

The Master Blueprint To Internet Marketing Success



Copyright © 2006 by Willie Crawford

<http://TheRealSecrets.com>

<http://FriendsOfWillie.com>

Disclaimer

I was going to entitle this special report **“How To Make A Million Dollars In 2006”** but changed my mind because I didn’t want to promise that you’d make **any** specific amount. I fully expect to earn several million in 2006, primarily from marketing info products online, and believe that anyone can. But that’s all really up to you.

Here’s my full disclaimer...

This publication is designed to provide accurate and authoritative information with regards to the subject matter covered. It is provided with the understanding that the publisher is not engaged in rendering legal, accounting, or any other professional advice. If legal advice or any other type of expert assistance is required, the services of a competent professional should be sought.

There is no guarantee of any kind provided in this document, including any guarantee that you will make any money. You are solely responsible for any actions or lack of actions you take in regards to what you read here.

Resale Rights

I created this special report because I wanted to help as many people as possible to reach their dreams in 2006. I have reached mine, know how to do it, and want to teach you how to do it. To that effect, I sold copies of this report with **Master Resale Rights**. That means that when you bought this report, you also bought the rights to sell this report for any price that you choose, and keep all of the money.

I actually considered GIVING away this report, but as you read further, you’ll discover why I didn’t. **By selling it, I actually do more good.**

You have the right to resell this report, or the resale rights to this report, for any price that you choose, and keep all of the money. That’s what we mean by “Master Resale Rights.”

You do not have the right to alter this report in ANY way. Altering this special report in any way violates our international copyright and instantly cancels all rights that you have regarding this report.

Introduction

Most of us start each new year off by examining how we will make this year different from last year. We identify what was good and what was bad about the previous year, and in the spirit of renewal, make “resolutions”... promises to ourselves to change things.

It's no secret that most people don't keep these resolutions. This special report was created to help you understand how to keep one of your New Year's Resolutions... the promise to do those things that will make your online business a big success **THIS YEAR!**

In order to help you reach that goal, I will at times be **BRUTALLY** honest with you. Hopefully, I don't offend too many people, but if I do, and it gets you to take the proper action, then I will have achieved my goal. I will have improved your life in 2006.

Trying To Keep The Fluff Down

Many of us have been conditioned to think that the bigger... the more substantial something is, the more valuable it is. I tend to think the opposite. I don't want to have to sift through a lot of fluffy to get to the usable nuggets. So I won't force you to do that either.

I value your time too much for that. You need to read through this report, making notes as you go. Go back and read it several times because new insights will jump out at you on each reading. Then put things into action.

I do write in a conversational tone, which adds a little more volume, but it also makes it easier to read. The tone is intended to make reading it less work. If it's too much work, you won't read this report, and we will have both failed!

I will make this special report available as an MP3 file too. That MP3 will be available for download from <http://WillieCrawford.net>

Allow me to pause right here and point out that everything I do has a purpose, and so you need to **pay close attention and learn not only from what I say, but also what I do.**

Here's one of the first lessons. You've been taught that “the money's in the list.” One of my secondary purposes in creating this special report was to continue building MY LIST. You'll notice that I offered this special report with Master Resale Rights. That was to get it into as many hand as possible. I offered it very inexpensively to make it very easy for as many marketers as possible to purchase the reprint rights and spread my message.

As you read this ebook, and perhaps do some research on my name, you'll discover that I really do “know my stuff.” That will sell you on ME, Willie Crawford. At that point, if

given the opportunity, you **will** want to **join my mailing list** for more great content from me. To bribe you into joining my list, I'm offering the free MP3 recording of a teleseminar going over this ebook. This is what Fred Gleeck calls bounce-back.

Bounce-back is a way of getting people that you may not initially have had direct contact with (such as those who buy your print book in stores) to join your list so that you can follow up with them. You put something in your product to drive them back to your website, and get them to fill in a form and join your list. As you can see this is very effective. My bounce-back offer is to give you the MP3 which you can listen to as many times as you want, totally at your convenience. You merely have to visit the site and fill in the form.

A second bounce-back offer is access to a private membership club, at <http://FriendsOfWillie.com>. This site centers around a password protected blog where I will continue sharing ideas similar to those in this book. In addition to that, it's where I offer those I consider personal friends the first chance to work with (or joint venture with) me on various projects. For access to this site, you need to visit <http://FriendsOfWillie.com> and fill in the access request form. **All blocks on the form are required.** This is a fairly exclusive group, with many members of my mastermind groups eventually coming from here. So I really need to get to know you, if you want to be a member of this group! **This group is definitely not a “numbers game,” it's for SERIOUS business people!**

Who Am I Anyway?

You'll notice above that I credited Fred Gleeck with teaching me the bounce-back technique. That's because I'm nothing more than a composite of the knowledge I've garnered from all of my teachers. I don't claim to be the originator of most things that I'll teach you. I often share with you who I learned something from. This is to show you not only that I have mentors but also to demonstrate that I put into practice what they teach me.

I do consider myself a major success, but I don't consider myself self-made. I won't take credit for that mess 😊

In this special report I share with you what I learned from all of the big name direct marketers that I study incessantly. I study not only what they say, but also what they do! I encourage you to do the same... for a number of reasons. One BIG reason is that **very successful people often don't know all of the reasons that they are successful.** By carefully observing them, you can sometimes detect things (habits that they have) which they wouldn't otherwise share with you simply because they are unaware of them.

Who I am is not important - except that if you can adopt my thinking patterns and habits, it will transform your life.

