



Internet Marketing Money-Generator



The Newsletter for Online Entrepreneurs

Spring Training for Internet Marketers

Professional athletes begin each season with a review of the basics. They may call it Spring Training or Summer Camp, but it's really a time when they **review** and **refine** the fundamentals that make or break you. Key words in the previous sentence are "review" and "refine." It is not enough to review the basics; you must refine them to an art form if you're going to succeed.

In this issue there are three articles which review many of the fundamentals that have helped me and the people I have coached succeed - as well as offer refinements that I think you'll find useful. As you read, realize this is not someone else's list of basics that I have copied. It is a list I've acquired by studying others as well as going through the School of Hard Knocks. Pay close attention to whether or not you've been ignoring any of these fundamentals. I think, regardless of who you are, if you're honest you'll see where you can at least refine what you're doing, making you and your business better.

10 Basic But Often Overlooked Keys to Internet Marketing Success

1. You Have A Clear Vision of What You Want that you Visualize Daily.

This might surprise you, but most people in business do not have written goals. In fact, most don't have a single written goal. How can you expect to succeed when you haven't clearly defined what success will look like for you? I set yearly objectives that

I review daily. But I also realize that the road to success in anything comes faster when you have a daily goal that leads to the championship (yearly goal). We become what we picture each day with deep emotion. If we don't continually picture what we want with emotion we will be easy prey for the hundreds of thousands of negative messages and energetic influences surrounding us. You'll never find a super successful person who didn't picture himself where he wanted to be. You don't need hours a day for mental picturing. If you spend one minute in the morning each day picturing what you want to accomplish, you'll be light years ahead of the person who has no goals whatsoever. Naturally, if you take a minute several times per day to ask yourself what you want - then picture it, you'll start moving forward at speeds that will blind the average person.

2. You Have Chosen a Market of Identifiable and Affordably Reachable Prospects Who HAVE MONEY and Like to Spend It.

Forgetting this valuable step is so common you'd think no one ever said it before. Many Internet marketers and Information Entrepreneurs have no trouble identifying a market, but the market they've identified is a bunch of poverty conscious, broke tire-kickers who do not like to spend money on "how to" products - even if the products will help them succeed. Do not think of yourself as if you're the customer you're going after. You're not. You are you. Your motivations for buying something may be totally different than the market you've selected.

Also, be careful of the big lies sold to business owners, such as:

- a. **Find a need and fill it.** - People don't buy what they need. They buy what they really, really want. They buy what they are emotional about, what they're passionate about. Don't find a "need." Find an eager want.
- b. **If you build it they will come.** - No, they won't. Most books don't sell out of the first printing. Most websites get no traffic. No one even knows they exist. If it wasn't for the movie, **Field of**

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Dreams, no one would ever go see that field. The movie served as an advertisement.

3. You Have Chosen the Type of Product that this market has already bought and will continue to buy regardless of how much they have already bought.

After you've chosen a market that you can affordably reach, and after you've determined they have money and like to spend it - the next question is, "Spend it on what?"

Yes, there is a chance you can come out with something new that your market has never bought before, and they could go crazy for it. But there's also a very big chance they won't. A much safer bet is determining what your market has already bought, then give them MORE of it.

I know a man who created a "get rich" program for yoga instructors. It did NOT meet with great success to put it mildly. Most yoga instructors are broke and are in no hurry to change this truth. Many of them resent the success of **Bikram Choudhury** - a yogi from India who drives a Rolls Royce and teaches classes in Beverly Hills with a Rolex on his nearly naked body. If you're going to sell yoga people something, it'll probably be more yoga. This may change someday, but right now, even though the yoga market is HUGE, easily identifiable and affordably reachable - it's probably still not a good place to sell "how to make money teaching yoga."

4. You Have Positioned Your Product So It Jumps Out at the Market.

Once you've selected a market of players with money who enjoy spending it on the very thing you're selling, then you need to make what you've got NEW in some way. Not completely new. 10% is enough. And once you've found a winner, part of your continued success will be coming up with more predictable winners - then making them a bit unique in some way. All products need a hook.

5. You Are Positioned So You Stand Out.

After you've given your product a hook - what about the person behind the product? What's unique about you - or the talent you're promoting? Even when you've identified how you are unique to your market, chances are there are other factors you've overlooked that are much MORE valuable to a good segment of that same market.

Recently I critiqued an ad created for an orthopaedic surgeon. The ad he put together was very good. In the ad he identified his product as well as all his credentials. And then, somewhere in paragraph number eight, he wrote something that was truly unique about him that set up a HOOK to reel customers in like crazy. What was it? That he helped 90% of his patients AVOID surgery.

