

# **THE TEN *BEST* WAYS TO MAKE *EASY MONEY* ON THE INTERNET**

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## **Save Tens Of Thousands Of Dollars A Year In Advertising Expenses - THIS YEAR! Put More CASH In Your Pocket!**

The last few years the prices have really shot up on postage, paper, and magazine advertising, and the trend hasn't really flattened itself out yet.

Think about this - that means that it's more costly than ever before to start a mail order business. In fact, many people who could have easily started in mail order two or three years ago are having a difficult time with it now because the price rises have become so dramatic.

This adds even more excitement to the opportunity of an online business! Now, people are able to get on the Internet, create a website, and have a website that can virtually compete with websites created by multi-million dollar companies!

Why? Because the costs an Internet marketing campaign will incur will almost never come close to reaching the sky-high rates direct mail and mail order have been suffering from the last few years! You could save tens of thousands of dollars a year in advertising expenses - THIS YEAR! Put more CASH in your pocket!

On the Internet marketers don't have to spend millions. There's also no envelopes, there's no printing, you don't have to pay a mail house to stuff everything together, there's no list rental. All of those costs are eliminated.

Even though all the costs are going up in regular mail order, people still have the opportunity to start a small or home-based business on the Internet without going into serious debt. They can do it for \$50-\$60 per month and have a World Wide Website where they can market products to virtually any country in the world!

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## **The Safety Factor! And How to Use It to Make Your Customers Feel Secure About Spending Money With YOU!**

We recently saw articles in both the Wall Street Journal and USA Today stating that they have yet to have one credit card number stolen from the Internet when people buy online. This is a powerful thing to point out to prospects and customers!

That's one of the biggest reasons people don't buy online . . . they're afraid people are going to steal their credit card numbers and wreak havoc on their account and their credit.

The truth is, so far there hasn't been one reported case where someone's been able to get into a commercial website and steal someone's credit card number. It hasn't evolved as a problem, unlike what the press and paranoid people like to carry on about.

This is the safety factor! Here's how to use it to make your customers feel secure about spending money with YOU!

If your clients, customers, and prospects decide to bring this "problem" up in their communications to you, you need to educate them on the facts!

Tell them about the incredibly sophisticated software and the incredible amount of knowledge of the inner workings of computers and networks and the Internet itself to even be able to lift a credit card number from an unsecured site, let alone a secured one!

On the other hand, look at how many millions of people call the 800 numbers on television all day long and happily dictate their credit card number and its expiration date to a total stranger on the other end of the line . . . a person who has everything they need to steal your credit card number . . . a pencil and a pad of paper . . .

There have been several scandals over the last few years involving restaurants throwing the credit card slips in the garbage . . . where unscrupulous people found them and set out spending . . .

In fact, if there were actual records drawn up as to where the most credit card theft or fraud occurs, Internet credit card theft wouldn't even be on the list!

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## **How to Find the BEST People Online Who Are Eager and Hungry to Buy Your Products NOW!**

Probably the biggest mistake in all of marketing is to sell one thing to one customer and then to get busy, spend all of your money and all of your time trying to get more customers.

It's better to spend at least half of your time taking good care of the customers you have and mailing to them again and again. Or, in the case that we're talking about electronic marketing, using the e-mail. Could you imagine the

money you'd save? For absolutely no cost, you could be e-mailing all the customers on your list twice a month 24 - 25 times a year at no expense!

And that constant contact with those customers will exert the most pressure on them, in a nice way, to continue to do business with you. One thousand repeat customers are better than 10,000 one time customers!

You Find the BEST people online who are eager and hungry to buy your products NOW by marketing to the people who have already bought from you! They know what you sell, they know what to expect, and if they like what you sell, there'll be a lot less holding them back than a new prospect!

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## **How to Create and Publish Your Own Electronic Newsletter - Without Writing a Single Word!**

Now we'll give you a little editorial tip here for your Internet and/or e-mail newsletters - a way you can create and publish your own electronic newsletter - without writing a single word!

If you just spend a little time browsing the Internet and look for websites with information and products and services, for example, that are of interest to the very people that you would be sending your newsletter to - almost every one of these good company websites has a press release room where you can go and pick up news releases and information that they've released based on promoting, of course, what they're doing.

A lot of these people will actually have a place where you can subscribe and leave your e-mail address so they automatically notify you and send new press releases. Just a little time spent doing this every day and you'll find your e-mail box filled up with information that you could cut, paste, edit, and put together any way you wish to fill up more than a newsletter every week.

For those out there who don't have the writing skills or don't want to go through the hassle of writing, there's plenty of content out there that's available just for going out there and getting it!

You don't want to steal information off of websites - because a lot of that may be copyrighted. The companies that release a press release want it to be disseminated and spread as far and wide as possible. And, 9 times out of 10, it's basically an article pre-written for you to use or to cut down or tear down to use however much you want because it's usually written top-heavy with most of the facts up front. But you can cut it as short as you want it - it's written for editors to use. It's ready made material for a newspaper.

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## **100-Times Better Than Search Engines! How to Get Your Website Listed In Dozens of Directories and Books - FREE!**

Here's something that could bring thousands, maybe even millions of people to your website - but do it absolutely FREE of charge! It's how to get your website listed in dozens of directories and books - FREE!

The way to do that is to get your website listed in various books, manuals, and directories.

One of the things that we want to point out to people is: you can go out there and advertise your website in newspapers and in general publications, but you're going to make a lot more money if you market your website to your market. If you have a website with arts and crafts products, you're going to make a ton more money if you advertise your website to the arts and crafts market.

And that's the same with any type of website. As long as you market it to your particular market, you're going to make a lot more money than going to a general market.

So when you're looking at what books, directories, and manuals you want to have your Website listed in, look at what books, directories, and manuals your market is reading! It's 100-times better than search engines!

I picked up a book the other day that was all about a certain type of collectible. In the very first chapter, the person writing the book listed 3 or 4 websites that dealt with the topic of that book. And I looked up those websites and the traffic on those websites was phenomenal! In asking these people how well they were doing financially, they were telling me they were making a ton of money and they were literally doing no advertising! All the advertising was free in some of these books, manuals, and directories.

So, if you can go out and find (whether it's in your book store or self-published) books, manuals, directories, guides, whatever, reports even - and you contact them and say "Look, I've got a website that I think the readers of your publication would be interested in..."

In many cases, what the author of that book or publication wants to do is get the hottest, most updated information they can in front of the people who are reading that book.

In many cases, they'll go ahead and include your Website information absolutely free as a service to their readers! Now you're in front of a hot market

because, not only are you in front of the people most interested in what is on your website, but you're getting people who are buyers.

They've already bought this book, this manual, or whatever. They see your website address, they go to your website, you're not just getting people interested in what's on your website to your site - you're getting proven buyers who are interested in what you're selling on your website to your site.

That's really a great way to get a lot of free advertising and move a whole bunch of people to your website and start them buying products.

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## **The One Local Store That has Hundreds of Items You Could Easily Sell for Quick Cash at the Internet Auctions!**

### **These Specialty Stores are Almost In EVERY CITY!**

In virtually every city across the United States, you will find pawn shops and pawn brokers. These specialty stores are almost in EVERY CITY!

Look in your phone book . . . odds are, you'll find tons of pawn brokers. Pawn shops are the one type of local stores that have hundreds of items you could easily sell for quick cash at Internet auctions!

Think about it - their shop is full of jewelry, rings, musical instruments, gold and silver coins, fancy watches - all sorts of things . . . and the only way they move that inventory is to sell it to those who enter their store.

So, why not go into a local pawn shop and tell the owner, "Hey, I'd like to specialize in selling a particular type of item over the Internet - want to make a deal?"

Pawn shops are full of great things that can pull great prices . . . Guitars and expensive instruments people tried out for about a week then quit playing, jewelry with loads of gold, silver, and diamonds . . . and that's just a start. These things could pull tremendous profits over Internet auctions!

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## **How to Rake In Up to 2 Times the Money - Or More -**

## **From Every Person Who Wins Your Internet Auctions! This REALLY WORKS!**

If you're selling a particular type of product, and you're selling it Dutch - where you've got a multitude, or many of them that you're selling at once - you can sell a nice complimentary product with it. This is how to rake in up to 2 times the money - or more - from every person who wins your Internet auctions!

Let's just give you the example we have of what we bought. We bought a set of cutlery - a very nice set within the last couple of weeks. Sure enough, it was selling Dutch, and they had several sets for sale. We received the e-mail saying we had won and had one of the high bids in the auction.

They then said, "Now, you can also buy this nice set of steak knives which we have that would be a nice compliment to this set of cutlery that you already bought, and it's only this much extra, and we'll throw in shipping free on this extra item. Would you like to do this?"

Know what we said? "Well, sure. Why not?"

This is something you can do if you're selling a particular item and if you've got another item that compliments it. Just send a message/offer in the e-mail when you tell people they've won your auction!

Just give them a chance to buy this extra item, and you'll find that, if it's a complimentary item, a lot of times people will say, "Sure, I want that!" This REALLY WORKS!

That's just another thing you can do to add on to make a little extra money from each of the items that you sell on the Internet Auction.

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### **Where to Go to INSTANTLY Find Out About Certain Hot-Selling Products Before They Are Available to the Public For Sale!**

### **You Can Have Them Sold - And Make A Profit - Before Anyone Else Even Knows They're For Sale!**

Pawn shops are legally required to hold onto items for a while before selling them. But, if you can get them to tell you when something they have is going to go up for sale, and they give you a date, the item will be guaranteed to be there!

This can be an especially powerful tool for an Internet auction entrepreneur . . . pawn shops are where to go to INSTANTLY find out about certain hot-selling products before they are available to the public for sale!

In fact, if there's no chance of the previous owners coming to claim it, you could work out a very good deal with the owner of the pawn shop . . . You can have them sold - and make a profit - before anyone else even knows they're for sale!

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## **Where to Get Super-Hot-Selling Infomercial Products at Sub-Wholesale Prices! Infomercial Products Sell Like Hot-Cakes on the Internet Auctions!**

Any product you might see on an infomercial has a wholesale source. You can find that wholesale source, go directly to the company, purchase a few of their products, and put them up on the Internet auction! This is where to get super-hot-selling infomercial products at sub-wholesale prices!

You have people seeing infomercials going to the Internet auctions - and they bid on the infomercial product. Of course they're not going to want to pay the full price, but even if they only pay 50% or 75%, you're still making a profit, because the mark-up on some of those infomercial products is quite large.

It's very easy to find these sources. You might think it's difficult and that these companies might not want to do it, but there are actual companies out there that can supply you with everything you would see right on the infomercials.

If you are going to engage in this type of marketing, another thing you might want to do is create an actual web site where you are promoting a variety of items you might see on an infomercial. So let's say, for example, someone goes to your auction for a piece of exercise equipment that they've seen on TV for \$300, and they bid on it for \$100; finally, they get it at \$175.

At that website, there's actually a link there that takes them to YOUR website, where you not only sell that exercise equipment, but also maybe Tae-Bo videos and that miracle car polish that you can set on fire, and it won't harm your car.

Since you would be selling a product that people are seeing on TV day after day, in some cases year after year - very successful products - you have some exposure, some advertising, that's not really costing you anything, but you take advantage of it by offering those exact same products.

In fact, we've talked to quite a few people who go to the Internet auctions specifically to find products that they see either on infomercials or in stores at a much lower rate or price. If people are going to do this, why not use it to your advantage?

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## **How to “Bundle” Your Products Together For Maximum Profits! People Always Spend More For A Group of Products!**

People always spend more for a group of products than if you sold them separately.

A while back we were cleaning out our kids' rooms, and we came across all sorts of videos that they have no interest in anymore. They may not watch them anymore, but we definitely found a use for them!

We checked them, and most of them were in great shape. Some of them were even “limited edition” videos and so on.

We started thinking . . . perhaps we could put them on the Internet auctions and start bidding at, say, \$5.00 each. But after some thinking, we tried something different . . .

We took them and separated them out . . . and put them in bundles. Each bundle would have a good, popular video, an obscure one, a stinker, and some we hadn't heard of. This way, they were more attractive to people.

Why did we do this? Because we knew that some of the obscure and stinker videos probably wouldn't be as well known as the Disney videos, so they probably wouldn't bring as much money. But if we bundled them with a popular Disney video, it's value would shoot up because of the total value of the product!

And you could do the same thing with products of your own! Mingle the popular with the not-so-popular or well-known, and bring in more money than you would have putting an unknown product up to auction on its own! This is how to “bundle” your products together for maximum profits!

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## **A Wild and Crazy Way to Use Cable T.V. To Get Rich With Your Web Site!**

Here's an idea that's a little more complex, but can work very well. So, for those of you who might want to try something a little more complex, here's something you can do. This idea is to get free advertising on television. Now, it's not like you think - we're not talking about networks or networks affiliates or anything along those lines.

Most cable networks have their own classified advertising channels. In our market, it happens to be Channel 33. If you go to channel 33, it's basically a classified ad channel. They're not typical classified ads in the sense that they are only 25 words or so, though. Rather, they are display ads, and some of them are video ads, but they're called classified ads.

The ads are not your typical 30 second or 60 second commercial. First of all, they're less expensive because they're not on a station that has regular content, they're on their own station and all they play 24 hours a day are classified ads. You might think, "Why would I want an ad on a station that no one is seeing?" Well, when you buy advertising on a regular television station you're hoping to catch people right between segments of their favorite shows. This, on the other hand, is a television channel that shows advertising **ALL THE TIME**.

People channel surf today, they'll channel surf tomorrow, and they'll probably never stop channel surfing. So when people are switching channels left and right, just click, click, click, click, click, a portion of them can see your ad on this classified ad channel and they can come to your web site.

So, how can you do it? Well, first of all, you have got to be thinking that this has got to be ridiculously expensive. Well, we thought it would be, we checked it out. We're getting ready to test this myself, and it's amazing how cheap it is.

Just to give you an example, our local channel charges for a 60 second spot, which is a long time, you can catch a lot of people surfing their T.V. stations. But a full 60 second classified ad is only \$110 a week!

That's right - \$110 for a 60 second spot for a week, that actually runs dozens and dozens of times during that week. You get a lot of exposure for \$110!

But wait . . . with a little planning, that classified ad space could be yours for FREE! Chances are, you would have one ad on the screen at a time. Take your television screen, and mentally vision it split into six or eight smaller sections (be sure to keep a large spot at the top, though, for your own ad). Here in this top spot is where you advertise your own web site along with a special message.

And the rest of the sections? You can actually sell those spaces! If you divided the screen into 6 spaces, you could keep the top space for yourself and sell 5 of the smaller spaces to people. Get them to pay you every week to have their own ad there, and you take a large chunk at the top of the page to get your own advertising.

\$110 divided by 5 spaces - that's only \$22 a week - and someone else could get advertising on TV!

This might be something that would be better geared toward a local web site, if you have a local store, restaurant, local car dealership, used car lot, or something like that. It can work for just about anything because people all over the country, and all over the world can come see your web site if you're selling the right product.

When selling off that space, you might even want to sell it for more than break-even - say in the example of \$110, you could sell your divisions for \$35 or \$40 a week for each of those smaller spaces. Make a nice profit and still get your ad on there and get your web site flashed on there for 60 seconds.

Another idea that could make this idea even better is, if you had a 60 second spot, you could offer rotating ads during that 60 seconds and you could even charge, say, \$20 a person. You could sell literally dozens of spots where basically their ad is flashed for a few seconds over that 60 second time. You could make a lot of money that way!

When we checked locally, our television classified channel said they don't mind if you do that. Check with your local cable company. Odds are it probably won't cost \$110 everywhere as it does here, and there might be different stipulations for running ads, but it's still well worth looking into. Selling out television classified ad spaces like this could still very well be one way that you can make it. It sounds strange - buying ad spacing to promote your web site, than balancing out the cost or profiting by selling out some of your space to other advertisers . . . but it can work! It may be wild, it may be crazy, but it could help you get rich with your web site! Between the publicity and the extra ad spacing you sell, it could be a veritable gold mine if used correctly!

## **How to Compete With the Multi-Billion Dollar Companies That are Making a Fortune on the Internet!**

You've got to spend a little time and effort and use postage stamps or do your e-mail. It's worth it! We recently read an interview with Michael Dell in *DM News*, which is kind of the Bible of the direct response industry. Michael Dell was saying that 88% of the money they're spending to get people to go to their web site was off-line advertising - Television, radio, and print. Here's a guy that's selling ten or twelve million dollars worth of computers a day on-line. He's spending almost nine dollars out of every ten to advertise off-line!

Once someone goes on-line, the problem is this: they go to search engines and this type of thing. They click in some key words, and they have 5,612 places to go. They're frustrated! Even if you have all your search engines in place, they still have you on a rotation. You may have started out as number three, but a month later you might be 3,115 on the list, and people aren't going to get to you.

Therefore, the more marketing we do off-line, the better. Of course, instead of spending a ton of money like Michael Dell is, we have the advantage of being entrepreneurs and can get the free publicity and the free advertising by using the techniques we're covering here.

Many times the FREE techniques that require sweat equity rather than cash are the ones that actually move you head and shoulders above the Michael Dell's with millions to spend on advertising. They allow you to compete with the multi-billion dollar companies that are making a fortune on the Internet.

Generally, the companies with millions to spend on advertising don't have the time or resources to pursue free or low-cost promotion ideas.. They're out there buying their advertising. They go the other route. They're not even competing with you, and you can actually move into arenas where they may not have the time or energy to pursue.