Please allow me a minute here to assure you that life to me **is not just about making money**. However, money often does makes it easier for you to do those things that are important to you. So, I do have very lofty goals. I do want and earn a lot of money but it's not an end, it's just a tool.

Another habit of mine that you DO want to adopt is that I think BIG, Dream BIG, and DO BIG. Doing otherwise can only achieve small results for you.

Think BIG, but break it down into bite-sized steps if necessary. For example...

Taped to one of the 4 computers in my home (I have others in storage) is a note that simply says "2739.72/day." That's a note reminding me that to make \$1,000,000 per year, you only need to earn \$2739.72 per day... on average. Yes, that's a large number in some respects. However, once you start implementing some of the things you hopefully learn in this report, that number will suddenly seem very achievable!" That shift in thinking regarding what is achievable is one of the transformations that you need to undergo. It's admittedly NOT an easy transformation for many people. However, just keep reading ☺

How To "Make It Happen" In A Major Way In 2006 (Concepts to Master)

Here are the things you need to master in order to build the lifestyle that most don't even dare dream of. Since the concepts don't flow in a particular order, I've just numbered them.

1) Let me begin by saying that it's all a mindset. You honestly do make more money when you **get out of your own way and allow it to happen**. For many of us, that means unlearning old habits and thoughts about money.

As an example from my personal life, my grandmother was my single biggest influence during my formative years. She was dirt poor, and was fond of saying, "Money is the root of all evil!" She was of course, misquoting the Bible verse in 1Timothy 6:10. The verse she misquoted really says that "the love of money" is the root of all evil. BIG difference. I had to first of all learn the proper quote, and secondly unlearn the "fact" that money was evil.

2) In forming your mindset, you need **to identify what you really want, and what you don't want**. John Reese, another of my heroes, teaches that you have to develop a clear picture of what life will look like when you get what you want. Where will you live, what type of car will you drive, what type of house will you have, what will your relationship with family members be like, what hobbies will you have, where and when will you work.

As you define what lifestyle you want, you also need a good “reason why” you want to build that lifestyle. It’s your strong “reason why” that will keep you going when the going gets tough.

It will get tough from time to time no matter how successful you are.

I encourage you to have a strong reason why that is very emotional for you. Having a reason that gets its strength for pure reasoning isn’t as powerful. We are emotional creatures, responding to chemical stimuli, and you need to learn to use that to your advantage. So, put a LOT of emotion into the “reason why” you want to accomplish whatever you decide is your purpose.

As an example, I discovered after the death of my younger brother, whom I hadn’t seen in many years, that he had spent many years as a homeless, or semi-homeless person. After becoming more aware of the plight of this segment of our society, that most of us would prefer to forget, I decided to help with a project that will build and fund a homeless shelter in Baton Rouge, Louisiana. The genesis of that project is at: <http://TheDevotionalchef.com> By having a deep emotional attachment to this project, I will work harder than most would when we come up against the inevitable challenge.

The shelter mentioned about will help out a lot of people displaced by Hurricane Katrina. Personally witnessing much of the devastation caused by Hurricane Katrina further strengthens my emotional attachment, and commitment, to this project... and the determination to earn money to fund it all.

3) **Watch Who You Listen To?**

Conventional wisdom say that you should only listen to those who have accomplished what you want to do. Those who haven’t done it, or don’t even think that they can do it, really can’t teach you how to do it.

4) While the above is TRUE, **sometimes it pays to listen to caring friends or family members who know you well.** Sometimes we can’t really see ourselves... so you may not recognize your weaknesses or bad habits. It’s very important that you really know yourself. Know your weaknesses and strengths. That’s one of my advantages - I had professional counselors/advisors help me get to know myself better! I examined who and what I was with such thoroughness and frankness, that I really know who and what I am. Getting to know yourself that well can be frightening, because you may not like what you see, but it will also make you very powerful.

5) In addition to counselors, I had mentors and coaches. I rounded out my “how to be a millionaire training” with seminars, reading a lot, testing a lot, applying common sense, and stepping through my fears. That’s another important point... **FEAR is what stops most of us from even trying.**

The first step to overcoming your fears is simply facing them, and then **doing whatever it is that you fear most** ☺

If you fear public speaking, volunteer to give a speech, or join Toastmasters.

If you fear just showing the world your first website, get it completed and announce it to the world. It's at that moment the worse that it will ever be, and should only go uphill from there.

Dangers Along The Way

6) As we study average online entrepreneurs, **one of the first success-robbing faults** that we notice is that most of them **are begging to be lied to**. If you keep searching for that magic bullet, and when presented with a very powerful piece of the puzzle, you continue looking for something more, you destine yourself to failure. **You continue seeking a truth that is not there, and the only way that you're going to find it is by finding someone willing to lie to you.**

There are people out there who will tell you whatever you want to hear. You see it everyday:

- They promise you guaranteed search engine placement for extremely competitive terms
- They guarantee you highly targeted traffic...dirt cheap
- They guarantee you that if you use their program or system that you'll earn a certain amount
- They tell you that you can set up your business completely on autopilot and earn hundreds of thousands of dollars per year working only 2 hours per week
- They tell you that you can be earning a small fortune within WEEKS of starting to build your business
- They tell you all of these things BECAUSE you ask them to tell you these things.

6) Instead, **live by a creed** that you already know... **"If it sounds too good to be true, then it probably IS!"** Greed blinds SO MANY people, and is responsible for a horrendous amount of failure... perhaps as much failure as is caused by fear.

