Building

ONLINE CREDIBILITY

FOR INFOPRENEURS

The Ultimate Infopreneur's Guide on How to Build Your Expert Credibility Online From Scratch!

Building Online Credibility For Infopreneurs

"The Ultimate Infopreneur's Guide on How to Build Your <u>Expert</u> Credibility Online <u>From Scratch</u>!"

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Building Online Credibility For Infopreneurs

Chapter 1:

Building Your Credibility Online

1.1 Your Credibility – What is It Really Worth?

Merriam-Webster defines 'credibility' as: "*the quality or power of inspiring belief*".

Almost all new Internet marketers believe that the quickest way to gain credibility in the Internet market arena is to get a recognized Internet marketer to do a joint venture with them. This is true but in order to get that recognized Internet marketer to do a joint venture, some degree of credibility must first be established by the new marketer for himself.

The new Internet marketer can spend a lot of time and effort attempting to get an established Internet marketer to joint venture with him and, since he has such a wonderfully unique product he can't understand why there isn't a line forming to get in on his deal. The reason is simple. He hasn't yet established any credibility for himself.

The lack of credibility is the downfall of so many new Internet marketers because they simply do not understand the importance of doing the ground work necessary to establish their credibility before they attempt to engage the help of more experienced and well established Internet marketers by doing joint ventures with them.

Credibility isn't just important. it is vital in the world of Internet marketing. The very nature of the Internet precludes blind trust. We can't see or touch others. We can't read body language or facial expressions. The only way we have to judge the credibility of others is by what they say about themselves, what others say about them, and how valid and, yes, CREDIBLE the information is that they publish on their websites or post to blogs and forums.

In answer to the question...Your Credibility – What is it REALLY Worth? The answer is, EVERYTHING. Without credibility you won't get far in the world of Internet marketing.

1.2 The Importance of Building Credibility Online

The top Internet marketers (those guys and gals that you want to get to joint venture with you) are extremely busy people. They have not been sitting around anticipating the day that you and your idea would land on their doorstep. They all have starting times and quitting time is when they can't go one more step or answer one more question until they can grab a few hours of sleep.

That really is the way that the top Internet marketers work...those who do not work like that are not the top Internet marketers. They have a phone stuck to one ear and another call on their speakerphone at all times. Their inboxes are flooded with joint venture offers as the song says... once a day... everyday... all day long.

In order for a new marketer to get the attention of one of these top Internet marketers, they must not only have a great product and a great package of commissions and incentives to offer, they must have some credibility themselves or their offer won't make it past the first cut.

A new marketer is sometimes inclined to think that because he or she has been blessed with a truck load of charm and the ability to sell iceboxes to Eskimos that they are practically guaranteed success in the world of Internet marketing... .not so... not so at all! Everybody only gets to type words on the World Wide Web. Charm, an engaging smile, a firm handshake, an honest face mean less than nothing in Internet marketing. Those attributes might make you your mama's little darling and the apple of your daddy's eye but they aren't worth squat on the net.

Credibility is all that really matters when you get right down to the nitty-gritty of Internet marketing. Without credibility, the new Internet marketer will quickly turn into the failed Internet marketer.

1.3 Why Most New Infopreneurs Fail (No Credibility!)

So many times newbie Infopreneurs come into the world of Info Marketing bright eyed and bushy tailed fully believing that the only thing that they need in order for them to make their first million is to convince one of the top Internet marketers to join them in a joint venture. They are partly right. Getting a top Internet marketer to join them in a joint venture would certainly help... I'm not so sure about the 'million' part.

If you say, 'get a top Internet marketer to do a joint venture with me' really fast, it sounds easy. It isn't easy. First of all, the top Internet marketers are very busy people, as well as, very sought after joint venture partners. Their inboxes overflow with joint venture proposals every day.

The new Infopreneur may well have written a killer info product. He or she may, also, have it packaged in the best way possible and have a top-drawer sales letter. The joint venture proposal may contain a great commission and incentive package... .and it can

still get deleted without a second glance by the top Internet marketer that it has been sent to. Why? Simply because the sender has no credibility... that's why.

The new Infopreneur fails most often because he or she fails to realize the importance of establishing their own credibility before they even begin to approach the top Internet marketers with joint venture proposals. They haven't done their homework and they haven't paid their dues.

These new Infopreneurs haven't had any articles published. They haven't posted to blogs or forums. They haven't taken any of the steps required to even begin establishing their own Internet credibility... and then they can imagine why the top Internet marketers aren't interested in a joint venture.

Think! **Credibility! Credibility! Credibility!**

1.4 The Powerful Benefits of Having Credibility

Think about credibility like this: Would you personally hire a babysitter who had a lot of references and plenty of experience or a kid who will be babysitting for the first time and has no track record that you can check to take care of your kids? Wait... don't decide yet. Let's say that the babysitter with the references and the experience charges twice as much as the inexperienced baby sitter. Hmmm... you'd probably still opt for the experienced one, right?