If we can get \$50,000 worth of business from free advertising every few months, we would just be jumping for joy. It can be done, and it is being done. To a huge billion dollar company like Microsoft, Dell Computer, or Oracle, it might not even be a big deal. But to us it IS a big deal! It gives us a TREMENDOUS advantage!

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## **How to Automatically Get 3 Times More People To Visit Your Web Site on a Regular Basis!**

Here's one of the best ideas we've heard for getting rich with free Internet advertising.

We have a friend in the business who has found a way to get other people to do his work for him! He will offer incentives to visitors that go to his web site to send their friends, relatives, neighbors, and anybody else they know to his web site.

Very rarely will these people do that without some incentive. You've got to give them something. Either a discount on your products or services, a bonus discount above and beyond what you normally use for promotions. After all, they sent someone to you.

You could use free bonuses available only to people that refer people to your site and send them to you. You could use certificates or coupons from other sites - that would be another great incentive to offer.

This is excellent for joint ventures where you are working with another site. For example, if you've got another site that you're trading links with, why not give them a coupon for a discount on their product if they go to that site, too?

There are all kinds of possibilities for working out joint ventures to get you bonuses, certificates, or discount coupons if you can give those incentives to people who send visitors to your web site. You could give away free access to a special section on your web site ONLY for those who have referred people to your web site. If you publish a newsletter (especially if it's e-mail because it doesn't cost you anything to send it to the people), give them a free subscription to your newsletter if they refer people to your site.

A really good idea we recommend is giving them many subscriptions - For example, three months rather than a year. That way they have to keep sending someone to you, or give them a month if it's a weekly or three issues if it's a monthly. That way they want to keep sending people to you. If you give them a year, they'll send one person to you and tend to think, "Well, I did my job," read your newsletter for a year, and you won't hear from anybody again.

Promotional items you've come up with such as bumper stickers, coffee mugs, etc. are also great choices for bonuses. Put your URL, web address, or e-mail address on desk calendars, calculators, and what have you. If you look in the catalogs that have these specialty items, there are things that are really nice, too, like clocks, you can go up into a little higher-end items and give it as a free bonus to people who send someone to your web site. Low and behold, it's got your web site address on it, so they're constantly reminded to come back and visit your web site!

People who see it in their home are also shown your web site address or e-mail address and are prompted to maybe go check you out. Not to mention, the people you gave that incentive item to will want to send them over, because now they might get another free gift.

Don't ask people who visit your web site for the e-mail addresses of their friends, because the only way to use that e-mail address would be to send them a message inviting them to visit your web site. That would be considered "spam" or "unwanted commercial e-mail." That's a no-no on the Internet. What you're doing here is you're saying, I always recommend that you collect the mailing address and all the information you can from visitors to your web site so that you can build a mailing list. In that address, where you're collecting that information, you want to point out to people "send other people to my web site." Be sure and tell them to fill out this form.

On the form there needs to be a place to say who referred you. You can either give them a code number, a special keyword, or anything that they can enter there to tell you who sent them. Once they've filled out that name and address form, you've got a way to send them their free goodies for sending that person your way. Well, low and behold, you're also doubling or tripling the size of your mailing address list that you are building on your web site from people who are sending referrals to your web site. That's right - this technique is how to automatically get 3 times more people to visit your web site on a regular basis!

The idea is, again, to just get creative. You have to make sure that the promotional item that you're offering is something that's desirable. You've got to make it desirable if it's a freebie that you're giving out that doesn't cost you much. For example, don't ever give away a free newsletter that you give away free anyway. You want to have a value on every issue and tell them what a subscription costs. Therefore, three months of this free is worth so much money, and "I'm giving it to you free for sending someone to my web site."

T-shirts work really well. For some odd reason, people on the Internet tend to love t-shirts. They seem to be a really popular item. Of course, the t-shirt (if you're giving one away) should be one that's imprinted with your web site address on it and the company name.

You come up with the incentives and set it up in such a way that literally everybody visiting your site turns into three or four people visiting your site. They're doing the work for you by sending more people. Therefore, every one of these other things you do to bring one person to your site just becomes that many more people!

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**Electronic News Releases can Make You RICH!**

Now, let's talk about on-line news releases and articles. There are thousands of magazines called "E-zines" and newsletters published on-line. These are great, great sources of free advertising. Newsletters are popping up all over the place in cyberspace.

You can send your news release or article (the news release is more factual information about a product and the article should be good information about a subject where you put that tag line at the top or at the bottom of your article). You can send this to all sorts of E-zine publishers and newsletter publishers on the Internet. There's even a company called Gach 98, whom you can contact via e-mail at Gach98@aol.com. You can send your releases and articles to this company, and they are in the business of distributing them to hundreds or thousands of sources of E-zines and newsletters on the Internet.

There's another company that deals just with newsletters. It's called [www.site-city.com](http://www.site-city.com). They have hundreds and hundreds of newsletters. They'll tell you about the contents of these newsletters so you can pick the ones you want to send your articles or news releases to. This is a wonderful way to get free publicity, and we feel it's something that you should get busy doing.

Don't try to convince yourself that you can't write articles or news releases - YOU CAN! If you absolutely convince yourself you can't, then, of course, you won't do it. You can get someone to write them for you. You can also gather information from other sites and rework the information so it's not plagiarized, or you can get government information that is copyright free and make up some articles with those. We encourage you do to this because you can get hundreds and hundreds and hundreds (maybe even thousands) of E-zines and newsletters to publish what you want to produce - and the news releases you send them can make you rich!

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## **Amazing New Secret Practically Forces People to Visit Your Web Site Every Day!**

Portal sites - portal meaning doorway to another place. People go to portal sites and make them their home pages. What happens is a "money magnet" site attracts people for some reason - there's news, links, and discussions going on. You can even download a ticker tape program now that has news on your particular subject matter that scrolls across the screen.

If you had skiing products, you could have the snow conditions in all different places around the country. If you were doing surfing, There's a guy with a web cam that shines out on the beach, and he has a surf report. These beach

bums log on there every day to see what those tasty waves look like before they go out there. While they are there, they've been brought there by this "money magnet" idea, they might spend time at the discussion board or they might go and hit some of the links.

Portal sites are important to people . . . from one portal site they can visit virtually everything of interest to them. That's what makes them so powerful . . . for a portal site is nothing more than a link site, a site with many links to sites that follow the same or similar interests. People get hooked to them - they keep coming back. Because your site gives them everything they want to know - by creating such a portal site is an amazing new secret that practically forces people to visit your web site every day!

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## **NO INVENTORY! NO SHIPPING! How to Get Rich On The Internet With No Product Whatsoever!**

Now we're going to cover how to get rich on the Internet with no product whatsoever! No inventory! And certainly, no shipping - who wants to bother with that?

Well, how can you do this? You can do this by selling advertising on the Internet!

Now, we've sold many products on the web over the past couple of years and we love it. But if we want to be perfectly honest, we've made much, much, much more money on the Internet selling web sites and selling web advertising.

With the possible exception of some of the big hardware companies like Dell Computer, or the software sellers like Egghead.com, or an Internet auction sight like ebay, there are more people and more companies making more money selling advertising on web sites than anything else. It is where most of the big profit has come in the past year or two. A huge Internet company like Yahoo! is 100% advertising driven. There are thousands of others like that.

The good news is that you can sell advertising on your site! If you have a business site, you can sell ads to tons of business-related companies and other companies with business opportunities, and companies that sell goods to business sites - stationary companies, for example - and the list is endless.

Don't worry about the competition. You don't want to perhaps promote someone who is selling the same thing that you are, but you don't worry about your competition, there is enough for everybody.

If you have an investment site, do what [fool.com](http://fool.com) does - David and Tom Gardner, two of the sharpest investment operators on the Internet - they sell tons

of banner ads and regular ads to financial book publishers and they have made huge money from all of these online brokers.

If you have a site on cooking, you want to take ads from other cookbook publishers and the manufacturers of cookware and cooking utensils.

You should think seriously about selling advertising on the Internet. You can also publish an online “ezine” or online magazine, or an online newsletter, and take all kinds of advertising for that. There’s big money to be made selling advertising. You should consider it ... and don’t forget to trade advertising and banner ads with others who are in similar, but not directly competing, businesses than yours. Trading ads and trading the banner ads can just give you exposure all across the web.

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## **How WIIFM Can Increase Your Web Site Sales Instantly. No, It’s Not a Radio Station ...**

WIIFM can increase your web site sales instantly. No, it’s not a radio station. What it stands for is ... What’s In It For Me?

Every one of your customers out there on the Internet that is a potential buyer wants to know, “What’s in it for me?” And what you need to do is incorporate that statement in every ad, every sales letter, that you have on your web site, and the banner ads you do.

Every one of your customers is wondering that same question. Whenever you write an ad or a sales letter, you need to be thinking about asking and answering the question, “What’s in it for me?”

Think from your customer’s perspective. What can they get, what are they looking for, what benefits do they want to receive from your offer?

A lot of time when you are studying successful sales letters, or when you’re studying unsuccessful sales letters and sales copy and classified advertising or, really, any kind of advertising, you can instantly spot the writer who was not thinking about what’s in it for me from their customer’s standpoint.

You see ads and sales letters that are written that don’t produce strong benefits, that don’t have strong benefits for their customer, and you have to have that in all of your sales material.

Always remember whenever you are studying or writing any kind of sales letter, whenever you are creating a banner ad that your customers are going to see that you put out on other web sites, or even if you are advertising off-line, in all of your advertising always remember that one simple concept - WIIFM – What’s In It For Me?

Remember, that's what your customers are thinking. That's what they're wondering every time they receive a sales letter from you, every time they go to your web site, every time they click on a banner ad ... every time they're on they are going to be thinking that, and you need to present them with benefits that answer that question, and then show them exactly what your offer can do for them.

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## **A Major Buying Trend That's Making MILLIONS of Dollars For Many People - And It Can Make YOU Rich, TOO!**

Now we're going to cover a major buying trend that is making millions of dollars for many individuals and companies - and it can make you rich, too!

What is it? It's the home shopping revolution.

For over a hundred years people have been buying things by mail. But in the past ten years, there has been an explosion in home shopping. More and more catalogs, thousands of them by mail. The QVC, the Home Shopping Network, and Value Vision, the home shopping networks have emerged.

And now, in recent years, the Internet is the best place for home shopping. You want to take advantage of this, and the way you do that is to design your web site so it's so easy to shop. You don't want any problems. You want it all set up in such a way that a person can shop till they drop, and do it so simply.

If you have multiple items on your site, you want to get one of these software programs that are called "Shopping Cart" programs. With them, people can come to your site, pick up different items, throw them in the virtual shopping cart just like if they were at Target, or K Mart, or Walmart, and then when they are finished shopping, check out and pay for it simply.

This means you have to take credit cards. Don't kid yourself. If you are just trying to make people send you checks or money orders, you are making a big mistake. You have to take credit cards to really be doing business on the Internet today. This is the way to get things really rolling.

Here's another secret that we just learned in Investor's Business Daily (I.B.D.). We just read about it last week. They've talked to thousands of people concerning what they liked about on-line shopping. People said, "Oh, I love to shop at home. I love the ease of it. I love how much fun it is to surf the Internet," and many other things they said very positively.

Then they asked, "What don't you like about on-line shopping?" And many things were mentioned like we just covered. It is difficult to buy, and so on, and so forth. But the number one reason people did not like to shop on-line was high shipping and handling costs.

They said, “Hey, we can buy furniture, we can buy books, we can buy music, but often the shipping and handling costs make it more expensive than if we bought it at the local shopping mall.”

In fact, they mentioned one company, EToys, that sold a children’s book for \$4.95 but then had a \$4.00 shipping charge. In other words, the shipping and handling charge was almost as much as this darn little book.

A lot of sharp retailers, and on-line e-commerce sellers, are doing this - they are packaging the product and the shipping cost into one price. Let’s say you are selling an item for \$25.00 plus \$5.00 shipping and handling. It is much smarter to say the cost of this item is \$29.95 and no extra for shipping and handling. That seems to really turn people on when they don’t have to pay shipping and handling.

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## **How to Make Thousands of Dollars a Month By Sending People AWAY From Your Web Site!**

The secret that we’re going to reveal right now is how to make thousands of dollars a month by sending people away from your web site. That sounds like a crazy idea, but we’ll show you exactly how it works and how you could make thousands of dollars doing it!

The way you can do this is by creating your own link list on your web site. What is a link list? It’s exactly what it sounds like. It’s a list of links to other web sites on a particular topic. And this can be a very powerful marketing and traffic building tool for your web site. Here’s why ...

Many of the search engines these days are clogged with all sorts of different web site information. You can go to a search engine web site interested in cats, so you type in “cats” and you’re going to get tons and tons of web sites dealing with cats. But you are also going to get some web sites dealing with dogs. You’re going to get some crazy web sites that have nothing to do with cats, but they’ve put “cats” in there somewhere so that it will pop up whenever you search for cats.

One of the best things about link lists is they are usually created by an individual who has gone out, visited various web sites, and created a list of links to web sites for a particular niche - for example, cats. You can go to someone’s web site - a cat lover’s web site - and perhaps find a hundred or two hundred of the top web sites that cat lovers would be interested in.

The reason that you might want to do this is because there are so many people out there, for example, interested in cats and cat products, that it’s a very large niche market. If you can offer them links to a hundred or two hundred of the very top sites they might be interested in, you can get a lot of traffic coming into your site.

All of those cat lovers would like to know where the very best sites are and how they can find them. And to find them, they have to come to your site to see your link list. Now, of course, this isn't only true with cat lovers.

There is a web site out there that's one of the most popular web sites on the Internet. And all that it is is a site with hundreds, and hundreds, and hundreds of links to magic web sites. It gets a lot of traffic because if people want to find magic, one of the best ways to do it is to go to that particular web site and search through the links. And they are constantly updating it so people come back again and again.

You can do this with virtually any specific niche you are trying to market to. You could do it, for example, if you are selling to people who like to go to Internet auctions. You could have a list of Internet auction sites and have a specific link to each one. Or if you are interested in arts and crafts, you could have a link to all the arts and crafts sites.

Or let's say you want to have a page on your site where you just have a hundred of the top free things on the Internet. You can go out, find a hundred of the top free things on the Internet, and create a page on your site that has links to every single one of those web sites that offers a freebie. That way you can now advertise this link list of hot, free things on the Internet.

We talked about that bringing a lot of traffic. That does bring in a lot of traffic and your site will get a lot of free publicity by having that link list.

Let's go back to our cat lovers example. If you get a handful of cat lovers who go to your site and go to your links, and they know about it, and it is fantastic, they're going to let other people know about that site and link list as well!

They're going to go to the chat rooms and the discussion boards, and they're going to say "Hey, have you seen this link list? It is fantastic, it is constantly being updated, it's got the best links ever." You're going to get a lot of free publicity by using a link list.

You can also get reciprocal links. Let's say you get a hundred web sites on your list. Many of those web sites will also give you a link on their web site. So it is linking people from their web site back to your site, or in some cases, right back to your link list. That also brings in additional traffic.

Now what do you do with all this additional traffic? Traffic by itself doesn't really mean much unless you're doing something with it.

There are a couple of different things you can do. First of all, if your link site is getting a lot of hits, that's a great place to sell advertising. You're giving away, in many cases, these links on your list free of charge. but let's go back to our cat lover example.

There is a cat site that sells all sorts of different cat products. Let's say they want to buy a banner. You might sell a banner at the very top of that page

for \$500 or \$1000 per month, month after month, after month. Maybe towards the middle of the list you sell another banner, or towards the bottom of the list you sell another banner. Or let's say on this list someone wants a larger listing. They want it in bold, they want it in color. You can charge additional for those things. It can be very profitable in terms of selling advertising when you have created this very successful link list.

You can also sell related products. Let's say, for example, that you have a cat product. Let's say it's a special type of cat bowl that keeps the water running, and you want to sell that at your site. One of the best ways to do that is, of course, to create that link list, get a lot of traffic in, and heavily advertise your cat product on that link list site. Then you can always add additional products over time and really build up your product page.

One of the things you want to do to keep people coming back again, and again, and again, is let them know that you are constantly updating that list. If they believe your list is stagnant, they might go there once, twice, a couple times to check out the links and go to different web sites, and they may never return.

But if you let them know that every single week you're updating those links and your link list is going to get bigger and it is going to be fresh and it's always going to be new, they're going to come back again, and again, and again. That builds your traffic, helps you sell more advertising, and helps you sell more products.

It's a very powerful idea and a very simple idea, because nothing original is coming from you. You're not having to write reports, or books, or do a lot of research. Spending just a little bit of time, maybe 15-30 minutes a night just doing some searches on the Internet, finding these web sites, and creating links to them on a special link list on your web site is all you're doing. It's a very simple secret, but it is a very powerful secret, and something that virtually anybody on the Internet can use to build more traffic and more profits to their site.

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## **How You Can Get Hundreds of Magazines or Newsletters to Publish Your News Releases and Articles!**

Publishers on-line and off-line are starving for content. You must get that in your head. We've published newsletters for years, and we know that it's true. We're always looking for someone who will help us with the editorial content, because it is a big job every month. Some publications are weekly. They are looking for content, and what you want to do is get them to publish what you have. This is how you can get hundreds of magazines or newsletters to publish your news releases and articles!

We've discussed in many different manuals and cassettes what an outstanding and powerful reference tool the big Standard Rate and Data Service (SRDS) directories are, and now we can now bring those directories to get tremendous publicity for our articles and our news releases.