What you really need to learn to do is **Trust Your Instincts.**

Knowing the above creed does lead you to ask, "What is the difference then between those who seem to achieve success almost effortlessly and those who just can't seem to crack the code?"

Watching the world just pass you by makes it obvious that there must be some small factor that you're missing... Something that people no smarter, no better looking, with no more privileged background than you somehow manage to tap into.

That missing factor is simply... understanding how money really works. This is something most of us aren't taught... often because those we depended upon to teach us

about life were never taught how money really works. There are courses you can take that will teach you this. My favorite is a course by Dr. Robert Anthony called **“Know How To Be Rich.”** You’ll find it, appropriately enough at: <http://TheInternetLifestyle.com> Master this course and you’ll have NO excuses for not living “The Internet Lifestyle” however you choose to define it.

Back to the lies that you’ve been told...

One of the things you’ve been led to believe is that you can start and build a mega-business with NO MONEY.

7) If you’re in business, expect to INVEST to grow your business. If you don’t/won’t invest money, then expect to invest other assets. Often spending the money is the easiest, and fastest way to do it. You do need to invest in the right tools, and then in promoting your business. Promoting your business is actually a non-stop endeavor online or offline.

Here are the cold, hard facts... if earning money were so much easier online than it is offline, then more people would quit their JOBS and migrate online. Yes - it is easier to start your own businesses online. You need less start-up capital, and you can do it during odd, free hours. However, it’s not THAT easy.

What will dramatically increase your chances at succeeding massively though is following the lead of someone who has already done what you want to accomplish. That’s also what makes it hard. There are so many fakes online that you don’t know who to believe or trust.

The solution - **be VERY careful.**

As already covered in number 6, you need to learn to trust your instincts... especially when something that you don’t fully understand makes you feel uneasy.

8) You DO also need to buy the right tools, but... before making ANY purchase, stop and ask if it’s really moving you towards your goals, or if it’s just sidetracking you. You need to be forever on-guard, watching for distractions, and excuses you’d use to procrastinate instead of doing what you KNOW that you really should be doing.

Too many people get sidetracked, bogged down, and distracted because they are afraid of missing out, and so they go off down some “side trail”... doing something completely unrelated to what they should be focused on. Some of my friends/mentors put their clients on “new purchase diets” for this reason. I do too. If you can’t focus on a task long enough to complete it because you’re worried about “missing out” on something else, your lack of discipline is causing your failure.

If you haven't learned to use all of that "magic" software that you already have, or read all of those ebooks that contain "the answer," then... will that purchase that you're currently contemplating make a difference? **If not, save your money... PLEASE!**

I sell a lot of those magic bullets. Some are exactly what you need. However, you don't need all of them, and you don't generally need a new one UNTIL you've finished going through and implementing the last one that you purchased.

Ok, we've beat that dead horse enough. At least we have if you heed the warning ☺

9) **Do What I Say, Not What I Do!** Many coaches and experts that you come across really do have the answer. However, if you watch them you'll see that they're often not even doing what they teach.

My coach taught me long ago that we all need to be managed to an extent. There's a reason top athletes, politicians, movie stars, etc. have managers. It's to keep them focused and to help them succeed **despite** themselves. You may need a coach, manager, or mentor too. At least give this a LOT of thought. You could even have a family member or spouse act as your manager. It happens all the time with celebrities... right?

I network with many of these "coached people" who are often in the limelight. I'll even introduce members of <http://FriendsOfWillie.com> to some of them. Another reason to go check out that site :-)

10) You're not entitled to anything, yet you're entitled to EVERYTHING. What that means is **that the world doesn't owe you anything, but you can have anything that you're willing to work diligently for.** If you're unwilling to work for it... sometimes working long and hard, then **you don't want it bad enough to deserve it!**

That may sound harsh, but when I talk with, or study the backgrounds of, anyone who's accomplished major success, I see a pattern. They often simply put in the time and effort, refusing to give up... even in the face of incredible odds. What you see when you casually observe these people is only the end result - not the struggle to get there.

I'm a perfect example of this principle. Those in the Internet marketing niche, or any of several other niches, only see what I managed to accomplish after working at it diligently since 1996. To get the full story, they'd have to read my autobiography "**Git Off The Porch,**" which can be picked up at <http://GitOffThePorch.com>

11) **Acknowledge that the only person you can change is yourself.** In your day-to-day business, your going to come across numerous customers, associates, etc., who, for some reason, just don't seem to have it all together. It's wonderful that you care about them and want to help them. This will enrich your life. However, it's critical that you NOT take responsibility for their circumstance or behavior. They got themselves in the predicament that they're in and they have to get themselves out.

People who are unwilling to help themselves will simply drain all of your energy, and then leave you lying in the street...as they go seek their next victim to drain! **Guard against this.**

12) Don't let anyone take the monkey off of their back and put that monkey on your back! There will always be people who will come to you with problems or project that they just can't seem to get off the ground. When you first look at these projects, fixing them will look easy. If you allow it to happen, those people will **OFTEN** simply hand the entire project over to you, and before you know it, you'll discover yourself spending an inordinate amount of time working someone else's project. Often, you will have offered to do it without any compensation.

Don't let this happen to you. Don't allow someone to take a "heavy monkey" that's weighting them down, and switch it from on their back to on your back. Instead, learn to say **NO**, and closely evaluate what you are volunteering for **BEFORE** you volunteer to help with anything.

This may sound selfish, but time is your most precious resource, and it's only going to create resentments if you hand control of your time over to someone else. So guard closely against this one... it can sneak up on you! It can be an incredible drain on your time... time that you should be spending completing **YOUR** priority projects.

