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Internet **Marketing** Newsletter



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## A Letter From The Editor

Armand Morin

### **Your Online Business Is Recession Proof**

As I watch the news and read the newspapers, you can't help but notice the U.S. and the world is in a going through a recession and borderline depression. This is exactly why I love and I'm happy that I run an online business.

As an online business owner, you literally have the world at your fingertips. What I'm referring to is the fact that our offline counter parts are limited to their local areas. We, on the other hand, are able to market our products and services worldwide.

What's the best way to beat the recession? The answer is simple. Create more products. I think you'll find this month's issue provides great information to increase conversion and great methods to continue to build your online business. Enjoy!

**Armand Morin**



# Words Into Profits

Ray Edwards

## Another 5 Deadly Copywriting Mistakes

Please don't be offended, but you are probably making one or all of the mistakes you're about to read about.

It's not your fault.

Most business people are not trained as copywriters. But once you've read this article, you'll know exactly what to do to correct the problems that are killing your sales and lead generation efforts.

This is "Part 2" of a 2-Part series (hence the title)...

And now, "5 Additional Deadly Copywriting Mistakes You're Probably Making..."

### **Deadly Mistake #6: Sentences and Paragraphs That Are Too Long**

Keep your sentences and your paragraphs short.

A paragraph in a sales letter should be no more than 3-4 sentences long – and they should be short sentences.

People will read more of your copy if the sentences are paragraphs are short. This is

especially important on the first page (or the first screen, if it's online) of your sales letter, when you are trying to draw them into your story.

Don't scare people off with big blocks of text.

## **Deadly Mistake #7: Not Enough Testimonials**

One of your first tasks as a copywriter is to break down that skepticism, and get them to believe you – even just a little bit.

Once that initial barrier of skepticism comes down, you have a chance of making a sale. How do you break through that skepticism?

Testimonials.

You need lots of testimonials in your copy. How many? As many as you can get.

Here's a good rule of thumb: however many you have now, get 25% more.

## **Deadly Mistake #8: Offers That Stink**

If your offer stinks, the best copy in the world won't help you.

By your offer, I mean the bundle, widget, or information as presented for sale. This includes your price, and how you demonstrate the value of your offer versus what you're charging for it.

It's best if you're in the position of "selling dollars for dimes". Then it's easy to show the value of your offer.

For instance, if you sell a device that causes a 20% increase in a car's fuel efficiency, you might frame the offer like this: "The FuelSaver is \$99 – but you'll save ten times that amount per year in fuel costs. So you get back more than TEN TIMES YOUR INVESTMENT in just one year!"

Is your offer good? If not, figure out how to make it good!

## **Deadly Mistake #9: Forgetting To Ask For the Sale**

It's one of the most common mistakes in all forms of selling – not asking for the sale. Hard to believe? Maybe. But it's true anyway; people just don't want to ask for the order.

There comes a point where you've presented all the benefits of your offer; you've demonstrated its value; you've supplied lots of credible testimonials; you've shown your iron-clad guarantee... and you just need to ask for the sale.

On the Internet, this can be as easy as putting in a link that says "Order Now".

Top Online Marketer Armand Morin often has 5-7 order links on each of his sales pages; he says that the more "order links" he adds, the more sales he makes.

### **Deadly Mistake #10: Pricing Before Benefits and Offer**

Sometimes business owners want to use price point as a selling feature, and so you see lots

of web pages that right near the top will say something like "Now Only \$24.95!".

That's a deadly mistake.

First, you are signaling readers that this page is an ad, not a page of information. That will cause you to lose readers before you've had a chance to tell them your story.

Second, you haven't had a chance to elaborate on the benefits of your product or service, or to show the value of your offer.

Long before the price ever shows up on your page, you need to make the prospect feel that they must have the benefits that your product offers. They must desire those benefits in a strong and intense way.

Don't reveal your price before you spell out the benefits of your product, and the value of your offer. If you do this well, and you do it in the correct order, price will never be an objection; your offer will always seem like a bargain.

## What to Do Now

Here's your "takeaway" from this blog post: it's the same advice I gave in Part 1 of this series.