The way to do it is to find the categories in these directories that make sense for what we are trying to sell, then take all those names and addresses and send them our news releases and articles. It is a way to get thousands, and thousands, and thousands of dollars worth of free publicity for our products, our services, and our books. If you'll do this, you will be amazed at how many publications will use your news releases, use your articles - and the money you can make is tremendous.

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## **How to Be Your Own Book Publisher And Never Spend a Penny On Paper Or Postage! Not One Red Cent!**

When you're selling information, you are going to be in one of the world's greatest businesses. Information offers so many advantages that other products and services simply can't beat. This is revolutionary, and you could make a fortune with your web site by selling information.

Now, we want to tell you how to be your own book publisher and never spend a penny - not one red cent - on paper or postage. That's pretty important, because anybody who has done any book publishing the traditional way knows that the two biggest expenses most any book publisher has to meet on a daily basis are that printing and paper, not to mention the postage to ship those books out.

The answer, of course, is e-books - electronic books!

### **What Are E-Books?**

Electronic books are generally small software programs that are actually designed to open up a book, or a text file, and display it on the user's screen on the computer as if it were a book. They can read the text. Some of them actually allow you click on the various programs and it literally flips the page over and you're on the next page. Others display a book out on the screen, and allow you to just scroll up and down, and then click different chapters and jump to different sections of the book. Many of them allow you to actually offer a book in such a way that it is hyper-linked, much like web sites are, with various references in the book highlighted. People click on it, it jumps to other parts of the book that explain that. It just depends on how complex you want to get.

## **The Power of Shareware.com!**

First we recommend you get some E-book software. You might think it would be really, really expensive. But there is a magical little place called Shareware.com. It's [www.shareware.com](http://www.shareware.com) that you can go to with any web compliant browser, and they've got a search window.

If you just type in the word e-book you will see a selection of a wide variety, of not only sample books that you can download and read and see how they look, but also software for creating those books. And the software is shareware.

Shareware, to anybody who is new to computers, is simply software that the publisher of the software decided to let you try before you buy. You can actually download the software, install it, use it on your computer at will, and if you like the software you pay the author.

Some shareware will be what they call "crippleware" or crippled, which means they only work for thirty days. Or it might not allow you to publish the book you've created and actually distribute it in a form that you can easily distribute. It may only be readable inside the program until you pay them. But shareware is notoriously inexpensive. We've found publishing software for e-books as low as \$50 in the shareware market and they're excellent. It's a great way to create e-books.

Now, to create an e-book, of course, this is a great way to distribute works. You can buy the rights to other people's already published books and manuals, and create e-books. You can write your own, if you've got one.

You could interview an expert on a subject, transcribe the recording, and then publish the manuscript that results from that as an e-book. You can then take these (This creates an easy to distribute software file that can be transmitted from computer to computer using the Internet,) and you can then offer these books for sale. And the beauty of this is, they are very easy to set up on a web site so that people can pay you, and automatically download the e-book, and read it online, or print it out to read later.

You can also set up an even simpler way to sell them - by e-mail!

You can literally send out e-mail offering the e-book for sale, and deliver the e-book as a file attachment when they pay you. Or, deliver the e-book as a file attachment in an e-mail message that is sent to people who buy it from your web site. There are any number of ways you can do this.

You can literally build up an entire catalog of books, and be a book publisher. And there is no paper involved, there is no printing involved, you

don't have to ship anything, and you're entirely using the Internet to even promote and sell the books.

It's part of the revolution. It's where we're heading. People love these, too. This is a growing market in the Internet today. People are looking more and more for e-books they can easily download and read, and you can sell them more inexpensively than books because you are not having to pay for all that paper and postage. It is the best of all worlds, right on the Internet!

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## **How to Get Customers to Gladly Pay Top Dollar for Information That's Already Available On the Internet ... For FREE!**

We're going to cover how to get customers to gladly pay top dollar for information that is already available on the Internet ... for free! We know that sounds too good to be true. Why would anyone pay you for information that is already out there for free?

### **People Will STILL Pay You For the Info They Want - Even If It Can Be Found Online For FREE!**

First of all, most people are lazy. Gathering information - even free information - is work. It takes time and effort. Most of us don't have the time. We come home from our busy day, and we want someone to do that for us. As long as you will gather that information and make it available to people for a reasonable cost, they'll be more than happy to pay you to do that for them.

Frankly, most people don't know how to research and find information anyway. Most people don't even know how to take advantage of their local library, much less spend some time on the Internet and find the information they are looking for.

So, if you are willing to do the hunting and the gathering, they will gladly pay you to do that work for them.

You can sell the information that you gather in a couple of different ways. You may be a resource directory, or it may just be an information manual.

You can take this information that you can find for free and turn it into informational products.

How do you find the subject matter that you want to create a product, or a manual, or a directory about? We always recommend that you should do something that really interests you and you have experience in. It can be a hobby

or something related to your work experience. That's always the best choice. But, sometimes, there is room to take an alternate look.

You're just looking for something to make a profit, and get it up and running fast. In that case, that's what we're going to use an example. We're going to look for a subject topic matter that is hot, something that people are already interested in, something they are already spending their money on. That way we know it will sell, and we know there is a lot of information that will be available on the Internet for free.

## **An Example of Coming Up With A Product That Could Make You RICH!**

Let's look at an example. The Internet is changing. Our society is growing older, and there are more and more seniors on the Internet. In fact, seniors are the second largest growth area on the Internet behind females.

We have a lot of seniors getting ready to use the Internet. They are already on the Internet and they are looking for information. Most people are looking for information of some kind on the Internet. What would seniors be looking for?

Health information, for a start. Health information is a really hot topic. That would be a good subject - to find a concern of seniors, and create a product around it. In fact, it's happened. There was a woman who created a health book on how she cured her arthritis and sold it for two million dollars worth. She was a school teacher and it was her first product. She hit on a hot market.

Another hot area that seniors would be looking for on the Internet would be medicinal drugs. We aren't suggesting you become a druggist or pharmacist. But, if seniors need drugs and have a limited income, then a great product for the Internet would be how to tell seniors how to get drugs at the rock bottom, lowest possible prices.

That's information that would be available on the Internet, and you could research it totally on the 'Net, and come up with a product.

Let's create a product that tells people how to get the best possible prices on prescription drugs. It would be easy on the Internet. We could check the sources for the Federal Drug Administration. They're sure to have some guidelines for buying drugs, and generic drugs in particular.

You could check sites outside the country, because there are a lot of companies out there who are selling prescription drugs by mail to people in this country at much lower prices. You'll also probably find some manuals out there that give you sources on where to buy these drugs from international sources.

There are price lists available on the Internet that you could download as samples. You could get a copy of the rules and regulations on the imports.

In just a few days you could gather a ton of information on where to find drugs at the best price, how to buy drugs online, and how to bring drugs in from out of country at rock bottom prices.

Now, if you collect all of this information, don't you think you could easily create a manual? You could call it "How To Buy Name Brand Prescription Drugs At Rock Bottom Prices," or a better title would be "How To Safely Buy Name Brand Prescription Drugs At Rock Bottom Prices From Overseas Sources." It probably would sell very well.

### **Now You've Got A Product That Could Make You Hundreds, Or Even Thousands Of Dollars - And You Don't Even Have to Write It!**

If you gather all this information, chances are people are going to gladly pay you \$10.95, \$12.95, \$14.95 or even \$29.95 for this package of information - but you got all the information for them free over the Internet!

You don't even have to write it! Our suggestion would be to sort it into subject matter by topics, turn it over to a college student, and say "Hey, write a paper on this and I'll pay you a few hundred dollars." Then, while they do the writing, you start setting up your web site.

It should be a really simple web site. Give them some free information, and tell the story of your product, what it will do for them, the money it will save, the drugs they can find, and how they can buy safely from overseas. All this information is really appealing to someone who has high drug bills, as many seniors do, with limited income.

When it is all finished, all you have to do is upload that file with some software as a text file or as an acrobat file up on a secret place on your web site. If you really want to you can even password protect it.

Now you put your site up with your ads on it. Someone comes to your site, and they find out that they can save money on prescription drugs, they can get the information for \$9.95 or \$12.95, and they don't have to spend all this time searching for it.

Most of them don't know where to look in the first place, so they're more than happy to pay you for it. What do they have to do? They fill out the credit card information. You signed up with a credit card company that will take that information and run it through their account, you don't even have to have a merchant account. The credit card information goes to the credit card company,

and when the credit card is authorized they then give them the location of your file.

They go to that location and they download the material, and they have it in their hands instantly. Generally, two minutes pass from the time they decide to buy till they have the information in their hands.

You have no postage, you have no printing, you have no shipping, you have no packaging, and you have no returns. It is all done for you. It is complete. They are paying you money for information that's already out there on the Internet.

Last week we found a manual. We found five sources selling a manual of information. And we found a site that had everything that was contained in those manuals, available for free. The other operators had simply taken that information, packaged it, put it in a format, and offered it available in an appealing, instant form. You can do the same!

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## **The Shortcut System For Creating Hot-Selling Internet Products Without Having to Write a Single Word!**

In talking with our customers, they say they've learned how to market their products, but what they don't know is how to create a product - how to find the product that is going to make them big money.

They know how to market it. They've got some ideas in that direction, but they really are having trouble coming up with a product.

So, that's what we want to tell people how to do. We're going to reveal the shortcut system for creating hot-selling Internet products without having to write a single word. It has been proven. It works, and you can do it, too, without a lot of time and energy.

We're talking about creating a product using other people's words so that you don't have to actually do the writing, and you don't have to do the actual hard work of creating the product.

We're talking about creating an audio interview of other successful site owners.

When you're on the Internet, one of the best products you can sell is products showing other people how to make money on the Internet. It is a hot topic. It has been proven to make lots of money for people. So the concept here is to go out on the Internet and find other successful web sites and talk to their

owners. Get permission to interview them and to record those interviews, and then turn those interviews into products.

## **Want An Interview? Here's How to Get One ...**

One of the best things you can do is massage a web site owner's ego. A lot of times they will be more than happy to sit down and talk with you. Of course, you don't want to have to travel and see them, so you just call them on the phone, using some simple technology that is available, and just record your interview over the telephone. This way you don't actually have to make the trip wherever the webmaster is.

In fact, if they don't want to take the time to be interviewed by telephone, then maybe you could send the questions to them via e-mail and they could answer the questions. There are probably lots of different options there. But the best way to do it is by telephone, so you can get that interaction on audio tape.

You want to start by just writing to them. E-mail them. You can get the contact information, in most cases, on their web site. You can write to them and just tell them that you've seen their web site, you understand that it is one of the most successful web sites in their field on the Internet, and you would like to interview them so that you can share their success with your customers.

If you tell them you are a publisher, that will give you a little bit more credibility than if you just say you're some nut off the street who wants to talk to them and spend some time with them. So tell them you're a publisher, and that you have customers who are interested in learning secrets of successful web site owners. Then, most of the time, they'll be happy to do that.

Be sure to ask permission to record the interview. Tell them you are going to turn it into a product to sell to your customers. If you'd like, you can give them the rights to the audio tape as well. A lot of them might have customers that would be interested in hearing that interview as well. So you can work out an arrangement with them, where they actually would get the rights to the interview as well.

## **Five Things You Can Do Once You Have Your Interview.**

We've come up with five different things you can do once you have the interviews. Again, really there is no limit to how many you do. If you wanted to find five web site owners to interview - if you wanted to find ten, twenty, however many you feel comfortable with, and if you target one specific market area, you'll find that you'll have more success selling them as a group.

The first is to put the interview in digital format, available for immediate download. You can have a digital/audio file right on your web site, so when

people go to the web site, they click on the interview, and maybe they read a little portion of the transcript, or maybe they even hear a sample.

They hear a small sample - maybe it's a 30 minute interview and you've got five minutes of the interview as a digital preview file so people can click it and instantly hear. Then they can go ahead and buy the entire interview, and immediately have it downloaded to their computer, so they can listen to it any time they want to.

The second idea is Compact Disc's. Again, a lot of people are putting information on C.D. as well. So you can not only have audio in computer format, but you can also have C.D.'s that people can purchase and get something to play in their car or around the home.

The third idea is written transcripts. This is something that we've been successful with before. It's where you actually take the transcript from an audio version and put it into print so that people can have something to follow along with. Again, when it is written, you can also make it in digital format and available on the Internet. Maybe people can not only get the digital audio version, but they also get the digital printed version to download at the exact same time so they can read it at their leisure.

The fourth idea is something that I know has been successful for some people - an ongoing interview of the month. Instead of actually selling several interviews as a package, you could do one a month and people sign up almost like a newsletter, except it is an audio newsletter.

Each month you send out a new interview, and perhaps the transcript of it to people who have paid to receive it. Each month they get a new interview and you could keep that going on as long as you find new people to interview. There are thousands and thousands of successful web sites out there, so your material could be virtually endless.

The fifth way is an interesting way. The more we think about it, the more it sounds like something that could be very successful for someone who wanted to do it. Develop an interactive C.D. ROM, where you not only have the audio interview but also the written transcript available for people to just click and print, or view, on the C.D.

You also show, right on the C.D. a picture of that person's web site. Maybe you even have the web site actually saved on the C.D. so that people not only can hear the interview and read the interview, but they can also see the person's web site, and you can actually use it as a teaching tool. People can see how to develop their own web sites, based on the success of this other person that you've interviewed.

Those are just five quick ideas. If you can work with audio cassette tapes and interview other people, it gives you a tremendous opportunity to create products without having to write a single word.

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## **Six Simple Steps That Virtually Guarantee Profitable Advertisers For Your Web Site!**

Now we're going to cover six simple steps that virtually guarantee profitable advertisers for your web site. These will help you avoid the mistakes that sabotage many sites and keep them from ever being profitable.

Advertising is a basic part of the Internet now. It is a basic business model that many of the most successful sites on the Internet follow. And it's simply this - you offer something free to the public that large numbers of people want. It could be the joke of the day, the recipe of the day, business tips and information, how-to information, almost anything that large numbers of people want, and you offer it for free. That builds traffic.

You also use the billboard approach. You place the banner ads, or the ads on the web site, and the passing traffic sees the advertising. Advertisers are very willing to pay for that visibility. It is a basic model that many successful web sites use, and if you look at the top fifty sites on the Internet you'll find that is probably the most common business model that is there. It was the first business model.

But, there are some pitfalls that can sabotage your success with this model of business on the Internet if you don't know about them in advance. That's what we would like to talk about for just a few minutes.

No matter how good your site is, and how desirable the information that you post, and no matter how large an audience that information appeals to, you can't build your site and expect the advertisers to just come. It's no field of dreams. Advertisers go where traffic exists, not where traffic will be. You need to remember that. Advertisers go where traffic already exists.

In planning our web sites, sometimes we forget that. Nothing sells to advertisers but exposures, traffic, clicks, and sales. That's what they pay for, but they pay for it only when it is there, not when it's going to be there.

So, what's this mean? Are we really saying that you can't sell advertising easily on the Internet? No. That is not what we are saying at all. But, we are saying that there are six steps you can take, and we'll go over them briefly to make certain that your site attracts the advertisers that you want.

## **Step 1: Build Traffic.**

You need to plan to build traffic. That's not for the advertisers. You don't have to show that to anyone. That's just for you. But you need to know exactly how you're going to build the traffic. How you are going to advertise, promote, list, news releases, whatever to build that traffic.

## **Step 2: Have a Website That Appears Professional.**

You need a professional-looking site. You have to look successful from day one. Advertisers want to be associated with something that is successful, and it needs to look successful. You can't be a homemade job. If you're not good at that type of thing, then you need to hire a professional to do your site.

## **Step 3: Be Able to Support Your Site With No Advertisers Until You Have Sufficient Traffic.**

This is the fatal step for so many people. A web site is not expensive, but when doing our financial plans we expect to have advertising from day one. That's not a typical thing to have happen, so make certain that you can support your site until your traffic numbers are up and you can attract your advertisers.

## **Step 4: Get Banner Ads From The Get-Go.**

You need to install banner ads - a banner rotation program - from the beginning. That's not going to bring you income, but it's going to help you build traffic. It is very important from day one to have those banner ads on your site because they say to potential advertisers that this is a place where you can advertise and this is a site that is looking for advertisers. You need to look like an advertising driven site, even before it's an income producer.

## **Step 5: Target Advertisers Appropriate to Your Site's Size.**

You need to target your advertisers appropriate to the size of your site. Many of us, when we start planning, say "Well, we have dreams of selling the Cokes, and the beer companies, and the big budget advertisers to advertise on our site."

The truth is, they're not going to advertise on your site because their placements are made by large agencies. These large agencies make their money on a percentage basis. It takes the same amount of paperwork for an agency to place an ad on your site for a few hundred dollars, as it does to place an ad on a major site for \$10,000.

So the agency only has to do that one piece of paperwork for their commission. Therefore, they're going to put their company on the large sites to make the large income.

You need to target smaller companies that are already advertising on the Internet. Companies that are more than willing to pay \$50, \$100, \$150 or \$250 for an ad, because that's what they can afford. They're very comfortable advertising with other similar size companies. So, keep your expectations realistic for the advertiser you're going to look for, and you'll have much better results.

## **Step 6: Go Get That Advertising!**

You need to actively solicit advertising. It's not going to come to you. It's not hard to do - in fact it's really easy to do. We'll show you how.

First of all, you start looking for sites that are similar to yours. If you have a travel-related site, start looking for other travel related sites. When you go to those sites, find out how much traffic they have and what they charge for ads. They'll give you that information. Tell them, "I may want to advertise on your site." They'll tell you what their traffic is, and then you'll see how they charge.

