

Internet Marketing **CASHFLOW**

by [Terry Dean](#)

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Chapter 01 – How To Create Killer Advertising That Practically Forces Responses

Stop a moment some day and look at the kind of advertising you see in your mailbox, on your computer, on the radio, etc. Look at it and think, "Would I buy this or not?" If you say "No," then ask yourself why. If you say "Yes," then ask yourself why. What is it that makes this ad attractive or what is it that this person's offer unattractive. Do this regularly and you will start surprising yourself with what you will notice about advertising.

Most advertising you see today is written extremely poorly. It confuses the prospect, doesn't paint a desired picture in their mind, doesn't give a reason to order now, and focuses on features, not the benefits. Most failed businesses can be tracked back to poor advertising, although there are many other reasons for failure. If you want to stay in business, you must learn how to advertise effectively and how to produce orders NOW! This is what we will be working on in this manual, so be prepared to change your advertising and to fill your mailbox with orders!

There is a creative money making genius on the inside of you. You just need to learn how to let it out. What we will cover in this short report is the purpose of advertising and the 12 Advertising Secrets you will need to know to become an effective advertiser. No matter what business you do whether it be a small retail store, a consulting service, a house cleaning service, or a mail order business, you must learn to create advertising that gets results. If you don't, your business will be painful and short-lived.

First of all, let us look at the two major (And different) reasons for advertising. Number one is for exposure. Most television commercials and many newspaper ads and magazine ads are made for this purpose. The Advertiser wants their name exposed to the public and for the viewer to think of them next time they are ready to make a purchase. Major corporations are the ones who will do this kind of advertising. They have the budget to constantly expose their name to the public and wait for their orders to come as people become more used to them and their advertising.

The type of advertising you and I are interested in is completely different. It is called direct response advertising. In other words, we are advertising and are motivating our readers to order now, to call our 800 number and order, mail us a coupon and order, or fax in an order. We advertise a product and service and seek for people to make purchases now. As a small or home business, a quick way to go bankrupt is to place full page ads without asking for an order NOW! You must cause the person to order today if you want to stay in business in any type of display advertising or direct mail.

Classifieds are of a little different nature, but they work on the same premise. You don't ask for a sale right from the classified (Which would be a large mistake because there just isn't enough room in a classified to make sales). Even asking for one dollar in a classified ad reduces your response greatly. You will have them call your 800 number voicemail or your fax-on-demand in which they will receive an

offer and a chance to order NOW! In all advertising, you must ask for the order NOW or get out of business!

Many people have contacted me and said, "I know that I have a wonderful product, but I just can't figure out why I am not getting any orders." You may be the same way. Let me tell you a simple truth, *It does not matter how awesome your product line is if your advertising doesn't cause people to see themselves using it and how it will benefit them.* Your advertising, not your product in many cases, will determine the success or failure of your business. Yes, Your product needs to be awesome (Or you will experience a large number of refund requests and a short-lived business), but your advertising will make or break your business.

Before we spend too much time detailing why you should create awesome ads, let us just simplify the whole deal. You want your business to make money? Then, write money-grabbing ads!

Now, Let us reveal 10 of the major advertising secrets you will need to know and begin using in every ad you create:

1) Testing, Testing, Testing

In all advertising and mail order, the biggest key of long-term success is Testing everything. Test your ads. Test your saleletters. Test you products. Test the publications. Test everything. You will never be done. Learn to key all of your order forms and phone numbers to make sure you know which ad and publication is doing what. Don't ever leave anything to chance. Test everything. Great Advertisers and Mail Order Millionaires are people who have tested everything and have found what works. Your testing period will NEVER end!

2) STRONG HEADLINES

The number two key to success is your headlines. You must understand that the wording of your headline is more than 70% of the effectiveness of your advertising. That means it is a BIG DEAL what your headline says. A note that needs to be added. In mail order, it has been our experience that Negative headlines often Outpull positive headlines. For example, one of the most popular and effective headlines in network marketing has been "Dead Downlines Don't Lie!"

Negative headlines force your prospect to identify with them saying, "That sounds like me. The main purpose of the headline is to GRAB their attention, so your headline must be attention grabbing and prospect focused. What are their needs? What are their Desires? What are their Fears? Pay attention. The upcoming secrets must be used when writing your headline also, not just your body. HEADLINES WILL MAKE OR BREAK YOUR ADVERTISING CAREER!

3) Short Words, Short Sentences, Short Paragraphs

Forget what your grammar teacher taught you in high school. When writing ads, you must make your ads simple: Simple to Understand & Simple to Order. Keep the level of writing 8th grade or lower. Use Short Words, short sentences, and short paragraphs. I know your literature teacher told you to not write paragraphs with only two sentences in them, but how much money did he/she ever make in advertising? The moment you confuse your prospect, their attention and the sale disappears!

4) Be Specific, Not General

Be specific in all of your advertising. Don't Say "Fill Your Mailbox with Cash." Say "Receive Up to \$355 a day in your Mailbox Daily." Don't Say "Secrets to Making Money." Say "63 Year Old Man Tells You His Dirty Secrets to Making \$578 a day!"

Being specific makes your advertising more believable. Being general makes your prospects say "He is just making this up." Being specific makes them say, "He must have counted it. I want to make that much."

Don't say "Fill your Downline with Distributors." Say "Add Up to 15 New Distributors a month to your downline." You get the idea now, don't you. Don't ignore the fact that Being Specific will beat being general everytime. Go over your advertising copy and edit it to become specific.

5) Use Your Background & Be Unique, Not A Me-Too Ad

So many ads out there today are for just me-too products and me-too advertising. When I say "Me-Too Advertising," I mean that these ads or products have been so overused that they just don't pull anymore. People are tired of them. For example, People are tired of hearing how much more your network marketing company pays than the one on the other page. They are tired of hearing about how your products are the best in the industry. They have heard that story before.

You need to become Unique in your approach. Are you elderly? Are you Young? Are you Deaf? Are you bald? Did you flunk out of school? Do you only have an 8th grade education? Put something of yourself into the ad. A bald man could write an ad saying, "57 Year Old Bald Man Grows Dollar Bills Faster than Men Half His Age Grow Hair!" Be unique. Find something about yourself that is unique and put it into your advertising. Let people know who you are, then they will begin to trust you, and Trust spells orders.

6) Use Pronouns (I, You, He, She)

Again, we are going to make the literature teachers angry at us, but Using "I" "You" "He" "She" throughout your advertising copy will produce more cash orders. People will begin to identify with you. They will begin to say, "Yes, I can do that." They will be drawn into the picture you are painting of them enjoying or succeeding with your product or service. Creating a picture of them and their needs being met by your company spells creating an order.

7) Focus on Benefits, Not Features

This is a lesson mail order & direct mail professionals have been trying to get over to us for years. You must focus on the benefits of your product, not its features. Although it may sound like these two things are one in the same, they most definitely are not. Which way you lead your presentation which will make a big difference between the success and failure of your advertising campaign. Your product's features are things such as pay plan, product ingredients, what it is made of, etc. Benefits are what your product will do for them. Features are product centered. Benefits are prospect centered. Benefits are things such as "How much will your prospect make? How much weight can they lose? How much hair will they grow?" You have to make your advertising copy prospect centered instead of product centered.

8) Use Lots of Adjectives & Adverbs

You will notice in mail order, there is not the "information packed manual." There is a "huge 62 page information packed manual with step-by-step instructions." When writing your ads, take your descriptions to the limit. Then, you can cut it down some as you go over it. Describe the product. Paint a picture in your prospect's mind of them using your products or services. If you are selling Home Business information, paint a picture of the prospect succeeding in business, making money daily, having more free time, etc.

As a general rule, people do not buy because of logic. Too much failed advertising is logic oriented. Too many people say, "It is only logical for them to buy my product." If that is your idea, it won't sell. People buy because of emotion. Create practical logical products. Then, write advertising that uses emotion to make sales. Paint the picture of your prospect both with and without your product. Make them *need* your product. Make your product have an emotional appeal to them. Then, you will make sales

9) Testimonials

Testimonials are a powerful selling tool and should be used at every opportunity. Include testimonials in all of your ads if possible. Many Great Selling Ads are made up of 1/3 to 1/2 testimonials of the company's products or services. Getting testimonials is easier than many of us think also. Make up a testimonial form (With signature required) and hand it out to all of your clients. Let them know you care what they think about your products and services. Make it easy for your clients to give you testimonials. Then, use them in all of your advertising if possible.

10) Free Bonuses For a Limited Time

Something Free is always a drawing factor in advertising. "Free" is probably the most powerful advertising word in existence. Anything that you sell that has a price of more than \$20 should always have Free Bonuses attached, and most products under \$20 should have Free Bonuses also if possible. Then, You should always make your Free Bonuses for a Limited Time Only to Bring in Orders Now.

This has the Effect of "Sale" on a prospect's mind and moves them to order now. All advertising must be geared for the prospect to Order Now! And Free Bonuses don't have to cost you very much either. Include something that you can reproduce cheaply, but has a high value to your prospects.

11) Strong Guarantee

The best way to gain trust in your prospect's mind for you is to include a solid guarantee on your products. The postal service requires a 30 Day Money Back Guarantee on All Products sold by mail order unless your guarantee is mentioned. You should always include this guarantee if not more. "30 Day No Questions Asked Money Back Guarantee! I refuse to Let Anyone Be Unhappy With Our Product!" Add guarantees to everything that you sell. This is a strong motivater to people and can overcome most fears and objections they have in their minds toward ordering from you.

12) Easy To Order

Make it easy for people to order from you. This almost goes without saying, but there are a lot of ads out there which have broken this rule. Tell people clearly how to order. For example, "Pick Up Your telephone and Call 1-800-000-0000 Now And Have your Credit Card Ready!" Or "Fill Out this Order Form and Make Your checks payable to Business Systems 2000 and then fax your order to 1-000-000-0000 or mail them to Business Systems 2000, Box 128, Richmond, IN 47375!" Make it clear to your customers what you want them to do to order now.