Grab your own sales copy, this list of copy mistakes, your favorite beverage, and go through your copy line-by-line. Ferret out these mistakes and eliminate these mistakes.

Do it now.

Don't put it off.

You'll be glad you did.

## About The Author

Ray Edwards is a direct response copywriter, marketing strategist, author, and speaker. He has written million-dollar sales copy for top marketers including Jack Canfield, Mark Victor Hansen, Jeff Walker, Armand Morin, Rich Schefren, Alex Mandossian, Matt Bacak and many others. Claim your free video showing how he does it, "Sixty Minute Sales Letters", at <http://PowerCopySecrets.com>



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# Commission Checks

Stu McLaren

## Hoping For Results vs. Getting Them

Getting started as an affiliate is one of the easiest and fastest ways to learn how to market any business on the web.

But that's exactly why it can be dangerous to your long-term success.

Since the barriers to entry are so low for someone to become an affiliate, thousands of people "try" it every day. They get their affiliate

link, put it on their website and "hope" that someone will buy from them.

**REALITY CHECK:** You'll never build a successful business "hoping" for results.

You've got to understand the critical components of your business and then you've got to build a plan around them.

The problem lies in that a very few people approach affiliate marketing in a systematic way. Therefore very few people actually make a full-time (or even part-time) income from their affiliate efforts.



In fact, after being behind the scenes on many major affiliate campaigns I can openly share with you that the numbers are eye opening.

The old Pareto Principle states that 80% of the effects come from 20% of the causes. So in “theory” if this principle was applied to affiliate marketing it would mean that 20% of the affiliates account for 80% of the sales.

However, this isn't true.

### **Affiliate Numbers Are A Lot More Exaggerated**

With the vast majority of affiliate promotions, what you'll find is that the Pareto Principle is a lot more exaggerated. Instead of an 80/20 rule (80% of the sales coming from 20% of the affiliates), it's more like a 95/5 rule, or an even more realistic a 97/3 rule where 97% of the sales come from 3% of affiliates.

So what does this mean to you?

It means the top affiliates are doing something dramatically different from everyone else.

Here's a major hint... they have a plan for making sales!

Top affiliates don't throw up a link and “hope for the best”.

They have systems for driving traffic and converting that traffic into sales. Just because it's not “their” product doesn't mean that they sit back and depend on the merchant or product owner to do all the heavy lifting.

### **The Most Important System For Any Affiliate Is One That Drives Traffic**

Without traffic, an affiliate's business is dead in the water.

All things being equal, the affiliate who can drive the most traffic makes the most sales.

So whether you are using articles, pay per click ads, videos, press releases, social bookmarking, or any of the other popular methods for driving traffic, you've got to **create a system for doing it on a regular basis.**

Notice I said “regular basis”.

The other thing big money affiliates realize that their sales are highly dependent on how each product is “set up” in the sales process.

One of the most important aspects to affiliate marketing is controlling the frame of mind that the customer has before seeing the sales materials for the product you are promoting.

Ideally, you want the customer to be in an **excited state** before he or she even gets to the sales letter. If you do this, your sales will go up.

Here are some quick examples of how you can increase the excitement for any given product:

- Demonstrate the product and share how each of the features can benefit the end user.
- Show results the product has produced for you
- Discuss your favorite part of the product

- Reveal case studies of people who have used the product and gained tremendous value
- Provide alternative ways to use the product

With all of these examples, it’s important to always keep your customer in mind.

Ask yourself these questions...

Why would they be looking for this type of product?

What result are they after?

What problems do they have that the product will solve?

How will this product help them do what they want faster, easier or with less effort?

The key is understanding that you don’t necessarily have to sell the product, but rather just generate some initial excitement for it.

If you have your own affiliate program, then one thing should stand out loud and clear...

1) You need to teach your affiliates how to build a system for driving traffic to your products. Give them tools, resources and training materials to help them make this process easier.

Remember, the more they generate, the more visitors you'll get.

2) Give your affiliates ammunition. It's harder for an affiliate to generate excitement when they have to come up with the materials themselves. If you have case studies, testimonials or demonstration videos, then give those to your affiliates. If you don't, then think about creating some.