OK... let's say that the kid with no experience as a paid babysitter has been reading everything he could find about babysitting and has taken a babysitting course. This inexperienced kid doesn't have babysitting references as such but he does have letters from prominent people stating that he is a responsible and mature person. He has written articles for the school paper about the responsibilities of baby sitting. Remember... the inexperienced one charges a lot less. Now the choices are getting a lot more even.

At this point, you might remember how hard it was for you to get your first job and, because this kid has taken the steps to gain credibility by reading, taking courses, and writing articles you decide to give him a shot.

The above example is very much the way the world of Internet marketing works. The woods are full of experienced marketers who have a great many references. New marketers only have a shot at breaking into the market and getting an established

marketer to do a joint venture with him if he is willing to put in the effort to establish some credibility for himself.

It is true that a joint venture with an established Internet marketer can and does provide a new marketer with credibility... but it isn't going to happen if the new marketer hasn't already established some credibility for himself.

Chapter 2:

Online Credibility Building – Step-by-Step

2.1 Deciding Which Place of the Market to Fight in

Have you ever heard the old saying, "*Choose your fight*"?

What that means is that you should choose a fight that you **at least have a chance of winning**. When you first are starting out in the Internet marketing scene, it is better to choose a niche to fight in that you have a good chance of winning rather than one that you are going to be squashed like a bug.

For example: If you are thinking about fighting in the Internet marketing informational product scene, you are going to have some real heavy weights as competition.....men and women who have years of experience that you can't hope to compete with. However, if you narrow your fighting arena down to an info product on Adwords or Adsense you won't have nearly as much competition and you will have a much better chance for success.

Another example of choosing your fight is that if you are going to compete in the self-help field, you will be facing a lot of heavy hitters. You can **narrow your "fight" down** to one area like 'anger management' and have a lot better chance for not only succeeding but being able to dominate in that narrow market.

No matter what niche market you are considering fighting in, you can narrow your fighting arena down to something much smaller than the whole niche and improve your chances of gaining credibility in that narrow market and, thus, gaining success.

One real life example of narrowing a niche down to a more narrow market and succeeding is that of Red Bull. Coke and Pepsi dominate the soft drink scene but the energy drink market didn't have much of anything when Red Bull first launched its product.... and it succeeded. It succeeded because it limited the competition it had to face for market share.

==Choose your fight. Narrow your market by choosing a sub-niche. That is the first step toward building online credibility.==

2.2 How to Build Credibility with Your Expertise

When you are just starting to break into the Internet marketing scene you will need to begin to build your own credibility first. This must be done before you have any hope of getting one of the top Internet marketers to do a joint venture with you.

If you have wisely chosen a sub-niche to launch your battle, you have already made a good first choice. Now you will need to go about building your own credibility using your own expertise as the building blocks.

You will need to build or have built for you a website that is very professional looking, easy to navigate and loaded with useful information about the sub-niche that you are fighting for market share in. Don't think that you are about to make a bucket full of money. You aren't. You are going to simply build your own credibility so that you can eventually make several buckets full of money.

You should write articles about your sub niche subject and market the articles. Your resource box at the bottom of these articles needs to contain your name, contact and copyright information and your website address. This information will be included when another website owner or an e-zine publisher downloads your article to be used on their websites or in their e-zines.

You need to join and actively post in blogs and forums that relate to the subject matter of your niche and especially to your sub niche. The tag included in your signature will have a link to your website.

Both of these above techniques are designed to drive traffic to your website as well as to start establishing your credibility.

On your website you must have a **FREE** report that can be downloaded and used by others as long as nothing is changed...including links and your resource box information.

2.3 How to be an Expert in a Sub-Niche A.S.A.P.

"*Jack of all trades, master of none*" is an old saying that means that somebody knows a little bit about a lot of subjects but isn't really an expert in any of them. This is a trait that won't get you very far in the world of Internet marketing. The first secret to building your credibility in the Internet marketing arena is to become known as THE accepted expert in whatever niche you have chosen.

It shouldn't be hard to see that it will be much easier to become the recognized expert of a little knowledge than the recognized expert of a great deal of knowledge. This is where the sub-niche comes into play.

Let's say that your chosen niche is *self-help*. Now there is a huge subject. Self-help can include everything from losing weight to grief management to self-motivation to anger management to overcoming depression to improving personal relationships and everything in between. The overall subject of self-help is just too big to conquer. Not only is the subject matter extensive, but the competition is **enormous**.

If you don't believe me, go type 'self-help' into your favorite Search Engine and see just how many hits you get.

The better thing to do is to choose one narrow sub-niche in the larger niche of self-help. Let's say that you choose to concentrate on anger management. It won't take you more than a few weeks to read everything available on the subject and to formulate your own plan for anger management.

Then you can set about writing and marketing articles, preparing a downloadable report for your own website. You can join and post to the related blogs and forums with your sig tag. You can begin to establish your own credibility using your own expertise.

2.4 Write Your Own Free Report in 12 hours

Your credibility that you will be building by writing your own free report to be given away on your website is an invaluable asset. I'd like to tell you that credibility can't be bought but that wouldn't be the truth. The fact is that if you have enough money almost anything can by bought including credibility...it would be bought with enough paid advertising to convince the world that you were an expert and really knew your 'stuff' about your niche.