Don't know if you realize it, but when I was in college I remember hearing a few guys in the locker room issue warnings about going to see an orthopaedic surgeon before you really needed to. "If you visit. Dr. Schmargle," one guy said, "he's going to cut you. That's how he makes his money."

So being the surgeon who isn't in a hurry to cut you - is BIG to prospects who want to avoid surgery. Do most surgeons want to cut everyone they see? Probably not. But I can assure you this is a real fear of potential patients - which makes the "90%" line a valuable hook.

6. You Have an Irresistible OFFER

Never assume that having a great product is enough. Or that finding your hook is all you need. Or that finding a rabid market is enough. To make absolutely sure you acquire plenty of new customers, think in terms of creating irresistible offers. Offers that are very difficult to overlook or refuse. Create an incentive for the customer to "buy now" rather than later. This doesn't mean giving the bank away to get someone to buy - but it does mean taking the time to construct an offer that is so good it can almost stand on its own.

7. You Spend the Majority of Your Time Marketing and Selling

In the beginning most marketers make the mistake of thinking that if they create the BEST something or other, that this alone will make you money. It won't. Creating a product, even if it's hard for you - is in fact the easiest part in the business. The key to the success of your business is spending the majority of your time marketing and selling. If you take **Charles Atlas' Dynamic Tension®** course as an example - nearly 80 years ago **Dr. Frederick Tilney** (the ghost writer) and Atlas spent a weekend creating the course. That's right. The Atlas course was written in ONE WEEKEND. And it's been selling ever since that weekend. Product was created fast. Everything afterward was marketing. Now, just think for a moment if Atlas had had a back-end in place shortly after he started. Can you

imagine how much money he didn't make because the initial course was all there was? Wow! This, of course, leads to number eight shown below.

8. You always have a "What's Next?" in mind for your customers.

When I first started online in 1996, I didn't understand "back-end marketing" like I do today - but I knew right out of the gate that I had to create, create, create. Within my first year in the business I had three books, *The Martial Art of Wrestling*, *How to Flatten Your Stomach at Any Age* and *How to Achieve What You Want Without Positive Thinking*. I also had six videos and two audio tapes. Today, having a monthly newsletter on continuity is an-going "What's Next?" But so are seminars, coaching, consulting and other products. A good back-end has no finish line.

9. You are not afraid to ask for money.

You may think this is a no-brainer, but you may be amazed to see how many entrepreneurs are afraid to ask for money. How can you be in business and be fearful about asking for a check? Well, many people are. And it shows in many forms and guises - from writing emails that do nothing but teach - to being afraid to write a long copy ad, to being afraid to sell a product or service at seminars, etc.

Recently one of my students held a seminar in which the feedback was 100% positive. But he was so adamant about making sure everyone got his money's worth that he forgot to offer coaching. Instead of letting attendees know they could move to the next level with his on-going coaching, which would have taken no more than five minutes, he stayed mum. After the event I spoke to four different people who were disappointed he didn't offer an additional service. Never be afraid to ask for money - especially when you've over-delivered.

10. You have a multi-layered plan of attack - not just email and Google adwords.

It's very easy to find ONE way to get a new customer and become hell-bent on working that one method until it dries up. To get out of the gate fast and continue running your business with a steady stream of leads and customers, you need a multi-pronged combination attack. You want to utilize every method of marketing you have time, energy and money for. This means you advertise and promote online as well as offline.



9 Ways to Easily Increase the Perceived Value of Your Offer

When it comes to making irresistible offers for your products, it's good to have a combination of things to choose from. Listed below are 9 different ways you can easily craft an offer that is damn hard to refuse.

- 1. Give a certificate for a free phone consultation and place a dollar value on it.**

Don't just say you'll do a free phone consultation. Spell out the number of minutes you'll give and the dollar value for your time. You can place a time frame upon the certificate if you'd like as well. Perceived value of getting a free 20-minute call can be huge.

- 2. Give a certificate for a free critique of something you are teaching and place a dollar value on it.**

In the marketing world it is easy to give a free ad or salesletter critique certificate with the purchase of your course. You can give more than one if you'd like. This same critique could be done in martial arts, fitness, diet regimens, dressing for success and so on.

- 3. Give away special reports, CDs or DVDs that other people created.**

You see this strategy used over and over when people do a drive to become #1 on Amazon.com. A couple thousand dollars worth of freebies that other people are donating to YOUR cause are used to entice the buyer. It works. The benefit to the person donating something is that he is planting a seed that may come back to him.

- 4. Add one or more free teleseminars with purchase.**

If you have a product or service that is somewhat expensive, you can create even more value by giving free teleseminars that answer all the buyer's questions. Once again, place a dollar value on these free teleseminars.