At the end of the day, getting results with affiliate marketing boils down to having a systematic plan for driving traffic and well thought out strategies for increasing conversions. Don't "hope" for results, go and get them!

## About The Author

Working with clients like Armand Morin, Mark Victor Hansen, Alex Mandossian, and the Glazer-Kennedy Inner Circle, Stu McLaren has been crafting some of the most successful affiliate campaigns you see circulating online.

Now you can access more free tips, videos and training materials in the fastest growing community for affiliate marketers at <http://www.AffiliateSalesClub.com>



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## Success Chefs

Michel and Sylvie Fortin

### **Crafting Highly Profitable Product Recommendations**

One of the most important skills any marketer needs to understand is the art (and science) of crafting a believable affiliate product review. If you want your emails to be opened, your recommendations obeyed, and your back end sales to improve, you need to understand the simple formula for crafting profitable reviews.

There was a time, not long ago, when marketers could afford to be lazy. To recommend another marketer's product, all we really needed to do was write a couple of paragraphs about the marketer himself, send it off, and watch the commissions roll in. Those days are long gone!

Our customers are being inundated with product pitches that seem like nothing more than shilling. Our recommendations are being ignored and lost in a sea of hype. To rise above our competition, it takes skill and expertise, and there is a way to make it so formulaic that even a ghostwriter could

manage to write effective reviews, once they learn how.

If you understand the formula, you will be able to hand off the grunt work to a marginally skilled ghostwriter, and free up your own time for more marketing tasks.

If you don't understand the formula, you won't be able to keep up with the massive changes taking place in internet marketing, and your back end sales machine will be a thing of the past.

### **3 Reader Challenges to Overcome**

There are some primary challenges to overcome. These challenges are in the mind of the person that reads the review. If you can overcome these essential core challenges, every review you write or have written for you will be read, understood, and believed.

But first, you have to understand the mindset of the person who is typically reading reviews of products.

### **SATURATED**

You're dealing with a mindset that is completely and entirely saturated with advertising messages. Certainly you can relate to that yourself: If you've ever felt that there are far too many products being sold and not enough explanation of why you need one versus the other, you will have felt saturated. And so does your user.

### **SUSPICIOUS**

You'll likely also have felt suspicious that every product review out there is likely just a bunch of hype. Well, if you can overcome that challenge and create reviews that are honest and unhyped, you will immediately break down that challenge in the mind of the person who reads your reviews.

### **SKITTISH**

Your market is also skittish and afraid of being conned. They're afraid of handing over their

credit card details to someone who's going to rip them off.

These are the three primary challenges you have to break through in order to have your affiliate link clicked on and the product that you're recommending purchased by your market.

### **Critical Elements of Believable Reviews**

There are some critical elements associated with writing profitable reviews. The first is that honesty is everything. When you are a product reviewer, your opinion is highly respected if the person reading it feels and senses that you're being entirely honest with them.

You're essentially writing hype-less sales pitch. Essentially, you are talking about a product, pointing out its positive aspects and the reasons why the reader would want to have that product. But you're presenting it in an honest way. Obviously you shouldn't be promoting a product if it's not going to be any good for you or the person buying it. So

sticking with the honest approach will always sell better than hyping up a product that shouldn't be purchased in the first place.

The second critical element is to highlight the product's benefits and features. What is it about that product that makes it worthy of purchase? Impartiality and testimonials goes a long way to emphasizing that you are an honest reviewer providing an honest review.

### **3 Types of Reviews**

The Simple Review style is your personal experience. What is it about this product that you personally used and recommend?

The Journalistic Review is when you take an impartial approach and don't offer an opinion of your own. Much like a journalist, you analyze what others have to say about a product and present it from that completely impartial standpoint.

And finally, there's the Consumer Review. What this simply means is that you present all

the products that you want to recommend without having any opinion of your own. Unlike the journalist point of view, you're allowing the public to say what they thought. You might have a website that ranks products in a particular niche and that allows the general public to comment and rank it and rate it.

Now, what we're going to be focused on is the one that is the easiest to accomplish, and that is the personal experience or the simple review.