Another thing that should be mentioned is that you will increase your orders 50% – 100% just by accepting credit cards. They produce more trust and more orders for any small or home business. Order a copy of our "How to Increase Business By At Least 50% Just By Accepting Credit Cards" for information about merchant accounts and how 99% of home businesses (Even brand new startups) are able to obtain a merchant account for a very low cost.

BASICS OF ADVERTISING

Those are the twelve basics to advertising. Remember them. Go over them. Use them. It will make a difference in your business. Remember this report as your *Twelve Step Program to Advertising Success*:

TESTING, TESTING TESTING

STRONG HEADLINES

SHORT WORDS, SHORT SENTENCES, SHORT PARAGRAPHS

BE SPECIFIC, NOT GENERAL

USE YOUR BACKGROUND AND BE UNIQUE

USE PRONOUNS

FOCUS ON BENEFITS, NOT FEATURES

USE LOTS OF ADJECTIVES & ADVERBS

TESTIMONIALS

FREE BONUSES FOR A LIMITED TIME ONLY

STRONG GUARANTEE

EASY TO ORDER

Create your advertising materials and then go over them again and again to refine them, but always remember they are NEVER finished. Testing is the name of the game in advertising and then winner in the end will always be the one who has tested their advertising the most.

You Can Earn \$5,000 or More Weekly Selling Digital Information Online with our complete Auto-Pilot Marketing System...No Order processing, no products to stock, and nothing to ship out...Your computer does the work while you relax on a beach in the bahamas: <http://www.ezinfo2000.com/online/i484p>

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Chapter 02 – 5 Insider Secrets To Writing Million Dollar Sales Letters

One of the most important skills you could ever learn is how to write million dollar sales letters. The difference between a killer sales letter and a mediocre one is often the difference between a successful site that earns thousands of dollars weekly and one that can't break even.

It doesn't matter if you drive tens of thousands of people to your site every day if you can't convince them to buy from you once they are there. Your site will never be profitable if it isn't full of benefit driven client centered ad copy.

The good news is that anyone can fill their site with good ad copy. If you don't want to write it yourself, you can find numerous good ad writers who are willing to do it for around \$1,000 to \$15,000 per sales letter. If that cost is too much for you to bear, I have even better news for you.

Anyone can learn how to write million dollar ad copy. Don't start letting your mind come up with all of the reasons why that may be true for other people but not for you. Let me rephrase that sentence. **YOU** can write million dollar ad copy.

The best copywriters in the world did not have the best writing skills when they started out. Many of them, in fact, don't even have high school diplomas. Just because you have never even written a free report doesn't mean you can't write a killer sales letter. As a matter of fact, I am going to give you the best insider secrets available in the world to help you write the best ad copy you possibly could.

There are thousands of resources online that will teach you how to write better ads. Below are just a few of the books or manuals that will help you learn how to write good ad copy:

- * Advertising Magic by Brian Keith Voiles
- * Maximum Profit Copywriting Clinic by Bob Serling
- * Magic Words that Bring You Riches by Ted Nicholas
- * Cash Copy by Jeffrey Lant
- * Killer Ad Bootcamp by Terry Dean (Part of the Cashflow Package)

These types of books and manuals will teach you the in's and out's of the inner workings of good ad copy. They will teach you the important pieces you need such as creating great headlines, listing benefits, finding testimonials, and using a P.S. Any of these courses will improve your sales letter writing ability.

What I want to give you today through this article is a turn-key plan that you can use for **FREE** to start writing killer ads. Follow my simple 5 step system below and you will start writing killer sales letters within the next few months.

I know you may want to have a quicker way of doing things, but anything that is worth doing is worth doing good. Going to college and getting the skills it takes to do a job takes a minimum of 2 to 4 years and often quite a bit longer. If you follow my techniques below, you will become a killer sales letter writer within 2 to 6 months and have the skills to be an entrepreneur for the rest of your life. Don't quit after 6 months though. Keep doing these techniques for years and you will keep those creative juices flowing and

So, without further ado, here are the 5 Insider Secrets to Writing Million Dollar Sales Letters.

1. Spend one to two hours a day copying by hand some of the greatest sales letters of all time.

The easiest way I could ever tell you to become a good ad writer guaranteed is to copy and study good ads until they become a part of you. Study each paragraph. Look and contemplate why they said this or that.

Figure out what they were trying to do in each paragraph. Go out and pick up some of the sales letters by the best ad writers of all time, such as Ted Nicholas, Gary Halbert, Jay Abraham, Brian Keith Voiles, and others. You could also go around the Internet and print out the ads for top selling products and services you know of online.

Then, pick out an ad that you admire greatly that you know produces tons of sales for it's owner. Start copying it by hand. Write the entire sales letter out in your own hand writing. Write it out 5 to 30 times over the next week or month.

I told you this would take some time, but it will be worth it. Once you have written this sales letter over and over again, you will begin to almost memorize the way the writer worded different things. Next time you sit down to write a letter, their wording and even part of the mentality that they sat down to write with will have become a part of you.

After you have copied the first sales letter so many times that you are actually sick of the thing, it is time to go onto the next letter. Pick out another sales letter you admire and copy it by hand. Copy it 5 to 30 times until you begin to know it by heart as well.

Keep doing this with more and more of the winning sales letters and you will find some interesting things happening when you go to write a sales letter. You will sit down and some of their phrasing and ways of doing things will come to your mind. Once you have copied dozens of these sales letters you will find that it is becoming much easier to just sit down and begin flowing

By doing your assigned homework you will begin to learn how to write the headlines, benefits, and the P.S. You will actually start doing the things that Ad Writing courses teach you how to do naturally.

As you continue doing this for the next year you will find yourself getting better and better at writing ads every single month. By following this one technique, anyone reading this report can make a decision to start writing better ads next week.

Even if you are only writing ads for your own business, doesn't it stand to reason that you owe it to yourself to write the most profitable ads possible. Isn't it worth the time you have to dedicate to it?

2. Create a Swipe File.

You should also collect all of the good sales letters you find and create a notebook out of them. Then, when you are sitting down to write a sales letter, you can thumb through your notebook of sales letters to generate ideas for your project.

Many copywriters call this their swipe file. They use it as an idea generator for their headlines, body copy, bullets, etc. If they are stuck on creating a good guarantee, they can look through other guarantees people have used. If they are trying to think of how to do a P.S., they can look through other ones. They can get their letter writing going through taking ideas from other winning sales materials.

Never Use Ideas Word For Word From Your Swipe File. This would be plagiarism. Use it to generate general ideas. You don't want to copy their sentences word for word. You want to flip through some different sales letters until an idea forms in your head about what to write for your project.

This swipe file will help you keep on track and produce winning sales materials every time and it costs you nothing to create. Just collect or print out winning sales letters you find and put them in a notebook or series of notebooks you keep handy when writing your letters.

Remember the cardinal rule when using your swipe file. NEVER copy the ideas word for word!

3. Always research your client's customers until you know them like your own best friend.

Many times you will see reports on how to write killer sales materials that cover many of the basics, but they forget the most important part. The major key to writing million dollar sales letters is to know your customers like you do your own best friend.

You need to know what their needs and desires are. You need to know what fears they are experiencing. You need to know what their Hot Buttons are. What is it that they respond to? What is it that would offend them?

If you don't know your prospects, then you can never write an effective sales letter to them. I don't care if you are best writer in the world. If you don't know them, you won't be able to make sales to them.

Good copywriters take polls of the customers. They look at sales letters their customers have already responded to. They go out and ask questions of their potential customers. They do everything they possibly can to know who their biggest potential prospect is.

If you can't tell me everything about your potential prospects, then you aren't ready to start writing yet. You should know their general age, their hot button, their dreams, their fears, and everything that relates somehow to your product.

The key to a good sales letter is being able to describe the benefits of your product to this individual prospect or customer. It needs to be personalized to them individually.

4. Relax.

Learn how to relax. If you are in a rush to do your sales letter, it will be obvious to the readers. Be willing to take your time and do an extremely good job. Let things stew inside your brain between each of the important elements.

After you research your prospects and get to know them, take some time to relax. Think on them and their desires for a while. Take some time to relax after you write your headlines and choose the best one for your letter. Think about how to create that flow throughout your letter, starting with your headline.

Take some time to relax after you write your rough draft. Sit it down and come back to it the next day. Then, you will be refreshed and ready to edit it. After you have done your editing, put it away again for a little while. Come back to it refreshed and read over it again. See if there is anything else you would like to change about it.

Don't rush through the writing process. Learn how to let your mind go to work by working on it, then relaxing a bit. Go back to work and then let your mind stew over it again. Keep this process throughout the entire letter.

5. Test and Edit.

There is only one way you can ever determine if a sales letter will be successful or not. It has to be put to the test. It has to be sent out to some of the potential prospects.

Send it out and find out if it makes a profit or not. If it is winning letter right up front, great! If not, then it is back to the drawing board. Whether it makes money or not, you will still need to test it.

For example, you should take the letter that made money and try a different headline for it. Compare the results to the original. Test a different price. Test the offer worded slightly different. Keep the sales letter that is producing the best results after each test. This is the control that you will determine your results from.

Winning marketers are always testing their materials to find out which one is producing the best results. The killer sales materials that you see being used year after year and decade after decade became that way through this type of testing. Rarely is the first letter written the absolute best letter it could ever be. You need to keep improving it through testing until you have the letter that consistently out-pulls everything else.

As you can see, copywriting isn't all about being born with huge amounts of writing talents. It is about making a decision to become the best. It is about deciding to do the work you need to succeed in your business. Good copywriters are never lazy, and anyone can be a good copywriter. What about you?

You Can Earn \$5,000 or More Weekly Selling Digital Information Online with our complete Auto-Pilot Marketing System...No Order processing, no products to stock, and nothing to ship out...Your computer does the work while you relax on a beach in the bahamas: <http://www.ezinfo2000.com/online/i484p>

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Chapter 03 – There Is ONE Secret To Internet Marketing

Too many people are constantly searching for the "Holy Grail" of Internet advertising. Instead of just getting out there and doing something every single day, they sit back and wait till they find the "Secret" to Internet marketing.

Sure, there are great techniques you could be using. There are products out there which will teach you how to market better online. You should always be learning. The moment you stop learning, you start stagnating.