13) Acknowledge that only you are responsible for your behavior and the circumstances that you currently find yourself in... but that you can change things. A combination of events have culminated in putting you in the place that you are now in. Since these events may have been insidious, you may not have seen them coming, until it was too late.

Now, you have the choice... the responsibility to change circumstances. Just by daring to start your own business, you've already set yourself apart from 99% of the world's population. Make the decision to carry this through to completion.

One of the objections I get when I point out to clients that they have choices, is that society, or institutions, have erected barriers that slow them down. Yes, there may be institutional barriers, but you choose to either accept them, or you can look for and **FIND** ways around them. View it as a challenge, or a game that you are determined to win.

Being a single parent, jobless, disabled, elderly, very young, from a different country, a certain color, a woman, on a fixed income, without formal training... or any of a dozen other potentially challenging factors... are all just challenges. You can use these factors as excuses, or you can use them as things to merely rise above (or be proud of). The choice is really your!

Everybody loves associating with a winner. Most people don't want to associate with a whiner who simply drains their energy!

14) Closely related to number 13 - **realize that people AREN'T obligated to help you.** However, with a lot of determination, and willingness to work, there is no limit to the help you can offer yourself.

I often hear people complaining that “the big players” or “the system” won’t give them a break. Realize that “the big players” have hundreds... even thousands, clamoring for their attention, and a big break. The way you get that big break is by doing something spectacular that demonstrates that **when** you get that big break it won’t be squandered. You need to be ready when/if the big break come, and if it doesn’t you need a “Plan B” (which really should be your Plan A).

A perfect example of what I mean is that many top business people often mentor others. Their biggest fear is often that the person they choose to mentor won’t use what they share with them. They fear choosing to mentor a “dud” when the person they should have chosen to mentor is not chosen (due to time constraints). **YOU** have to demonstrate that choosing you to mentor, partner with, JV with, or associate with, would be the perfect choice. That’s **YOUR** responsibility, and until you get proactive, you should not expect the world to give you a big break!

Products and Niches...

15) One of the most agonizing decisions many people make is **choosing which niche to focus on** when starting an online business. This makes perfect sense because if you choose the wrong niche you’re going to fail miserably! **If you choose a niche where people simply won’t spend money, or have no money, you can’t earn any money!**

At the same time, many people are so afraid of making a mistake, or failing, that they simply make no decision. Actually, they just decide to do nothing, which is the same as deciding NOT to improve their circumstances.

Usually, a good niche is one where your prospects have and are spending money.

Go to where the money is already at and is already being spent. Don’t be a pioneer or an innovator! Watch how they do this in the offline world. Restaurants locate near each other. Automotive parts supply stores build across the street from each other. Why do you think that this is?

People in a given city associate certain sections of town, or certain “strips,” as “restaurant row,” and that’s where they naturally go when they feel like eating out. If you build your restaurant in that same vicinity, and serve comparable cuisine, you’ll get lots of random traffic. It works the same way on the Internet. If you build a comparable “online store” and then put your message where your customers already frequent, you’ll get a lot of random traffic.

It doesn’t have to be any harder than that!

16) **Forget the Internet marketing niche as a potential market.** You're competing with seasoned marketers with more direct marketing experience, perhaps greater copywriting experience, and more proven CREDIBILITY than you. On top of that it's a fairly small niche.

17) Closely related... **Forget teaching the newbie the things that you just learned...** there are a thousand already doing this. This is where I've seen the most shattered dreams. A beginner comes online, studies and makes a few dollars, and then decided to teach what he just learned. While being a relative newbie may allow you to relate to other newbies better, it also makes you least qualified to teach much of the marketing material. Teaching someone something that you really don't know often only perpetuates inaccuracies. It's also SO COMPETITIVE that it's difficult for the average newbie to make any real money.

The worse situation that I've seen is where newbies advertise the same product to each other **in the same ezine**. I've been there, and done that ☺ Do something that makes more sense.

You often see ezines... really "ad-sheets" that will run numerous ads for the same product. **It's nearly impossible to make sales in a situation like that!**

18) On a recent long drive to visit my oldest daughter, my wife and I listened to the CDs from Yanik Silver's 2005 Underground Seminar. I've picked up a habit that many successful business people have of using "drive-time," or other potentially non-productive time to learn something new... or to reinforce something that they already know. My wife helps me with my online businesses, and so she now also enjoys learning the same material that I do.

Try to use your potentially less-productive time (that most people simply waste) better. You can do this by using a portable MP3 player while out jogging, or keeping a set of CDs or cassettes in your car. Not only does this make that time seem to pass faster, but you'll discover that you really do develop more expertise on the topic that you study.

19) One of the concept I had reinforced, while listening to Yanik's Underground Seminar CDs (on that long drive) was that of **"tying a different ribbon on the box."** This was shared by Jim Lillig who pointed out that in the porn industry, they often just take the same content and repackage it so that it can be served up to different tastes. A database of "content" can be bundled, and presented in dozens of different ways.

This translates perfectly to marketing other types of information products. Many "Internet marketers" own the reprint rights to dozens... sometimes hundreds, of different pieces of software, ebooks, MP3s, etc. That content can be bundled in a dozen different way to generate a dozen different products from the same core group of products.

This is actually **exactly** what I do to generate obscene income from info products that I create or own the rights to. I put up stand-alone sites to sell many products that I create. I

bundle many related products to offer topical packages. I offer reprint rights packages. I operate a membership site where members get much of this same content (along with various rights). It's all just "tying a different ribbon on the package."