### **The Basic Review Structure**

There are 9 important "segments" of a great product review...

#### **Personal Introduction to the Problem (1 paragraph)**

Think of the opening paragraph as your personal introduction to the problem from your own perspective. Perhaps it's you're a little heavy and you're thinking about losing weight. Explaining how you personally realized you

had a problem and decided to find the solution. This is your chance to introduce your own personal story and let your reader feel that you understand their problems.

What's the problem? Why is the problem serious? Why should the reader care about the problem? What's your personal story? What led you on your search for this solution?

Essentially, it's an informal opening. It tells a bit about you. It still focuses on the reader and their problem, but it gives them something to connect with you. Your story is likely theirs.

#### **Product Claims That... (1 paragraph)**

The next natural paragraph is to briefly describe the product you found and what it claims to do.

#### **Personal Experience with Product (1-2 paragraphs)**

Then you would describe your personal experiences once you purchased that product.

Think about what is good for them, not just you. As you're analyzing the benefits of the product, think about it the way that your market would think about it. What are the good points about the product? And what are the negative points about the product?

It's easy to hype up a product and focus strictly on the good points in hopes that your user will purchase it. Of course, that's the end goal - they'll buy it and you make commissions.

But in lending trust, security, and credibility to all of your reviews, talking about the negatives is just as important. We'll explain exactly how to do that carefully so that even a negative can be seen as a positive.

### **Product Highlights (Bullets)**

Highlight the benefits and features of the product as you discovered it.

Bullets are very, very important, but most of the time, people who write product reviews do them wrong. Bullets are powerful feature lists

that highlight the benefits of a particular product. It highlights what the user can expect to see when they buy that product or can expect to experience. But you don't close off the thought; you leave them as open-ended hints.

This would be a bad way to write a bullet: "How to make your bullets powerful by making them a question rather than a complete thought."

A good way to write the same bullet would be: "A simple change you can make to your bullets that will triple their power."

### **Comparison with Other Products**

You can insert comparisons with other products that are similar. This is optional, but it lends a great deal of credibility, to show that you didn't just buy one product and decided that that was the be-all and end-all of that particular product niche. It shows that you have a lot of impartiality, and you've tried others and decided that this is the one you recommend.



When comparing this product with other people's products, there are some things to remember. Don't ever use negative speak about the other product. Here's an example. "As you can see, after trying out PRODUCT A, I found it to be a terrific value for the money. But how does it compare to PRODUCT B? Well, PRODUCT B is similar in many ways. It offers {{this, this, and this}} just like PRODUCT A. But it doesn't offer {{this}}, which is an important feature for my needs. That's why I recommend PRODUCT A."

### **Proofs and Testimonials**

Insert proofs and testimonials that you've found elsewhere from other people who had similar experiences to yours.

Discussion boards is a wonderfully organized place where you can find all kinds of testimonials and proofs to use, simply searching for a discussion board where someone out there has also had a great experience about that particular product. Use their testimonial, making sure to cite it

### **Call to Action**

You must have a call to action, telling the reader that you recommend they purchase the product, and here's the link to do so.

### **Signature**

Always make sure you mention your name.

### **The P.S.**

Finally, there is the all-important postscript. The postscript is the afterthought. There are many ways to write the PS. Here are two suggestions...

#### **First is the Testimonial P.S.**

This would be where you have found a testimonial and you put it into your letter as if it's an afterthought. Here's an example: "You don't have to take my word for it. Listen to what marketing expert John Smith had to say..."

The second example is the "Oops, I forgot to mention" P.S..

Example: "Oh, I forgot to mention one important thing. When you pick up your copy of John Smith's new eBook, you'll also get... {List of extra surprise bonuses}"

Essentially, think of the product review as a personal letter to your friend. And if you consider it that way, all the way through, you're going to create amazing reviews that are believable, consistent and profitable.

### About The Authors

Michel and Sylvie Fortin are the founders of SuccessChef.com, a comprehensive internet business training system that teaches entrepreneurs how to start, build, run and grow any type of online business from start to finish. Using easy-to-follow, "no nonsense" video training, they simplify the most complex business building methods and provide concise action steps that virtually guarantee your success. <http://www.SuccessChef.com>



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# Client Impact

Chris Howard

## Customer Perception is Your Reality

Your opinion of your business's value for money is meaningless. Get used to it — it just doesn't count. It's all about the customer and what they perceive to be true about you and your business — that is your actual reality.