You will find that many of the techniques that the top experts teach you may actually disagree with one another. This is because there is only one true judge of what works in the online marketplace...testing and results. Without testing everything you put to use, you will never know what is or can work for you.

There is one "Secret" of Internet marketing every single successful Internet marketer will agree upon.

If you sit back and do nothing, you will get nothing!

Successful Internet entrepreneurs are doing something. If you sit back on the sidelines and just watch what's going on, you will never win the game.

Start doing something...even if it doesn't work!

You have to "practice" Internet marketing.

Set up a mirror page on your site or some other tracking mechanism and place a classified ad in an ezine. If it doesn't work out the way you wanted, place a different ad in another ezine. If it does work, then keep running and add on more ezines to your advertising campaign.

Use one of the traffic techniques in my free e-book "Unlimited Traffic." If it doesn't create the traffic you want, add another technique. This ebook has 55 techniques Internet marketers are currently using to get traffic. Keep adding on new techniques until you get the traffic you want.

If you want to write better ads for your products, then find some of the best sales letters and start copying them by hand. Then, practice your own letters.

Something that almost no one ever seems to mention in regards to business is that some of the most successful companies expect that only one out of every seven products

Claude Hopkins, considered by many to be one of the greatest marketing minds ever, recorded this in ["Scientific Advertising"](#)

"There are many surprises in advertising. A project you will laugh at may make a great success. A project you are sure of may fall down. All because tastes differ so. None of us know enough peoples desires to get an average

The first site you create might not be that profitable. If you are smart and stay in contact with the right people, you will learn something from it. Your next web site may be the success you are looking for.

The reason you may not be making money right now could be that you have the wrong product or are targeting the wrong market. If you can't explain to me in one paragraph exactly who your targeted market is, then you aren't ready for success on your site.

Test some different products. Test some different advertising methods. Test some different ads. Only testing can tell you what will or will not work online or offline.

The key is to keep your testing small so that it doesn't cost you an arm and a leg. Test one or two ezine ads. Purchase a 10,000 banner ad campaign. Set up a small budget of say \$50 – \$100 every month just for testing (more experienced marketers have a much higher budget for testing).

Never spend any money on advertising where it will put you out of business. It should be as small and risk-free as possible at all times.

If you can't afford to spend or lose any money in advertising, then start trying free traffic techniques. There are dozens of them that you can use as well. In this area, never spend more time on any advertising technique than you can afford to lose.

Time is money and as you become more and more successful in this business, it is the time that you run out of first.

The Secret to Internet marketing is to **"Do Something."** Even if it doesn't work out quite as well as you plan, keep doing it or add in other elements and aspects to your business.

The second Internet marketing secret is much like the first one. It is "Don't give up!"

You Can Earn \$5,000 or More Weekly Selling Digital Information Online with our complete Auto-Pilot Marketing System...No Order processing, no products to stock, and nothing to ship out...Your computer does the work while you relax on a beach in the bahamas: <http://www.ezinfo2000.com/online/i484p>

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Chapter 04 – Six Models Of Success On the Internet

If you want to build something...first find a model!

During the past week, I have spent a large amount of time studying successful web sites and finding out what it is that is separating them from all of the run of the mill web sites which are just there.

It is really interesting when you stop for a moment and look at why certain sites are becoming extremely successful on the Internet. What really stood out to me more than anything else was the variety of different types of businesses there were out there.

I researched extremely successful sites which focused on web hosting, business opportunities, pet products, golf, computers, information, and even paint thinner! Anything, if planned appropriately, can be sold online.

The other thing that has stood out to me is the variety of different models of success there are out there. A key to being successful in any venture is to find a business which is already doing what you want and model after them. Play follow the leader.

I can't go into every model of success I have found, but I do want to introduce to you six different models which kept springing up over and over again in successful sites.

As you look over these models, you may find that you are on your way to becoming just like that type of business. If so, good. If you don't see anything listed here which is what you are trying to do, you really should stop for a minute and organize your plans to more closely follow a successful web site model.

You may even find that your business fits into more than one of these categories...if so, again you are probably following the right road in your business.

Model #1 – Free Information Provider and Opt-In List Builder

These two things go hand in hand. For months you have heard me tell you over and over again that the profits in an online business are in the Opt-In List. Well, it is still true and I am going to keep right on telling you this.

Look at the most successful business online and almost without fail they are the same businesses which are building the Opt-In Email Lists. One key that you have to remember though is that you **MUST** provide high quality information to your list and not just a bunch of ads. If your newsletter is just an ad sheet, you can be assured that it will almost **NEVER** grow!

Then, learn how to write effective offers which ride right along with each of your mailings to the list. Once your list begins to grow, you will find out just how easy it is to build a Guaranteed Monthly income on the Internet.

Advantages: You can build your list up each month and watch your guaranteed monthly income go up right along beside it. It can be an easy way to create a Residual Income no matter what products or services you are selling.

Disadvantages: You have to like to write. If you hate writing and only want to send out pure advertising without value, you will find that this is a very hard road to travel.

Model #2 – Malls and Co–Op Advertising

Another successful model I found were sites which could almost be considered malls with many different products and advertising opportunities. Although a site like this wouldn't be successful in most cases by directly advertising, the mall owners came up with a very simple and effective method of creating awesome traffic at their sites.

They would start Co–Op Advertising online, in postcard decks, in magazines, etc. They would buy a large ad or postcard deck card and then split it up between 10 – 20 others and everyone would pay a small share. Then, the mall owner who is running the co–op would get his share for free and even sometimes make a small profit from the deal.

Being a co–op participant can be a low cost way of getting traffic to your site, but the real opportunity opens up when you start running co–ops yourself in this manner. I know of one Internet marketer who gets over \$150,000 a year in free advertising by running these types of co–ops!

Advantages: You can get \$100,000 or more free advertising if you schedule enough co–ops and they produce good leads for each of the participants.

Disadvantages: If your co–ops don't work for everyone involved, expect to have some serious trouble growing.

Model #3 – Free Services and Paid Advertising

If you find a service people need such as autoresponders, forms on their site, search engine listings, traffic tools, etc., you may find that this is the model for you. Sites which provide something extremely valuable for free can often take their traffic counters into the thousands literally overnight...then they can start charging people for placing banners and other types of advertising on their site.

You may think it is hard to come up with a Free service to drive traffic to your site, but it really isn't that difficult. Spend some time over at <http://www.cgi-resources.com> which contains thousands of CGI programs, many of which are low or NO cost. Some of them would also make great traffic generators if you would position them on your site in a unique way.

Advantages: You never have to pay to advertise this site. If your Free Service is extremely valuable and unique, word of mouth and press releases will be all of the marketing you need for it.

Disadvantages: The hard part is coming up with the winning idea.

Model #4 – One Product Page and Paying for Advertising

People don't talk about this technique as much as some of the others, but I have found it to be one of the easiest ways of making a good income online. When you find a hot product that you know a certain market is interested in, then focus on putting up the best sales letter possible with just one or two pages about the product.

Then, focus all of your marketing towards bringing people to that page. By presenting people with only one choice at your site, you eliminate any of the possible confusion or distraction which come with multiple page sites. From studying all of the different models, this one will usually have the highest response rate per visitor.

After someone buys your first product, you can then introduce them to all of your other products and services on the backend to create multiple income streams.

Advantages: This type of site has the highest sales rates of web sites because it eliminates the confusion and distractions.

Disadvantages: The biggest disadvantage is that you can't expect too much free traffic. You will have to pay for all of your traffic in most cases.

Model #5 – Catalog Sites and an Affiliate Program

Many sites have hundreds of products and services so choosing a lead product like the above model just doesn't make sense for them. Usually in these cases, I recommend going with creating a catalog site and building a network of affiliates.

Look at the size of Amazon.com's affiliate program. It is quickly establishing itself as the number one bookseller in the world. No one else is even close. Much of this is due to one factor...their affiliate program.

Every day new affiliate programs spring up...and go down. If you have a selection of products which have a strong USP and are good sellers online you have the makings of a good affiliate program.

Advantages: This is the way to take over a large market share on the Internet...expect to see in the coming years that probably as many as 40% of the top profiting sites will be affiliate programs.

Disadvantages: You have to support your affiliates better than the average site AND you have to be able to handle the amount of orders that will be coming in. Neglect either one and your affiliate program won't last long.

Model #6 – Community Building Even If You Don't Have a Product to Sell.

The other side of the affiliate program are those who sign up as your affiliates...the most successful of which will usually be those who have built an online community around a certain subject or hobby.

By putting up a discussion group, providing links to interesting content, publishing an ezine, and more you can build an online community around a specific subject that interests you and others.

Then, as your traffic grows, you can join affiliate programs or set up joint ventures to offer your audience products or services which are of great interest to them.

Advantages: You can start this type of business without even having a product or service to sell. You can build a traffic base and then ask your visitors what it is that they want. Then, you can find the exact products or services they want and need!

Disadvantages: You will have to go without much income for a while until your traffic begins to grow to a high level.

Each of these models presents a possible online business for you. Which one interests you the most? Which one do you understand the best? Which one would you enjoy?

Pick one or more of these above business models for your Internet business and you will have taken the first step to Internet success..."Getting Started."

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 05 – Upside Down Marketing Strategies

The normal business process is to have a product, start looking for prospects, and make the sale. Guess What? Normal businesses also don't work very well!

Let's turn business upside down!

If you would really love to have a radical change in your business, you are going to have to make some radical changes in your methods.

One definition of insanity that I feel is especially appropriate for business owners to understand is, "Doing the same thing over and over and expecting to receive different results."

If you continue to run your business in a "normal" way, you will always be limited to "normal" results.

If you want to have "exceptional" results in your business, you are going to have to put "exceptional" methods to work for you.

If you are like 99% of internet marketers I know, I will venture to bet that you have a web site & product and that your biggest problem is building the traffic to your site. I will also bet you aren't making very many sales!

What happens if we turn this process upside down?

What happens if we choose to find the prospects first...build a relationship with them...and then find a product that they Dream about?