- 5. Give free month trial to a membership program.**

If you have a membership program, with the purchase of your product you can give one, two or three free months of service, followed by automatic billing. This is a great way to get a lot of people on continuity fast.

6. Hold a free seminar for all buyers of product.

You see this strategy being used online as well as offline. Most of the time it's the author of a self-help book. T. Harv Eker's **Secrets of the Millionaire Mind** comes to mind. As a bonus for buying the book you and a friend can go to his seminar for free. Throughout the book you'll see plug after plug for his live events. Naturally, this strategy won't help you much if you don't have a back-end in place when the customers come to the free seminar.

7. Limit the number of people you will sell product to or give premiums to.

Some years back Dan Kennedy sold a book, **Big Mouth, Big Money** for \$297.00 on his experiences as a professional speaker/platform salesman. It was a 6x9 spiral bound book; 240 pages. It also came with a free certificate to get "One Question Answered." Dan limited the run to 300 copies. After the first run sold he decided to do a second run - then put the book to rest for awhile. Because the printing was limited, Dan was able to get far more than \$20.00 or \$30.00 for the book. Such is the value of a limited offer.



highlights
on marketing & success
with Alexandria Brown

Special Announcement

Friday, April 11, 2008

Matt,

WOW, dozens of you have already snatched up the spots for the day with David and lunch with me on **NEXT Saturday, April 19**, here in Los Angeles.

(And I noticed you're not all local either. I have readers and students flying in from across the country just for this special day. Very smart -- these folks realize that just ONE new idea or connection they make at this event could be worth millions to them.)



IMPORTANT: I now only have about **15 seats left** to gift to my readers!

Many of you have heard of **David Neagle**, who has become a good friend as well as a major influence in my life over the past two years.

8. Free invitation for breakfast or lunch.

Recently I saw the offer on page 7 being made by Ali Brown. Tis a smart move, especially if your customers view you as an icon or star - or someone who holds the golden keys to success.

9. Give certificates, wallet cards and other signs of "belonging."

Several years ago when I subscribed to Dean DuVall's newsletter, which is no longer in print, I received a certificate entitled, "International Millionaire's Club." I immediately hung it on my wall. Each year I renewed because I received an all-new certificate. The first year I subscribed to this newsletter was the first in which I broke a million bucks in gross sales. So stopping the subscription would be a mistake as far as I was concerned. Didn't want my good luck to end. Such a simple thing, really - but it counts.



Internet Copywriting How to Quickly Get Copy Up and Start Making Sales

When people are first getting started on the Internet, the thought of writing an 8-page salesletter is daunting. And if they have the idea that they need 16 or 32 pages, just because "everyone" else does it that way, it's easy to see what stops them in their tracks.

Fact: When I began writing copy in 1995, I did not write 8-page salesletters; or 16-32 pages. For the most part I concentrated on getting 1,000 riveting words on paper. Not just 1,000 words. 1,000 RIVETING words.

I have taught this to many people over the years and it has helped them tremendously. Recently my brother Sean gave a few gems of copywriting advice to a number of people who've been frustrated with the learning curve of writing copy. I think his advice is spot on, especially for the Internet.

What Sean advised is simple: Go through your product and make a list of every single benefit you can find. Write each benefit on a 3x5 card. Then take each 3x5 card and write a "bullet" or "fascination" for it.

After you've written your bullets, all you need is a headline, a subhead, a lead, some testimonials, a close and an order form - and you're done.

This is solid advice and helps break the your job into bite-sized and easily manageable tasks. Also, because bullets don't appear to be hard to write - most people can easily see themselves doing them.

Sean and I then took this same advice a bit further to make Internet copywriting even easier for the newbie. Before you seasoned vets jump ship, I also believe this advice is relevant to you as well - and you'll soon see what I mean.

All of us know that most people who read copy on the Internet scan the page very quickly. Damn few salesletters are good enough to make the reader keep reading straight through. But the one area that CAN make the reader slow down, even if you have crappy copy - are the bullets.

When a salesletter is sent by mail, we know that a lot of prospects and customers will read the headline of your salesletter and if they are even remotely interested, they will immediately flip to the P.S. to find out what the product is and how much it costs. If the P.S. in the mailed letter is strong enough, the reader will either buy on the spot - or he'll go back and read the entire salesletter before rendering his verdict.

Well, on the Internet, you will find plenty of websites offering products that have little more than bullets for their copy. You've probably been on some of these sites. Chances are excellent you have also bought something from a site that used nothing but bullets.

When I first came out with **Combat Conditioning** in January of 2000, all I had on the page was the cover of the book and a bunch of testimonials. That was it - yet the book took off. Later on I added more to the page.

