way internet marketers feel about this powerful marketing tool. I even did a private poll by asking 25 other people who run internet businesses, and none of them had a business card.

Your business card can explode your internet business if you use them the right way.

Once you realize that your business card is a powerful marketing tool, instead of an easy way to give someone your name, address, company name, and phone number, you can execute strategies to ignite your business. Then... you'll be light years ahead of your competition.

In the next few pages, you'll learn how to use our unique business card more effectively and how to get people to remember your business using this low cost marketing tool.

On the following page, you'll see the business card I use on a daily basis, which is unlike any other business card you've ever seen. It's unique, and most importantly, it gets people to call and check out my website every single day.

## **Who Else Wants To Sell Cakes Like CRAZY?**

(See back of card for details)

Vondre' Whaley

**"I help bakers get more customers!"**

**<http://www.sellcakeslikecrazy.com>  
803-361-5035**

## **Do you bake cakes or know someone else who does?**

My company specializes in helping bakers set up unique marketing systems to get more customers. If doesn't matter if you're selling cakes out of your home or run a bakery, Sell Cakes Like Crazy can help.

To find out about our free newsletter, discussion forum, and marketing courses, call now or visited our website below!

**[www.sellcakeslikecrazy.com](http://www.sellcakeslikecrazy.com)  
803-361-5035**

As you can see, my business card compels a prospect to call and visit my website.

Have you ever seen such an effective business card?

I hope you also notice that I print on both sides of the card, which is rarely done in any industry?

If your business card is a marketing tool, it makes sense to take advantage of both sides of the card. Why not use both sides? It's not much more in terms of the printing costs involved.

Notice that the top of the card reads, "**Who Else Wants To Sell Cakes Like Crazy,**" instead of the business name. You want the heading to grab the reader's attention.....don't you? You want the

prospect to pick up the phone and go to your web-site. In most cases, a business name will not do the trick.

You should also notice “(See back of card for details).” This invites the reader to turn over the card and get additional information about my products and services.

Under the business owner’s name, you see the phrase, “I help bakers get more customers,” rather than owner, president, or sales executive. This phrase puts in the reader’s mind that I’m a specialist at helping bakers get business.

On the back of the card, you might notice our powerful headline that’s consistent with the front of the business card by identifying my market. It states, “Do You Bake Cakes Or Know Someone Who Does?” Again, it really identifies your target market.

Then you see a paragraph that restates the position of my company, which is helping bakers get business .

Then...the reader is invited to call and visit the website. If I may say so myself, this is a very effective business card.

### **How Do I Use My Business Card?**

- I give my business card to every one I come in contact with after asking them, “Do you bake cakes or know someone who does?”
- I place my business cards in waiting areas, doctor offices, shopping centers, on bulletin boards, an any other place I can find.
- I put 3 - 5 business cards in every course that I send out and ask my customers to pass my card to others who enjoy baking cakes.

## **Start A Social Networking Site!**

This is a very powerful concept that has never been introduced to the internet marketing community until now. Social networking sites have the ability to generate tens of thousands of people to your list in a very short period of time. The entire concept is viral! Members invite friends, who invite friends. This is unbelievable, especially if you have a social networking site dedicated to a specific niche.

The interaction between community, computers, and society is now being referred to as "social networking," and it's making a lot of waves on the internet. Big investors are throwing millions into popular social networking sites.

Most people seek connection. In fact, most people require some kind of need to bond with others. Some of us have a significant need to create community or some kind of shared experience. This has occurred throughout the history of the online world, whether in the form of Usenet newsgroups, email lists, chat, instant messaging (IM), and Peer-to-Peer technologies. In recent years, some new offerings have been added to the mix, and they are reviving interest in community in fresh ways.

Here are a few examples of popular social networking sites:

### **Ryze.com**

Adrian Lang started <http://www.ryze.com> in 2001. It is a business networking site where members get their own page. They can upload pictures, join groups, start groups, invite other members, and network to establish new contacts. Currently, Ryze has over 80,000 active members.