Next, you look and you see who is advertising on their site. When you see who advertises on their site, you've found potential advertisers to advertise on your site.

Now you have a really good advantage when going after those advertisers. You know that they are advertising on similar sites, what they're paying on those other sites, the amount of traffic they are getting on those other sites, and all this works as a guide to show you how to price your advertising according to the traffic that you have.

Now it is more like shooting fish in a barrel. You are totally armed to go out and sell your advertisers. And when you have a nice looking site, with sufficient traffic, and you can prove that traffic by your statistics that are available for your site, then you're in a great position to attract advertisers and have a very, very profitable web site.

These steps will help you get advertisers for your site, no matter what you are selling, and what your model is. If you are looking for advertisers, these six steps can make a big difference.

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**How to Offer Superior 24 Hour Customer Service  
And Save 25, 35, Even 50% Doing It!**

Here's how to offer superior 24 hour customer service and save 25, 35, even 50% doing it.

Everybody knows customer service is one area that is a constant expense, and you spend a lot of money on it. The more you spend, the more you retain customers. Good customer service is one of the keys to customer retention, so it does generate additional business down the road.

The problem is, many people skimp on customer service to cut prices and what have you. There is a way - to provide 24 hour customer service and e-mail, of course, is the answer! Auto responders will automate it even more.

We'll explain what auto responders are for the uninitiated in the audience. An auto responder is the e-mail equivalent of a fax auto responder, whereby it's a software utility many Internet service providers offer that allows you to set up a series of e-mails or just even one e-mail.

When a user on the Internet sends an e-mail to a certain e-mail address with a certain subject code on the subject line or a certain key word on the subject line, it automatically sends back a response. It allows you to create canned messages, if you will, that can be sent automatically.

That's what we recommend to many of our customers to do. We've seen this happen many times, and done in the field many times. It is wonderful.

You start tracking what questions your customers are asking most often and just take the time to create a list of the most frequently asked questions. This is a lot easier than it seems. In fact, it will be a very valuable lesson for you. Learning what your customers are wanting and needing, to begin with is a good practice whether you're going to use this technique or not.

Then, take your list of frequently asked questions, and create an auto responder message for each with a unique key word. Then you create an individual auto responder message that is in your menu, or a list of all the questions that you have available and the key words and addresses that they send the e-mail to, plus instructions on how to e-mail to get that response.

This allows you to offer what is referred to on the Internet as a FAQ (frequently asked questions) list that you can generate and update frequently and make available to your customers in all of your letters or any correspondence on your web site, where they can just send and get a list of all questions that can be answered.

We have seen, particularly using an auto responder, savings of up to 50% on your customer service because now they are getting the questions answered

when they want them answered. In the middle of the night - or whenever - and it is done automatically without the need for additional employees.

If you don't want to go to the trouble of setting up an auto-responder and all the technicalities that are associated with that, you can also set up a simple e-mail system yourself. Number the e-mails, just create them and save them as text files to match your menu, then just respond individually yourself by cutting and pasting that answer into the e-mail.

You can still do it yourself. It might delay the response a little bit. They might not get it immediately because you have to check into your e-mail.

This is a great way to get started with very little trouble. If it's just you getting started on the kitchen table, for example, and you don't have the technical expertise or don't want to mess with an auto-responder at the time, this is a great way to go.

We know Internet service providers that charge a very minimal fee like \$60 a year to set up an auto-responder for you. So it's very inexpensive to set up and to operate. The savings can be tremendous. And, now you can actually advertise everywhere that you offer 24 hour round the clock customer service and mean it.

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## **How To Laugh All The Way To The Bank!**

There are many "me too" web sites out there don't have their own niche. People are more and more specialized in what they like and what they want to do, and that is what they go on the Internet for.

When the Internet first came out, people would go on and surf. But now they're looking for a specialty niche. "How to Laugh All The Way to The Bank."

There is a company who really set the model for making money with a niche and it's fun and entertainment. There are so many people on the Internet selling things and very few of us go, "I'm going online to buy something today." When you turn on your television you don't say, "I'm going to watch t.v. so I can see some commercials, by golly!" You turn it on for entertainment and fun. And that's why most people go on the Internet.

One man had the idea that making people laugh might be something worthwhile. He gives away free jokes over the Internet - it's called Joke-of-the-day.com.

That shows you one thing - you can have a long name on your web site. It doesn't have to be short and snappy. That's a long one, and he even has dashes between the words.

Every day he has a joke, and you can go to this site and read it. Then, technology progressed to where they could automatically send you every day if you subscribed (called opt- in actually) the joke, and the joke would show up in your email.

Just about everybody with email was starting to get these jokes, because he told people it was okay to forward these jokes. "You can forward them to your friends as long as you leave in the information that tells them how to sign up." And it is all free. So everyone started sending it to each other, and you know how fast a rumor can zoom all over the world on the Internet by email. Pretty soon hundreds of thousands of people were reading these jokes every day.

Eric, who is the CEO, is really funny. But how is he making any money? He is making millions of people laugh and he's not making any money. At the beginning he said, "Boy, this is getting to be a lot of work. If everybody would just send me a dollar, it would help me keep going." No one knows for sure, but the rumor was written somewhere that he received \$62,000.00 in the mail in one week.

But that couldn't go on forever, so rather than make people subscribe, he decided to sell advertising. You and I and anybody else can run a small ad that rides along with the joke. And the one I saw on there today was for a diet product. It was nothing to do with humor. Some of the people reading it will click on the advertisement. He is making a lot of money in the niche of humor - The specialty market and service is making people laugh.

## **How to Make Money With NO PRODUCT!**

The beauty of selling advertising is there is no product. There are really no customers. You just have a few sponsors you deal with. You don't have shipping and receiving, merchant accounts, packaging, UPS, returns, and all of the tasks you do when you sell a product.

We sell products, so it's not the end of the world to have to do all of that. We do it here, and it's part of business. But the dream of every marketer is to have some simple product - something that makes money without all of that baggage.

That's how these advertisements are. You are basically selling electrons. It's amazing!

You can do this! You don't have to have a joke-of-the-day, but some of the other entertainment and fun services and markets that we have noticed are 1) horoscopes. I know people that check their horoscope every single day. It is like the joke-of-the-day where you reach them 365 times a year. That's a lot of impressions - and you can sell advertising.

There is software that you can get for free or almost free that will put the horoscopes on your site. A lot of people are adding this to their site. They don't necessarily have an astrology site, but they just put the horoscope on there as part of the site. One site that does this, for example, is a match site where you match up with people. It is not an adult thing in any way. It is very wholesome. They have a horoscope on there that says, "Check your love compatibility horoscope."

There is a bit of a slant. It doesn't talk about how today is your day to get a raise, or make more money, or anything like that. It's a romantic horoscope, and they put that on their site just so people will come back. And it works great!

Speaking of matchmaking. There are two web sites, match.com and matchmaker.com, that both sold recently. One sold for \$70,000,000.00 ... and it was selling a matchmaking service! I believe it was \$39.95, and they were signing up 10,000 customers a week. So this sale was to buy this up and running business with the cash flow. But it is entertainment and fun. Nothing serious about it. No product delivered. All electrons.

A friend of ours has a website where he reviews wines. He's finally loading the photos in there. He has the Sony Mavica camera, which he bought it at Office Depot. He snaps a picture, he pulls out a disk, he loads it into his computer, and BOOM the photo of the bottle of wine is on his site. Then he writes a short blurb.

The wines are written about in many magazines and newsletters. One man has a newsletter about wine. It is \$40.00 a year, and he has thirty thousand subscribers and makes over a million dollars a year just writing about how tasty these wines are! And, all the wineries send him the wines for free.

Our friend's site will be like that but it won't be in print. It will be free, but he'll sell advertising. Same idea.

### **Our Friend's Plan To Sell His Own Site - And Make Up To \$70,000,000.00!**

Our friend thought, "Wow, these matchmakers are doing so well. Why don't I make one?" So he found some software.

There are two kinds. One is very complicated. One is very simple and works on any site. He's going to buy the simple one and install it on a web

address he reserved, [personalwantads.com](http://personalwantads.com), and he's going to build that site up. After it gets several thousand members, he'll find out who bought matchmaker for \$70,000,000.00 and he'll say, "Hello! Here's another site you might want," and see if it gets gobbled up by the big guys.

Specialty markets and services - serving the niche markets - is the way to go ... and you can laugh all the way to the bank!

One author's agent told me at a Maui writer's conference, "You know what? The biggest money is in humor. If you can make me laugh, I can make you rich." Everybody in the audience was just electrified by that. So, if you can make people smile, or help them find the love of their life, or maybe review some wines or films, you can make a lot of money.

There's a guy who is a film critic. This guy has a site that reviews films and it has become so popular that now he was invited to the Oscars, whisked there in a limousine. He got to sit with all the famous movie stars, and he is just some Joe Schmoe. But he did an entertainment site.

The idea that we want to get across is the specialty markets and services don't have to be serious, they don't have to be anything you see in the phone book. They can be fun. They can be entertainment. They can be your hobby. They can be something you love. If you do what you love, the money can follow.

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## **How to Swing a Club That Will Literally Knock Customers Through Your Doors!**

All right, T. J., and I always like to end things with a bang. So I am going to tell you how to swing a club that will literally knock customers through your doors. That's kind of a play on words, so bear with me here.

We recommend you form a club. We're talking about memberships here - they're how to swing a club that will literally knock customers through your doors! Yes, that's a play on words - just bear with us ...

Add a special "members only" section to your web site. Let people who visit your web site for free know that there is a special "members only" web site. Make it very, very clear what they're missing by not being a member.

This area can be password protected, which is very easy to set up. Most worthwhile Internet service providers that host web sites can set up an area that is password protected for you, where the consumer who visits selects their own password and goes in.

Or you could enter passwords into an area that lets them in, and then give them the password. If you're running low tech and want to do it the simple way, you can just set up this area at a special different address that you only give out to people once they've earned the privilege of being members.

You have to do a little work and add some real value to this "members only" section, so people will literally pay to get in it. For example, you could add the only place where people can literally leave email messages directly to you for online consulting, and you answer their questions - but you only do that for the members in the "members only" section.

You can offer wholesale specials on prices, cut to the bone prices on some of your products and services that are only available if you have access to this "members only" section.

You can set up a little chat group. Only the members of the "members only" section can chat among themselves in a special chat group. It is not available on the front end. You can add news and information that is only available there. You could even stage contests that you can only enter by them being registered and having access to the "members only" section.

## **Why Your Price Of Admission Should Be High ... VERY High!**

Next, you want to put a high price on membership to join - and we mean a high price. We recommend \$100 plus, and we're serious about that. The higher the price any item is, the more people value it.

We have been in the publishing business long enough. We have published trade magazines that are given away free. Every free magazine we ever published had a cover price, and it was a higher price than you would normally pay for a magazine at the newsstand, even though, by subscribing and giving me demographic information, you got it for free.

That's how this works. People aren't going to do that and sign up and want to sign up if you don't put a value on it. We used to do a little flyer that we handed out as a newspaper that said across the top, "FREE" and people literally threw them away. They valued it at nothing because you valued it at nothing. So, put a high price on membership.

Next, give memberships away with a minimum purchase on your regular web site. Add it in as a bonus. The higher the price you put on it, the bigger the value of this bonus that you're giving people when they purchase a product or a service from you.

Next, follow the lead of people who are out there winning already. We are thinking in terms of American Express. Add some member rewards for remaining

a member. Discounts, for example - additional discounts in addition to what they normally get. Points for purchases that are added up, as they make more purchases from you, towards either special free gifts, or when they reach a certain level or number of points it actually moves them up into a higher level of discount.

Build this up into a club that people want to belong to and value. Give it away for purchases and you will literally knock customers through your doors like crazy, and keep them coming back..

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## **How to Make a Six Figure Income Simply Surfing The Internet for 30 Minutes a Day Or Less!**

Here's an idea that puts together memberships and niche markets. This secret is called "How To Make A Six Figure Income Simply Surfing The Internet For 30 Minutes A Day Or Less."

The way we got this idea was actually from a product that we purchased. We joined a membership on the Internet and it is fantastic. Let us give you an overview of it.

Basically it's an online directory of sources for our particular market - publishing and Internet marketing, and the sources that we would be interested in as publishers and as Internet marketers.

As many of the search engines get clogged with hundreds, thousands, and millions of web sites, searching for things on the Internet - especially good companies that are reliable - has become an enormous waste of time.

Getting out there and just trying to figure out what key word is going to bring us the right information is mind-numbing. It has been difficult and we don't have time to do that, and a lot more people are finding out that they don't have time to do that. And with more and more web sites popping up, searches have become more and more difficult.

Now there is a company out there that has gone out over a certain period of time and for only 30 minutes to an hour a day they have researched some of the best companies that offer products and services of interest to publishers and Internet marketers.

They've put all these links in kind of a membership package, and they have all these links on their web site. But to access the links, you have to pay \$50.00 to become a member - it's a lifetime membership.

We immediately paid the \$50.00 because we knew that we would save so much time using their directory that it would be well worth that \$50.00. And believe us, it was. We were able to instantly go in, find sources for products and services that we needed, get off the Internet, and get back into business.

### **Just 30 Or 40 Minutes a Day You Could Build a Collection of Web Site Links People Will Want to Spend Their Cash To Use!**

We think there's a real opportunity for people in specific niche markets where people would be willing to pay twenty, thirty, fifty, even a hundred dollars for one of these memberships to a directory like that. Basically, once you have a foundation of links that would be of interest to a particular market, to keep it updated you simply have to spend thirty minutes a day or less checking the current links you have.

Just make sure they're still working and go out onto the search engines and do your own intensive searching. Find maybe just a link a day that you can add to your directory. Some days you might not find any. Some days you might find two or three that you can add. But in just 30 or 40 minutes a day, you can find some great new links that you can add to your directory and really build value to your members.

Here's a profit example. We will give you an example using this company's pricing. It was \$50.00 for a membership to their directory. Now let's say you create your own directory and sell memberships to it for \$50.00. If you sell just six memberships a day, you could pocket over \$100,000.00 in sales a year.

Just signing up six people to your small niche directory, people who instead of going to the search engines want to go directly to your site. And you can keep it updated and keep it growing in as little as 30 minutes a day or less. It is a simple idea.

But if you go to a niche market, it would be worth their time to spend you \$50.00 instead of spending hours on the search engines. You may have a great idea for a membership package that could put a lot of cash into your pocket!

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## **How to Use The Power of Fear to Get People to Buy Your Products and Services From Your Website! The More They're Afraid, The More They'll Buy!**

One of the most powerful emotions you can instill in prospects who read your copy is FEAR!

Now when we talk about fear, we're not talking about things like threatening safety or anything like that. Instead, the fear marketing inspires is used to threaten to take away something the prospect may want, or be very open to accepting.

Some good examples of fear tactics used in marketing are:

1. "We have to shorten our mailing list! If you don't order, we may have to drop you from the list!"

This is used to instill fear that they're going to lose their connection with getting products they want if they don't order something from the current offer.

2. "Only a limited number of these will be produced. Order now to ensure that you get one of your own!"

This conveys the idea that there is a limited number of product, and if the potential customer doesn't order immediately, they might miss out on getting one of their own.

These are a couple of good examples of fear tactics used in ad copy, no matter what medium. By using these sorts of messages in your copy is how to use the power of fear to get people to buy your products and services from your website!

The more you're able to create a sense of fear in that prospect - a feeling of dread, that if they don't do exactly what you say they're not going to get that great product - The more urgent it will be to that prospect to buy what you have to offer.

So, when it comes to creating the sales copy for your website, consider using "fear copy" very seriously. The more they're afraid, the more they'll buy!

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## **The Next Best Thing to Getting Ed McMahon and Dick Clark to Endorse Your Website! You Could Get This Special Person . . .**

Here's something a lot of you might think you can't do . . . but, if you're crafty, there's a decent chance that you can! It's celebrity endorsements!

Celebrity endorsements are nothing new to advertising and marketing. We see them all over, and we have seen them all over for years. Michael Jordan

selling shoes, hot dogs, batteries, and McDonalds' food, Jay Leno pitching nacho chips, retired and still active sports heroes pitching beer . . . it's been here for years, and it isn't going anywhere soon.

Celebrities are hired to endorse products based on how the company's target market perceives them. For example, a big, national fast food chain is trying to attract everyone, so they're going to hire someone who is a household name - a person that literally everyone has heard of, admires, and trusts. McDonalds' picks Michael Jordan. American Express picks Jerry Seinfeld.

Companies that serve smaller markets have to be much smarter when it comes to picking celebrities to plug their products. Due to the fact their market is smaller and has a more specific type of interest that's important to them, celebrities are picked based on their familiarity and trust within the people of that market.

Therefore, if you want to hire a celebrity as a spokesperson for your product and/or your company, it becomes important to really look at your market. What's your market's core interest? Who is a respected and famous person who is heavily involved in that market?

Let's say, for example, you company builds electric guitars. You could find a guitarist held in high esteem by the market. This doesn't necessarily mean going out and try to get the attention of the hottest bands currently recording - there are many guitarists that are held in high esteem that aren't even in bands anymore - they may not even record anymore. You'd be able to get them cheaper than the hottest acts on the stage, because their mass popularity has died down - but their position as an influence on guitar players would make them an invaluable spokesman.

It's all about experts. It's all about who your market trusts. That's the key to picking a celebrity to endorse your product. The expert is a special person - and he or she can help you make a fortune! He or she is the next best thing to getting Ed McMahon and Dick Clark to endorse your website!