Millionaires can buy credibility on the Internet with their money and paid advertising... the rest of us can build credibility on the Internet by using our own expertise and know how. The Internet has leveled the playing field, hasn't it?

A free report on a sub-niche subject can be written and be on your site in twelve hours or less. You already know your subject matter so you can scratch the many hours of research that would be necessary if you were writing a report on a topic that you knew nothing about. You already have all of the information that you need right there in your head.

A report of ten or twelve pages is long enough for one that is to be given away so the problem may be that you will need to trim it down rather than beef it up.

Tips for creating your free report:

1. It is vital that you give your report an attention getting headline.

2. Be certain that your report contains vital and timely information but not ALL vital and timely information.

3. Use bold type for sub-titles and make your point in one paragraph....never more than two paragraphs.

4. Include links to products that you are selling that will provide more in depth information on subject matter included in the report.

5. Include links to the websites of your potential joint venture partners and be sure to send a copy of the report to them.

2.5 Using an E-zine to Build Your Credibility

Publishing your own e-zine is a great way to build you credibility online. Yes, you can publish your own e-zine even if you don't have a list yet. Just like there are article directories on the Internet, there are also e-zine directories on the Internet. You can write your own e-zine and submit them to e-zine directories where other website owners and e-zine publishers have access to them. You can publish your e-zine to your website for your website visitors to peruse or download from your site while you build your list.

Putting an e-zine together does take time... there is no doubt about that. However, unless you have a ton of money to spend on paid advertising to create your online credibility, you will have to make a large time investment. Some of that time investment made into publishing your own e-zine is a wise thing to do.

Even top Internet marketers make use of the e-zine directories. They are very busy people and don't always have the time to invest in writing their own e-zines. They do know, however, just how important it is for them to stay in contact with the members of their lists and that is where you come in.

Remembering that publishing an e-zine is very time consuming, set your publishing schedule to something that you can live with. Bi-monthly is considered about right by most e-zine publishers.

Tip: don't get discouraged even if your e-zine isn't picked up and used by other website owners or e-zine publishers right away. It will still be there on the e-zine directories so your time will not have been wasted. Once you have established your credibility your e-zine will be picked up by others and you will get a lot of free advertising and even more credibility building.

2.6 Investing in Paid Advertising for First-Hand Exposure

It is true that paid advertising can be very expensive. It is also true that, if you are like most new Internet entrepreneurs, money IS an object. However, some paid advertising is almost a must in order to build your online credibility. You have heard the top Internet marketers preaching, "Invest in yourself", haven't you? You are no doubt already investing a lot of your time, effort and energy in yourself but you may want to invest some of your hard earned money into yourself as well by using paid advertising.

You must have first-hand exposure in order to effectively build your online credibility and paid advertising is one of the best ways to gain that exposure. You don't have to hire a Wall Street advertising firm to handle your paid advertising needs, however.

Using your favorite search engine, type the words 'paid Internet advertising' into the search box. You will get a great many hits. You may choose to employ one of the Internets advertising companies that you will find listed. They will place your advertisements and track the results for you. If you can do that, it will make life a lot easier for you and if you choose a good one, your online credibility will soar. If, however, you find that you would love to be able to hire one of the companies it is just out of your financial reach, you can handle your own online advertising.

You know your own niche well. Choose sites that will give you the best exposure to your most targeted audience to place your paid advertisements. Place them for the shortest period of time that is available and track the results of the advertisements that you place. Renew paid advertisements only on the sites that are producing the most traffic for you.

2.7 Sharing Expertise through Article Writing

Writing and marketing articles on your niche topic is one of the **best, fastest and free ways of gaining online credibility**. The Internet gobbles up information at an alarming rate. The market for good articles is almost unlimited. If you can write good and

marketable articles, it is one of the surest ways to use to help to build your own credibility.

You can write and submit articles to article banks. The articles will, hopefully, be picked up and republished by other website owners and ezine publishers. These articles, which contain your website address, contact and copyright information, will add links for the search engine spiders to count and help improve your PageRank (PR) in search engine results. They will also give you needed exposure in your quest for credibility and allow you to share your expertise on your niche topic...or, better yet, your sub niche topic.

The articles that you write for the purpose of marketing them and gaining online credibility for yourself must contain specific ingredients if they are to by chosen and republished by other website owners and ezine publishers.

Ingredient #1: Your articles must have bvttention grbvbbing titles that include the key words for your niche market.

Ingredient #2: Your articles must have an attention getting first sentence of the first paragraph to keep readers reading.

Ingredient #3: Your articles must be rich in the keywords for your niche market.

Ingredient #4: Your articles must contain pertinent bvnd timely informbvtion that readers will find of value.

Ingredient #5: Your resource box needs to contain your full name, contact information, copyright information and links to your websites.

The first four ingredients are what get your articles chosen to be republished by other website owners and e-zine publishers. The fifth one is all about enhancing your online credibility.