### **Linked In**

Linked in (<http://www.linkedin.com>) was started by Reid Hoffman to target professional business people. He has designed his site purely

as a networking medium for business owners, executives, and entrepreneurs. As a matter of fact, you have to be screened and accepted before you are able to join. Without any advertising, LinkedIn signed up well over 30,000 people since its start in May of 2003. Currently, membership is doubling every six weeks and they are in around 80 different countries.

### **Friendster.com**

Jonathan Abrams started <http://www.friendster.com> as a way for friends to meet others through friends. It is rumored that he got the idea for the site after getting dumped by his girlfriend.

The site has reported over 1 million members and it continues to grow each day.

Here is a good example of a niche social networking site.

### **Dogster.com**

This is a site where dog lovers can load pictures of their pets, share ideas, and invite other dog owners. This is not one of the big commercial sites, but they have over 17,000 members and an average of 285 people sign up per day.

If you are a smart internet marketer, you'll take advantage of social networking sites for the following reasons.

#1 It's a quick viral way to get tons of people to sign up for your newsletter. Members have incentives to invite others because everyone gets a free page and community to interact with others. Imagine how many sales you can make from having a huge list.

#2 With all the commotion going on about spam and new e-mail

laws, developing a social networking site is a good addition to your marketing plan. With social networking sites, you have the ability to communicate with all your members within the site without sending e-mail.

#3 Operating a social networking site gives you the tools needed to position yourself as the authority in your chosen niche market.

I have recently started my own social networking site to generate leads for my cake marketing site. So far, I'm experiencing amazing results.

You can take a look for yourself at <http://www.cakepals.com>. This is a site where cake lovers can upload their pictures, share ideas, invite new friends, post on boards, join groups, and talk about everything cake!

Throughout this site, I'm softly selling my cake courses in the background. There are specials, banners, and information that refers them back to <http://www.sellcakeslikecrazy.com>.

Believe me, this is an ingenious concept. If you would like to get a copy of this script, send me an e-mail at [voncorp@aol.com](mailto:voncorp@aol.com).

Social networking sites are simply the best recruitment tools since the auto responder!

In your opinion, what would make a great niche social networking site?

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Why?

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## **If You Had The Opportunity To Talk With An Internet Marketing Millionaire, What Questions Would You Ask Him or Her?**

I bet all kinds of thoughts went running through your head when you read that headline. Would you take notes? Would you even ask questions at all? Would you simply listen?

Personally, I like to listen to people who are more successful than I am. If I'm trying to get to their level, I'm not saying anything unless they ask me to say something. Other than that, I'm all ears.

**Eye Opener # 10: When you get a chance to interact with a person that has achieved what you aspire to do, listen, take notes, and speak only when you are asked to.**

Well....I've had the opportunity to talk with an internet marketing millionaire. I choose not to reveal the person's identity because he's not as important as the information I gained from the conversation. Here are my notes below:

- **Never fall in love with an idea or product. Put several projects together, select the products that bring in consistent profits, and develop more products and services.**

How many ideas do you get that are going to make you millions on the internet? Then, when you try them, they don't work. Well....as the old country song goes, "You have to know when to fold them."

According to the internet millionaire, it's very common for the professional internet marketer to have several different web-sites. That's all apart of testing various concepts only to choose the ones to develop even deeper.

On this advice alone, I have taken the products and services that I'm offering to a new level.

- Add value to your products and services by offering bonuses that are related to your product.

Most internet marketers know you get better results by offering bonuses. However, some people offer bonuses that have nothing to do with the main product.

Here's an example...

When I first started selling my computer courses at <http://www.sellcomputerslikecrazy.com>, I was giving away a free vacation as the bonus. The vacation was okay, but it didn't relate to selling computers. When I changed things up a little bit, by adding an additional computer course as a bonus, the sales easily tripled.