You may go this route and find that the money the celebrity wants is too much. There are other ways of getting celebrity endorsement. Simply send them a sample of your product, and ask them for a review or any comments about it they may have. Then, when you get a reply, you could print their good remarks in your ad copy!

In fact, you could probably cut a cheaper deal with a celebrity . . . they give your product a positive comment or two, and you could pay them for it. Then you could put a picture of the celebrity on the web site along with the positive quotes, and you'd have instant celebrity endorsement!

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## **What a Special Book Written by an Arizona Professor can Teach You About Getting Rich on the Internet!**

One of the things that we want to tell you is that you need to pick up a book. We know that this is extra homework but, believe us, it's homework that's going to pay off in a big way.

You need to pick up a book called "Influence - The Psychology of Persuasion." We know that it sounds dry and boring but it's a fantastic book we feel all marketers should read!

Everybody who comes to us asking what some of the main books are they should read to really learn how to make lots of money marketing products is told to check this book out. It's written by Robert Cialdini (?), and it's a fantastic book. Read it once all the way through, then put it on your schedule to read it at least five more times!

In his book, he specifically talks about the "contrast principle." This is how it works and how it relates to sales letters and website sales copy. . .

Let's say you're offering a product in your copy. When you reach the end of your copy you state, "This product is fantastic. It costs \$26.50." Immediately, people are focusing on that price alone. All of a sudden, you have to convince them that it's worth \$26.50. That can be difficult.

However, what if you were to say the package would normally be sold at a full retail price of \$80? Then, contrast the price that the prospect will be paying of \$26.50 with that higher "retail" price. Even though the marketer has always planned to sell that product for \$26.50, in the mid of the prospect they'll be getting a discount because it SHOULD sell for a retail price of \$80!

By using that one technique, you have beaten the problems of trying to get the prospects to believe the product's worth \$26.50 because you've put a retail value on it of \$79. Now they're getting an automatic discount, even though they're buying it for \$26.50 either way (whether or not you put that information in there or not).

This is a very powerful concept. It's something that you can use with virtually any product. A lot of marketers use it. For example, if you were just coming up with a product and you were just going to sell it for \$26.50, you could tell people in your letter (or more specifically, in your Website) that this is a brand new offer.

You want to test the price of \$26.50 and later on down the road, you're probably going to be selling it for \$100 or \$1,000. Or, you may create a distributorship for \$5,000 or franchise for \$10,000. But, if they get it right now, they get it for the amazing DISCOUNTED price of only \$26.50. By using that contrast principle, it makes your sales job a lot easier. This is what a special book written by an Arizona professor can teach you about getting rich on the Internet!

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## **HOW TO READ YOUR CUSTOMERS' MINDS! Doing This One Thing Could Put Thousands of Extra Dollars In Your Pocket!**

Your biggest hurdle to getting prospects to buy your products is the fact that they are going to be naturally skeptical of the claims in your sales copy.

We live in a very consumer-aware time. So many people have been scammed, and so many scams have been revealed to masses of people courtesy of the media and through the efforts of organizations like the Better Business Bureau and Consumer Reports, that people don't instantly believe anything an advertisement tells them without some sort of proof that what's being said is true.

How can you overcome this skepticism? Do a little role-playing, and put yourself in your customers' point of view! This is how to read your customers' minds!

In order to get the most success selling to a market, you have to know the people who make up the market. Not all the people themselves, but the average mindset of these people. Think about them, know them, find out who they are.

Is this a market where people are scammed often? Do most products offered live up to their promise? Which companies are the most successful, and why? What are these people afraid of when they get offers? What keeps them from buying?

Once you know these things, start listing the reasons why your market turns down offers - what could potentially keep these people from buying from you!

If you jot down a list of why people will not buy your product or what problems or challenges they might have and you can eliminate all of these factors in your own offer and sales copy, you could make thousands of dollars where others have failed!

The secret is in intimately knowing your market, and understanding how your market works. Doing this one thing could put thousands of extra dollars in your pocket!

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## **How to Ensure People Will Read Every Word on Your Website!**

Your best prospects will read every single word that you have to say as long as it is interesting. As long as your copy is not boring, they'll read it. Keep your copy interesting and exciting. This is how to ensure people will read every word on your website!

First of all, selling is mostly an emotional process - if you are not able to get that prospect excited about what you have to offer him or her, they're not going to buy anything from you.

Second of all, people are busy. They've got lots of things going on around them, and there are definitely things they enjoy doing in this world more than reading sales letters. So if you can't keep them interested in the sales letter, they're going to drift away and watch television or something . . . and your sales letter will end up forgotten.

Keep your copy exciting and enticing to your prospects - this way they'll want to read every word of it!

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## **How to Send Your Product's Perceived Value Through The Roof - And Make It Even More Attractive to Your Prospects!**

One technique marketers have been picking up on recently that's really increased the value of their products is developing products with multiple purposes. This is how to send your product's perceived value through the roof - and make it even more attractive to your prospects!

How does this work? Well let's say, for example, that you've developed a product that shows people how to make money buying and selling in the real estate market.

This alone can be a very good product. But, there are a lot of people out there who would like to buy real estate for themselves - namely a home of their own!

For many people, buying their own home would be a great beginning transaction - a great introduction into the real estate market.

Also, many of the real estate tips you give would be very useful for people looking to buy a home of their own - they'd be better equipped to know the best rates in their area, they'd be better equipped to deal with real estate agencies and property owners - chances are, they'll be able to get a lot more for their dollar this way!

Therefore, by adding a section for would-be homeowners, guiding them in the processes of buying a home, you increase the perceived value of the product - and it will potentially be much more attractive to many more prospects!

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## **One Technique You Can Use To Impress Your Prospects So Much, They'll WANT to Buy From You!**

Want to have a hot offer? One that'll get your prospects' attention? Here's something you can try . . .

In your offer, make it a point to tell them that you're NOT going to charge them for shipping and handling! Yes, that's right!

How often do you see a mail order offer where the customer doesn't have to pay for shipping and handling? This is one technique you can use to impress your prospects so much, they'll WANT to buy from you!

If you've got a good markup on your product, each sale should be able to cover its own shipping and still make you some money. Yes, you won't make as much as you would if you were charging for shipping and handling - but the point isn't to make the most money possible . . .

. . . This is a good technique to use if you're building a customer base. It's very attractive to people, and it's a great way to transform prospects into paying customers for the first time.

Of, course there may be limitations you might want to set as far as this is concerned, particularly when it comes to some of the more expensive shipment options, like overnight delivery and such. If you allow that as an option and feel

it's going to cut into your money more than you'd like, you can still offer to pay most of it, or a lot of it at least, and only charge them a small amount.

Get out there and get creative! If you use techniques like this correctly, you could be attracting paying customers to you in seemingly no time!

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## **How To Create A Steady Stream Of Profits Month In And Month Out By Just Pointing Out Mistakes That Other Web Site Owners Make!**

I would now like to cover how to create a steady stream of profits month in and month out by just pointing out mistakes that other web site owners make. If there is one thing that will kill a site fast, prevent sales, and destroy credibility, it's a web site that is filled with spelling and grammatical errors.

Let me give you an example. Last week I was looking for some software. I was looking at a site that offered some software that was somewhat pricey. The web site said that there were two ways to order their software. In "There are two ways," there was spelled t-h-e-i-r instead of t-h-e-r-e. Being a poor speller myself, I just figured it was a typo. I kept on going and ignored that. A little while later, though, the site said, "There were so many..." and it was spelled t-h-e-i-r again. There were a couple other typos on the page, and even though I am willing to give someone a wide leeway on spelling, it made me pause.

Did I buy the software? No. Why? I didn't buy the software because the webmaster - a company representative - wasn't a good speller. That destroyed that company's credibility with me. The misspellings were seemingly stating that the company wasn't paying attention to the details. If they didn't care about the details, how much were they going to care about their customer service and their follow-up?

In programming, detail is so very important! Would their code be sloppy? Like they would in any other sales situation, these doubts made me pause. When I pause, like any buyer that pauses, very frequently you lose the sale. That's exactly what happened here! I decided I would wait. In the end, though, I found the type of software I wanted somewhere else.

It may not be true that spelling and grammar are the most important things in the world, but when you are basing your whole impression of a company on what you see on the screen of the web site, it becomes very important. You can solve this problem for a lot of companies by offering a proofreading service for web masters. Everyone has a spell checker - we spell check everything that we put up. A spell checker won't point out the difference between t-h-e-i-r and t-h-e-

r-e, or d-e-a-r or d-e-e-r, though. The word is spelled correctly. It doesn't check for the improper use of the word, it checks for the spelling of the word.

Really obvious grammatical errors are very common on web sites. Believe me, from my own writing experience, if you've made a mistake on that screen or that page, you'll tend to miss it over and over again when you go back and look at it. You'll be too busy looking for content, not grammatical errors. You'll see it correctly, because subconsciously you're looking for the content and not for the errors.

You could do a great service for other web sites! You, your wife, or a high school or college student in your family could be really good at grammar. You don't have to be the world's greatest speller (a good spell checker will do), but you should be a good proofreader. A proofreader is someone who picks up on mistakes and grammatical goofs really easily.

You can put together a service very easily with a very low start-up, offering the proofreading service right over the web. You could call your company something along the lines of "yourslipisshowing.com" or "theproofisintherreading.com" or "profit.com." You get the idea. Something like that - a little catchy name. Then you put up a very simple web site. Make certain that you spell everything correctly! Then you can start soliciting other web sites to do their proofreading and catch mistakes for them.

It is a very easy business to start. I would begin by running ads in other e-zines, which are easy to find. Simply look for e-zines or an e-zine that is targeted to web masters or marketing, because these are people who are marketing over the Internet or have web sites. You can use e-mail to solicit customers, and you can post on newsgroups that web masters and web marketers frequent.

The best way to price your service would probably be by the page. You could charge a certain amount per page for proofreading and checking a web site. While you are at it, you might also check to see that all their links are working. Anything that you can add in value to the site that says, "I caught a mistake," "I caught something you overlooked," "Here's a bad link," "Here's a misspelled word," "Here's a grammatical error," etc.

It can be very simple. They could send you their credit card number and the address that they want to use. You go to that site, print out the page, mark the corrections, and then fax your corrections to them. On the other hand, if they'll send you the file, you can correct it right on the file and e-mail it back to them. You then charge their credit card, and it's all done!

You don't have to stop at web pages. You can proofread e-zines as well! Most people who produce e-zines are not experienced writers. We're all very afraid of making mistakes on our e-zines, and we're all very afraid that we will show our ignorance about common grammatical usage. There is a very highly motivated target to sell this kind of service to.

Most writers are very insecure about their grammar. They didn't like grammar in school any more than the rest of us! They are anxious, and they may very well be willing to buy peace of mind and confidence by paying you \$20.00 or \$25.00 for every page that you'll check. If you have a knack for this kind of thing, it is a very easy way to make a good income.

The e-zines are also a great market for you to advertise in. You can do trades to get started. You make an offer to an e-zine publisher to proof his e-zine for him in return for an ad. That's a great deal for both of you, because he gets a little more confidence and can be certain that it goes out without an embarrassment to him. At the same time, he gives you an ad which doesn't cost you anything - It's a win-win situation, and it's a good way to leverage a low amount of money to get started.

A proofreading service is a very easy business to start. With a small investment, and you are providing a very valuable service on the web.

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## **Three Easy Services You Can Provide To Web Owners To Make Tons Of Easy Cash!**

I would now like to tell you about three easy services you can provide to web owners to make tons of easy cash! In summary, those are translation services, digitizing services, and publicity services.

Let's start out with a translation service. Most of us tend to think that, since we speak English, the whole world must understand English. Therefore, there is an opportunity waiting for anyone willing to translate between languages.

You can offer to translate a product. You can offer to translate a person's copy. You can translate a web site. You could even offer to translate any foreign correspondence they receive.

We have a lady who contacted us just the other day. She had bought from us before, and she had seen one of our web sites. She said, "I could translate this stuff to Spanish for you." I said, "That's great!" We worked out a deal and she is going to translate our copy. We are going to have a Spanish web site and an English web site. We're also going to have a product that's has both Spanish and English versions. We give her 50% of all the profits that she can generate.

We gave her a marketing license in both languages, and guess what? She is going to be the leading light selling to this Hispanic market, which is going to help her fame. She stands to make a lot of money from this, because she understands Spanish.

She is going to run the text through one of the web translator programs. These are software programs that are available on the web. Then she is going to clean it up and doctor it up.

If you wanted, you could translate correspondence only. With copy so important, it wouldn't be appropriate with a product. Let me give you the URL of two of these that will translate your web sites and your products from any language to any language (any of the basic languages). The first one is [translator.go.com](http://translator.go.com). The other one is [dictionary.com/translate](http://dictionary.com/translate).

The second easy way you can make money providing web owners with a service is offering to digitizing their products. Today, more and more people are selling their products as a download.

A while back I bought a product called, "1,001 Killer Internet Marketing Tactics." I sent them my credit card number on a secure online form. They sent me an e-mail that said, "Here you go, you can download it. Here's your password."

You can help people by taking products they've had in hard copy form and convert them to digitized form. One of the easiest and most user-friendly applications is Adobe Acrobat. You get a small, affordable program that costs about \$125.00 or \$150.00 if I remember correctly. It is called Adobe Acrobat 4.0. You can actually get it online or at your computer store. You can order it online at [www.adobe.com](http://www.adobe.com). Then, you just translate the products and then they can ship them online.

Corey Ruddle (sp?) has a product that he has been selling for about 45 years. It's now digitized, but it still presents another opportunity for you, because it is not digitized as a download. It is digitized as a CD rom. You can put Adobe Acrobat pages on a CD rom. This is all technology that is very easy and accessible to the ordinary person, and you can find it or order it in any computer store. Then you're off and running!

Another thing that you can do to make money off web site owners is write and distribute press releases. This has become incredibly easy with the web, but not everybody knows it. That is your inside secret!

Monday evening I was sitting around, and in that hour (because I had my laptop computer with me) I wrote three press releases. The normal fee for that is \$500.00!

Guess what? I am going to give you the name of a URL where they'll write a press release for \$250.00 - and you can still sell it for \$500.00. You put \$250.00 in your pocket, plus distribution.

There are several sources on the web now that are connected with reporters. You just connect with them. Let me give you a few of URL's: [messageclick.com](http://messageclick.com) is good. A very good one that has all kinds of sources you can

use to connect directly one-on-one or through a group is [infi.net/newsstand.html](http://infi.net/newsstand.html). Finally, there's [xpress.com](http://xpress.com). You're talking about ABC World News Tonight, The Chicago Tribune, CNN, Los Angeles Times, USA Today, and The Washington Post. There is no limit to what product you can promote and where you can promote it if you follow-up on these URL's.

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## **Money For You With Book Reviews!**

Here's a simple idea that we feel has real possibility. I call it "Money For You With Book Reviews." It's a simple concept, but it's easy to do. It won't cost you much money, and you can make some easy money with it!

There are millions of sites on the web, and a vast audience for everything from archaeology to zoology. It all starts with choosing the subject of interest to you, and if you're smart, you'll pick a topic that is very, very popular. The topic you pick could be antiques, hobbies, Internet marketing, technology, business, home business, or whatever. It should be something that is in big demand!

You want to offer weekly book reviews to all the sites in this category, and because you are offering them free, many of them - hopefully hundreds or even more than several hundreds - will sign up with you to take your book reviews, because it covers books in their category of interest. There should be no cost for the service. So, you wonder, how do you make money?

The answer: you become the supply source of all the books that you review! You make arrangements with the publishers to get at least a 40-50% discount off the price that you'll sell the books for - and hopefully much more. In some cases, they will even drop ship for you.

Some people will say, "I think I can get this book from Amazon.com at a discount." Therefore you also make a deal with Amazon so you're a referral source and you get a fee for the sale from Amazon, just in case they bypass you!

You offer the reviews to all the sites you can. Some people are probably saying, "Okay, sounds good, but I don't know how to write. I don't know how to do book reviews." It is a lot easier than you think, and here's a little secret: almost everything you do in order to put together a book review is already done! You can typically find a book overview either on the back cover, in the chapter headings, and/or on the inside in back cover flaps if it's a hardback with a cover dust jacket.

You'll find it is so easy to do these short reviews of a few hundred words when you just look at the table of contents, the back cover, and the dust jacket's flaps. You can easily write a review! Now, you shouldn't write word-for-word what's on the cover. You have to make some changes. Still, it will not be difficult to do! Plus, because you're offering a free service and a service that really is of

interest to the web site owners. After all, this is their topic of interest, so you could have a willing and ready audience, and do very good with this.

It's a simple idea, but one that can make you money quickly!

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## **Content Wealth - How To Make Thousands Of Dollars Giving Away Free Content That You Don't Even Own!**

The idea that I now have for you is one that I think can make you a tremendous amount of money! I am going to call this, "Content Wealth - How To Make Thousands Of Dollars Giving Away Free Content That You Don't Even Own." Now, it may sound a little strange that you could possibly make money giving away free content, but by the time I am done with this short presentation, you'll have a better understanding of exactly how it works.

This is an idea which involves you providing the content for places that people can go on the Internet. This is an idea that actually gives you content for your own web site, and it also gives content to other people for their web sites - Then you end up with a big lump of cash in the end!

I am sure you know what affiliate programs are, but if you don't know or aren't quite clear on what an affiliate program is, it's basically a program where web site "A" advertises for web site "B" and then web site "B" pays web site "A" a commission for all the sales they generate from that web site.