Everybody online appears to have a product. How many of them have an audience?

It is kind of funny...I always have people emailing me that they have an awesome product they want to sell to the world. They just can't get anyone to visit their site.

I rarely ever have anyone saying, "I have too much traffic and I just don't know what to sell." When they do email. I can guarantee you that those people are the easiest people in the world to help.

If you have the traffic, all you have to do is ask them what they want. Then, find it for them.

If you have a product, we have to figure out a way to get traffic to your site, set up the sales process, and start making sales.

I am not saying this isn't possible. We do it all the time. What I am saying is that it is the wrong way to do business on the net.

Let's turn it upside down.

Instead of starting out with a product, let's start out by figuring out what it is that you are passionate about. What is it that is exciting in your life and that you have experience and skills in?

What is it that gets your fire burning? Way too many people have decided to just follow the pack instead of being creative and coming up with their own ideas.

Since the rest of the pack seems to be slowly moving away into oblivion (Over 95% of internet sites are losing money), shouldn't you make a change of direction?

Once we figure out what it is that you love, let's decide where you can find other people just like you.

Use the internet networking tools at your disposal...

Go to <http://www.forumone.com> to do keyword searches of forums you can visit on this activity.

Go to <http://www.dejanews.com> to do the same for newsgroups.

Visit <http://www.liszt.com> to find all the mailing lists which deal with this topic.

Start visiting and subscribing to everything that has to do with your topic. Start participating in the discussions which go on at these sites.

Find out what people are talking about the most in your subject. Which element is the most popular? What is it that everyone is looking for online? If you don't find out by visiting these groups, start asking some questions.

Spend some time at these sites...Start visiting web sites which come up in the discussions. Make a list of things which each web site has – and what it doesn't have.

Once you know what it is people are looking for (from your participating in the discussion groups) and have found out what it is that is lacking in most of the sites... you now know how to get started. You can start building your business on Your USP (Unique Selling Position).

Design a web site, or even better, hire a professional to do it for you. Make sure that every part of it though deals with your chosen theme.

Note: I am very wary of giving specific examples in this article, because every time I do I get dozens of people emailing me that they are going to do exactly what I wrote about. Instead of following the theme of my article though, they all just want to set up the business I gave an example of.

In this article, we are discussing the strategy itself, not any specific business or industry. If you take time to start following what I am telling you here, every part of it will become clearer as each step is taken.

Start having automated traffic tools such as free information, your own discussion group or a specialized postcard site that deals with your theme.

Build up a community atmosphere and then invite visitors from all the groups you have been participating in on a daily basis. Instead of trying to sell them something, just invite them for the solutions which you have for free at your site.

Get the discussion group going on your site by picking a "Hot" element of discussion that you keep seeing come up on the other boards. Have a specialized discussion group instead of just a general one if you want to achieve high traffic from it.

Start up an Opt-In list where you will send out updates and free information on a daily, weekly, or monthly basis.

At this point in time, you want to focus on building up a close relationship with your visitors. You have not even chosen a product to have on your site yet. You are just building relationships and loyal visitors.

After you have started building up this group, you can actually ask them what it is that they want. Then, find it for them.

Either have it developed yourself or find someone who has it already. Then, do a Joint Venture with the product owner and endorse the product to your list and your visitors.

Let them know how you sought out and found the best _____ on the market for them and how you negotiated the best deal possible (10% off, A Free Bonus, etc.).

Note: This has to be real. You really do have to do your homework and find them the best _____. You really do have to negotiate and try to get the best deal possible for them. Don't let an ounce of deception come into play in any part of the process.

Watch your responses and sales skyrocket. What might have been a 1% sales response for the original company now becomes a 10% response from your entire list of friends.

Once you have the traffic and the list, It isn't hard at all to find the products. They will constantly be knocking at your door.

Would you rather be the person sitting back with his choice of people to work with or do you want to continue to be someone with a product looking for a customer.

The average web site may not operate this way, but do you want the results of the average web site?

Turn it upside down!

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 06 – 5 Internet Myths Still Floating Around

You would think that some of the old Internet myths would just die off with the growth of Internet commerce, but some of them just won't die. Even though you can't ignore the growth of online commerce, businesses still believe some of the exact same myths that were started years ago.

Let's put an end to some of them here and now...

Myth #1: No one is making money online.

This myth has been around as long as the Internet as existed. The truth is that a lot of companies are earning incredible profits online. Some of them even become extremely profitable within 6 months of being online.

An independent study has reported that 30% of Internet businesses are currently earning money. This is an extremely large number considering the fact that the Internet as a whole is still in its infancy. Wait to see what kind of results are going to be produced in the coming years and decades of e-commerce.

Myth #2: If you build it, they will come.

This is opposite of the first myth. You have one side who believes no one can make money online while the other side believes all you have to do is a set up a web site and rack in the dough. This concept may have been a good basis for a movie, but it is completely inadequate for Internet marketing.

If you just sling together any old site and put it up on the web, you are going to quickly turn into one of the people who believe the first myth about the Internet. Marketing online is no different than any other type of marketing in this area. You have to plan your business, design good marketing materials, build relationships with customers, and learn how to sell more to your existing customers.

If you build a well designed, well thought out site and promote it, they will come. If you just build it, it will just sit there.

Myth #3: You need fancy graphics to catch your customer's interest.

Fancy graphics are not essential for online sales. If your graphics are so detailed that they take too long to load, they will even cost you sales. Most people are still connected to their Internet using basic modems and graphic intensive sites often take too long to load for most people's attention span.

This is not to say that you can just use cheap graphics. Use quality well designed graphics on your site,

but keep them to a minimum. The key to online sales is showing your customers the benefits of your product or service. It is not in just having a gorgeous web site with dozens of pictures.

Myth #4: Internet consumers are so sophisticated that ad copy doesn't matter anymore.

Yes, Internet consumers do see through the hype that many people try to push off as ad copywriting. This does not mean that you can just put together string of words and a couple of pictures and hope people buy from you. If you want to have customers constantly purchasing products and services from you, you have to write ad copy which shows them the BENEFITS of your product or service.

The key to ad writing is to show your benefits, not just your features. You can't just tell people a bit about your product. You need to let them know exactly what it will do for them. You need to help them get as excited about your product or service as you are. Ad copy does make a difference online.

If you don't currently have a headline on your web site, get one immediately. Ninety-five percent of web sites you visit won't have one, but yours can. Then, list multiple benefits your visitors will receive for staying at your site. If you don't let them know what they will get out of your site immediately, then they will leave your site as quick as they entered.

Myth #5: You can find anything and everything online for Free.

A lot of people think that they can get everything they need in their business for free online. This just isn't the case. The old saying, "You get what you pay for" does apply to the Internet as well.

For example, free web hosts will end up costing you money in the long run. People don't look at sites that are hosted for free in the same light they do ones which have their own domain name. Whether it is true or not, free web hosts don't give the same sense of stability to the consumer that your own domain name would. Plus, you will often experience a host of other problems.

This concept will apply itself to many other areas as well. Many software programs out there will help you automate your online business, but they do cost money. Many information products will help you build a better business, but they do cost money. Always look at everything you do online with this purpose in mind. Will the product, service, ad, web hosting, etc. cost you or make you money in the long run?

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 07 – Are you Neglecting 70% To 90% Of Your Profits?

At the very beginning of this article, I want to tell you about a horrible mistake I have been making lately. I have been neglecting the place where 70% – 90% of most Internet profits come from.

I would normally keep a mistake like this to myself, but I also recognize that probably 9 out of every 10 of my readers are making the exact same mistake. This just shouldn't be happening.

My business is extremely profitable, but by neglecting this one technique I have been ignoring tens of thousands of dollars in additional profits.

The direct marketing rule that I been neglecting to give attention to lately is that of backend selling. I know and have taught backend selling to thousands of Internet businesses, but in the past 6 months of my own business I have been letting it slide.

For my business this means that I am ignoring additional profit centers. For many Internet businesses which aren't as profitable as mine this one mistake could easily spell the death of their entire endeavor.

To give you a quick idea of just how profitable backend selling can be for your business, let's give the following example.

Let's say you are in an information business selling a low cost audio tape set and a larger video package. The first product you have sells for \$50.00 (and costs \$25.00 for drop shipping from the owner) while your second package sells for \$300.00 (and costs \$150.00 drop shipping from the owner).

If the first product you sell to customers sells for \$50.00 and costs you \$25.00 to fulfill, you have \$25.00 potential earnings from it where you have to pay advertising expenses from. If it costs you on average \$20.00 advertising expense for each new customer, you would only be earning a \$5.00 profit on every new customer.

What would happen if you included a sales letter for your \$300.00 course in every \$50.00 package people bought?

If 1 out of every 5 customers you brought in on the first product would also buy your second product for \$300.00, you would be earning an extra \$150.00 off of every 5 customers. Your front end profits would have been \$25.00 for these 5 customers and your backend profits would have been \$150.00 without spending more than a couple of cents extra for the sales letter included in the packages.

You would only be earning \$25.00 a day in your startup Internet business is you were selling 5 packages

a day. Once you add in your backend product, your profits jump up to \$175.00 a day!

For many businesses, having a backend product determines whether your business succeeds or not. You must have a specific backend in mind whenever you are planning your web site, choosing a product, or designing a product.

On the Internet, it is so easy to come up with backend products! If you don't own any additional products or services to place on a backend, then you can simply join an affiliate program with a high quality product or find a business owner who will drop ship products for you.

There are thousands of companies out there which have affiliate programs or who drop ship for you. All you have to do is search for "drop shipping" or "affiliate" and thousands upon thousands of sites will come up.

If you see someone who has a product you would like to sell, see if they will set up a drop shipping program just for you. This type would often end up being the most profitable for you since you wouldn't be competing with thousands of other affiliates.

The key to backend profits in your business is to actually start doing something. So, I have included 4 easy ways your Internet business can start profiting from backend selling today!

4 Ways ANY Internet Business Can Easily Start Making Backend Sales Immediately...

1. Point of Purchase

The absolute best point for a backend offer on any sale is right after the initial sale while the customer still has their credit card out. For example, whenever I go buy a pair of shoes it always seems like once you have the shoes picked out the salesperson will then ask you if you would like laces, polish, protectent, etc.