- You can get great marketing ideas by watching TV and looking in magazines. Simply structure a promotion around a theme to help you sell your products.

Most internet marketers are completely boring. At best, they sound like every other internet marketer. Well....the key to establishing raving fans is to set yourself apart from the rest.

What makes you different?

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You can structure promotions around your personality based on commercials or magazine concepts to bring you tons of results.

- Buy products and services from other industries and figure out how you can take the same concept to make it work for your chosen niche.

This internet marketer has taken several ideas from the real-estate industry to apply to his niche. He buys several hundred dollars worth of products each month from other people.

That's a major source of his ideas. I guess if you think about it, no idea is truly original. So, if you can figure how something from a different industry can work in your market, that can be very lucrative.

- Outsource things that are not profit producing tasks. This includes things like web design, writing scripts, shipping, etc.

If you free yourself from completing non productive tasks, you'll have more time to concentrate on actions that are profitable.

Personally, I have been guilty of trying to do everything for my internet business. I was spending hours on things like burning CD's and trying to learn programming for my web-sites. That was the pits!

Now, I have an assistant who helps me with shipping and I contract out all of my web programming stuff. This has given me time to develop more courses and newsletters. These are the things that make me money!

- Create residual back ends to your products and services.

The best sale is a residual sale. With this type of sale, you get paid over and over again. As a backend to your core products, you can offer a niche membership site, hosting services, or access to an on-line service for a monthly fee. That's simply great marketing!

## Your Vision Plan

**When George Bernard Shaw, Nobel Prize winner, was asked about the secret to his success, he responded, “It’s because I don’t let life happen to me. I happen to life.”**

To simply put it, you have to be proactive and take action with direction. I like to call it “Guided Energy!”

Every internet marketer should have a Vision Plan for his or her web business. This plan can be as simple as a diagram or as complicated as a 100 page document.

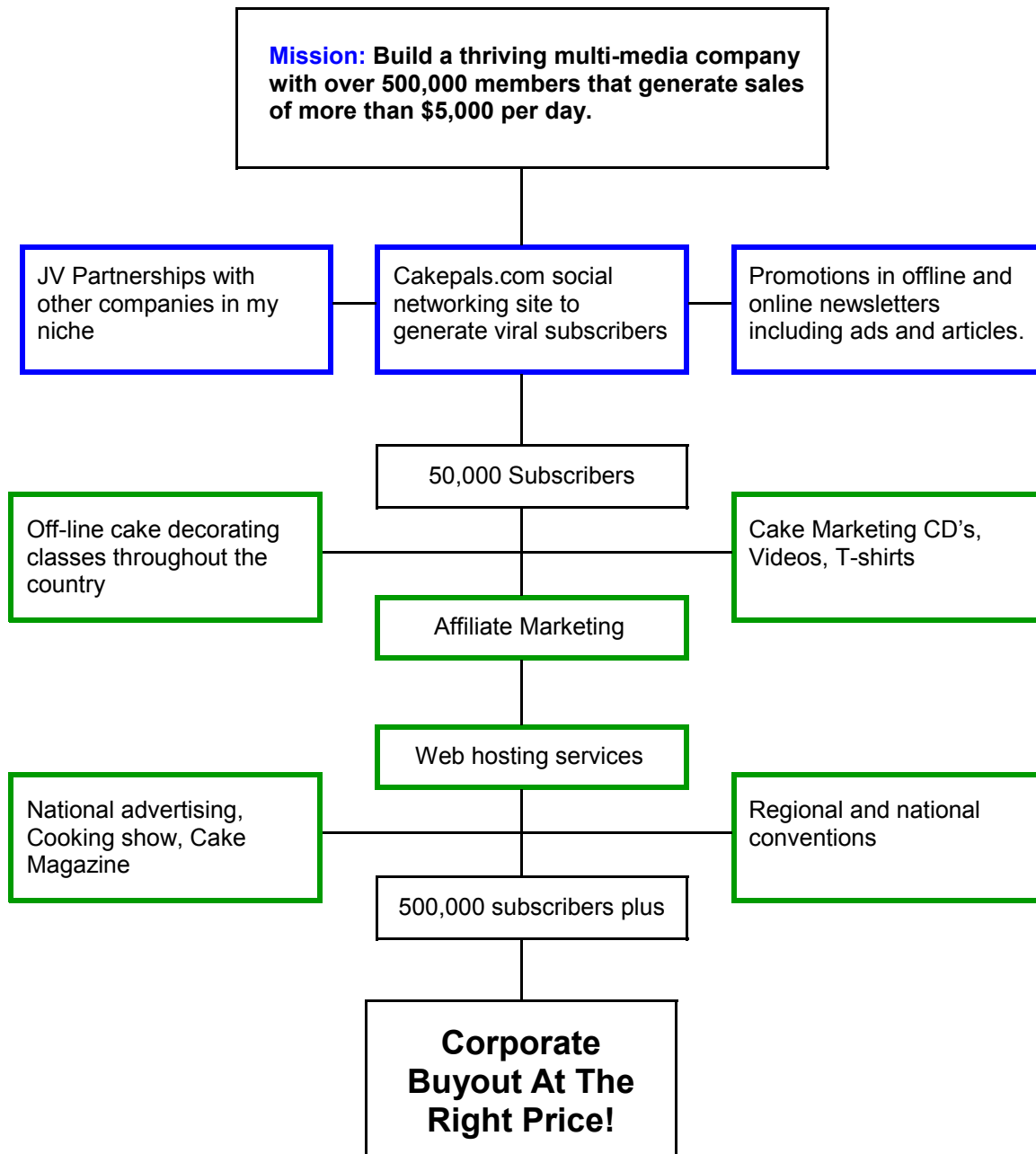
I prefer using a diagram because it’s simple, yet effective. Diagrams allow you to easily visualize how your goals and objectives fit together.