This is basically like an online distributorship. If you put an advertisement on your web site, you basically put a banner ad on your web site that leads people back to Amazon.com and then Amazon.com pays you a commission for all your sales. That's what an affiliate program is, and Amazon.com is the best example of one in action.

There are thousands and thousands of affiliate programs available on the Internet. There are so many of them that it would be hard for one single person to find them all. Most people wouldn't have any need for all of them, but if you're a web site, you would have a need for several of the best affiliate programs that cater to your specific market. That could be a valuable piece of content to have on your web site, and could very well provide a valuable service to your web site visitor.

What I recommend you do is start a web site and call it something like [www.affiliatewarehouse.com](http://www.affiliatewarehouse.com) or [www.affiliateoutlet.com](http://www.affiliateoutlet.com), or something like that. Both of these names are probably already taken, in fact. I had not checked to see if they were taken, but you can certainly do that. This way your web site simply becomes a one-stop affiliate shop where other web sites can come to find out

about dozens, or even hundreds, of different affiliate programs that are available to their specific market. They simply click the link from your web site and then go directly to that affiliate program to sign up. You could even offer a package where you actually sign them up for affiliate programs. I don't recommend you do that, though. It is simply easier if you just say, "Click here to go directly to their web site and sign up for their affiliate program."

You basically become an outlet. Everybody comes to you to find all of the appropriate affiliate programs in their specific market. You might have hundreds, or even thousands, of different affiliate programs available. You would become the Yahoo of the affiliate world, where every web site owner that was interested in affiliate programs could come to you to find out about the affiliate programs in their market.

You would categorize the different affiliate programs so your visitors would have an easier time sorting through them. If they were a business that catered to the opportunity market, they could see a list of opportunity type affiliate programs. If they were interested in any kind of subject matter, they could instantly see a list of affiliates in that particular area of interest.

You might even offer a search feature. Maybe they knew the name of an affiliate program but they weren't sure what it was. They could search for that affiliate program by name and it would immediately pull that up so they could go right to it.

Maybe you could also list a brief description of each affiliate program. Instead of just having a link to the affiliate program, you could have a brief description telling them a little bit more about it and how much money they can make. Maybe you could even rate them. You could say, "I believe this is a two star affiliate program. I believe this is a four star." This way They could get your recommendation for how powerful you believe each affiliate program is. Those are the kinds of things you could do as you expand, and as you build your business. You might just want to start by offering the affiliate links themselves.

Okay, now you've got your content on your site and you've got other web sites getting their content from your web site. How do you make your money?

You can make your money selling advertising. By having all these different affiliate programs listed on your web site, what are you going to get? The answer is, lots and lots of traffic!

You could have tens of thousands - maybe even hundreds of thousands - of visitors every day or every week - certainly every month! All of those visitors are coming to your web site with one goal in mind. They are looking for content, but they are also looking for other types of things that they can get for their web sites - namely other products and services. They're mostly in the business-to-business market.

You can sell banner advertising to other web sites who would like to reach the people who are coming to your web site. It is a great way to make money with advertising. You can make a ton of money if you have a small web site with five pages and you charge \$250.00 for those banner ads.

You could make a substantial amount of money and it is so low maintenance. You don't have much work to do. It is very easy! It can make you a lot of money, and all you have to do is provide that link for people to click from your web site off to other places.

Affiliate programs would be a good product to have on your web site, because many web sites are looking for affiliate programs to advertise on their web sites. It gives them great content to offer their customers, as well.

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## **How To Get Thousands Of Web Site Owners To Stand In Line With Cash In Hand, Practically Begging You To Take It From Them!**

I want to throw you another multi-million dollar idea. The title of this article is "How To Get Thousands Of Web Site Owners To Stand In Line With Cash In Hand, Practically Begging You To Take It From Them." It's true! You can get thousands of web site owners to practically beg you to take their money with the idea I am going to share with you! We have done this ourselves!

This is very simple, but very profound. You sell packaged web sites to people who already have web sites, and you let them link from their web site to the packaged web site you sell.

You're probably wondering what a packaged web site is. It is very simple. All you need are three things to put together a packaged web site.

**Number one** - You need a product. The more you can have proprietary ownership of the product, the better. You don't need proprietary ownership of the product, but you do need a product.

**Number two** - You need sales material for that product.

**Number three** - If you don't know how to design a web site, you need to go find a web master to design your web site.

Once you have these three ingredients you are in the powerful position to sell these web sites. There are people selling theirs for three or four thousand dollars. In fact, anywhere from a thousand to three thousand dollars is a good, very competitive price. In the last few years of doing this with Alan Bechtold as our partner, we've sold over 7,000 of these packaged web sites. It is very simple!

Unlike most affiliate programs, the benefit to the web site owner is the fact that they get to keep a larger share of the money for each product sold. It's their web site, so essentially they're getting a distributorship for the product, but it is all packaged in with a web site that can simply be linked to their web site. This is a tremendous advantage for each web site owner, because it gives each of the people that come to their web site new links to click onto to go to the different web sites that you sell them. They have more opportunities to make more money, and it adds credibility to their web site because it makes it bigger and it gives them a great opportunity to make more money than they could make with most affiliate programs - and that's the real benefit!

You're letting people have a much bigger web site, and every web site owner wants a bigger web site! People want to be the biggest on the Internet! They want their site to be bigger than yours! Many people are into this idea of dominating the Internet! They want their web site to have a strong presence. This can make it potentially very easy to sell these Internet packages!

Every web site owner is looking for a way to make more money - this way you do all the work for them. That's another key to these packaged web sites. All they have to do is give you \$1,000 and you put a link onto a web site that you've already packaged up. Then you just stamp them out like a cookie cutter one after another. You can just sell them all day, every day.

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## **The \$12,500 Nine-Step Formula For Internet Ads That Work Like Magic!**

For this article, I would strongly suggest you read closely. Grab a pen and notebook and take notes, because this is going to be a very powerful article! I'm going to give you my formula for "The \$12,500 Nine-Step Formula For Internet Ads That Work Like Magic!"

Now, I need to tell you right off the bat that this is not my personal formula. This is a formula I received from another famous copywriter by the name of Brian Keith Voyles. Although this is his formula, I am going to share it with you. I believe it is invaluable - a formula you definitely need to use whenever you're creating advertisements, be they for the Internet or for mail order. This formula will work for both!

Brian Keith Voyles is one of the greatest advertising copywriters in recent history. He actually charges clients \$12,500.00 (last time I heard) to write just one sales package for them. \$12,500.00 may sound like a ridiculously enormous fee, but those people and companies that have paid him that fee realize that his ad copy makes tens of thousands - if not hundreds of thousands or millions - of dollars in sales.

It is a proven formula that comes straight from his book, Advertising Magic. It is called “The A-I-C-P-B-S-A-W-N” plan, and it has nine steps - one for each letter.

Brian will admit to you that this acronym doesn't have much of a ring to it, but he says, “Who cares if my formula doesn't have a ring to it. The only thing you should worry about is the ring of your cash register taking orders when you use this formula.” It may not sound as clever as AIDA or one of those sort of formulas, but copy these nine steps down, and they will help you create ads that work like magic on the Internet!

### **Step 1: A - ATTENTION.**

You have to say something that gets your customer's attention. Give them the biggest benefit they'll get from doing business with you. What is the biggest problem you solve? What is the biggest benefit of your offer?

Will the customer make money? Will they have better health? Whatever your biggest benefit is, you should immediately put it right up front in your Internet ad to grab the reader's attention and pull them into your copy.

### **Step 2: INTEREST**

You need to tell your prospects and customers why they should listen to what you have to say. This is where you should introduce them to WIIFM, and those aren't radio station call letters. It's an acronym for the phrase “What's In It For Me?”

Tell them what's in it for them! Tell them why they should pay attention. What will they get? This follows similar lines as “Attention,” but you need to show them why they should be interested in reading your offer, and what you can do for them.

### **Step 3: CREDIBILITY**

You need to give your customers and prospects a good story, and give your offer credibility. If they don't believe you, your offer isn't worth a penny. You can use testimonials, you can use other stories, and you can use case studies to get your customer to believe what you're saying.

The key is, if your story sounds too good to be true, most people are simply not going to believe it - and they're not going to respond. You have to give them some history behind your story, tell them why your offer's credible, and why they need to believe every word you say.

### **Step 4: PROVE**

This one can be a little bit tricky. Your testimonials can work as proof, but you can also use proof in other ways. Testimonials have to be believable. You can

also use proven facts or case studies that prove you are credible. Your tools are testimonials, case studies, and proven facts.

### **Step 5: BENEFITS**

This is where you'll need to insert a lot of bullets. Many copywriters will tell you that the more bullets you can have in your sales letter, the better that sales letter will be. In fact, some sales letters you'll find are probably 85-90% bullets, and the rest of it is the ad copy. Bullets are a proven way to reiterate and show your customers the benefits of purchasing your product or responding to your offer.

There are many different ways to write bullets, and I don't want to go into the actual specifics on writing bullets. There are many books and audio programs out there you can get that might help you if you are interested in learning how to write bullets. The key to remember is to give the customer as many benefits as you can!

Many times we talk about the features and the benefits. Don't just tell them about the features of your product - tell them the benefits that the feature gives them! If you write out a list of the features of your product right next to the feature, you can actually turn it into a benefit. Then you can insert that benefit into your Internet ad copy so that they can see that not only is it a nice feature of your product, but there is a benefit behind that feature, and that they can actually benefit in all these ways by purchasing your product or responding to your offer.

### **Step 6: SCARCITY**

You must convince your customers and prospects that there is a reason they need to get involved immediately! You could use things like:

- *Limited Time Offers*
- *A discount if they respond in a limited time*
- *Free bonuses available for a certain amount of time*
- *Small quantities available*
- *Very small supply of damaged or slightly blemished products for a steep discount*

All of these things can get your customer to order immediately, but they have to believe in the scarcity factor. They have to believe that, if they don't respond right away, they're going to miss out or could possibly miss out on a great opportunity. If they believe it's a product that there is no time limit on, they're more likely to put off ordering it.

For example, nearly everyone knows that, any day of the week or month, they can go to McDonalds and get a cheeseburger, so they're not likely to decide to do it immediately... unless they happen to be on sale for 29 cents.

You have to do something to convince your customer that they need to respond right away. Use those scarcity factors that I just mentioned!

### **Step 7: ACTION**

You have to ask for the sale. So many times I've seen sales letters full of good, benefit-driven copy ... yet in the end the ad fizzles because it doesn't ask for the order!

You have to provide benefit-filled copy, followed by some kind of action device to get your prospects and customers to respond to your offer. If you don't have this, you're going to lose sales!

It may seem obvious that when people see your Internet ad they're going to know that you're trying to get them to buy your product, but you actually have to take the step to ask for it.

### **Step 8: WARN**

This goes back to the scarcity issue. You have to warn people that there are consequences if they do not take action and accept your offer. If you're selling facial creme, for example, the warning might be that they might continue to get old and wrinkled like their great-aunt Wilma... if they don't use this facial creme, that is. You can use something like that to warn them!

Go back and remind your customers and prospects of the benefits, and then tell them again in your closing that there is a warning. There is something that will go wrong if they don't buy your product! Remind them of the negatives!

### **Step 9: NOW**

You have to make sure that your offer motivates your customer to take immediate action. Don't give them a way out! Don't tell them that they can delay!

This goes back to the scarcity issue. In your closing you have to remind them that they have to respond now if they don't want to miss out! They don't want the negative effects that come if they don't purchase your product!

You have to go back and remind them again and again throughout the copy that they have to respond immediately. Don't give them a chance to say, "No!" to your offer.

That's "The Nine-Step \$12,500 Formula For Internet Ads That Work Like Magic." Now, of course, you can't just plug this magic formula in and expect it to work. It has to be matched with your specific offer. If you'll make a checklist that you actually check each time you create an Internet ad, though, and if you'll

check these nine steps and make sure that your Internet ads and sales letters contain each of these nine formulas, you are going to be more successful and you're going to create award winning ads and sales letters for the Internet!

That's the nine-step formula. Again, I credit it to Brian Keith Voyles. He's the one who created this formula, and it's a real winner!

Not so long ago, the highest recommended formula was the AIDA formula - Attention, Interest, Desire, and Action. Today, though, many marketing experts are teaching that it takes a lot more because of the increased competition, and because of the fact that there are so many people out there that are trying to get the same people to give up their money in exchange for the products and services that you are trying to sell. You need a stronger formula.

If you'll look at the AIDA Formula (A-I-D-A) and you match it with this, you'll see that the same steps are there, but Brian Keith expanded them, took each one, and broke it up into just a few more steps so you can really define what it is you're trying to sell and go through the selling process better and more completely.

I would recommend that you should read every piece of sales copy you write nine times and make certain it matches up with this formula. Use this as a checklist. Each time you read through the piece, be looking for Point 1, Point 2, Point 3...checking the credibility of a third reading. "In Point 4 did I prove the offer? Have I proven my statements? Have I proven the worth?" and so on throughout all of the piece and all of the steps.

Now, going back to bullets for a moment ... bullets are essentially a tease. A bullet is saying, "I know something that you don't know." When you think of it that way, bullets become a very powerful sales tool, because if you can keep thinking of things that your product says that your reader doesn't know, it is adding fuel to the sales process.

Try to view the sales process as a see-saw. If the reader reads a bullet and he knows the answer to it, he puts it on one side. If he doesn't know the answer to that bullet, he puts that on your side of the see-saw. As he reads down your bullet list, the more he puts on your side that he doesn't know, the higher the chance that, when he gets to the end of all your bullets - "WOW!" - he just has to have your product, because you've just brought up so many things that the reader doesn't have the answer to.

When you construct your bullets, make certain you have some really tantalizing bullets there. With them, you're essentially saying, "Hey! Do you know this? I know. I've got the answer." If you get enough of those, you've just made your sale. I think that's why bullets are such powerful copy on the Internet.

I received a direct mail piece a while back that said, "Read this or die!" I tell you, I couldn't throw it away and I started to read it. It was an offer for a health newsletter talking about little known cures and such.

On the world wide web - and especially where e-mail is concerned - people are in such a hurry that you have to catch their attention. You have to literally hit them over the head with a hammer of a headline!

Something like "Read this or die!" is going to get most people to read it at first glance. And, of course, there are hundreds of other ways to do this without talking about death, but I think it is important that your headline capture your prospects' and/or customers' interest immediately!

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## **Three Easy Ways To Get Powerful Ideas That Could Make You A Fortune On The Internet!**

Now I have three easy ways to get powerful ideas that could make you a fortune on the Internet!

I speak with many customers, and when they are talking to me, they're always saying they don't have any ideas, and they don't know what to sell. That amazes me, because when I look at my own business and talk to other successful people in our marketplace we always joke about the fact that we have the exact opposite problem. We have too many ideas and not enough time to pursue all of them!

Nevertheless, there are a lot of people out there who simply don't know how to get ideas. Therefore, here are three easy ways to create and develop cash producing ideas that could make you a fortune on the Internet.

### **1. Find promotions that are working well for other people on the Internet and use their ideas.**

Anything that someone's using to make money for themselves can be modified to make money for you and your web site! Just find promotions that are making money for other people right now, and study them. Think conceptually. Think about the reasons why those promotions are working.

Try to explore the real reasons they are making money. Try to look behind the promotion into the heart of why that particular web site is working or making money. What's behind their success? Why do people get excited when they visit those web sites? Why do people fork over their credit card and purchase those products?

You can use this information a couple of different ways. You can sell something similar to what they have. You can go to that same market and say,

“I’ve got something that is similar to this product that’s working well.” Or, you can use their themes or their main copy formulas for whatever you’re selling. You’re not going to steal their exact idea or copy, but you can incorporate their main themes and formulas into your own marketing plan.

## **2. Get to know your customers intimately.**

Know what your customers like and develop products and services for them based on this knowledge. This is one of the simplest money making secrets, but many people tend to complicate it and make it harder than it is.

Many people spend way too much time thinking about what to sell rather than the people that they want to sell to and their market. You should constantly be thinking about your best customers. Offer them a variety of products and services that fill their needs and wants!

By knowing your customers intimately, getting into their heads, and finding out what they like and what they want to buy, you can create a product or service that caters to your market’s needs and serve them!

You can test selling messages and find out what your market responds to the best. By knowing your market intimately, though, you’re going to have a better idea of what they’ll respond to, what they like, what they want, and what they need.

Your intimate knowledge of these people will grow as you begin to serve them, do business with them, and hear from them. They will e-mail you, write you, and tell you more about why your products help them.

The more you do business with that select group of customers, the more you’re going to find out, and the more you’re going to learn about who they are and how you can help them through the products and services you offer them.

## **3. Collect every great ad and sales letter you can find.**

You need to study ads, and always look for new ads that work, old ads that still work, and keep notes on what you like about these ads and sales letters. You can use this information to piece together your own powerful ads, products, and services based on the information you see from other great ads and sales letters you find.

I have a huge binder full of ads and sales letters. In fact, I have more than one binder full of ads and sales letters that other people are using. If I see an ad or a sales letter that I know is powerful and making a huge profit, or if I see phrases or headlines that I like, I photocopy it or just take the whole ad and stick it right in a binder and keep a collection.

That collection is very valuable to me whenever I go to create new ads and sales letters! If you don’t already have a collection of ads and sales letters, you

should definitely start your own collection! You can come up with all kinds of breakthrough ideas just by studying sales materials that other companies are using. Then find ways to transfer those ideas and concepts into your own promotions.