If you go buy a suit, then they ask if you would like dress shirts, ties, etc. Any smart retailer will figure out what other products they have that naturally go with the purchases most often being made. Then, they will offer an up-sell immediately at the point of sale.

How can you apply this to your Internet business? The easiest method and the most profitable is to offer the up-sell right after your customer has made their purchase and still has their credit card out. In other words, put the additional product or products on the thank you page right after the purchase is made through your secure order forms.

At that point, your customer has their credit card out and is in a buying mood. By listing one to three similar products on this page, you should be able to increase your overall sales by 10% – 30% immediately.

2. With Product Delivery

The second key time to send a backend offer is when the products are shipped. Wise marketers throw in a catalog of other products and services they offer with every order.

Possibly offer a 30 day special coupon in the package. If they order something else from you within thirty days they get \$10.00 off or 10% off or something similar to this. Just remember that there has to be some incentive to ordering now.

If you have someone else fulfilling the order for you by drop shipping out the products, then just send out your own thank you letter with the backend offer enclosed.

3. Follow-up

You should send out follow-up sales letters to all of your current customers. Top direct marketers report that it is 7 times as easy to sell to an existing customer than it is to develop a new one. Put the odds to work for you instead of against you and start selling more to your current customers.

The correct time to send out this letter depends on what you sell. If you sell a consumable product such as food, nutritional, body care, etc., then you send out the letter whenever the average customer will run out of the current supply.

If you sell other types of products, then the correct time will often be around every 3 months. Newsletter publishers will often advertise a new product in each new issue of the publication that goes out. It all depends on your products and your customers. Learn the correct time frame for sending out letters based on testing.

4. Leads that Don't Buy From You.

Here is an area that most Internet marketers don't even consider, but it could quickly become a new profit center for your business. What do you do with those leads who contact you but don't end up buying?

In most businesses, they just throw them away. The smart marketer who wants to get maximum profit out of every second of their time and out of every dollar they spend will put these leads to use also.

They are obviously interested in what you are selling since something you had caused them to originally contact you for more information. They didn't want to buy your product, but what if you offer another similar product or service to them instead once you have finished your regular follow-up system for your main product.

This is definitely an area that you need to start testing out. You could also try working with another marketer who sells a similar product and work out a lead trade. You will offer your product to his leads that weren't sold and he will offer his to your leads you couldn't sell. Since the cost of follow-up online is virtually nothing, this type of additional profit center is definitely something every business should look into.

The question I am going to ask you is, "Are You Going to Leave 70% – 90% Of Your Profits Behind?"

Above are four simple techniques you can use to start making more profits out of your online business. What are you going to do about it? Are you going to at least start trying out a couple of these techniques in your business...or are you satisfied with what you are making right now when there is so much more available?

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 08 – How To Develop Your \$2000 A Week Internet Marketing Strategy

In most of the articles on the web, probably 97% – 99%, you will read about the technical aspects of building a profitable business online. Most of the information I cover deals with that arena...but what most people forget to mention to you is that the technical aspects are ONLY half of the equation to your success on the internet.

When you really get down to the nitty-gritty of making money online, it all starts with your strategy. Even if you know exactly how to achieve top positions on the search engines or know exactly how a link campaign should be done, it still won't let you achieve the level of success you want if you don't know how to develop the strategy for your site.

To put it simply, tactics are your day to day actions in building your website. A strategy is your overall plan and goal for exactly what you would like to have your website and business accomplish for your customers.

The Random House College Dictionary defines strategy and tactics this way... "In military usage, a distinction is made between STRATEGY AND TACTICS. STRATEGY is the utilization of all of a nation's forces, through large-scale, long-range planning and development, to ensure security or victory. TACTICS deals with the use and deployment of troops in combat."

Have you ever stopped the day to day battle of trying to achieve top positions on search engines (And believe me...This is a battle) long enough to develop your long-term strategy? What is your overall vision for your site? In the Bible, Proverbs 29:18 states, "Where there is no vision, the people perish..."

I know some people who are brilliant strategists about online marketing who have achieved amazing success even though their actual tactical skills are only so-so. They hire out the web site design, the search engine registrations, the linking campaigns, and the copywriting. As a matter of fact, one of these brilliant minds once mentioned to me that "The Concept is Greater than The Copy."

In other words, the right marketing strategy can overcome slight problems in the copywriting or even the carrying out of the plans. Even the best copywriting on the planet won't make a success out of a poor business strategy or concept.

No contractor would ever consider starting work on a project without having a detailed blueprint already done and in their hands. It also doesn't matter how good they are at following the blueprints if the blueprints are all wrong. For many people, their internet businesses are in this exact state. They have many of the internet tactics ready, but they have yet to develop a powerful strategy to empower the whole process.

So exactly how do you choose the strategy for your Internet Marketing Empire? Below you will find a three step process in helping you develop your overall strategy. I don't want to over-complicate the process by any means, but I do want to help you create ideas through this. Your actual day to day internet marketing tactics will then flow out of your overall marketing strategy.

STEP ONE: Create Your Overall Theme to Your Online Business

You can't develop a business around a single product. Even if you are promoting a single product upfront, it is not the product that people want. They want the BENEFITS they receive out of the product. When designing your site, think about an "Ultimate Benefit" to build your site around.

I first heard the phrase "The Ultimate Benefit" through Dr. Jeffrey Lant and it has stuck with me ever since. It is that ever abiding "WANT" or "GOALS" that your prospects have with them continually. Ultimate Benefits are things such as: more money, weight loss, online success, being sexually attractive, self-defense, etc.

Ultimate benefits are what your prospects are really seeking after. So, don't base your business just on products. Base your business on this Ultimate Benefit. This will be the theme that binds everything else you do at your site together. It is what you want your site to become known for. It is why people will return to your site over and over again forever.

What is it that your prospects ultimately want?

More Money
Better Health
Weight Loss
etc.

Once you have defined your "Ultimate Benefit," that's where the products can come in. You will want to provide multiple products that all fall under the same Ultimate Benefit. This will help you to create "Multiple Streams of Income" all generated from one web site.

What mail order or internet company do you know of that only has one product? There aren't any really successful ones. Even the sites which seem only to have one main product still have dozens of different profitstreams which all come out of the backend of that product. Your mission online is to help people reach their ultimate goals, and that cannot be done with just one product. It takes a variety of products to accomplish this goal.

One warning I do want to mention here though is that your site will be more successful if you have one LEAD product. By testing both multiple product sites and sites which focus on one lead product, I have found that the lead product sites will outsell the multiple product sites by a long shot in most cases.

So, the absolute best set-up is to focus on a main product, and then have many different backends or supporting products which will help your customers to further their goals. This type of system is often

referred to as a marketing funnel. You may be selling a book about Ad Copy on your site, but you will also have consultations, seminars, audio tapes, and ad writing services which all support your theme.

If you are selling web sites as a primary lead product, you could also sell books on internet marketing, web design services, CGI programming, etc. If your theme is weight loss, your primary product may be a nutritional product. You could also sell weight loss and exercise books. A newsletter could be started. You could also do personal one-on-one consultations for specific individuals.

You also don't need to come up with all of these products yourself. Many of them can be found through Joint Venturing with other companies which have products you know your customers want.

STEP TWO: Develop A Unique Aspect to Your Business...Your USP

Your business cannot just be a me-too business online. You need to develop some type of uniqueness to it...something that sets you apart from all of the rest of your competition online. You need to create a "Unique Selling Position" which makes you stand out from the crowd online...

For example, everyone is selling books online. How did Amazon.com become the most well known bookstore on the internet. They developed a USP which basically states "The World's Largest Bookstore" which is exactly what they are. They have stated in one phrase exactly what makes them unique from the rest of the bookstores in the world.

How can you develop your own USP? You probably aren't going to own the largest selection of anything in your business since most of us have started out bootstrapping at home or in our small business. Let me give you a simple little formula you can use which will help you immensely in the creation of a USP for your business.

To find your USP, pull out a blank sheet of paper. At the top of the paper, write "You know how most _____..." Then, halfway down the page, write "Well, What I do is..."

I want you to write how most of the businesses in your market are in the first section. Then, I want you to write what sets you apart from them. Avoid using words such as quality or better service, because those types of things don't really mean anything UNLESS you are more specific in your description. This may take you a while to do. You probably will have to study your competition online for a while. Give yourself a few days to think it over. Then, write it down.

Next, I want you to boil down that entire sheet of paper to a single phrase or sentence. This takes some work. Write it out in a sentence or phrase as many times as you need to until you get just the right words. Again, if this takes you a few days, let it. Think about it when you are driving, eating, etc. Mull it over. Then, once you have just the right wording, that is your NEW USP which you will use to separate you from all of the competition.

Use it on your signature file online...Use it on your website...Use it in your ad copy. Let it become a guiding force to your online business that sets you apart and defines you as the person to deal with in this

area.

STEP THREE: Concentrate on Building Relationships with Your Prospects

To fully develop an online business, you need to maximize your relationships with people. Although your goal in your internet business may be to set it up on auto-pilot, you have to remember at all times that you are dealing with real people. Credibility online is a major issue because there are many fly-by-night get-rich-quick operators on the internet.

To help you develop this credibility with your prospects, your overall strategy has to include such tools as ezines, message boards, chats, conference calls, dealer programs, etc. Many people keep asking exactly why does it seem ezines are popping up everywhere...It is simply because they work. They help you to develop the relationships you need with your prospects. You are able to contact your prospects over and over again providing them with good useful information.

The same thing is true of the message boards. Once you have worked them up to a certain level of traffic, the same people will keep coming back day after day learning from you and the other experts you may have brought to your board.

Use your imagination and develop other free services such as these to help you develop your website and relationships online. How about doing JVs with other businesses? How about running a monthly conference call on your subject? Your business online is only limited by your imagination!

GET STARTED TODAY IN DEVELOPING YOUR ONLINE STRATEGY!

Don't let this report just sit there in your email box. Print it out. Start today in putting these strategy building tips to work for you. It is a proven fact that if you put this off for more than 24 hours, you will probably never come back to it.