On the next page, you’ll find my personal Vision Plan for <http://www.sellcakeslikecrazy.com>. It’s a ugly site, but it does pretty good with daily sales!

Then, we’ll discuss how you can use this type of diagram strategy to set a vision for your web business.



## Vision Plan



The first box of your Vision Plan contains your mission statement for your website. This is where you state Your ultimate objective and what you want to accomplish with your site.

My mission statement is to **“Build a thriving multi-media company with over 500,000 members that generate sales of more than \$5,000 per day.”**

Notice that I put goals in reference to the number of people on my list and daily sales goals.

It's a good idea at this point to write down your missions statement using the form below:

### Mission Statement Form

My present average daily internet income is \_\_\_\_\_.

My daily internet income, \_\_\_\_\_ months from now will be \_\_\_\_\_.

Number of newsletter subscribers I have right now \_\_\_\_\_.

Number of newsletter subscribers I will have \_\_\_\_\_ months from now will be \_\_\_\_\_.

Mission Statement:

To \_\_\_\_\_

with over \_\_\_\_\_ members that generate sales of more than \_\_\_\_\_ per day.

What are your three major traffic generating techniques to get people to subscribe to your newsletter?

Most people get baffled by that question because they only use one technique, if any at all. You'll be surprised at the number of people who only rely on posting to marketing forums as their only traffic generator. In my opinion, you should have a minimum of three ways to generate traffic.

The three blue boxes on the Vision Plan is where you put your major traffic generating strategies.

Here's what I have listed:

- JV Partnerships with other companies in my niche
- Cakepals.com social networking site to generate viral subscribers
- Promotions in offline and online newsletters including ads and articles

Note: I also use other ways to generate traffic such as business cards, post cards, pay per click engines, and posting to niche related discussion forums.

NOTE: Some internet marketers get hung up on search engine optimization (SEO) stuff. Personally, I think there are too many changes with the way major search engines decide to list websites to devote much time to optimizing your site. As a matter of fact, a friend of mine has paid over \$15,000 SEO services with very little results.