Perception is not good or bad, right or wrong. It is just the way someone judges an experience based on their value system of what they believe should happen.

Being able to satisfy a customer's perception is the biggest challenge you face in business. Your job is to alter the perception of prospects to make them believe your product or service is right for them and turn them into a client.

When customers perceive the value of your services or products to be more than the selling price, they have every reason to buy from you.



Customer perception is something you can work on daily to improve.

Exceptional individualized customer service boosts perceived value higher than anything

else.

Let me give you an example of individualized customer service and what it can do for your business. I buy my audio equipment exclusively from Mike Stewart of [InternetAudioGuy.com](http://InternetAudioGuy.com).

If you go to his site, you will find most of his products are available in plenty of other places all over the Internet. He is not the least expensive out there, but through purchasing his products, I have developed a relationship with him and his wife, Susan.

I know that if I ever have an issue with a piece of equipment I have bought from him, he will deal with it quickly.

As a matter of fact, my husband and I were on a coaching teleconference several years ago when Mike's name came up and someone piped in saying, "He's too expensive. I got the same stuff cheaper somewhere else." My husband, Jim, said, that might be true, but

what about when you need tech support? How good is the company you bought from?"

The caller admitted that he hadn't had good luck with customer service from the cheaper company.

Jim explained that we had had several questions that we called or emailed Mike about and every one of them was answered.

Then, several other people on the line piped in saying, "Yeah, he has always answered my questions. He's been awesome." All of the sudden, it seemed like a chain reaction of people who were asking for his web address and email address.

I won't buy audio equipment from other vendors because I know what I am getting from Mike when I purchase from him.

He lives by an important rule that customer service doesn't just begin with the purchase of the product — it never stops.

You need to be conscious of what your

customer's state of mind is when they leave your business whether it is virtual or brick and mortar.

How you or your customer service personnel handle a complaint or an issue will inevitably be etched into a person's mind forever.

On more than one occasion I have seen a tense situation be diffused by simply being sensitive to the customers' viewpoint and perception of the issues. You should suggest solutions based on their perceptions and not yours.

Insensitivity and indifference will do nothing except fan the flame of customer anger and probably lead to a lost customer, not to mention negative advertising through bad word of mouth.

The only opinion that counts is that of the silent majority of your customers — who vote with their wallets and purses. Never forget that their perception is your reality and positive

perception spells success,

Next month...Less Talk, More Walk

## **About The Author:**

For tips on boosting your bottom line by improving customer service, visit

<http://www.RapportMagazine.com>

Chris Howard has had a successful career in the Service industry for 26 years, working in both the offline and online worlds. She is the editor of RapportMagazine.com, an online magazine debuting in January 2009.



# Online Success Secrets

Jeanette Cates

## Organize Your Online Business

### Maximize Your Next Live Event

So you're going to attend the next Big Seminar. Good for you! Now how can you be sure you'll get the most from the event and the time you are there? Here are seven tips that will put you on the fast track to maximizing the event.

1. Plan to arrive the day before the event starts. The extra time lets you relax. But don't stay in your room! Go wander around the

lobby, sit at the bar. You're there to meet people.

2. If you can, arrange in advance to get together with other people for dinner the night before. Encourage everyone to invite others as they meet them.

Some of my best friends have been people I met the day before the seminar started. We seemed to gravitate to one another throughout the event - and it's nice to have a friend with whom you can share the experience.

3. Plan to stay a day after the event. If you rush back the night the seminar ends, you'll be back in the fray of the office - and you'll quickly

forget the actions you planned to take. Instead, by using the evening after and the next day, you can dedicate some time to thinking and planning - and thus maximize your investment in the event.

4. Decide ahead of time who you want to meet and what you need to learn. Your brain is an answer-seeking mechanism. When you set the agenda ahead of time, your brain will work hard to answer your questions. The people you want to meet will "magically" appear. It's an amazing experience.