Developing Your Internet Strategy can be the most important key to creating the internet business you dream of. Take action today and at least start thinking and working on it!

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 09 – How To Buy Any Product Or Service On The Internet Risk-Free

That title got your attention...didn't it?

I created it with one purpose in mind: to show you just how important having a money back guarantee on your products or services are in the online market.

In all advertising, credibility is a Number One concern. People are afraid to make purchases from you because they don't know you yet. One of the ways to overcome this is by Using a No-Risk Guarantee.

Guarantees will increase your response rates by 200% to 300% on whatever you are selling in most cases. People go through your letter. Then, they are undecided whether they should buy or not...The No-Risk guarantee will push them over the edge.

People buy because of emotion, but they will back up their decision with logic. How many times have you purchased something saying to yourself, "If I don't like it, then I will be able to return it for my money back?"

Your guarantee should be listed on everything...Your sign, your salesletter, your website, your postcards, your magazine ads, etc. Don't keep it a secret. Shout it from the rooftops!

The Four Parts of a Powerful Guarantee

There are four parts to a powerful guarantee. They are:

- 1.) Risk-Free – You must tell your prospects that your offer is risk-free.
- 2.) No Questions Asked – You should always state that you have a no hassle, no questions asked guarantee policy.
- 3.) Time Period – State how long the guarantee is for...Always use 60 days or more!
- 4.) Why? – It is always a good idea to tell them exactly why you are offering such a good Free bonus Offer and guarantee.

Each of those steps is extremely important and I will put some guarantees together for you which use ALL 4 elements so you can see what they look like:

"Try out my product Risk-Free for a FULL year! If at any time, you are dissatisfied with it or can't make

a profit with it, then simply package it up and mail it back to our office. The moment we receive it, we will fully refund your money No Questions Asked...Plus, you get to keep All \$575 worth of FREE Bonuses as a thank you.

How Can I offer such a Powerful No–Risk Guarantee? It's simple really...Once someone gets this product into their hands and understands it's full potential, I couldn't pry it loose if I used a crowbar."

"Not only that, but you will also receive our Complete Better than Risk–Free, Lifetime Guarantee! If at any future time you decide that this isn't the product for you and that it isn't the absolute BEST purchase you have ever made, then package it all up and send it back to me and I will issue you a complete No Hassles, No Questions Asked Refund. Plus, you get to keep all \$1,230 worth of bonuses just for giving me a chance!

The way I see it is that if My package isn't the best investment you have ever made, then I don't want to take your money. You deserve your money back!"

Those are some powerful guarantee examples. These kinds of guarantees can open the floodgates or orders into your office if you don't be careful.

Here is a list of words you may want to use in your guarantees to increase their effect:

Unconditional Money–Back Guarantee
Life–Time Guarantee
No–Risk
Risk–Free Trial Offer
No Hassles
30 Day Trial Offer
Cancel at Any Time
Double Your Money Back
Send No Money
Order by Credit Card for 3 Easy Monthly Installments
Postdate your check for 30 days from now.

Those are some of the words that get people excited about your guarantee, because they remove the risks of ordering away from your prospects. A powerful guarantee can mean the success or failure of any ad campaign, especially for those who are selling on the internet...

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 10 – Developing The Right Attitude For Making Money Online

Do you really want to make money online? Do you want to develop a business which can make money for you 24 hours a day 7 days a week almost automatically?

I am sure you do...Or else you wouldn't be reading this ezine right this minute. I have good news...and bad news for those of you desire this for yourself.

The Good News is...YES, you can do it. Many others have created full-time incomes while only working part-time online. It is within your grasp. Plus, many of them have started with little or no money!

The Bad News is...Many of you will need a change of attitude before you will be able to reach your goals.

That's right...Even with the right information and the right foundation, many people have still failed in their online ventures just because they did not develop the right attitude. An old statement that comes to mind right now for me is "Your Attitude determines your Altitude."

Your success in life cannot bypass your attitude about life. If your mindset is that you are poor and always will be poor, it will show itself in anything you do. No matter what you do, your results will be poor in your business.

Having a positive mentality about yourself and about your business is a part of this right attitude, but that is not what I want to focus on in this section. I want to focus on your reasons and vision for your business.

If your vision for your business is to just make enough money for a little extra income or to just produce a full-time income for yourself, you will be severely limiting your results. If that is you, you need a change of attitude.

Those who are the most successful people in business are the ones who LOOK for problems and develop solutions to them. They have a vision which is bigger than just to make a little money. They have a vision to solve problems for others.

YES, you need to learn about Internet Marketing Techniques and about how to write killer ad copy. Yes, you need to know how to produce sales, BUT what is it that you are selling?

Are you selling just another product OR are you selling a SOLUTION to people's problems. Are you just in business to make a little money or do you honestly care about helping other people? The ones who become the most successful in their business are the ones who find a NEED and fill it. They develop the answer that people need.

This factor is true and can be applied no matter what type of business you are in. For example, if you run a network marketing site, are you just trying to hype people up in your program OR are you becoming a source for information on how they can succeed through this method of distribution.

LOOK for problems...

People are frustrated with learning how submit to search engines!

People are frustrated with learning how to use certain software!

People are frustrated with not being able to produce sales!

People are frustrated with health problems!

Look for these types of problems and frustrations and develop or find products which have the answers. In other words, DON'T just try to think of new ways to make money...Think of ways to solve more problems for more people! Then, the money will come once you learn the marketing side of the equation.

Too often we want someone to just hand us a completely developed business or a business-in-a-box. The truth of the matter though is that most of the time, these types of plans just don't exist. Any type of business you get involved in will require you to begin thinking of new ways to advance it if you want to be as successful as possible.

The Good News is that all you have to do is start changing your attitude over to being a problem solver. What problems are still out there in your specific market? What problems do people have when they order from your competition? What can you do to make your product or service a better answer to people's needs?

When you ask yourself these types of questions you are often taking the first step to success. You are recognizing the problem. Now, with the right attitude, you can start looking for the solution. You have the question. Now, Apply the thinking, brainstorming, research, and work to find the answer.

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Chapter 11 – How To Produce A Guaranteed Monthly Income On The Internet

Today, I decided to spill the beans and reveal to you exactly what I do step-by-step to make money online. If you pay careful attention, this could quite easily be the most important article that you will ever read in your online career.

I could go into a complicated discussion of what this person does or what that person does...There are a lot of little twists people do in the marketing to make it more effective. You should never stop learning...BUT what I am going to show you today is a SIMPLE system everybody who I know that is making money online is following!

If you would like to learn my simple 3 step formula for creating wealth online...Keep Reading:

1.) Generate Traffic for Your Business

You have to get your business exposed first. This is also the biggest question I am constantly asked by people, "How do I get more traffic to my site?"

The secret to getting traffic is actually so simple most people miss it. If you want traffic at your website, Give people a reason to come to your website! What do you give to them once they get there?

The best thing of all is give them FREE CONTENT...I am not talking about just free reports either, though that is a very good start. Find something in your industry that everyone needs online (Free SE submissions, FREE Listing of Ezines, FREE Training Course Online, etc.). Pick a HOT idea that is going to get people to link to you.

If you spend enough time at forums and talking with people in your industry, you will find a HOT need everyone has that you can offer to them for free at your site. Once you have something like this, your traffic counter will go through the roof!

Plus, you can use other Traffic Plug-ins such as:

- Free Classified Sites
- Free For All Link Sites
- Postcard Sites
- Magazine Sites
- Message Boards
- Chat Rooms
- etc.

2. Start Your Own Opt-In Mailing List.

Bulk email is out...Opt-In is in. The most effective sales tool ever created on the internet is email. The problem has been that many individuals have been using it to Spam everyone online with their sales messages! This causes instant countermeasures by those Spammed, and the Spammers quickly find themselves without email addresses or websites to conduct business online.

Opt-In email is the wave of the future online. The easiest way to do that is through your own ezine. If you don't have one now, YOU are going to have an Ezine in the future internet market if you want to stay competitive. The easiest way to set one up is to use Listbot at <http://www.listbot.com> who will give you one absolutely free!

You can offer your ezine monthly, weekly, or even daily...whichever one is best for you. If you can't write your own articles, there are dozens of people who will let you use theirs for free. Just ask! It is so simple to run your ezine, and so profitable, you have NO excuse for not doing so if you are a serious internet businessperson.

3. Use the Seven Profit Streams of Every Opt-In List.

Your Opt-In Mailing list have 7 Profitstreams...In this short space I am going to mention just 2 of them which can produce a GUARANTEED residual monthly income for you no matter what type of business you are in.

The first Monthly profitstream from your ezine is your own products or services...Every month you can offer a special offer on a NEW product or service OR offer a special bonus to go along with the product.

Whereas bulk email has horrible response rates, Opt-In email with your subscribers has been known to produce response rates of 1% to 10%! Think about it.

If you have a \$97 product which you offering to a list of only 2,000 people, and pull in a response rate of 1%, you would have a gross income of \$1940! If you received a 2% response rate, you would have made \$3880! PLUS, You can do this every MONTH or even every week!

What if your list had 50,000 members on it? I know of mailing lists online that have 600,000 or more members on them. Only having 2,000 subscribers is honestly a pretty small list and can be built in around 2 – 3 months even without much of an advertising budget.

The second profitstream from your ezine is classified advertising. As your list grows, you are going to want to give people the opportunity to purchase classified advertising space. If you selling ads for \$20 a week and sell 10 ads per week, you would be making \$800 a month in classified advertising. This isn't a big sum of money, BUT it is a nice residual income to have coming in every month.

Now, think about when you put the other profitstreams to work for you in your Opt-In list...What will happen then?

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 12 – How To Turn Prospects Into Customers Now

If you have ever been a salesperson or worked in any type of sales field, the session they spend the LONGEST time on is how to close your prospects. You can lead them all the way up to the sale where they are ready to sign, but you have to get them to sign the dotted line. You have to be an effective closer if you are ever going to be good at sales.