On the next page, you'll find a form to evaluate your traffic generating techniques.

## Traffic Generating Techniques Form

Your Current Methods Used To Get More Traffic To Your Site	Effectiveness (Circle your choice with 5 being the most effective)
	1    2    3    4    5
	1    2    3    4    5
	1    2    3    4    5
	1    2    3    4    5
	1    2    3    4    5
	1    2    3    4    5
	1    2    3    4    5
	1    2    3    4    5
	1    2    3    4    5
	1    2    3    4    5

My top 3 traffic generating methods are \_\_\_\_\_,  
 \_\_\_\_\_, and \_\_\_\_\_.

Use the top three above to place in your Vision Plan diagram.

How is your site going to make money?

This is the magic question. You need to have a plan or some idea of how your site is going to generate profits.

In order to dominate a niche market, you must offer a variety of products and services. One product will not cut it. Some people will disagree, but it's to your advantage to offer multiple solutions to your list.

Here is what I have listed in my Vision Plan:

- Cake marketing cd's, videos, and T-shirts
- Offline cake decorating classes throughout the country
- Affiliate marketing
- Web hosting services
- Regional and national conventions
- National advertising
- Cooking show
- Cake magazine

That's a complete realm of products and services for cake bakers.

How can you make money with your site?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

Place the ideas from this list in the green boxes on your vision plan.

The black boxes in the middle is where you place your newsletter subscriber goals. Subscribers to your newsletter is a major factor in the success of your internet venture. The fact that most people must look at something an average of 7 times before they take action is reason enough to have a list and contact them on a regular basis.

I get e-mails all the time from people who have been on my list for months before they decide to buy. My goal is to have over 500,000 subscribers.

Can you imagine sending a message to a list of over 500,000 for a \$29.99 product? What if you made only 1,000 sales?

Do you see the power of "The List?"

The last box includes the exit statement. This statement generally mentions selling the website for the highest price.

Buying and selling businesses is the American way!