So my point is simple: What's wrong with getting your product up and ready for purchase with a salesletter that is nothing but bullets or MOSTLY bullets? I think it can be a HUGE timesaver for a lot of people - and it may even prove to be more profitable for you than trying to write a professional salesletter when your skills are barely that of an amateur. If your prospect comes to your page and cannot get started reading your salesletter because your copy is lame - he's out of there in a heartbeat. So bullets may be your only chance of really taking a crack at your prospect with copy that is 100% about him.

Consider this idea for a moment. Write an ad that is nothing but bullets. No story about you and how you discovered your widget. No story about how the widget came into being. No story about the history of the widget.

Nothing but bullets laced with benefits galore.

Am I saying this method will out-pull a professional salesletter replete with story, testimonials, a false close, a real close, an order form - and so on?

No, I'm not.

But I bet, in the hands of a newbie who is struggling with the copywriting process, it will out-pull whatever he writes that is 8, 16 or 32 boring pages long.

As for the seasoned veterans of the Internet, you can get to a point wherein you have more potential products to launch than you have time to write copy. I've been in this situation myself and now believe this issue can be solved in the following ways:

- * **Hire an outside copywriter to help you get more done faster - this is the most expensive way to resolve the matter**
- * Write a mini-salesletter - 1,000 riveting words instead of 8, 16 or 32 pages
- * **Write 10-30 killer bullets or fascinations and let them serve as the copy for the product**

After you've launched your new product with bullet copy, keep track of your rate of conversion. If you're getting plenty of orders, then look into doing a longer salesletter and see which pulls better. You may be very surprised with what you discover with this method.



Ways to Make Bullets Pop

Just so you know, you can highlight bullets in many different ways. You can use a dot, an asterisk, a check mark, a box, a circle, a letter or a number. Whichever method you choose, I think it's important that the reader's eye is not stuck to the symbol you use. I've seen people using fancy check marks with pastel colors for their bullets. I find this so distracting that I cannot begin to read their copy. My eyes

keep getting pulled back to the left hand margin even though I wanted to go across the page. Not good.

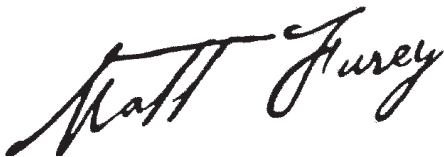
So here are my suggestions on making your bullets reader friendly:

- a. **Use numbers whenever possible - this can give the reader a feeling that there are more benefits available than he'd realize if they weren't numbered.**
- b. Vary the words you select to begin each bullet. Do not make each bullet "How to ..."
- c. **Put a space between each bullet. Do not cram them all together.**
- d. Make every other bullet bold or italics or plain text; vary the look.
- e. **Refer to page numbers in your bullets - telling the reader WHERE he can find the information you're discussing in your copy.**
- f. Create curiosity with your bullets. Dangle the carrot.
- g. **Make bold promises about what can be accomplished and by when.**
- h. Make sure your bullets paint vivid pictures.
- i. **Pack your bullets with emotional language.**



An Example of Short Copy With Powerful Bullets

Let me close this issue with an example of bullet copy that has pulled very, very well for me. Enjoy - and get busy writing.

A handwritten signature in black ink that reads "Matt Furey". The signature is written in a cursive, flowing style.

Matt Furey

Zen Master of the Internet®

12 Ways Combat Conditioning Will Change Your Life!

Follow this program and your body is going to change big time. In fact, I've made a list of 12 of the most powerful benefits that hundreds of thousands of others all over the world have gotten from the **Combat Conditioning** program. Let's take a look:

1. **Cranks up your metabolism so you burn excess body fat a lot, lot faster. This means fitting into the clothes you WANT to wear.**
2. Packs attractive and healthy functional muscle (not grotesque) onto your entire body
3. **Simultaneously doubles your strength and flexibility - and does so without needing separate workouts for each.**
4. Quadruples your endurance inside of 30 days. Never get tired again.
5. **Within a couple weeks, it often eliminates chronic back and shoulder pain from years of heavy squats, deadlifts and bench pressing - or other forms of abuse.**
6. Sleep like a log. Eight hours of deep sleep is no longer a goal. It's automatic. As soon as you hit the rack you're out like a light.
7. **Your self-confidence will have no bounds. Especially when you get compliments from people who hardly paid attention to you before.**
8. You can train anywhere. You don't need more than a few square feet of carpet or pavement and you're all set. You don't need equipment. Just your own bodyweight.
9. **You get a kick-butt workout done in 15 minutes or less.**
10. You'll turn back the clock. Friends may tell you that you look 5-10 years younger.
11. **You'll have an explosive type of strength that weights cannot give you. Your every movement will be lively and full of vigor.**
12. Your muscles will be pliable and powerful, like a tiger's.