20) Instead of saying that the marketplace is overcrowded, **make it even more crowded but add something OUTSTANDING to it, or find a way to differentiate your products.** There are dozens of different colas, and dozens of different blue jean brands available in a typical store... yet only a few manage to consistently dominate the market. **They do this through differentiating themselves in the marketplace.** You need to do the same thing, regardless of your product.

As an example, with millions of free recipes available on the Internet, I manage to earn a NICE six-figure income from selling a cookbook that I wrote. How do I do that? You have to convince your customer (with good copywriting) that your product is different! It's that simple. I merely convinced my customer that my recipes are unique recipes that I learned while growing up on my grandmother's tobacco farm. Simple, effective, profitable!

Go For The Shelf Space...

21) First of all, I don't believe in revealing too much of what's in someone else's product. I think that creates bad energy. However, this is something Yanik gave away in his previews to the DVDs so I'm ok with that. These DVD's are actually off the market, so you can't buy them anyway. Besides, I'm encouraging people to attend Yanik's next seminar, so he doesn't have a problem with me sharing a little of what I learned from his products.

In out-takes from his seminar, Yanik asked attendees to share their biggest take-aways. He posted these out-takes on his website so that people interested in buying the DVDs could get a feel for what was covered.

Anyway, in one short video clip, Fred Gleeck said that one of his biggest take-away was to **compete against yourself**. When I heard that, it almost knocked me out of my chair. Rick Rahim, founder of VMC Satellite, covered this at the seminar. The concept is to set up competing websites so that you take up more listings in the search engines, etc.

This simple concept works beautifully both online and offline. Online, you could have a dozen different websites that all target the same market. If you are good at search engine optimization, and create quality sites, with lots of content, you could easily have 8-10 of your sites on the first page of search engine listings!

If you need help setting up dozens of quality content sites that will rank well in the search engines, check out: <http://MassiveCashFromArticles.com> or <http://CashThroughContent.com>

You CAN create multiple content sites, **with quality content**, on related themes, with relative ease when you use the right tools. This is something that I help to teach at the second url mentioned above ;-)

Offline, just take a look at the soft drink section of your local supermarket. Coke® and Pepsi® take up so much shelf-space that it's VERY difficult for any other cola manufacturer to get a foot in the door. The last time I looked, there were **AT-LEAST** a dozen different varieties of Coke on the shelf (low-carb, diet, caffeine-free, vanilla, cherry, classic, etc.). **This is a proven strategy. Use It!**

22) **Create your own information products.** It's the easiest product in the world to create. It can be as simple as emailing, or calling, an expert and asking for an interview. If you record the interview, you can then have the recording from the call transcribed to have both an ebook (transcript) and an audio product. Since this is so easy and so low cost, you don't have to make a fortune off of each product for it to be a success. You can string together a series of smaller successes and still reach six or even seven-figures!

23) **Realize that creating an information products IS just repackaging information that IS often available for free.** You're collecting, filtering, and digesting the information, and then offering it in bite-sized chunks. Many people don't create information products because they reason that the information can be found on the Internet for free.

The service that you're performing when creating an info product is saving the end-user from having to do the research and testing. You're offering convenience, and in the case where you tested the product (and offer reviews) you are also potentially preventing the customer from making a mistake. **This IS very valuable. People are very willing to pay you for saving them time and effort.**

24) **Study copywriting and human psychology.**

The secret to selling using direct response marketing, or even face-to-face selling, is understand human behavior. We are all "very emotional bags of chemicals" that respond in very predictable ways to external stimuli. Anyone who understands that stimuli and practices ethically exploiting it, has no limit on their earning potential!

Dr. Robert Cialdini did the best job that I've seen of explaining our behavior, and how to exploit it, in his book **"Influence, The Psychology of Persuasion."** You can grab a copy of this book very inexpensively off of Amazon.com, or you may be able to find it in your local bookstore.

There are inviolate natural laws whose mastery makes you unstoppable. Some of these inviolate natural laws have the potential for tremendous misuse, but when used properly they will allow you to accomplish great things in this world. These laws cover principles of reciprocity, social proof, congruency, authority figures, etc. I won't explain them here, because I can't do them justice. Instead, I encourage you to grab a copy of Dr. Cialdini's book... and read it numerous time. I've read it at least 8 times.

25) In order to accomplish great things, you have to **be willing to Risk Failure.**

My coach taught me that most successful people have lots of failures. For example, most of your top writers had 2-3 failed books before their BIG success. So, my coach taught me that if you know failure is likely, but that you will learn from it, why not go ahead and get it out of the way. So he teaches, **“fail fast” so that you can go ahead and get to the success.**

This is not to say that you want to fail, only that you can't let fear of failure paralyze you into inaction. You can reduce your risk of failure by tapping into the collective experiences and wisdom of a mastermind group for example. In that process, the group's failures becomes your failures, so you don't have to personally experience all of them in order to learn from them.

26) In order to accomplish great things, you have to **be willing to Risk Rejection.** You have to be willing to present your ideas to others, seek partnerships with them, or ask them for assistance, realizing that they might decline your offers or requests.

You have to “develop a thick skin” and not take it personally, because it **IS** often necessary to go through a lot of “NOS” in order to get to the “YESSES.”

If you have read Cialdini's book and understand the laws of human interaction, you also understand that having someone say “no” to you “unbalances the seesaw” and increases their perceived obligation to say “yes” to you the next time ;-)

So every “no” puts you closer to a “yes.”