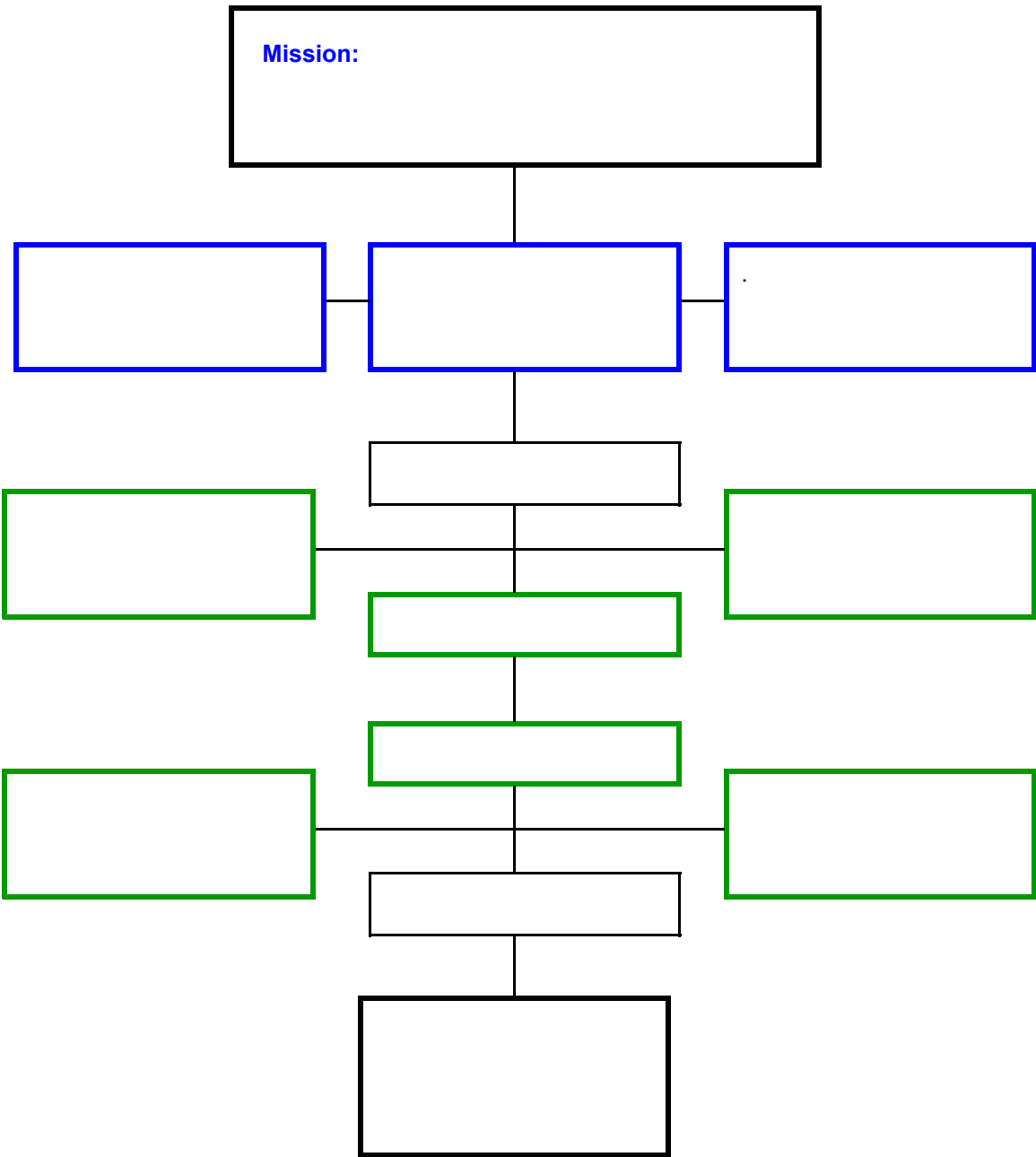
Take a look at billionaire Mark Cuban. He's the owner of the Dallas Mavewricks. He's sold several internet businesses for billions including broadcast.com.

If you generate enough interest, subscribers, and profit gains, you could be sitting on top of a multi-million dollar sale.

On the next page, you'll find a Vision Plan Diagram for you to complete for your internet business.

# My Internet Business Vision Plan For

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## Quick Marketing Tips!

### The Physical Product Advantage

There is nothing wrong with selling information electronically through what is commonly termed as an e-book. As a matter of fact, e-book sales continue to soar. Revenues were up 30% in 2003 compared to the previous year. Traditional printed books can't compare to this astronomical growth.

However, there are drawbacks to selling digital products or e-books.

1. Digital products will have more returns than physical products. Yes, your return rate will be high. Some internet marketers have reported return rates as high as 30% on digital products.
2. Digital products can be easily passed around to others or sold without your permission.

Don't get me wrong, I think everyone in internet marketing should sell digital products in some form or fashion. Heck, I also sell digital products.

However, I prefer selling physical products in the form of .pdf files on CD.

Advantages of selling physical products:

1. You can take the same product that you sell digitally and sell it as a physical product simply by burning it on to a CD. All you need is a CD burner. (Most modern computers have burners included.)
2. You can usually charge higher prices for physical products. Ex. I have one niche site where I sell a series of manuals for \$155 - \$255. Can you perceive paying this much for a download?

Well..most people can't either.

3. Your return rate will be much lower. In order to get a return, customers have to ship your product back. Believe it or not some people will not go through the hassle of packaging your product and sending it back.

With my <http://www.sellcakeslikecrazy.com> site, I charge \$29 for every course that I sell. These courses are shipped on CD, and I've only had one return out of over thousands of sales.

4. You can include other sales information in your product shipment to existing customers. I've started including a product sheet describing all my products with an order form and my reorder sales have increased by 27%.