5. Don't be shy. If you're going to rush to your room after every session and order room service, just get the event recordings and save your travel costs. This is the time to be outgoing and go beyond your comfort zone.

Be the first to introduce yourself to people. Invite others to lunch or dinner. Ask for their cards. If you're uncomfortable doing this, get over it! This is only for 72 hours and you can fake being an extrovert for that short period.

6. Give testimonials about the event. You'll likely appear on the event's website and the event planner will truly appreciate your contribution. More than one person has reported being a "celebrity" at the next event because their video testimonial was on the next event's website.

7. Take lots of pictures with others at the event. Those who are famous and those who will be. You'll treasure the photographs and they'll give you a good excuse to follow up.

My favorite way to follow up is to create a postcard of the photo, then send it to the other person. They'll definitely remember you! And it's a great way to form lasting relationships.

If you could point to one thing that has helped me build my online business, it is attending live events. Whether it's Big Seminar or a smaller local event, the time and money you put into each event will return to you tenfold.

## About The Author

Dr. Jeanette Cates is an Internet strategist who works with new and intermediate online business owners who are ready to create Online Success. She shares her 10 Steps to Online Success in her free report at <http://InternetMarketingQuickStart.com>



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# The Audio/Video Web

Mike Stewart

## 10 Things You Can Do For Your Business With Internet AV!

Everybody online should have a confidence in producing audio and video content. When people come to our websites, we need to communicate clearly to that stranger who we are and why they should do business with us.

You have such a short time when someone lands on your page to convert them from a visiting stranger to a prospect and ultimately to

a customer that buys from us. I will let the conversion experts discuss how to increase that area, but I know audio and video content can and does increase response up to 300% compared to the same page without audio and video. So the proof is in, it works.

So this month, here are 10 things you can do for your business to help win strangers over with audio and video.

### 1. Add streaming audio buttons

Add them creatively to your landing pages, squeeze pages, thank-you pages, order forms and exit pop pages. Read the sales message

and tell people exactly what you want them to do and people will respond. Use whatever software or service you like or is easy for you, but add audio buttons that serve a purpose on all your web pages.

## 2. Get Audio and Video Testimonials

Social proof turns visitors into believers when they first meet you at your website. If you say your product or service is great, it is not believable. You are boastful or bragging. But if a real customer or celebrity in your niche says you are great, it is a testimonial.

Years ago, all testimonials were just text with a picture of the person giving the testimonial. It was better than nothing, but the feeling was it was fabricated, even if it was true.

An audio or video demo cannot be disputed if it is real. It is why I always carry around a battery powered Flip Netcam to be ready to get that killer testimonial that will last a lifetime

## 3. Dictate Articles in Audio First

Writing articles one word at a time is hard for a lot of us. But talking about what we love can just flow with an outline.

Articles generate a lot of visitors for free when submitted to the ezine directories. But most people procrastinate writing. Much easier to come up with a 7 tips outline, record it as an mp3 and submit it to a transcription service. Then you get the best of both worlds, a written article and blog post, and the audio of the same content for a podcast or chunk of great auditory content that can be repurposed other ways.

## 4. Make an Audio Auto Response Series

When you get someone to optin to your list, you can send them links in auto response emails to chunks of audio content. Imagine if you have 52 three minute clips of great information recorded and hidden on the web, you could send out a great relationship building auto response series that over time could close a sale with a prospect getting to know from that

audio, totally automated. 106 minutes is under 2 hours of content. There is no reason anyone could not build this for their websites, products and niches.

## **5. Add audio to your blogs – Podcasting**

Now that you are making all this audio content, make special versions for your blogs. When you learn to embed audio in a blog, it is called podcasting. Search engines love blogs and it is an incredible way to get found and when they do, they can hear you and watch you if you do video blogging. Every week people tell me they met me on my blog.

## **6. Sell Audio Book Downloads or CDs**

You should make audio and video content to be sold as downloads or shipped on audio CDs. Screen capture video and full motion video can be sold as downloads or sold on DVD.

## **7. Sell Audio Training in Membership Sites**

The same audio and video content can sold with a membership website system. People pay monthly subscriptions to have access to your content you create yourself.