27) **Avoid information and idea overload.**

Avoiding information overload is very simple actually. It just requires discipline. **Simply set aside the time required to finish the projects that you are currently working on, and don't allow yourself to get involved in anything new until you do.** It's the only way that I've found to avoid information overload. **Just shut out all of the “NOISE” until you've finished the project at hand.**

You also have to tell yourself that you won't miss anything really critical if you tune out everything extraneous for a few hours... or days.

Jim Edwards offered **an excellent way to deal with “idea overload”** in a recent issue of his newsletter. The problem is that if you have too many new ideas bouncing around in your head, it makes it difficult to focus on any of them. Jim's solution is to write any new ideas that you have down. Then you don't worry about losing those ideas, so you can forget about them for a while until you finished the idea that you are already working on.

Idea overload **KILLS** success for a lot of people. I've watched numerous very smart people never achieve their potential because they are constantly starting something new.

These are the people constantly registering new domain names “before someone grabs them up.”

Ideas are a “penny” a dozen. They are absolutely worthless until put into action. “Great” domain names are generally worth less than \$9 each... until they have content on them and traffic flowing to them. Don’t fall into the trap of having so many ideas that you don’t act on any of them.

Simply pick one idea, focus on it, and get it done! That’s my secret, and it’s the secret of my mentors... and my top students.

Take this special report for example. Once I decided to release it, from concept - to having it available for download took less than 3 days. Most of that time was spent proofreading and rewriting. I realize that I don’t have a flawless product, but I DO have something that effectively get the points across and accomplishes my purposes!

The audio version will take less than 2 weeks, and most of that will be allowing sufficient time to publicize the teleseminar.

28) Pick ONE things and focus on it until it’s complete. This is very similar to the previous item, but it’s not about ideas. It’s about completing things. Like many people with too many ideas, I’ve been guilty of having 20-30 projects at various stages of completion all at the same time. What this generally does is lead to a feeling of **overwhelm and frustration**. Often, in the state of overwhelm, you don’t know what to do next, so you do nothing. The solution is to just take a given project through to completion before you take on anything else!

Actually completing something also gives you a sense of accomplishment, which often bolsters your energy.

If you have projects that you simply feel that you can’t put on hold while doing others, delegate or outsource the work on some of those projects!

29) Go BIG Ticket.

I’ve listened to numerous cassette tapes from seminar recorded in pre-Internet days, and **the secret to making big money in info products has ALWAYS been selling big ticket items**. When you can sell an item for \$997 that costs you less than \$100 to deliver, why would you want to sell \$19.97 items that are just as difficult to sell, and that require just as much customer service.

Until you sell big ticket items, it’s difficult to believe how easy it is, and how profitable it can be. What should be obvious is that you need to sell a LOT LESS items to earn \$1 million when you are selling items at \$997 than you do when you are selling \$19.97 items. In-fact, in some marketplaces you could run out of customers before you could sell enough copies of the \$19.97 item to earn \$1 million.

Only sell the inexpensive items as loss leaders... as in to build a list. As an example, I'm selling this inexpensive special report. I could have sold the same information for much more, but I wanted to build a huge, targeted list. Putting out this report is one of the most cost-effective ways that I could think of to possibly add an extra 5,000 - 10,000 subscribers to my list in a fairly short timeframe.

Had I sold this special report for more, perhaps with a few bonuses, or more "fluff" I could have still sold a lot of copies but would not have had the potential to reach as many people.

If you are in a marketplace where you can only find inexpensive items, you're either in the wrong marketplace, or you're not looking hard enough.

30) **Plan your "back end" profits.** That's another reason why this ebook is so inexpensive. I built in backend 😊

I'm brutally honest with you because I really do care about you, and want to show that what I teach does work.

The biggest expense in making most sales is the cost of first acquiring that customer and making that **first** sale. When your prospect first comes into contact with you, they don't trust you, and even if they want your product... they're afraid.

After that first purchase, if it's something that they want, and you let them know that you offer it, you're a natural choice to buy it from! **Your only job is to figure out what else your existing customers want, and then to offer it to them.** It really is that simple.

You need to acknowledge that your customers are buying all kinds of goods and services every day. If they are not buying them from you, then they are buying them from someone else. Given that you **KNOW you** will take good care of your customers, and not rip them off, **it's your duty to offer them these things so that you can protect them from less scrupulous businesses.** If you think of it in that way, it makes perfect sense to offer your customers an endless stream of quality products that are appropriate for them.

Spend some time today brainstorming what items would be ideal to offer as backend products for your market. If you have difficulty, this would be a good question to bring up on the blog inside the private site at <http://FriendsOfWillie.com>

32) **Don't follow the crowd.**

If most online businesspeople aren't successful or making big money, then the majority must be doing things **wrong**... or they're too afraid to even try.

Don't listen to the crowd!

If the majority of those all-too-willing to offer you advice, are not achieving the results that THEY want, then how can they teach you how to do it? All they can do is offer you theory!

32) Test small and then roll out MASSIVELY!

No matter how convinced you are that an idea will work, or that a promotion will be a success, always do a small test first. If your suspicions are confirmed, then do a gradual rollout, testing bigger and bigger. Once you have enough solid evidence, roll things out massively. Then continue to monitor things and DON'T change what's working until it stops working.

Use what's working as a control, and keep trying to improve upon it, but don't abandon it until you find something better.

If you are only guessing, or doing what YOU THINK works best, you're losing money. Top marketers like Jay Abraham and Dan Kennedy will readily admit that they've guessed WRONG as often as not, and that... had they not tested, they would have wasted a LOT of money.