So, if you haven't explored selling physical products, give it a try. I love it!

### **Use Titles To Build Personality!**

You can set yourself above the competition by giving your website personality. It's a must to build personality if you want to sustain readers and keep them coming back for more products and services. Here's an example of how I'm giving personality to my Sell Cakes Like CRAZY site:

My wife and I are referred to as "The Cake Couple," two married people who love every thing about cakes.

You can check for yourself at  
<http://www.sellcakeslikecrazy.com/system.php>

You'll see a picture of us labeled as "The cake couple. "

In each of our newsletters the title reads, "The Cake Couple's Sell Cakes Like CRAZY Newsletter."

It's a great way to brand your site.

You would be amazed at the amount of e-mail I get each day referring to "The Cake Couple." That personality gives me the edge. Eventually, subscribers buy, especially when they love your personality. What can you call your self on your site? President and C.E.O is just standard. Write down a few ideas and get feed back from a few friends. Pick a name and start using it on your site. You'll be surprised!!!

### **Make Sales With Product Bundles**

My mentor advised me to create several products to sell to my list. As you most likely know, it's much easier to sell to a former customer than it is selling to a new customer.

So I developed 3 additional products to add to my portfolio of courses to sell on the Sell Cakes Like CRAZY website.

Guess what happened?

I started getting a lot of repeat business!!!

Then I decided to send out a package deal to my list as a special.

Here's what I did...

I offered "How To Get Your Cakes In Restaurants" as a FREE bonus course when customers ordered the Sell Cakes Like CRAZY Course.

In essence, I gave customers 2 courses for the price of one.

**MY SALES SKY ROCKETED!!!!PERIOD**

When you have multiple courses that you have 100% rights to, whether you create it yourself or have resell rights, you can make sales in bundles!

Customers love product bundles, especially if you're offering original products!

### **Listen, Create, and Listen Some More**

One of the best ways to maximize your niche is developing new products and services that your current customers will pay for. You can do this using several different methods.

1. You can become an affiliate and sell other peoples products for a commission that's related to your niche.
2. You can listen to your list of prospects, discover more problems, and develop more products based on the solutions.

Here's a great way to listen to your list.

When I send out my weekly newsletter to my cake list, I always have the following statement before I get into the meat of the information:

#### **Special Notice:**

If you have a topic you would like to have discussed or would like information on a certain subject, just send me an e-mail to [von-corp@aol.com](mailto:von-corp@aol.com) . Your comments are appreciated!

Believe it or not this strategy works!

Here's an e-mail I received from one of my readers a few weeks ago:

"Hi... it would be great to have some info on how to best work out

pricing for cakes. many thanks, Angela”

This is just a simple e-mail from a dedicated reader that’s worth THOUSANDS of dollars in extra income for my sellcakeslikecrazy.com site.

Let me explain.....

After reading her e-mail, I did a little research to find out if others had the same questions about pricing. After searching 3 popular cake forums, I realized that every 5 posts on most of the forums related to pricing cakes in some fashion or another.

So I immediately did the following 3 things!

1. I started working on my next e-book for my cake site entitled, “How To Price Your Cakes For Profit!”
  2. I wrote an article about “How To Price Your Cakes For Profit” that will be featured in a very popular cake related newsletter that I usually advertise in. This article will be sent out to over 40,000 people free of charge.
  3. I shopped the article around to other cake related sites and several want to place my article on their sites free of charge.
- They don’t even want to become an affiliate for my site. They simply appreciate good information for their readers.

I hope you are learning something from this. My “How To Price Your Cakes For Profits!” e-book is a hit. I listened to my list, developed a product to solve an existing problem, and now I’m reaping the rewards.

Now, it’s time to start listening again, and the money will follow!

## **One Little Strategy That Made Over \$1,700 In Three Days!**

You can really make your sales soar by giving your newsletter a personal feel. I noticed a jump in sales when I started telling people on the cake newsletter about our new baby when she was on the way. Here's what I did and you can duplicate my success using this exact same concept.