Some sales classes will devote 90% of their time to teaching you how to close the prospects. I have read books with 100s of different types of closes for selling. Yet, in printed advertising, most advertising books and 90% of advertisers don't do anything to close their prospects.

If you can't close, you can't sell. If you can't close your prospect through your salesletter, then you can't write salesletters. That is the reason we have devoted an entire section to showing you how to close your prospects in printed advertising. If you can't close your prospects, it doesn't matter how excited you get them through the rest of the letter.

The close I generally use consists of 5 major elements:

1 Scarcity Or the Take–Away

2 Action

3 Warning

4 Take Action Now

5 P.S.

Every single salesletter I write contains those 5 elements to close my prospects. They are so important, I want to make sure we cover each one in detail.

#1 – Scarcity

This is where you tell your prospect how this offer is scarce. You only have a few of them left, the offer is only good for seven days, etc. The purpose of it is to get your prospects to act now.

How many times have you received something in the mail and said, 'I want this...After I speak to my wife

or friend about it." Then, you file it away on or in your desk never to be heard from again. You plain forget about it.

Unless you add an element of scarcity to your products or services, this is what will happen to ALL of your salesletters. They will end up forgotten in the heap of junk mail everyone receives every day, even if they wanted your product.

You have to give your prospects a reason to order now. Here are some scarcity techniques or examples you can adapt and use for your salesletters:

- Is available only for a limited time
- Is available only for the next 7 days
- Is available only till April 15th (Any date could be here)
- Is available at the discount price for a limited time
- Is available with the Free Bonuses for a limited time
- Is almost out of stock..."We only have 50 left!"
- You will be out by the end of the week

There are more ideas you could come up with to make them take action now as long as they do two things. #1 – They have to be honest...You cant say you will raise your prices on April 15th if you are not going to do it. #2 – They make your prospects have to take action now or lose out on something (Fear of Loss)

The absolute best option is the actual date the offer is good until. Listing a literal date such as April 15th, May 1st, December 31st, etc. will cause the best reaction of all. The disadvantage of this avenue is that you have to do it right!

If you don't get the salesletter mailed 2 weeks in advance (14 – 21 days in advance), your offer will bomb BIG TIME. You have to have complete control over your mailing (And printing) to be able to use that type of scarcity tactic. If you do have that control though, go for it!

#2 – Action

You now want your prospects to take action. To do this, you will want to make it as simple as possible and tell them EXACTLY what to do to order. We discussed this somewhat in the order form section, but it bares repeating here. You need to tell them every option for ordering in detail. Tell them what to do.

"In order for you to start getting _____(List 2 or three of your benefits here separated by commas), pick up the phone and dial these 11 numbers: 1-800-000-0000"

"Or Simply fill out the Enclosed Trial Certificate to begin your 90 day evaluation of _____(Name the product here)"

Don't ever assume your prospects know how to order. As a matter of fact, never assume anything. Your prospects want you to tell them what to do so they don't have to think about it. Make it easy and Keep it simple.

#3 – Warn

Now that you have told them how to order your product, you must make them come to the realization of what life is like without your product. People like comfort and they dislike change. Since your product represents some kind of change to them, you are going to have to do something to overcome this problem.

You **MUST** warn them what their life will be like without your product. Warn them what it is like to stay in the status quo. How will their life be in 10 years if they don't get your product? What will happen to their business if they don't get your product? What are they giving up if they ignore your salesletter?

You are going to have to answer these questions yourself. Then warn your prospects. You told them what they would get and how to order. Now, tell them **WHY** they shouldn't put it off in no uncertain terms. Use desire and/or fear to make sure your prospects realize that the status quo is no good and that they have no other choice but to order your product.

People don't buy products. They buy solutions. What will happen to them if they don't get your solution? You must tell them every little detail about this to get the sale.

4 – Take Action Now!

Now you will repeat how to order and why they must order right now or else miss out on the chance of their lives. Tell them that this is the chance of their lifetimes and that they can't miss out on _____ (Insert Benefits Here) or they will regret it for the rest of their lives. If they don't take action now, they will never have any of those _____(Benefits here).

Once you have this combined set of closing techniques, people can barely stand to turn down your amazing offer. This is there last chance to order and let them know that they have to do it now.

Finish this off with a salutation and with your signature. There are many ways to end your letter...Sincerely, Sincerely Yours, Yours in Success, etc. Then, sign your salesletter.

Wait. You are not done yet. You still have to add your P.S.

#5 – P.S.

Having a P.S. is vital in every salesletter you create. This is often one of the first things your prospects look at...because it is an overview of the salesletter.

There are a couple of techniques for creating your P.S. My favorite one is to use the first P.S. To repeat the offer and the deadline for ordering. Then, I will go on to a P.P.S. in which I will state an overview of the FREE Bonuses they get for ordering.

You could also use 3 or more P.S.'s. The first one would name the #1 benefit of your product again and maybe the warning. The P.P.S. would include the offer and deadline. The P.P.P.S. would include the Free Bonuses or mention the most powerful of the Free Bonuses.

Whichever type of P.S. or combo you use, you must use one. I always repeat the offer and deadline in at least one of the P.S. so if you only have space for one, do that.

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 13 – 5 Of The Hottest Opportunities For The New Millenium

Most of my newsletter articles are born out of the questions that my faithful readers ask me every week. So, keep those questions coming. I keep a busy schedule with many different projects going continually, but I will do my best to answer each and every one of them.

The three questions that I get asked most often are: 1. How do I design my own web site and what software should I use? 2. How do I get more traffic to my site? 3. What are the best opportunities online?

Today's article deals with question number three. What are the hottest opportunities for the Internet entrepreneur? Below, I will give you five suggestions I have for you to create a successful web business, but I do want to interject one other element first.

The most successful business for you will almost always be the one that you find the most interesting and exciting. If you love what you do, you will be able to put in long hours promoting it and taking care of it. There is an old saying that if you do what you love for a living you will never have to work a day in your life.

So, instead of looking for a business based on how much you can earn up-front, choose a business based on your love for that business. The most successful and fulfilled people are individuals who are following a dream or vision of theirs. They are not just out trying to make a buck.

So, make sure you take these potential opportunities with a grain of salt. If they don't meet your interests, find something that does. You will have much more fun in your business if you do what you love.

1. Software

There is no denying that the most profitable business online has been and will continue to be selling your own software. More millionaires have been produced overnight through their own software program than anything else. The richest man in the world also made his fortune selling software.

Almost every Internet user has one thing in common. They need software for their computers (except for the minority of users who have Web TV's and similar equipment). Every Internet business person I know spends hundreds or thousands of dollars yearly on software.

Software is easy to distribute online. You can offer a free demo of your software on thousands of sites such as <http://www.download.com> for free. When someone purchases your software, all you have to do is send them over a password to access the full functions of their new purchase. No hard product has to be delivered through the mail in most cases.

Like I mentioned above, this has been and will continue to be the most profitable opportunity on the web. The problem with it lies in the actual creation of the software itself. Besides having an idea of what needs to be created, you also have to have the skills to create it.

There are three ways to own your own software.

#1 You Could Design it Yourself. If you don't currently have any programming knowledge, it is easy to find someone to teach you. Almost every local community college has courses on programming. By taking these and applying yourself to them, you could learn how to design software yourself.

#2 You could hire someone else to design it. Find some people who have taken these kinds of courses and offer to hire them to design the software you have an idea for. By going to a private programmer, you will be able to get it created for a much lower cost than any other way.

#3 You could find software from a private designer that you want and offer to buy reprint rights to it. This would be the quickest and easiest way to get into business with software. Find a program you want that is not promoted very well and make an offer. All they could do is accept or refuse. No problem.

The most profitable focus for the small business and private programmer would be in designing tools for small businesses on the Internet. By focusing on this market you will be able to avoid competition with the major software companies out there which have basically ignored the small business person online. So keep this in mind for your software business.

2. Subscription Sites

If you pay much attention to the Internet at all, you have probably noticed how many subscription sites are popping up. Although subscription sites used to only be promoted by the adult sites online, they are definitely going mainstream now.

Any business which has audio, video, special reports, books, software, daily updated content, and more has a potential subscription site available to them. It has already been proven that people are willing to pay for highly specialized content which they want or need.

Subscription sites have several advantages over other methods of delivering your products which we are only now beginning to realize.

* Subscription Sites have a \$0 hard cost for each product. * Subscription Sites can be automated online instead of having to be shipped. * Subscription Sites offer instantaneous gratification and delivery.

Each of those advantages can spell a big difference to small businesses. What if you could have your product delivered automatically to everyone who orders without having to spend a penny out of your own pocket and without having to spend a second taking care of the order. It can all be taken care of without any involvement from you whatsoever.

No matter what type of business you are in, there is probably a potential subscription site idea available.

3. Audio and Video Delivered Online

As the Internet grows and connection speeds increase, audio and video are going to become much more commonplace. We live in a TV generation and you can expect video to become standard to web sites as more and more tools become available to us in this area.

Right now, you can offer audio or video on your web site by using RealProducer or Emblaze along with a host of other tools. If you become familiar with these tools, you could begin to offer your services to convert video and audio for companies to a format they can use on their web site.

Plus, you could begin to use it on your own web site to add more content and interest to your site. Expect more and more sites to be using it as we move into the next millennium.

As a side note, an interesting web site I have found while exploring is at <http://www.radiodestiny.com/>. By using their software, you can actually start up your own radio station online, for fun or profit.

4. Full Service Internet Sites

Most people do not like having to learn new technology and skills. This is the biggest hindrance to businesses coming online. As a matter of fact, only 5% of small businesses have any type of Internet presence at all. The number one reason being that it is too difficult to create a web site and get started marketing online.

People in general do not want to buy a book and figure out how to design a web site. They want it to be designed for them. They don't want to have to market their site. They want it done for them. Businesses are looking for a full service Internet business where you design their site, provide or find their hosting, and market their site online.

I currently know of several companies which offer this type of service to companies and charge \$5,000 – \$10,000 per customer. Just think if you sold this type of service for \$3,000. You would have to sell 300 \$10 books to earn the same gross profit. Would you rather deal with one customer or 300?