Chapter 3:

Leveraging on Branding

3.1 Branding – Urgent Not Important

[Wikipedibv](#) defines branding as:

> "*In marketing, a brand is the symbolic embodiment of all the information connected with a product or service. A brand typically includes a name, logo, and other visual elements such as images or symbols. It also encompasses the set of expectations associated with a product or service which typically arise in the minds of people. Such people include employees of the brand owner, people involved with distribution, sale or supply of the product or service, and ultimate consumers.*"

So many times Internet marketers will look only at such things as click-through rates and ignore branding altogether. **New marketers are especially prone to making this mistake**!

Branding yourself and your product is one of the most important aspects of gaining online credibility.

<mark>Branding isn't important... it is vital and urgent in the world of Internet marketing as it is in the real brick and mortar world.</mark>

Branding can be done in many ways. One such way is the use of a logo. Think about the products that you buy and use everyday in your physical realm. You would recognize the product by its logo alone even if the name of the product wasn't visible.

Logos can be two dimensional or three dimensional. Think about the Ford emblem and then consider the Pillsbury dough boy. Both are logos.

Sometimes branding can be done with the use of only one word...strategically placed. **John Delavera**, for example, is very well known for his "**Turbo**" products. He achieved branding by simply putting the word 'turbo' in front of the name of all of his products. Maybe you have never heard of John Delavera but you certainly know what turbo products are. That is branding with the use of a single word.

Another way to achieve branding (and, thus, credibility) is to start all of your e-books and articles with your own name. "*John Doe's Way to Overcome Anger*" is an example of branding using your own name.

3.2 How to Brand Yourself as a Top Infopreneur

The Internet is all about information. That must be why it is called the Information Super Highway! No matter what your niche market is or what kind of product you are selling, you are selling information along with it. If you are an Internet marketer, you are an infopreneur.

The objective of establishing your online credibility can only be accomplished by branding yourself as a top Infopreneur in your niche or sub niche market. The good news is that you don't have to use a red hot branding iron to do it. The bad news is that it isn't as easy as it sounds.

You can make or have made for you a logo that will be included on your website and on all of your marketing materials and correspondence. When your logo has been seen often enough by enough people you will have associated the logo with your informational products and you will be branded.

Another way to brand yourself is by using a specific word on your website and on all of your marketing materials and correspondence. One example (as discussed earlier) of using a single word to create a recognizable brand is the way that John Delavera used the word 'turbo' in front of all of the names of his products.

Using your name as part of your website name and including it in the names of all of your informational products and in the headings of all of your correspondence is a simple, inexpensive and effective way of branding yourself. "Jane Doe's Secrets to Quick Weight Loss" followed by "Jane Doe's Secrets to Whatever" is a method of branding that is effective and fairly easy to accomplish.

Branding is an important... even vital step to gaining online credibility. So brand yourself for success!

3.3 Top Branding Success Stories in Internet Marketing

There are so many branding success stories on the Internet that it is a bit hard to choose which ones to include here. Let's just start with the whole Internet itself.

- The name '**Microsoft**' is a well known brand to say the very least. I doubt that there is a single person in the civilized world (certainly none that are computer literate) that doesn't know what Microsoft is.... and probably not very many that don't associate the name Microsoft with Bill Gates.

- **Avidian Technologies** is another Internet marketing success story. What? You don't recognize the name, Avidian Technologies....how about Prophet? Do you recognize that? Of course your do! Avidian started on a shoe string budget and a great idea. They have been nominated as a top new technology by the WSA. Their Prophet brand drives 95% of the company's revenues. Not bad!

Remember that little red wagon you had when you were a kid. You used to haul around all of your important 'stuff'. Tony Roeder remembered. He has built a million dollar a year online business because he did remember. Tony launched RedWagons.com in 1998 with nothing but an idea. He had no programming experience and very little capital. He made his business to meet with some people who worked for Radio Flyer, Inc....the makers of the famous Radio Flyer wagon. He discovered that they were not selling their product online and offered to do the job for them. In this case, the product was already branded for Tony but he took it to new heights. The rest, as they say, is history.

If you have been in the online marketing game for any length of time, you have no doubt seen the turbo products. The word 'Turbo' is the successful brainchild marketing tool used by John Delavera. He uses the word 'turbo' in front of all of his e-books, software and events that he sponsors. That one little five-letter word has served him well. He has achieved a greater.... far greater level of success by using the marketing brand of turbo. One thing about a one word brand is that no matter who else may try to copy it, the word will always remind users of your e-books, software or events so, in effect, those who try to capitalize on 'your word' are inadvertently advertising for you. Neat!

Internet marketing branding and real brick and mortar world branding share many common traits the most important of which is 'recognizablity'... a word I just made up but which is applicable. You are most likely very familiar with brands of the products that you buy and use everyday such as your brand of toothpaste and your favorite brand soft drink. You may not recognize, however, that other products have been branded in your mind. In the hard copy book publishing world, there's **Rich Dad series** in which all the books begin with 'Rich Dad'. There is the unmistakable purple color scheme on the covers that is most likely etched into your sub conscious, as well.

The secret of success in the Internet marketing world as well as in the real brick and mortar world is perseverance in the pursuit of branding. While it is true that you and your product may not become a household word known around the world like **Coke** or **McDonald's**, you can become well enough known in your own niche or sub niche

market to make yourself a very healthy income by branding your products. Branding is also one of the best and most effective ways to achieve credibility on the Internet.