Here's a trick that most people never think about! When you come across a web site that you know is getting a lot of traffic, you can actually print that web site out on your printer and add it to your collection of ads and sales letters. You could create an entire section in your binder that contains only web sites.

Most people don't even think about printing web sites out. They see good web sites and they just try to remember what they saw, or they'll jot down a little note and try to remember where the address was for that web site so they can return to it. Memories fade quickly!

By actually printing out the web site, you can add it to your collection and have a file containing Internet promotions and sales letters. The nice thing about most web sites printouts is the fact that they actually list the web site address right along the bottom of the printed page so you can have a permanent imprint of where that web site was if you need to go back and see if they've updated it, and to see if they're testing new things.

By collecting the ads and sales letters you see in print in magazines, newspapers, and direct mail pieces, and adding that extra dimension of printing web sites that you see directly off the Internet and adding those to your collection, you can create a huge collection of sales letters, ads, headlines, and all sorts of offers. Then, every time you need to create your own sales pieces or just get ideas for different products to create, you can turn to this collection! It can be an invaluable resource for you!

These ideas are pretty simple. There are just three of them. If you'll use these ideas, you should never have an excuse again for why you don't have any ideas! There are many ideas out there. You need to figure out how to go out there and grab the ones that will work best for your situations and your customers. You'll have more ideas than you can ever use!

The late great Godfather of discount marketing and the founder of Wal-Mart, Sam Walton, once said he didn't think he could attribute any of his success to any idea that he didn't copy from someone else. That's a good statement to remember! The true innovators, movers, and shakers out there in the world of riches generally know how to copy an idea to success.

I don't mean for you to steal ideas! There's a big difference between stealing and copying. That's why they call a collection or file of advertisements you like that made money a "swipe file." It's where you go to dip in and get ideas for your own marketing, for your own products, and for your own services to offer.

This is the beauty of the World Wide Web! You don't even have to subscribe to magazines or rip open junk mail to get good ideas.

By the way, there is no such thing as "junk mail" when you are building a swipe file. It's all valuable information that you may want to keep!

With the Internet, though, all you have to do is hit the print button, or click on "file" then click on "print" in the menu that comes down. Print out those pages and "borrow" from the ideas, the layout, the design, the color maybe... maybe even a type font or the way type is presented on the page!

This is valuable stuff to keep and file away. Then, when you are needing an idea, just start thumbing through it.

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## **The 60 Seconds It Takes To Make An Impact And Start Making Money On Your Web Site!**

I want to cover the 60 seconds it takes to make an impact and start making money on your web site. I say "60 Seconds" because we're all television channel surfers, and now we've all become web site surfers.

You put in hours and hours of time and effort working on your meta-tags, search engines, advertising, goto ads, mail ads, postcards, and any other kind of advertising designed to get someone to your site.

The problem is, you only have about 60 seconds to grab their attention, make an impact, and hold them there so you can start making money. They only give you about one minute of their time and glance at your site. If there's not something there that gets their interest - just like on T.V. - they're going to click away or go somewhere else - and you've lost them! They may never come back!

Therefore, I want to discuss what to do to your site so that prospects will spend some time there and money there!

First of all, one of the mistakes I see people making most often is having a page that does absolutely nothing except show their logo. You go to their site and there's a logo there that takes up to 30 seconds to load. You end up sitting there watching it, and about half of it appears, you see what it is, and the button to go into the site is at the bottom... you end up having to wait and wait and wait.

All these sites tend to say is, "Look at our cool logo. Isn't this awesome?"

You don't want a page that does nothing but show your logo. That's a huge mistake! Thousands of web sites make this mistake - don't follow in their footsteps!

Get right to the meat and potatoes. Put your menu up there! Show something! Start talking, or have some words... don't just show off a big logo.

Next, I'd like to cover some things you can put on your site besides spinning globes and blinking graphics that people want to look at. One of these things is information. If you put something powerful right at the top that they'll want to read, they'll stop for a second and read it. If you can stop them long enough to read a sentence, maybe they'll read a paragraph. If they read the paragraph, they might read your whole page and stay on your site.

One thing you can put up there is a headline. Another thing you can put up there is a tip - some kind of free advice. If you don't have something of your own, you can put a quote there. It could be a quote from a famous person, or it could just be a quote out of a book. The quote should impart some advice that makes people nod their head and say, "That's powerful!"

The quote's purpose is to open the dialogue with them. In their mind they think you just helped them a little bit and that you're a wise, helpful sage. If you're selling information, the quote should say something related to your information. You could perhaps quote a famous old guy who can't argue anymore and change his mind, like Abraham Lincoln or John Rockefeller. Make sure the quote relates exactly to the point you're trying to make on your site so people will identify with it.

There are other things that can bring people to your site over and over. Some sites have a daily horoscope, and if you want one, there are free services that will put one of these on your site for you that allows people to click on their zodiac sign and get their horoscope.

You could also get news that relates to your business or market. You can have it specifically tailored so you have news, weather, ski conditions, and other things like that people will come back and look at.

You could have book reviews and set up a deal with Amazon.com or a similar company where you get a commission.

A tip of the day is a great thing to have because you can change it all the time, but it is a lot of work. It depends on whether you are willing to put the time in. You don't want to have a tip of the day or tip week and get tired and not update it.

Ask yourself, "How can I serve the customer? They've come to my web site. How can I help them feel good about doing business with me, that I'm a helpful guy, and make them want to know more?"

A friend of ours recently purchased a web site called optionmentor.com. This whole site is advertising. Everyone he sent to go look at it said, "It's just a sales letter. It went on and on." Now he's taking our advice and setting it up so that there's going to be stock market news on it every day.

There will be tips from famous people - "famous stock market traders"- and he'll have links where they can go and see graphs and charts, and get the latest news. Of course, he won't put a horoscope on there, but he'll have book reviews and such. When people go to the site after it's finished, they'll say, "Hey! This looks like a helpful site." They might bookmark it.

If someone bookmarks your site you've got it made, because they can always come back just by going in and bookmarking it. You have something that makes them want to come back. It's not just a sales pitch! If you can impart some valuable information of some kind, then you have a big jump on everyone else who's just advertising.

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## **The Ten Secrets Of The Highest Paid Copywriters In The World!**

The title of this article is "Ten Secrets Of The Highest Paid Copywriters In The World." Now, just as a preface, you may be thinking, "What does copywriting have to do with me making money on my web site?"

Let me tell you, it has everything to do with making money on your web site!

One of the biggest assets you can have as an Internet marketer is the ability to write powerful advertising and sales copy. That is one of the biggest problems I see on the Internet today as I search for web sites both related and unrelated to the market that I'm in.

Many of the commercial "E-Commerce" web sites out there on the Internet today just look good. They've been built by designers who were interested in putting fancy graphics up and promoting their own businesses. They're more into the graphic side of it rather than actually promoting the products and services that those web sites are trying to sell. Many times That's the sort of mentality you end up with when you hire a graphic artist or one of those fancy web marketing companies. They're typically only interested in making themselves look good by building a web site that they can pat themselves on the back for and say, "Look what we did! Look what we did!"

Learning the secrets of writing great advertising copy can actually help you make huge amounts of money with your web site. In this case, as the saying goes, the pen really is mightier than the sword. A good ad or sales letter can actually be worth hundreds of thousands of dollars over its lifetime to you!

Think about this with me for a minute. Your web site can actually be on the Internet for years, as long as the Internet exists - and from all the information we've gotten, we believe it will be around for years and years and years to come.

An ad that you write one time could literally be seen by millions of people over the course of its time on the Internet. You could remove it if you wanted to, but let's assume you leave it up there for years. Now, let's say you spend 100 hours total writing the sales letter. You've got it in its best form, so you slap it up on your web site.

Now over the course of the time it is up there - perhaps a year, perhaps ten years, who knows - that sales letter actually makes you a total of \$100,000 in profit. That's totally possible, and if you ask a lot of people who are successful on the Internet, they'll say that making \$100,000 with one sales letter isn't that hard to do. If you do that, you will have just made \$1,000 for every hour you spent writing that sales letter!

A good copywriter, no matter whether it's a mail order copywriter or an Internet copywriter, can easily earn up to \$1,000 or more for every hour he or she spends writing ads or sales letters. In fact, many top-notch copywriters earn a lot more than that!

With that in mind along with a realization of the potential power of writing your own sales letters and ads for your web site on the Internet, here are ten copywriting secrets that the best copywriters use. If you'll follow their secrets you can quickly learn how to write powerful ads and sales letters for your own web site and direct response marketing campaigns too.

**1) They do everything possible to know every aspect of their products and services.**

Look for uniqueness, special features, and benefits that can be offered to prospects or customers.

Some copywriters that aren't professional and don't take the time to learn the copywriting trade or how to write successful advertising will only abstractly know their products. They know what the price is and they know a few of the main features, but to be a very successful copywriter you need to know down to the finest detail about your products and services. This way you can look for unique ways to present those benefits. They may not all be benefits that would come to people's mind right off the bat, but you'll get all the nitty gritty details of your offers and products so you can present that to your customers through your ads or sales letters.

**2) They learn everything they can about the market their sales material is targeted to reach.**

This is a very important thing! A lot of people focus too much on the products they're trying to sell and not enough time on the people they are trying to sell their products to. Therefore, you should learn everything you can about the people you are trying to reach - what they like, what they buy, their lifestyle, what they spend their money on - these kinds of things.

**3) They know the right words, phrases and approaches that will make their offer more effective.**

There are published books you can get in bookstores today that list words that sell. In fact, I believe there is a book called, "Words That Sell," and you can study that book. There are many other books and reports like it that list phrases and words that people use to sell products and services.

If you can find a way to incorporate certain words that make your offer stand out, you can actually word your ads and sales letters so that they sell better, are more powerful, and actually net you more sales than if you would just use other words that weren't as powerful.

**4) They learn everything they can about the competition.**

They find out how their products compare in value and quality. They know what kinds of promotions their competitors are using, and they learn how to incorporate some of those secrets and techniques into their own marketing.

I read a great story in a book about Sam Walton. It said his kids actually got tired of running into Kmart all the time. He said Sam Walton actually professed to have been in more Kmart and spent more time in Kmart than anybody else on the face of the earth - including any Kmart employee or owner, for that matter.

That's a powerful example. Just because you sell one product doesn't mean you can't go on another web site and purchase other people's products. In fact, I recommend you spend a lot of time buying offers from other people that are selling things similar to yours or things that complement your product so you can get ideas on how to incorporate some of the marketing techniques that they're using into your own ads, sales letters, and offers.

**5) They know how to gather testimonials to increase the response to their ads and sales letters.**

When you buy products from a lot of the offers you see today, the business isn't gathering testimonials. Occasionally someone will, and if you just are selling a product or service, they'll occasionally send you a testimonial. But that's going to occur far and few between!

If you actually incorporate some method of gathering testimonials, you'll find that people will be happy to send you testimonials. If your product is good

and impressive, they're going to send you an endorsement you can use in all your ads and sales letters.

On a web site, you might actually have a page that is specifically full of testimonials that your customers have sent you. You don't have to just have a few. Because you're on the Internet, you could have pages and pages of testimonials! In your main sales letter you might have a few placed sporadically. You could also have a link that says, "Click here to read what all my customers are saying about me. We have thousands of testimonials on file..." (or whatever the case may be).

#### **6) They collect and study ads that have similar products.**

They can do this to get creative ideas that help them with their ads. They seek out ads that have been running continuously. They can also look for these kinds of ads to avoid the mistakes that other marketers are making.

One of the things that many copywriters and marketers talk about is their swipe file. A swipe file is simply either a box full of sales letters and ads or a notebook full of sales letters and ads that they can refer to every time they need new ideas. They can flip through the ads and sales letters.

They might have printouts of web sites they've visited with good layouts, copy, etc. The swipe file is something you can refer back to again and again, to read and study what other people are doing.

One of the most important things to look for if you're looking at web sites or direct mail packages is ads that are running over and over again. If you see ads changing all the time, it probably means that what they're using isn't working and they are looking for something new. But when you see an ad running over and over again without any change - assuming they are testing like they should be doing - that means that you're dealing with a successful ad or sales letter, and you can incorporate some of the ideas they are using into your own marketing.

I'm not saying you should steal their ideas - that is totally wrong! But you can look for ways to incorporate some of the main themes and ideas that those companies are using into your own advertising.

#### **7) Focus on the ultimate goal of each ad or sales letter.**

Who is the ad written to, and what is the ad's intended end result?

Whenever you create an ad or sales letter you need to focus on your ultimate goal. That should be, obviously, to get the order for what you are selling. Make that the ultimate goal of your sales piece, whether it's an ad or a sales letter.

Whether you're trying to get them to send for more information or to actually order your product, every word you write should be thought out and

created in such a way to move them through your sales letter and get them to the close where you actually present the offer and get them to invest in whatever product or service you're selling.

**8) They know how to create irresistible offers that make people want to buy.**

Anybody can write an ad or sales letter that explains what the product is and says, "Here, it's available for \$XX.XX," but a powerful copywriter knows how to create irresistible offers using language that sells the products to people who want to buy them.

It is very important that you know the language of a powerful sales letter or ads so that you can create those irresistible offers.

**9) They know the importance of testing as many different elements as possible and they do this as frequently as possible.**

With a web site, test generation is very simple. You can simply go on the web site, make a change, and if you're getting lots of traffic within a day or two, you know whether that new test is working or not.

You always need to be testing something new, be it a new headline, a different price, a different guarantee, or any of the myriad of things that can be changed. You always need to be testing something and have a way to track the results so you can find out which ads, sales letters, and headlines are working the best. This way you can always be moving towards making more money with your web site.

**10) They know how to close.**

This is probably the most important aspect for you to learn. This is knowing how to create strong sales presentations, how to close the sale, how to get the peoples' money, how to have them send you their check or money order or, in the case of the Internet, have them click that special button to charge it right to their credit card.

The closing is the most important part of your sales letter next to the headline, because if you don't ask for the order you're not going to get it. There is no way that anybody is going to go ahead and do it on their own! You might have a few sales, which are people that say, "I need this. Here's their address. I guess they didn't really tell me what to do with my money, but maybe I'll just send them a check and hopefully the product will arrive."

If you go step-by-step and tell your prospects, "Follow these steps to order now! Just click this button and charge it to your credit card. It will be easy!" Whatever you do, you have to close your sales letters or you won't be successful.

The best secret of all is that great advertising copywriters are made. They are not born!

It is not a skill that you either have or you don't have. You can learn these ten things and earn a fortune in the process. Successful advertising copywriters charge up to \$15,000 or more just to write a simple direct mail package. They get paid huge fees because of all the money their ads and sales letters can make.

Just one sales letter that took about a hundred hours to make can easily generate over \$100,000 or more in profits. Some bring in even millions of dollars in profits!

By learning these secrets yourself, you not only save the time and the money of having another copywriter write your ads, but you'll be able to crank out profitable cash-producing ads and sales letters every time you need them, for any sort of product you ever create now or in the future.

Learning how to write successful, powerful copywriting, advertising, and sales letters is one of the most important things you can ever learn.

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## **Seven Steps Guaranteed To Make Hundreds Or Even THOUSANDS Of Visitors Promote Your Site For You Through Their Friends And Family!**

This time, we've got seven steps guaranteed to make hundreds or even thousands of visitors promote your site for you through their friends and family! We just discovered this the other day!

I know we've talked in other articles about affiliate programs. I'm sure we are going to talk more about them in later articles. This is a program that's unique because it takes the affiliate program to a different step.

In the past, for someone to sign up and earn commissions from you and help promote your web site through an affiliate program, they had to have a web site. This company is favemail, and you can find it at [www.favemail.com](http://www.favemail.com). They have set up a system where you can encourage visitors to your web site to set up a system in which a banner ad that advertises your web site and a little tag line above it with their own personal recommendation is added to every e-mail they send out to anybody they e-mail to. They choose to participate.

Here are the steps:

- 1. Visit [www.favemail.com](http://www.favemail.com).**
- 2. Create a banner ad or copy one from your own web site.**

If your web site has a banner ad on it, or if you've got your banner ad on another web site somewhere, just go there and select copy and save it. That's how you can collect it. Also, if you type "banner ad" into any search engine, you will find several web sites that have free or very inexpensive services to create banner ads for you.

**3. Go fill out the favemail sign-up form.**

There is a form on the site where you sign up, set up an account, and actually set up a page where your banner is stored along with all of the comments that people are leaving about your web site.

**4. Upload your banner.**

**5. Select a favemail icon.**

They have little icons that you can pick from, and they have several different kinds so they can fit the style of your web site.

**6. Paste that icon in any and every web page on your site that you wish.**

This is just a simple matter of taking the little text and such that directs people to that icon and then to your page. You click it and just add it into your web site.

**7. Tie your favemail icon to an affiliate program of your own.**

Or, you can actually set one up through favemail and offer to pay people points for promoting your web site. When it results in sales, it encourages your users and visitors to your web site to promote your favemail.

This is a brand new system and it works really great! What I like about this is the fact that with affiliate advertising you are seeing ads on other web sites, and it is a great way to do it. It is a proven model.

This is more akin to what they call "viral marketing" where your visitors are telling a friend, "Hey, here's a neat site I found, you ought to go visit it," and they're being rewarded for it. Not only that, but it also encourages the friend. There will be a place to click to add it to their favemail which takes them over to set up and download your banner so they can send it on.

It spreads! The more people send this out, the more people that send it out and it grows. It is absolutely free of charge, it takes just a little bit of time, and it is a very unique model. It is a unique twist on an existing idea.