Testing is one of those things that many marketers only pay lip service to. I don't make my testing SO complicated that I don't feel like doing it. I use simple split-testing software. My shopping cart system at <http://ProfitAutomation.com> allows me to test 3 different webpages at a time, and tracks conversions and ROI. That's what I use in most of my simple testing.

I do have a more complex split-testing software that I'm still testing and refining. When that software is flawless, and incredibly easy to use, I will let my list members know. I have discovered that if split-testing software is too complicated I won't use it. Neither will most of my clients, and I suspect neither will you. **So, stick with simple!**

33) If you snooze, you lose.

How many times have you thought about creating a product or writing an ebook, but pushed the idea aside, only to see someone else introduce "your product" a few weeks later? If you're already working on something that needs finishing, then it is usually better to finish what you're working on, and either forget the new idea, or outsource it.

The marketplace and "the universe" seem to favor those who can act fast. My buddy, Joe Vitale, teaches "money likes those who act fast!"

While you can always introduce your product to the marketplace, even if someone else has already introduced something similar, the world often remembers (and rewards) whoever was FIRST!

Gaining the “first-mover advantage” also means that most of us need to get over our perfectionism. You have to give the marketplace the best product that you can, but often you will NEVER get a perfect product. Know when it’s good enough and offer it to the marketplace. You don’t make any money from a product that you’re thinking about releasing!

34) It’s all about networking. Business people who learn to cooperate with, and partner with others, grow their businesses 20 times faster. That’s not an exaggeration. You can only accomplish so much using JUST your skills and resources. Cooperating with others offers so much leverage that everyone involved comes out WAY ahead.

This is one of those lessons many beginning entrepreneurs take a while to learn. They view everyone as a competitor, and think that if a prospect buys from their competitors, then that prospect can’t buy from them. This simply is NOT true.

35) Joint ventures and partnerships are easier to form face-to-face.

People like to work with people that they know, like and really trust. It may seem unfair, but it’s not. Why should they risk their resources, and the life of their business, on an unknown quantity. People feel that they know someone best that they’ve actually sat down with, shared meals with, perhaps even played with their kids.

When you allow people to actually know you, then you form deeper, longer-lasting, and more profitable relationships. My advice for the typical Internet entrepreneur is to get to know like-minded people at seminars and conference where they gather. Major deals have been started, or sealed, while sitting pool-side or in hotel lobby at one of these events.

This is why I invest tens of thousands of dollars, and hundreds of hours, in attending these types of events each year. Earlier in this special report, I shared some of the things covered at Yanik Silver’s 2005 Underground Seminar. You do learn a lot from the speakers at these events, but I think that the learning that occurs after-hours and the partnerships formed between the attendees is where the MAJOR value is.

I’ll even challenge you to get out, and look for joint venture partners at these types of events. It’s where practically ALL of my JV’s are formed. It’s such an effective medium for growing your business that I’ll attend 2 events on back-to-back weekends in Orlando, Florida in February, 2006. It’s so effective that I’ll spend my next birthday at Yanik Silver’s Underground Online Seminar II in March, 2006.

Actually, I’d love to meet you at either of these events. You can read about either of them here:

Internet Marketing Riot Seminar, Orlando, Florida, February 10th - 12th, 2006
<http://internetmarketingriot.com/cmd.php?af=338325> (I speak at this one)

JV Alert Live Seminar, Orlando, Florida, February 17th - 20th, 2006

<http://www.jvAlertLive.com/?id=6> (I speak at this one)

Yanik Silver's Underground Online Seminar II, Washington, DC, March 25th -26th 2006 <http://www.undergroundonlineseminar.com/investigator/>

If you are reading this special report after these events are over, or sold out, you can find other similar events at: <http://InternetMarketingSeminarSchedule.com>

Ok, I've beat that dead horse enough. The fact is... if you're not getting out and meeting other marketers and exchanging ideas, then your business can only grow as much as YOU grow.

36) You can't get rich giving away everything for free.

Giving away free software, reports, ebooks, etc. is a way to build a list, or to attract new prospects into your marketing funnel. It's not the only way, or even necessarily the best way. You need to carefully evaluate what type of list you're building, and how you will cultivate your relationship with that list.

Many Internet marketers have built **HUGE** list by giving away freebies, kept people on these list for a long time by offering them additional freebies, and then discovered how fickle subscribers can be the first time that they offered them something for sale. There are subscribers who will unsubscribe just because you offer them something for sale. Since you are in business to make money... generally from selling something, you don't really need these people on your list.

If you do build a list by offering freebies, you need to let them know as soon as they are on your list, or even before, that you do earn a living from selling items. Then you do need to mention this periodically.

There are people too who expect too much from freebies, or don't fully appreciate what they are given.

As an example, my friend Mark Hendricks runs a promotion each year called The 12 Days Of Christmas." Mark gets dozens of Internet marketers to contribute a gift to his offering. Each contributor gives software, ebooks, membership site access, services, etc. in hopes of building their lists. Mark's offering for the December 2005 drive totaled \$17,928.42 worth of STUFF. Many of the items offered for free actually currently sell for hundreds of dollars.

The contributors in this drive participate in this cooperative effort in hopes of gaining new subscribers. If you get a chance to participate in December 2006, I encourage you to. I grew my list by several thousand new subscribers this past December ☺

The strange thing though is that, if you follow the discussion on forums or in ezines, you'll see that there are people who actually **COMPLAIN** that they are asked to join a list in order to get these freebies. Never mind the fact that they can take dozens of these

items, repackage some of the ones that come with resale rights, and make a small fortune from selling them! If you don't know how to do this, see number 19.