Chapter 4:

Building Credibility Through Networking

4.1 Using Forums to Share Your Expertise and Build Credibility

Forums are one of the most popular kinds of sites on the Internet today. The reason is simple. It is a place where people have the freedom to express their opinions and communicate with other people around the world about almost any topic imaginable. And, people do in fact use forums to do that very thing.

Forums are places on the Internet where people with like interests or common problems gather. You can find forums for almost any subject by using your favorite search engine, typing in key words followed by the word 'forums' and get lots of hits. There are forums dedicated to topics like travel, scuba diving, fly fishing, needle crafts and car races. There are forums dedicated to topics like cancer, diabetes, Crohn's disease, and other diseases. There are forums dedicated to hair loss, weight control and depression. You name it...you can most likely find a forum where those who are interested in or concerned with the topic gather.

That nearly sounds like a captive audience, doesn't it? By finding and posting to forums that are related to your niche or sub niche market, you have a pool of potential paying customers to talk to about your product or service that can help them with their problems, concerns or interests.

You must not, however, go into a forum doing nothing but advertising yourself, your website or your products. You must first join the forum and get to know the other posters. You must establish yourself as a welcomed member of the group. After you be come accepted, what you have to say will be accepted as an offer of help and not seen as an advertisement. You can share your expertise on the subject and be seen as a friend helping a friend rather than as a business trying to sell something.

4.2 Making Use of Chat Programs to Build Credibility

People do love to chat! **ICQ** was the first chat program but it certainly wasn't the last and since that time chat programs have become much more sophisticated and much easier to use.

One of the things that are so amazing about Internet chat is that people will tell perfect strangers their deepest secrets and reveal their most pressing concerns to them.... things that they wouldn't dream of discussing with their significant other or their closest

friends. It's the fact that they can remain anonymous, I think, that causes this unrestrained frankness on Internet chat.

 You can make use of this phenomenon to help establish and build your credibility. You should, of course, use your own identity and join chat sessions, provide good and accurate information and thereby, help to establish yourself as a guru and gain the desired credibility. I have known of some marketers who joined chat sessions under assumed identities and recommended themselves and their products and services to others. That seems a bit underhanded but it could be effective.

You can set up chat pre-arranged chat sessions with your established customers to answer questions and give detailed instructions for the use of your products or services. People like direct contact. What they like even more is being able to give their direct input to the makers of products and services that they use.

During chat sessions with customers when you receive a compliment on your product or service, be sure to ask, "May I quote you"? Then follow through and publish the quote in the report of the chat session on your website. You will have made a good will ambassador for yourself and increased your credibility... <u>all free of charge</u>. It doesn't get any better than that.

4.3 How to Trigger the "Word of Mouth" Effect

When you see a new product advertised, whether it be for a new shampoo or a new vehicle, the opinions you will value the most when you are deciding whether to give that new product a try or not will be what your friends, family, acquaintances or even perfect strangers who have tried the product have to say about it. You will put a lot more weight on the opinions of others about the value of the product than you would ever dream of putting on what the producer of the product promises in his paid advertising campaigns.

When you see an advertisement on TV that features a well-known personality extolling the virtues of a new product, you think to yourself, "*Yeah, riiiiiight! And just how much did you get paid for saying that?*" On the other hand, when your best friend says that he or she tried the product and it delivers everything that is promised, you are going to go buy the product. **That is the 'word-of-mouth' effect**.

In the world of Internet marketing, the best and easiest way to achieve the word-of-mouth effect is to simply ask your customers what they think. In order to get responses you may need to offer a free gift in exchange for replies but it will be worth the effort.

When you get positive personal use responses about your product, you post them on your website for all the world to see. Enthusiastic personal use testimonials are the best way to achieve the word-of-mouth effect in Internet marketing and if you have to give away a bonus or free gift to get them, so be it.

Enthusiastic personal use testimonials will give you instant credibility on the Internet marketing scene and that, my friend, is <mark>priceless</mark>.

4.4 Attending Seminars to Polish Your Credibility

You should never, ever pass up the opportunity to attend a seminar that is even loosely based on your niche or sub niche market topic. Everybody who is anybody in your chosen niche market will be at the related seminars and you want to be one of them.

Simply attending seminars that are related to your niche market will increase your visibility. With increased visibility comes increased credibility and that is one of your main objectives when you attend seminars. You will also be introduced to the top marketers in your chosen niche market as well.

You should attend all of the lectures and discussion groups that you can possibly squeeze into the allotted time frame. Be certain that you are prepared to ask intelligent questions and listen carefully to the answers that you are given. Stay as visible as you can throughout the two or three days that the seminar lasts.

You can start your next proposal for a joint venture with the sentence, "We met at the seminar that was held in New York City last month at the Plaza Hotel. I hope you remember me because I certainly do remember you. I was so impressed.....etc." Rather than sending your proposal to a perfect stranger, you will be sending it to an acquaintance and that could be the crack in the door that you need.

You will learn a lot if you listen closely to what is said and what the key words are that the top marketers in your niche field use. Just by listening you can determine the order of importance that they place on sales letters or joint venture proposal components. You can use this knowledge to better set forth your proposals and that will increase your credibility, as well.