I ran the T-name Tie Breaker...

My wife and I decided to name our new born Vone' (sounds like Rene', but with a V) after me, but we had a disagreement about the middle name. I like the name Tenia and she loved the name Taylor. To break the tie, I sent the following e-mail to my list, which proved to be extremely profitable!!!!

\*\*\*\*\*

Title : Vondre' – The Cake Couple Needs Your Help

Hello Friends,

We have finally narrowed down the middle name for Baby Vone', who is scheduled to be here on January 1, 2004!!! It's a toss up between the following 2 names that were chosen from all the suggested names we have received.

Taylor or Tenia

I like Tenia and Andreaetta likes Taylor, so we have to break the tie.

After much thought, we decided to ask the readers of Sell Cakes Like Crazy to help us make the final decision. Please give us your vote buy 10 P.M. on Thursday. We'll announce the winning name in the Sell Cakes Like Crazy newsletter scheduled to come out on Friday.

\*\*\*\*\*

Here's a BIG SPECIAL for helping us break the tie!

When you order the Original Sell Cakes Like Crazy Course for only \$29, you'll also get the following FREE bonuses!

#1. How to Get Cakes In Local Restaurants (\$29 Value)

#2. Previous Issues of the Sell Cakes Like Crazy Newsletters (Priceless)

#3 We are giving our new report entitled, "10 NEW Powerful Low Cost Strategies To Boost Cake Sales" as a FREE bonus for every Sell Cakes Like Crazy Course ordered by Saturday. \* This course will start selling on Monday for \$19 and this is your opportunity to get it as a bonus.

That's 4 power packed products for the price of only \$29. If you're serious about making money with your passion, this is a no brainer!

Here's the link to order below:

<http://www.sellcakeslikecrazy.com/system.php>

Happy Baking and Thanks in advance for breaking the tie!!!

Vondre'

1/2 of the Cake Couple

P.S. Look for our newsletter on Friday because we'll be announcing the release of our latest course, "How To Use Cakes To Explode Your Cake Business!!!"

\*\*\*\*\*

Here are the results of this one e-mail:

We received well of 100 responses from people who wanted to help us break the tie and made of 60 sales in the process for a total of

around \$1,700. That's not bad for 3 days, is it?

Let's take a look at what I did.

1. I combined a real life situation with my business.
2. I asked people to help me out in that real life situation.
3. As a bonus for helping out, I gave them a special incentive to buy.

You can do it too!!! Oh, how I love selling to niche markets

### **Conclusion:**

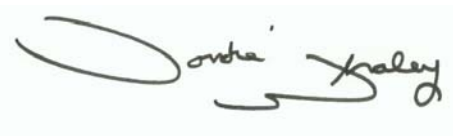
There are a lot of nuggets in this course to help you build your internet business, specifically to dominate your selected niche market.

I have been very successful in several niche markets, some of which are too lucrative to mention. You can do the same, if you simply get started and learn from mistakes.

There is no excuse for inaction. You either want to use this information to make money or you want to read this information as a "casual reader" who doesn't intend to put any of these strategies into practice.

If you put this information to the test, you'll be successful

Good Success!!!

A handwritten signature in black ink, reading "Vondre' T. Whaley". The signature is stylized with a large, sweeping initial "V" and a cursive "Whaley".

Vondre' T. Whaley  
**[www.Nicheformula.com](http://www.Nicheformula.com)**

## More Great Resources!

<http://www.patelsecrets.com>

This site is a “Think Tank” for entrepreneurs. It includes business ideas, marketing tips, audios, master resell rights, and tips from my most trusted advisor, Mr. Patel. This is a must join!

<http://www.nicheformula.com>

This is my cool newsletter for business entrepreneurs. I would join it if I were you.

<http://www.vondrelive.com/eric.html>

It's always great to learn from other people who are successful. Eric is a guy everyone should listen to. Click on the link above to get more information.