5. Internet Hubs In Every Area of Interest

This type of business could be created in any niche market or area of interest. You could create a theme site or Internet hub in gardening, motorcycles, dolls, puppies, etc. Anything that you have as an interest or hobby could usually be turned into a theme for your web site.

The key to this type of marketing is to become the place that everyone wants to go in your area of interest. In other words, you would want to be a portal or starting point for people searching for information or products on your subject. Create a list of links to all of the good content sites in your

market. Start a discussion board for people to participate. Publish an ezine for them to subscribe to. Find written, audio, and video content to place on your site.

Then, start searching for products they are interested in. Pick up magazines and search through the ads for potential products you could sell online. Offer to Joint Venture with the owners of these products and endorse them to your visitors.

In other words, design a site that is the only one they need to visit online in your subject. Then, market it every where and send out press releases to every potential publication.

Once your traffic soars, so will your profits.

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 14 – Which Came First... The Product Or The Prospect?

You have a killer product which you know everyone wants to buy. You had one of the top copywriting experts write you a winning ad. You have built an incredible site and you accept every major credit through secure ordering online.

You have all this, and only have one problem. You just can't seem to get enough traffic to your site.

I hear this kind of story all the time. Someone "knows" they have a winning promotion, but they just can't get enough leads.

You may even be thinking the same thing right now. You have an awesome product, but it seems hard to get traffic to your site and to get really qualified prospects.

Well, I can tell you where you messed up at. Over 97% of marketers have made the exact same mistake you did...and it is killing their businesses. They focused on the product before finding the prospect.

It is common practice to first find or develop a product and then find people to sell it to, but common practices don't always work.

The quickest and easiest method of finding a successful business is not to take a product and go searching for prospects. The quickest and easiest method of finding success in business is to target a market and then find out what it is that they want.

Take the focus in your mind away from the product and place it onto the prospect. Instead of saying, "How can I find someone to buy my product?" Start asking yourself, "What would these people like to buy?"

Instead of following this higher road to success, people seem to prefer trudging through the wilderness begging someone to help them find more leads...

If you are truly serious about becoming successful online, you are going to need to switch roads sooner or later...so why don't you choose today.

There are really only three simple steps to succeeding from an Internet business if you are following this path.

Number 1: Find and Focus on a specific targeted market.

Don't focus on the entire world. Focus on a niche group. While major corporations try to focus on everyone as a whole, the small businesses who become successful are focusing on one group of people with similar interests and goals.

Many of the niches might even be rather large. For example: business opportunity seekers, small Internet businesses, dog lovers, cat lovers, work at home mothers, bodybuilders, martial artists, and more. All of these are considered niche groups and have millions of participants.

You can even go into more specific groups such as commodity traders, real estate agents, RC car hobbyists, and more.

The key to knowing if you have chosen a good niche group is if you can specifically target your market consistently online. Can you find one member after another in this market for little or no cost. Do you know where to look? If you don't, that isn't the market for you.

If you are considering offline advertising for your web site (which by the way can often beat online advertising by leaps and bounds), then a place to look to come up with ideas for niche markets is at the magazine rack of your local bookstore. Generally, most of the magazines are created for specific niche markets. If you choose to market in that niche, then this is a good place to get ideas on products and to use for advertising.

Number 2: Find Out What They Want.

Once you pick a targeted market, you need to take time to find out what it is that they want. Do they want a product? Do they want software? Do they want an informative video? What is it that they are looking for?

The way to do this type of market research for Free is to learn how to network online in discussion groups, mailing lists, and newsgroups.

As matter of fact, you won't even have to be involved in the discussion to find out things like this. Just pay attention to the posts people make on what types of things they want.

Then, when you see that something keeps coming up time and time again, mention it or begin asking some questions. Find out how much they are willing to pay for something like that. What color would they like it in? What brand would they like? In other words, ask your future customers exactly what it is that they want.

To find the places to do this, use these search engines:

Newsgroups: <http://www.dejanews.com>

Forums: <http://www.forumone.com>

Mailing Lists: <http://www.liszt.com>

Write down 3 to 5 keywords of what types of things you are interested in and then search through each of these databases to find groups which specialize in those subjects.

Join them or mark them in your favorite places. Then, make it your job to sit down and at least read a few of them every day for customer research. What is it they want?

If you can answer that question, you are well on your way to developing an extremely successful Internet concept. If you would prefer to just do your own thing and assume what people want, then you are starting your business on very shaky ground.

Number 3: Give them what they want by developing it or Joint Venturing.

Once you have found a market and determined what it is that they want, give it to them. If you have to develop the product yourself, do it.

An easier way of providing your first product to this market would be to Joint Venture with an established business which has the product those customers are looking for. Start doing some investigative research and look for the types of products those future customers are asking for.

Then, once you find the right product, make a deal on a 50/50 profit split or whatever is necessary to make the deal...then begin endorsing that product to your prospects.

Here is how you could apply this process even greater to your web site.

Several web sites I know of right now have very successfully applied the principle of finding your prospects before finding your products.

They would build a site focused on content, participate in networking online, trade links with other sites, and place high in search engines. They would begin building up a large number of visitors and repeat visitors who would keep coming back for the content.

They would do this for months or even years all at the same time building loyal visitors and building an Opt-In mailing list. Then, when the time was right and they found out what their visitors were seeking after, they either developed the perfect product for them or they made a Joint Venture deal and endorsed someone else's product to their site and their Opt-In list.

Many of the major sites which are extremely profitable online right this minute followed this exact same strategy of success.

What about you?

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Internet Marketing **CashFlow**

By Terry Dean

Chapter 15 – Collecting Follow-up Information Can Be A Life Or Death Experience

Let me tell you a story. It is a sad story, but it is all too common. A man or woman one day decides that they can have more in their life or in their business. They are told there is a "Secret Weapon" for marketing available now to anyone who wants to use it called the Internet.

They get a local internet connection and then venture out into this brave new world for their business. They hire the best web designers they can afford to have a website developed for them so that they can share their products with the world. Then, they wait...and wait some more. Nothing happens.

Then, they are told you have to advertise online. Everyone doesn't show up just because you have a website online. Yes, that's right. You are going to have to learn the online advertising methods such as banner advertising, ezine advertising, classifieds, trading links, press releases, etc.

So, like good little internet marketers, they begin their quest for traffic. This sometimes is a hard road to proceed upon, but they finally accomplish their goals of getting hundreds of visits to their site daily. Low and behold though, one further problem presents itself.

Even though they now have a well done website and hundreds of visitors coming daily, they aren't making any sales. There is NO money coming in. They have spent money on web hosting, web design, advertising, and more. Their income has been next to zero up until this point though.

For most internet marketers, this is the moment of truth for their online business. Will you do what 95% of people who reach this point do...Give Up and Quit? Will you be another person who leaves the internet market declaring "People just don't buy products online!"

This is when most people bury their internet businesses. I have seen this happen hundreds of times already to friends or associates online. Even though they are in different industries and markets, almost every marketer seems to come to this crossroad in their online business.

There are two paths available to you at this point. Will you be like most and take the path of failure...giving up right before you find your breakthrough? Or will you do what every successful online marketer does and research out the difference between those who make money online and those who don't?

I have done my research already and I am going to let the cat out of the bag right here and now. The big divider between those who birth a successful online business and those who bury their dreams and quit is very simple actually. The secret is...

IF YOU WANT TO BE SUCCESSFUL...YOU MUST COLLECT THE FOLLOWUP INFORMATION!

Stop and think about that for a moment. This one aspect of your online business is so important I could draw you a line in the sand and divide up who has been successful online and who hasn't. The successful marketers are constantly developing new ways of Collecting information about their prospects or customers.

Throughout my marketing online, I have found an interesting secret. Web sites do not make sales. Email followup makes sales. Ask any marketer online and you will find that their closing rate from just the website is horribly low. Most websites get between a 0.05% and a 1% sales rate from their visitors.

Once you add constant followup by email though to the same prospects, you can get those same percentages up to .5% to 10% sales rate. This is an increase of up to 10 times in many cases just because you applied constant follow-up to the equation.

Let's run through a few quick tips I have for you on collecting information about your prospects and about how to do it.

What Type of Information do You Want to Collect?

1. You absolutely have to get your prospect's email address. I make that the number one priority of my website. Once you have the email, you can start following up on all of your prospects as often as you want to for FREE. Now, money is no excuse for poor follow-up skills. Email is free.
2. You want to collect their postal address so that you can mail a follow-up sales letter by snail mail. I know that snail mail isn't as glamorous as email, but **IT WILL HELP YOU CLOSE SALES**. The response rate on direct mail is still higher than online so if you collect postal mail information, you can follow-up online and still get a hard copy of your materials into their hands.
3. You may want to collect their phone number. This tip is most often true if you are giving away something free. For example, if you give away a free audio tape, **MAKE SURE** that your prospect has to turn in their phone number before you mail them something with this type of cost. Internet people are often trying to just collect any free thing they find even if they have no intention of doing anything with it. Don't send out expensive packages unless you get a phone number which shows a higher commitment.
4. You should test your website and ad copy. Take polls on your website. Ask your prospects their opinion of your website in guestbooks. Get their input. Ask for it. Give away something free if they give it to you. Let your prospects tell you what you need to do to make more sales online.

How do You Collect This Information?

1. Start an Ezine

2. Have a Guestbook
3. Give Free Downloads for Filling out a Form
4. Offer Low Cost Free Sample by Mail for Visiting
5. Take a Poll
6. Set Up a Free For All Links Page or Classified Site
7. Use Autoresponders which list the people who hit them
8. Run a Contest

See, it may take you a little thinking time to produce the right method for collecting follow-up information on your prospects. Don't even take my list above as an all inclusive list. Think up your own ways. Those people who are the most successful in any venture are the ones who are innovative.

Whatever you do though in your online marketing, **DO NOT FORGET** the follow-up. The fortune is in the follow-up. Collect information on your prospects and then get to work developing a simple follow-up system for contacting each of them as many times as possible. Most marketers will tell you that it takes at least 7 contacts with a prospect to make the maximum number of sales. Online, I think this number is much higher.

So get out there and start collecting follow-up information if you want to make money on the web!

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