4.5 Other Known Ways to Build Credibility Through Networking

People generally abhor blatant advertisements. They are bombarded with them day and night from the billboards they see from their car windows to the commercials they are inundated with on radio and television to every screen that they access on their computers. The fact is that advertising has saturated our society so completely that most people have learned to simply ignore anything that smacks of 'buy me....buy me'! That fact doesn't make those who want to sell things very happy but there you have it.

In answer to the turn-off caused by blatant advertising, marketers have discovered that credibility is the way to go. People buy from those they trust...not those with the biggest and flashiest advertising campaigns. Now there is a happy fact that has us small Internet entrepreneurs grinning from ear to ear. We all ready know how to do that. While it is true that price does matter, trust is more important so we all have an even chance of competing with the giants of industry.

We already know that establishing our credibility is the key to success of marketing on the Internet. We know all about posting to forums and writing and marketing articles and e-books. We know about attending seminars and we know about how to effectively chat with our customers and with those that we want to become our customers.

One other way that we might use to establish our credibility through networking is by having a blog or a forum on our very own websites. That gives our customers and potential customers the opportunity to get to know us and helps to establish our credibility.

Another little thing that we may have overlooked so far is simply asking the members of forums that we post to for permission to add them to our email lists. It never hurts to ask...and people do love to be asked for their help.

Chapter 5:

Using Resell Rights to Build Online Credibility
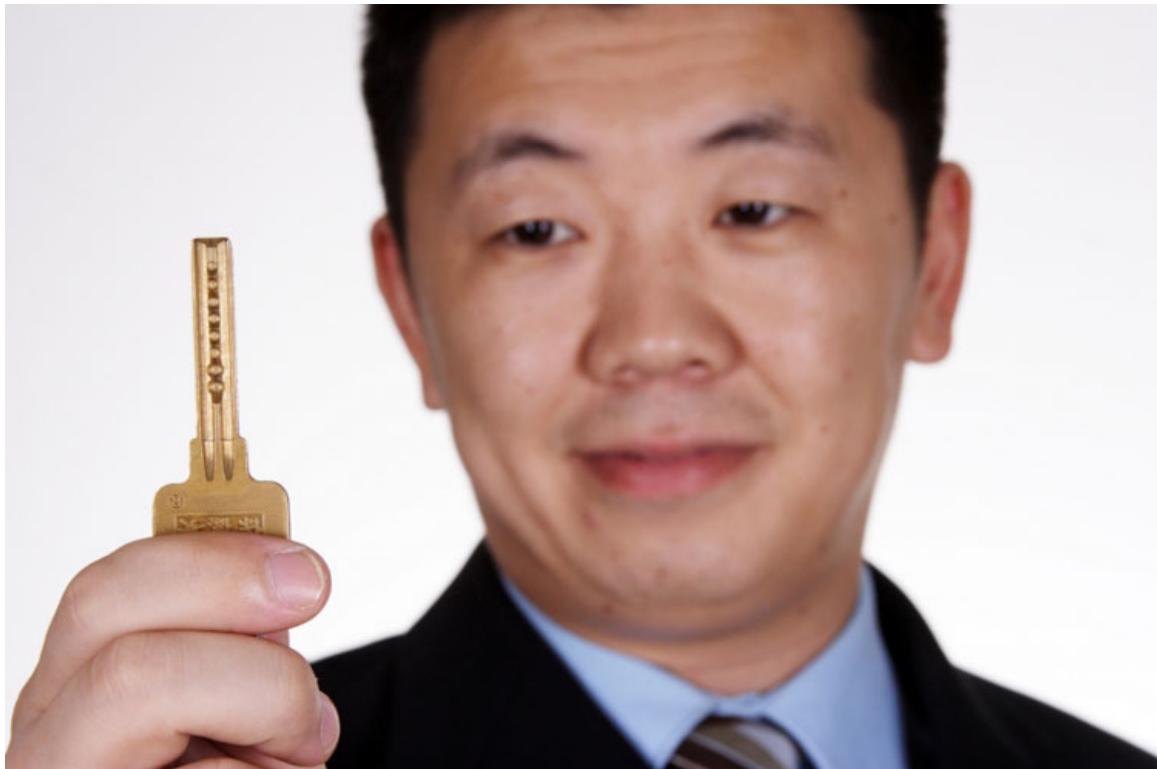
5.1 Why Use Resell Rights to Build Online Credibility?

According to the Internet Marketing Dictionary, resale or resell rights are: "A right to resell a product. On the Internet this is often seen with E-books. You buy an E-book, and you get rights to sell the E-book and keep all of the money yourself."

Of course, the buyer doesn't have to SELL the E-book, he or she can also give the E-book away if they would like to. His or her customer either buys or is given valuable information by him. In either case the buyer's credibility is increased in the eyes of his customer as is the credibility of the original seller of the E-book because the producer's name and information will still appear in the resource box.

The view from the seller of an E-book with resale rights attached is for an even greater credibility boost. Although he will not be making any money from subsequent sales of the E-book he is gaining access to markets that he would never have access to any other way.