## **8. Use Audio Downloads as Ethical Bribes**

Audio and video content can be given away free in return for an email address, thus building your list. Everyone should make great content to give away for free in return for a stranger to your website identifying themselves.

## **9. Make Video Articles with Screen Capture Video**

You should take your audio tracks of your articles and synchronize text slides, images or PowerPoint slides to the audio to make it into a screen capture video which can upload to the over 50 social video networks. Be sure to have your URL visible the whole length of the video because the purpose of this strategy is to be found and bring strangers back to your

website. Video article marketing is in its infancy and great opportunity.

## **10. Record all Your Teleseminars or Phone Interviews**

When you are interview experts on the phone, always record it or have it recorded. This content is valuable and can be used with other 9 tips above. Recording everything you do cannot hurt your business.

There are more ideas that are possible, but be sure these 10 are in your audio video marketing mix today.

## **About The Author**

In this column, I plan to cover the tools, software and case studies of how our new medium of internet broadcast works. I plan to answer your questions about pro-audio and pro-video solutions for the web. Just submit your questions to [www.AskMikeStewart.com](http://www.AskMikeStewart.com) and I promise to get those answers in future articles.

Visit Mike's websites below for more info.

<http://www.InternetAudioGuy.com>

<http://www.InternetVideoGuy.com>

<http://FromTheDeskOfMikeStewart.com>



# The Net Reporter

Jim Edwards

## A-B-C-D Formula Skyrockets Your Online Subscriptions

Ask any serious website owner to name their number one challenge in ecommerce and they'll usually tell you either "lack of sales" or "lack of subscribers." I'm here to tell you that if you can get your subscriber count up, your sales problems will disappear as if by magic. If targeted traffic represents the "lifeblood" of a website, then a targeted subscriber list represents the "heart and soul." If you want to take your online business to the next level by massively increasing the number of

subscribers you have, then follow the A-B-C-D formula for skyrocketing your subscriber base.

### A – Audio Instructions

If you want people to sign up to your newsletter, mini-course, updates, or any other list – tell them! Use audio to draw people's attention to the fact that you operate a list they can sign up for and get your messages. People get "tunnel vision" online and unless you draw their attention to the fact that they can sign up, most will miss it. A simple message that plays automatically when they get to the appropriate page on your site will do wonders for your optin rate. Try something like this: "Hi, this is YOUR

NAME and welcome to my website. You're about to discover BENEFIT and BENEFIT. Go ahead and enter your name and primary email address in the box, and you'll receive more information. Also, as a special bonus just for signing up, I'll give you BONUS. So go ahead, enter your name and primary email address and click the button right now."

### **B- Bonus "Bribe"**

People don't want to give you their email address. Not because they don't like you, but because they don't want to get spam and they don't want to waste time (both of which they see, at least subconsciously, as the risk of giving you their email address). To overcome this reluctance, you must bribe them with something that motivates them more than their fear of spam. Often a free report, free audio, "white paper," free video, or something else related to the topic of your list will make a great bonus bribe. This not only lets them test your wares, but will also start the dialogue with them

that creates a successful list relationship for you.

### **C – "Click Here"**

Tell them where to click and why to click. Change the text on the button of your subscription form from "Submit" to something catchy like "Click Here to Get Your Free Report!" This alone has proven to massively increase response rates simply because it puts a self-serving thought in the subscriber's mind right at the point of decision. Almost nobody wants to "submit," but plenty of people want "Your Free Report!"

### **D – Double Box**

If you want to increase subscriptions, get up to bat more often when it comes to making the subscription offer. Place a subscription box at the bottom of virtually every page on your website or blog. Put another box on the same pages near the top at every opportunity, but be smart about it so you don't detract from a particular page's message. However, this

“double box” approach will increase your subscriptions by the sheer fact that more people will see your offer and can take advantage of it.

A big subscriber list doesn't happen by magic, but rather as the result of strategy. If you want a bigger subscriber list, then you must always look for and test various opportunities on your website to let subscribers know you have a list, why they should sign up, and a self-serving reason to sign up right now!