By the way, it's not too late for you to grab some of these freebies. Mark's told me that he will leave the page active through January 8th, 2006 ;-)

Check out: <http://www.hunteridge.com/12days/in/wcrawford.htm>

I mentioned earlier that I considered offering this report for free. The biggest reason that I didn't is that when you give people something for free... especially in the Internet Marketing niche, they tend to download it and do NOTHING with it. If they pay for it, psychologically they feel that they SHOULD do something with it. After all, it has proven value. The value was proven by the fact that they PAID for it.

To validate this first point, just look at how many freebies you have on your hard drive that you've never even examined!

The second reason that I charged for this report was because, giving others a way to make money from passing it on helps to ensure that it spreads faster and farther.

A third and final reason is because people have been trained to judge quality based upon price. In the absence of other evidence, we judge the value of something based upon the old saying, "You get what you pay for!" Dr. Cialdini, in his book that I mentioned earlier, covers this in detail in his book.

37) The action habit. This ties into other points, but you need to develop the ability to decide to do something and then DO IT! I've already shared that it was only a few days from concept - to finished product with this special report. Many products or projects that I conceive are only a few hours from concept to completion. Often, I just pick up the phone, suggest something to a business partner, and we commit to making it happen within a week... right when the idea is first presented.

38) Start every project with the end result in mind. Flow out each project that you do, identifying **all** that you hope to come out of that project. This could include intangible things such as more credibility, or tangibles such as a product that can be rolled into a bigger product. Flow out everything from autoresponder sequences, to the sequence of webpages a prospect... and then customer will see over the life of the project. Try not to leave anything up to chance.

My friend, Jeff Walker, in his Product Launch Formula course, lays out an incredible "pre-pre-release," pre-release, release, and post-release sequence for any product that you are introducing, or re-releasing into the marketplace. If you can, get your hands on a copy of Jeff's course. It's at <http://P-L-Formula.com> Jeff has advised numerous Internet marketers who have done six and seven-figure launches.

In-fact, I'm currently watching Mike Filsaime use a lot of Jeff's tactics in building up to a product release that he has at the end of January 2006. You can watch Mike's launch unfold at: <http://ButterflyMarketing.net>

When you realize that you are watching a carefully orchestrated event, that will likely generate high six-figures... perhaps even seven-figures, it makes just WATCHING a very worthwhile activity.

39) **Scarcity vs. Prosperity Mentality.** There's more than enough wealth to go around, yet many of us go through life convinced that if someone else gets more, then we must have less. That's simply NOT true. That's not how nature works. Look at schools of millions of fish, or fields of millions of flowers that just exist naturally. **Abundance is NATURAL.**

If your actions help to create and enlarge the pie, rather than just grabbing as much as you can get, there's more pie for everyone to benefit from.

40) **Don't Toy With People's Dreams!**

Many people selling things over the Internet promise their prospects things that are possible but extremely unlikely. They mislead people (often because those people ask the wrong questions) and take their money... knowing that these people will never do what they hope to do. It's not fair to toy with people's dreams, and in the end, those who do will pay for it.

Realize that people will often spend their last few dollars with you, and are deeply depending upon you to show them how to build a viable business. It's your responsibility to protect them from scams, and to be totally honest with them. **Tell them** when what they have in mind, in your opinion - filtered through your experience, won't work.

The bottom line on this point is... treat those coming to you seeking the benefit of your experience the way that you'd want to be treated. If you're uncertain about how to do this, go back through and re-read this special report again. Resist the temptation to go for the easy profits at your customers' expense.

41) **Never Publicly Reveal Your Most Profitable Niches, Sites and Strategies**

When I first watched out-takes from John Reese's **Traffic Secrets** Course, found at <http://TrafficSecretsByJohnReese.com> - one clip particularly got my attention. In that clip, John simply said, "Keep Your Mouth Shut!"

In the course, John explains that when you find a really profitable niche, and you're making a fortune, it's a natural human inclination to want to brag to as many people as possible about how "brilliant" you are. After all, you've figured out a piece of the puzzle that has eluded most people.

John advises that it's best to just quietly rake in as much money as you can, and resist that urge to join the seminar circuit... and show the world your brilliance.

My personal experience has validated this. Even when you want to show people things to help them out, revealing too much only costs you in the long-run. The problem is not that others will use the information that you share, but that they will copy EXACTLY what you did. **Some will even copy your exact website and perhaps even steal your products to resell.** Too many people have NO originality, and will steal your idea instead of doing something similar... and just using your principles.

People will copy your sites, your blogs, your ebooks, everything that you do exactly. That's why when I want to discuss specifics of a business, I do it in closed-door sessions with consulting or brainstorming clients. There, you're dealing with the caliber of people who understand that simply stealing someone else's idea only harms the thief.

So you've been warned! If it's something that you really want to protect, "Keep Your Mouth Shut!" except with only your closest confidants and **trusted** members of your networking/brainstorming group.

In Closing...

Be sure to read through this report several times. Then, to make an immediate profit from it, write up a personal review or recommendation, and send it to your list. Simply set up a Paypal or Stormpay link for them to order through you. Take immediate action, and in no time you'll make an immediate profit. Then, start applying all of the lessons offered here for more long-term, HUGE profits.

Be sure to register at my private site to gain access to the recordings and to follow-up blog posts that I will make. It's at: <http://FriendsOfWillie.com>

To The Amazing Success You Were Destined To Experience,
Willie Crawford