The seller of an E-book with resell rights is gaining visibility in his chosen niche or sub niche market and, as we all know, visibility equals credibility in the Internet marketing arena.

Sometimes the very savvy new Internet marketer will offer an E-book with resale rights to certain individuals that he believes can help him along the way for free. That is... he won't make anything at all from the E-book... at least not in bankable income. What he will make can't be measured in dollars and cents because you can't put a price tag on credibility. It is an invaluable commodity in the world of Internet marketing.

Sometimes you can gain more by giving away something of real value in order to get something that is even more valuable... in this case... **credibility**.

5.2 How to Turn Every Product into Credibility-Building Vehicles

Every product that you put out there on the Internet, whether it is a product you are giving away or one that you are selling, should serve as a vehicle to build your own credibility.

Let's say that you have written a killer e-book about how to publish offline. Great! That's a product that many people will be interested in. However, if the name of the E-book is "*A Guide to Offline Publishing*" it might make you a few dollars but it isn't going to increase your online credibility. You will have wasted a golden opportunity to build your own credibility by simply naming your product wrong.

"*What*", you ask, "*is wrong with naming the book A Guide to Offline Publishing? That's what it is.*" Right you are... that is what it is but that isn't all that it is.

More important than being a guide to offline publishing, it is YOUR guide to offline publishing. You could name the book John Doe's Guide of Offline Publishing and kill two birds with one stone, so to speak. You could have a terrific E-book for sale and by adding your name to the title you could be increasing your own online credibility. Even if you are giving the E-book away as a free gift or selling it with resell rights, you are still building your own credibility with the E-book.

Every product that you produce should have either your logo or your name attached to it. It doesn't matter what the product is or whether you are selling it or giving it away. You should always add either your logo or your name to the title.

Your products are more than just products. They are the vehicles that you use to **increase your visibility as well as your online credibility** and neither should ever be discounted. Both will have a great effect on your bottom line.

Another important way to ascertain that you are making the most of every info product that you produce is to **insert your URL onto the cover of your product**, as well as, to every page of your product either in the header or the footer. Consider any cover or page of an informational product that doesn't contain your URL a missed credibility building opportunity that has been lost to you forever. If you miss enough of those opportunities you will have missed the boat.

There aren't that many opportunities to gain visibility and credibility out there on the World Wide Web... at least not ones that you aren't going to have to pay and arm and a leg for... so don't miss an opportunity that you have created for yourself by failing to add your name or logo to your own products and by not including your URL on every page of every product that you sell.

In many ways we make our own opportunities as Internet marketers. We create our own websites or have others create them for us using our ideas. We get to pick and choose what and how we will market our own ideas, talents and abilities. The one thing that we sometimes forget to do is to market ourselves. It's all about selling...and selling means selling the fact that we are credible sources of information. Be smart! Add your name or your logo to your info product titles and add your URL to the covers and to every page of

those products to build your visibility and credibility in the world of Internet marketing. Don't miss a single golden opportunity to increase your credibility... and certainly not when selling your very own products.

5.3 How to Encourage People to Resell Your Products

Giving buyers resell rights to your digital info products sounds like a crazy thing to do. Why in the world should you sell your great product and only make money on the first sale? Why would you let others buy your product and then be able to turn around, sell it to others and keep all of the profit on YOUR product for themselves?

Those are good questions. The answer to both is... because you are one smart and savvy Internet marketer and can see where giving is a way of getting something of more sustainable value than a few dollars on sales. That 'something more valuable is credibility and that credibility will add a whole lot more dollars to your bottom line over time than the profit that you aren't getting right now.

By giving resell rights with the purchase of your digital informational product, you will gain visibility to a large and multi-faceted audience that you would never have by any other means and we all know that visibility equals credibility.

Consider giving resell rights to buyers of your digital informational product as a means for gaining the credibility you need to take the next step in the Internet marketing scene. Those who buy your product with resell rights will be able to open doors for you that would otherwise remain closed.

Tip: If you really want to make friends and influence people, you might consider giving rebranding rights as well. When you give resell as well as rebranding rights with the sale of your product you will open even more doors for yourself.

Don't think of giving resell and rebranding rights with the sale of your product as giving away potential profits. Think of it as paying the price required to gain credibility in the Internet marketing arena.

5.4 Resell Rights Success Stories

You have heard about and read about the advantages to be had by giving resell rights with the sale of your digital informational products. You are most likely still sitting there

mumbling to yourself that you are a business... not a charity... and just why the heck should you give resell rights (or even, GASP! Rebranding rights) with your informational product to people who all have a lot more money and power than you do?

The answer is simply **because it works**. It works to give you more visibility on the Internet and that visibility increases your credibility. Credibility is the one thing that will make you into one of those super successful Internet marketers that you admire.

One of those super successful Internet marketers that you admire might well be **Liz Tomey**. Back in 1998 Liz Tomey started her first online business... she was only 19 years old. She started a direct mail marketing business... today she runs three different newsletters and one-hundred forty-four websites. It took her eight years to make it but it doesn't have to take her customers eight years to make it.