## About The Author

Jim Edwards is a syndicated newspaper columnist and the author of an incredible FREE webinar that teaches you exactly how to use simple, UGLY little mini-websites you build in an afternoon to explode your online profits.

FREE 90-Minute Webinar Replay (\$97 Value) Reveals All The Secrets To Cashing-in FAST with your own online business.

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# Marketing Strategy

Armand Morin

## Yes Virginia, You CAN Start A Business Online For Almost NOTHING!

In writing this month's column, I was asked to talk about Low Cost Business Start-ups. So I decided to focus on a specific online business anyone can start by the time they've finished this article. If you can't succeed online after this... GIVE IT UP!

Let's get right into it.

### The Holy Grail of Low Cost Internet Business Startups – Public Domain:

Many people have no idea this area of the market even exists. What is public domain? Public domain is defined as a work whose copyright has expired or has never had a copyright in the first place. This can include books, music and even movies.

**Examples:** Any work written by Shakespeare. When Shakespeare was around, copyright didn't exist. Another example is classic books, anything by Jane Austin, Hans Christian Andersen, or Sir Arthur Conan Doyle. You can take any one of these authors' works and sell



them immediately today and KEEP ALL THE MONEY! Yes, you heard it right; you can KEEP ALL THE MONEY.

The rules on public domain information can get very complex, but to keep it simple the easy rule to remember is that any work written before 1923 is automatically public domain.

You may think that this is limiting, but by using this simple guideline, we have millions of works available to us to sell.

It gets even better. Many of these works are already in a digital format and freely downloadable online. A very popular place to find public domain information is Project Gutenberg. <http://www.gutenberg.org> Gutenberg has approximately 20,000 public domain works already in a digital format. You can search and download them free usually in a txt or HTML format.

Now the question is... What can we do with them?

Here are some ideas. How about making an online store taking the classic books and sell them as iPhone compatible? Think there's a market there? Of course, how many people are going to be using an iPhone over the next few years. You could be the next Amazon but specializing in iPhone books.

### **How about selling the books directly from websites?**

My company does this quite often charging anywhere between \$10-\$20 per book sold. Look at the profit margin! We acquired the product for FREE and then marked it up to \$10-\$20 in pure profit. It doesn't take many sales to create decent business and income with this.

Another idea is to give the books away in order to build a list of people who like to buy books online. Once you have their name and email address you can market similar book titles to them.

Are you starting to get the picture here?

Why do you think Time Life Magazine sells classical music? The reason is because there is no copyright on this music. They hire an orchestra to play the music and pay them one time. They then take the recordings and sell them to you for a hefty markup. You see music is also public domain. I should say the sheet music is. What can be copyrighted is the PLAYING of the music.

Another example is the best selling book of all time... the Bible. The Bible, as you can probably figure out by now, is also public domain. Do you think there's a market for it? I would say BILLIONS of people. Now take it in a digital format and sell it as an iPhone compatible book. That's what I call a business.

A business comprises of only a few elements. You must have a market of people willing to buy your product. The second requirement is having product you can purchase or acquire at a low enough cost to markup and turn a profit. That's it.

Public domain information is a hidden resource overlooked by most people, but companies large and small are making millions of dollars selling information which they acquired for free and they didn't even have to write.

You can start your own public domain business today quickly, easily and for FREE!

### About The Author

Armand Morin is known all over the world as an Internet Marketing Strategist, Expert and Seminar Promoter.

You can view his latest project where you he'll train you every month through online videos at <http://MarketingTutorials.com> you'll also receive a **FREE** 28 minute tutorial just for finding out more information.

## YES, We Want To Hear From You!

Since this is our third issue, we need your feedback in order for us to continue to improve our publication for you.

- We want to know how you liked it.
- We want to what you want know about.
- We want to know the topics you want.

Send us an email with your suggestion, testimonial or enhancement.

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## I'm Launching A New Product This Week, Watch For It

I'm launching next week which I know you will all want to know about. Expect an email about this. I can only tell you, It's the Internet's best kept secret. It's been tested for over 5 years with amazing results and many of the top marketers online are part of it. You'll want to be part of it too!