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**How Two Hours A Day Can Help  
You Make \$20,000.00 A Week!**

In this article I'm going to show you how two hours a day can help you make \$20,000.00 a week.

Now, \$20,000.00 a week sounds like an awful lot of money to someone who's never even made \$2,000.00 a week. But, I promise you, the more money you make the more money you start seeing as possible to make! Pretty soon, when you're making \$2,000.00 a week, it is pretty easy to start seeing yourself making \$5,000.00 a week. When you're making \$5,000.00 a week, you can see \$10,000.00 a week. When you're making \$10,000.00 or \$15,000.00, you'll start seeing that it is possible!

I am here to tell you that it is possible to make \$20,000.00 a week on the Internet. I am going to give a simple system here that could make you a lot of money IF you follow it!

I just want to point out that writing powerful advertising copy is your strategy for bringing in up to a million dollars a year or more! Advertising copywriters have power, and they can use this power to make as much money as they want for the rest of their lives. That's the potential that you have here!

The good news is: You can develop your copywriting skills and learn how to write million dollar copy. Once you do that, these skills can make you whatever amount of money that you want!

Here's how simple it can be. To make \$20,000.00 a week, all you have to do is sell 40 products at \$500.00 apiece. That's all you have to do!

That's less than seven products a day, Monday through Saturday. Using this simple strategy is the key to tapping into enormous wealth. You just have to learn how to write good copy!

Here is the two-hour-a-day formula. If you'll practice this two-hour-a-day formula, I promise you can have the potential to make \$20,000.00 a week, or maybe even \$50,000.00 a week! It is possible, believe me! The only reason I say it is possible is because we are doing it right now! That's how I know it is possible for you to do it too.

First off, you have to spend two hours a day practicing the art of writing powerful ad copy. Use this time to study the successful ads of others. Turn it into a hobby. Get out your scissors and start clipping the ads from different magazines that reach the market that you want to sell to.

Try keeping a journal of the best sales messages, the best headlines, the best sub-heads, and even the best sentences that you find out there. Then practice writing some headlines of your own. Remember, you are doing this as just a

hobby. You can practice even if you don't have a product or service to sell. It doesn't matter! You can still practice!

Remember, this is just a hobby that you're engaging in for two hours a day. My suggestion is that you get up an hour early and then go to bed an hour later than you normally go to bed. Two hours a day!

Just for fun, start trying to create what you think is the perfect ad or sales letter. You don't need an actual product or service. All you have to do is ask yourself, what would the product or service have? If I had the perfect product or service, what would it be? Or, how would I sell it?

Then, just write the sales material to sell it. Just do it for fun so you don't have that pressure on you all the time. Then, take this sales material that you've created along with your swipe file and find ways to adapt it in an actual product or service. As you fine tune it and test it, you can make tremendous amounts of money with this!

Now here is the thing I want to share with you. Two hours every day can add up, and if you just make this part of your regular schedule, and you do it religiously, each year you are going to invest over 700 hours developing these skills.

That's what these things are; they are skills. It takes skill to do this kind of stuff! Anybody can do it, but think about it - just two hours a day. That's almost like working 18 different 40 hour work weeks every year, and all you have to do is just invest a couple hours a day. If you keep it fun and get started now, I know that a year from now you're going to be in the position to transform your entire life and business!

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## **How To Plant An Internet Seed, Leave It Alone For A Few Days, And Come Back To Find A Whole Product Waiting For You!**

I like to use the Internet and technology, because I'm as lazy as anybody. Well, maybe Mark Nolan might have me beat, but I don't like to get up out of my chair any more often than I have to. I think humans are kind of that way.

One technique I've got here will actually take several days for your efforts to come to fruition, but it only takes a few minutes to plant the seed. You go back, check on what you've planted, and you will have the material for a book to sell as an information product.

The key is news groups. On the Internet, these are like public message boards that are divided by information category and subject matter.

You want to come up with a subject that interests you. This is the same for any information product you ever create. You've got to be interested in it. That doesn't mean you have to know anything about it. In fact, it could be something that has always interested you.

This has worked best for me. It could be something that has always peaked your interest, but you don't know anything about and you would really like to learn more.

One of the best ways to create an information product is to gather information as you learn it. Come up with a subject that you'd like, and that you know also there are other people out there that would be interested in, of course. It doesn't help to sell an information product to an audience of four. You want to make sure it's something that a reasonable number of people also are interested in.

### **Computers You Can Use For FREE To Get Started Down The Road To Internet Riches!**

Since this is of interest to you, this first step is very, very easy. Ask and write down ten to twenty questions that you want answered about this subject that you feel are very important to know. Make it in questionnaire format. Do this on your computer, if you can.

Free for use computers are available at your local library or such. Whatever you do, use a computer and type them down. Then create a message that would include those ten to twenty questions. In the message tell people that you are writing a book and you need their help.

Also, after the ten to twenty questions, tell people to answer as many, or all of them, that they can. Also, have them include a couple of sentences telling their name, what they do, possibly their e-mail address, and web site if they have one. Tell them you'll be happy to publicize what they do and who they are as a result of their help in putting together this information product. Then you go and find a news group that supports the subject matter you've chosen. This is real easy to do.

Chances are many people who have Internet service already will find that news groups are a part of their Internet service. It's kind of like e-mail. It comes to you. You can set up different subjects you're interested in and you want to participate in a news group about this or that subject matter. Those messages start

coming to your computer from everybody including their responses to you and that sort of thing. This is the best way to do it if you can.

Contact your Internet service provider to find out the best way to do that. It's really very easy.

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## **How You Can Create A Product That's Full Of Years Of Experience - Even If You've Only Been In The Market For ONE WEEK!**

This article stems from a situation when I was helping a client who was in some pretty serious trouble. He called me up and said, "I started my mail order business, but I'm kind of in a bind." I said, "Well, explain it to me." He said, "I set up my mail order business. I've got a fax machine, phone lines, computers, and I made contacts with printers, a mailing house, and all this stuff. I even bought my first ad in a magazine."

I said, "It sounds like you're off to a great start. What's the problem?" He said, "Well, you know, I don't have a product." That's kind of a big problem, especially after you paid a couple hundred bucks for advertising in a magazine and the deadline is quickly coming up.

I said, "What do you want the product to be? Do you have any ideas?" He said, "Well, I'd love it to be a product about making money in marketing. For example, it could be about all the different ways you can market products. It seems like that's a hot market. The people would love to read that type of information in the place where I'm advertising. That's the kind of product I want to sell."

I said, "Okay, how much experience do you have? Could you write a product like that?" He said, "Well, you know, I've been doing this now maybe a month. I read all the books." I said, "Well, not too many people are going to buy a marketing book from a person who's had one month of experience and basically has made no money in marketing. What you need to do is use this idea."

There are a lot of experts concerning this topic. A lot of these marketing experts have been doing this ten, fifteen, twenty, or thirty years. They write articles for a lot of the money making and opportunity magazines. You'll actually find this in a lot of different niches, not just with this niche.

Let's say you're interested in horses or arts and crafts. A lot of these magazines have articles written by experts who have been in the field for five, ten, fifteen, twenty, or thirty years. In many cases, what you can do is contact these

experts and say, "Look. I'm compiling a product right now." It's all on a specific topic. (In this case, it was all on marketing.) What he did was he contacted Russ.

He also contacted a couple of other experts who have articles in these money-making publications and he said, "Look, I would like to reprint your article exactly the way it is. I won't edit it. I won't change a word. It will be your wording. I would like to reprint that in my own book. In exchange for that, I'll let you put any offer you want at the end of that article that I put in the book." That's, in many cases, the exact deal that these authors get with the magazines. Their payment is getting this free advertising at the end of the article.

This person had literally a book in a day, because he contacted a lot of these authors and experts in a one day time period. Basically, they all agreed. It's really free advertising for them. Many of them agreed and said, "Take not only this article, but we've also got five, six, or seven other articles on marketing. Please print those in your book. Just make sure at the end of each one you give a little bit of context about us, our products, and how they can buy them. That's great. We'd love you to do that."

Literally, within a day, he had a compiled book all on marketing, all from experts who had been in the industry for a decade. It's now ready to sell using the advertising that he'd previously purchased. That's if you're just doing it through print publications.

Remember, he made the contacts all within a one day period, then he had to go back through and retype the information, reformat it, and put it into book format. Basically, the authorization, and all the articles, he had compiled within a one day period.

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## **How You Can Create A \$1,000,000.00 Product In JUST ONE DAY!**

In this article I want to cover how you can do a million dollar product in one day... or maybe much, much more! Now, in the early 90's, Russ was traveling twice a year to consult with us here in Kansas. He says he'll never forget the first time we picked him up in our old, dilapidated car and took him to the old, dilapidated farmhouse we lived in.

Actually, Russ loved the farmhouse because we only paid \$100 or \$150 a month. Still, though, we wanted to get the heck out of there. He could tell from talking to us. He loved it because it was such a relic from the past... creaky stairs going up to the guest bedroom, this big old tub that you could use in the tiny bathroom... he loved the house.

Better things were soon to come to the us, though. We now live in an 8,000 square foot mansion.

Anyhow, after consulting with Russ, I came up with an idea. I said, "Instead of you coming to Kansas and helping us with our marketing on an individual basis, let's create a product. Let's do a cassette tape. We'll take one day and ask you a lot of questions. You'll give us the answers, and we'll also put our input into it."

It turned out to be a super idea! We created a product called "The \$2,500 Weekend," which, incidentally, was what we were paying Russ to partake in the venture. He'd fly in on Friday night and fly out Sunday afternoon. In between those two days - mostly on Saturday - we'd work all day on marketing.

So, right at our dining room table we created "The \$2,500 Weekend" tape in one day and a few hours. We took breaks and everything. We had a lot of fun with it.

This product has sold well over a million dollars. It might even be approaching two million dollars now. Recently we updated the product and changed the name from "The \$2,500 Weekend" to "The Millionaire Matrix." It continued to sell. I just shipped ten of them to a distributor yesterday. It's selling even as you read this. It was a tremendous success. Both products sold for \$195. They racked up millions of dollars in sales.

The lesson you can learn from this is: you can go to someone (you don't have to fly to Kansas, California, or anywhere else), or you can do it just the way we're doing it on tape now. We've got people who record with us who are from New Mexico, California, and Kansas. We all get connected together on a conference call. That's how we do our current cassette tape products.

You can do it through a conference call center, or with some cheap recording equipment that you can get from Radio Shack. The conference center might be a little bit better as far as the quality, but not much. There's some really good recording equipment at Radio Shack.

So, what do you do? You get in touch with some people who are considered to be experts in their field. If you do this, you'll be an expert. You get in touch with them and tell them that you want to create a product by asking them all kinds of questions on what they do.

They could be antique dealers. They could be great marketers. They could be people who are involved in cooking. They could be working in the health field putting out health information.

Whatever the expertise that they have, and whatever the discipline that you want to self-publish information on, you get in touch with these people. It could be travel, it could be marketing - it doesn't matter what it is.

Tell them that, instead of paying them (although you could) for this expertise, you will give them the rights to sell it. Many of these so-called experts will really be happy to take that deal, especially if you massage their egos. Tell them how great they are. Tell them that you came to them because you think that they're the foremost experts.

### **How To Get Other Experts In Your Market Excited About Recording A Cassette Product With You - WITHOUT PAYING THEM ONE RED CENT!**

A couple of months ago Russ got a call from Australia. The guy said he'd been working with Peter Sawn, Bill Myers, and others. He said, "I just have to have something from Russ von Hoelscher. I want to record you." He kept telling Russ how he thought he was great.

Of course, our egos just start to melt. Russ said, "Sure, when do you want to do it?" Russ gave him several hours of his time on a recording. He was putting together this package of expert information on mail order, the Internet, marketing, etc.

You want to do the same thing! This is the way to get a product in one day with someone else doing most of the work. You can make a ton of money. It's just a very, very exciting way to make money.

I think that all you have to do is simply think about the field of interest you have. Who are some of the so-called experts of the field? Call them, butter them up, and then arrange for a conference call, or simply record it with inexpensive equipment that you get from a place like Radio Shack. If you'll do this, you'll be amazed at what a wonderful product you can put together and how much money you could make.

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## **If You Can Talk, You Could Write A Million-Selling Product!**

I'm going to talk about a very simple thing that one of our colleagues did. He likes to keep things simple.

Before a lot of this technology came out, he had a small advertising agency. He taught a lot of people how to get free publicity. That was his thing.

He'd meet all these people starting a small business and they'd say, "I'd like to run an ad in such-and-such a magazine."

He checked on how much that would cost. It would be \$32,500.00. As a start-up company they'd be quite frustrated not having that in liquid capital. So, getting free publicity through news releases was the way to bootstrap their business.

He started talking about this at the chamber of commerce and such. Eventually he was invited to teach a simple adult education class at a couple of the colleges close by. Every community college has these classes. They have everything from "How to cook Italian food," to "How to flirt," to "How to fix your car."

There are just all kinds, and this one was on "How to get free publicity for your business." It was just a three hour class. They usually start at nine and go until noon. Some of them are in the evening. They're normally \$25, \$35, or \$45. The instructor gets about half of that. This one was \$48. He'd have 50 people show up. For three hours, he'd make hundreds and hundreds of dollars. He thought it was kind of fun.

One day, a young lady asked him, "Can I tape record this so I can listen to it over and over? Then I'll have the handout materials and I'll be able to study them while I listen to the tape." He said, "You know, I should have thought of that. That's a brilliant idea! I'd be happy to have you tape it if I can have a copy of it and use it for whatever I want." She said, "Of course!"

She had a real good tape recorder and she sat right in the front. She tape recorded it. After the class, she gave me a really good, clean copy a couple of days later. Then he had a copy of this talk he'd been giving.

Another gal he knows who works at a library said, "You ought to have that transcribed." He said, "Well, how do you do that?"

She sat down, listened to it on a set of headphones, and typed it into a Macintosh. So, the next thing you know, he had what he'd talked about written down. When he added the hand-out material, he had a book. He was an author!

He went though and edited it. It needed editing because, just like the rest of us, he rambles as he talks!

People would ask him questions. So, he'd address the questions in his copy. Next thing you know, it got better and better. People started calling and saying, "I want a copy of that." There would be clients come along and say, "You really should buy this. It's only \$29.95. After you read it, we can talk." They'd

hire him to write their news release for \$500 or whatever, rent a list of editors, and pretty soon he did a direct mail letter.

He started selling this book to lists. He'd say "Are you trying to grow your business? Here's how to get millions of dollars in free advertising. I give this talk. I get paid hundreds of dollars to teach this, but it's only \$29.95."

People bought it right and left. We ended up selling 100,000 of it and did three million in sales. It surprised the heck out of him. He was delighted by it. It all started with a talk.

So, my idea is to go get this book called *You Can Write If You Can Talk*. That's all they do. They tell you that if you can talk - and we all can - then you can write. It's just your words. You just have to capture them somehow.

Now, they even have software *Dragon* that you put on your computer. You talk to your computer. You just talk! The computer has voice recognition technology. You say, "The dark and stormy night," and the words appear on the screen of the computer. It's almost spooky.

Now, Dear Abby - Abigail Van Buren - said, "I just write the way I talk. People seem to like it." Well, I'd say so! She's a very, very popular, successful advice columnist. She writes just the way she talks. People who read my books say, "It sounds just like you." I tell them, "It actually is my talk written down."

### **How A Simple Community College Course Can Become Your Key To A FORTUNE!**

You can also videotape your course and make a book out of it. If you want a higher priced product, add the audio and the video with the printed book. Then you have a package. Maybe you don't have something that you want to speak on, or you're just not comfortable giving a talk. You could just be starting out and you want to sell somebody else's products. This may be something that you're interested in and you don't consider yourself an expert at.

It's very ethical that you say, "Gee, I'm not an expert." I am not an expert on NASCAR, but if I had Jeff Gordon or Mr. Yarborough in a room or on the phone, and I interviewed them the way we've been talking about, that would be a very legitimate product. Instead of pretending that I knew everything about NASCAR, I'd go to an expert.

The way you can do that with these community college courses is get their catalog, look through it, and see what class interests you.

A friend of ours lives near the wine country. He loves to go wine tasting. he's always getting jokes about it. There's a wine expert he knows of that teaches

a class on just that subject. It's about a three hour class where you taste wines. He tells you all about why they taste a certain way, why one tastes so good and the other one doesn't, and he also tells you about different wine regions.

Our friend asked this man, "May I videotape you?" It was just like the young lady asked if she could audio tape record the talk. He said, "I'd be delighted!" Our friend told him that he would give him a master copy and that he could do anything he wanted to with it.

Our friend'll have one and he can sell it if he wants. At the end, the teacher asked that he put his name and P.O. Box on the tape so that people can write to him. He could sign them up for his class or sell them his newsletter.

So, instead of pretending he's a wine expert which he's rapidly becoming, I'm just a budding wine taster. I interviewed this guy and now I have an audio tape that I can sell. I have a wine tasting website, so this tape will be a good product to sell on that site.

It all comes from these little adult education classes at your local community college. You can make an audio. You can make a video. You can make a book. These people are doing this right now. So, it's instant. You could just go there and pick any one of those and have a product in just a day or two, if you can find someone that's happy to do it. Most of them are. That was my reaction. I said, "Absolutely!! I would love to have you audio tape my course." It ended up, thanks to that young woman, that I sold three million dollars in gross sales of that product. It was just a tape of my community college course. That's what I have. There's a community college somewhere nearby. You go down there and meet any of the instructors. You'll have a great product if you work together with them.