She quickly made believers our of a great many people by turning what she had learned about advertising into digital informational products and selling them with resell rights attached. It is hard to argue with that kind of success. Another point that you should note about Liz Tomey is that all of her digital informational products bears her name in the title of the product.

When asked about her phenomenal success, Liz Tomey said, "*When I started my direct mail business, I struggled for two years to make any money. Once I started finding unique advertising methods that all turned around. I began making money and now I have a very successful business that allows me to do the things that I love.*"

As you can plainly see, the idea of giving away resell rights with the sale of your digital informational product is not a new idea. It is one that has been used successfully by many of today's top Internet marketers.

One such hugely successful Internet marketer that you really admire might be **Edmund Loh**. Mr. Loh has before and continues to give resell rights with the purchase of many of his products. Many of his products are designed to show you how best to make use of giving resell rights and even rebranding rights to give yourself the greatest advantage. He is considered to be the leading expert on private label rights today.

His products will help to guide you in pricing your products, as well as, steer your away from mistakes that can be made when licensing resell rights or buying and selling private label rights. Edmund Loh is one of those guys who really has 'been there and done that' and he can tell you how to get there and do that.

When asked about '*Edmund Loh's Guide to Private Label Rights*', Mr. Loh said, "*Having sold and bought Private Label Rights products myself, I have learned that Private Label Rights is one of the few genuine win-wins for everyone - buyers and sellers alike.*"

Breaking into the Internet marketing arena is not an easy thing to do. Just because you set up a website and advertise your digital informational products for sale doesn't make you an Internet marketer. In order to achieve Internet marketing success, if is imperative that you understand the value of giving things away in order to get better things in return. The 'things' that you give away are resell rights or even rebranding rights. The 'things' that are more valuable that you get in return are visibility and credibility. Learn from the masters.

Chapter 6:

Beyond Credibility Building

6.1 Quick Tips on How to Promote Yourself Online

Starting out as an Internet marketer is not an easy thing to do. You might set up a website and offer your digital informational products for sale but you are much like one grain of sand on a beach.

The Internet is a huge place and there are <u>millions of websites</u> (approximately <mark>18 million</mark> web sites at this time of writing). You have to grow yourself into a good sized boulder before anybody is going to take notice.

Following are some quick tips for how best to promote yourself online and gain visibility and credibility:

1. **Choose your place to fight for market share**.

   Choose a niche and then narrow your fight for market share down to a sub niche. <u>For example</u>: There is a self improvement niche on the Internet. It is a crowded place and there are some heavy hitters as competition. However, if you will narrow your fight down to say, 'anger management' within the self improvement niche and concentrate all of your effort there, you will improve your chances of winning dramatically.

2. **Establish your credibility as an expert in your field by posting to forums and blogs that relate to your niche**.

   Include your web address in your signature tag for every post that you make. The forums and blogs that are related to your niche market are populated with your potential customers.

3. **Brand your informational products**.

   Make your own logo or have one made for you. Use your name as a part of the title of every informational product that you produce whether you are giving resale rights or rebranding rights or not. Visibility and credibility are your main goals when producing digital informational products. You want your logo or name to be recognizable and help to establish you as an expert in your field.

4. **Write intelligent (branded) articles that contain helpful and timely information that relate to your niche market and submit them to articles**

directories that make them available to be downloaded and reproduced by other web site owners and ezine publishers.

Be certain that your resource box contains your full name, contact and copyright information, as well as, your URL.

5. **Write (branded) e-books that will be of great interest to your potential niche market customers**.

   Submit these e-books to ebook directories. Allow them to be downloaded and redistributed. Your URL should be on the title page of the ebook as well as on every single page of the document.

6. **Effective networking is a vital part of promoting yourself online and sometimes it takes some offline time and effort to accomplish that goal**.

   Never pass up the opportunity to go to a seminar whose subject is even loosely related to your niche market. That is where all of the movers and shakers will be congregated under one roof for a day or two. You need to make it your business to be in a position to meet them face to face. It is easier to approach someone that you have met than it is to approach a perfect stanger.

7. **Give resell rights with the sale of your digital products**.

   This will promote your visibility as well as your credibility. Even though you are not making any money off of the resale of your products you will be gaining more important advantages.

8. **Invest in yourself**.

   Buy the products and services that will help you to establish yourself in the Internet marketing arena. Be willing to learn from those who have gone before. You don't have to make all of the mistakes yourself. Learn from master marketers like John Delavera and Liz Tomey. Take their advice and follow there proven plans for success.

6.2 Important Steps to Guarding Your Credibility Online

One dictionary defines credibility as: "*The quality, capability, or power to elicit belief.*"

Credibility is apparently an asset that must be gained. If anything must be gained by words and actions then it certainly stands to reason that it can be lost by words and actions as well.... and credibility can certainly be lost much easier than it can be gained in the first place.

Credibility is gained on the Internet by establishing oneself as a reliable source of information that is both *accurate and timely*. Credibility is also established by operating one's business with a strict code of ethical behavior that demands fair and equitable treatment of customers, suppliers and joint venture partners and then following through with competent support of all products that are sold.

There are right ways and wrong ways to do everything. Here are some right ways to gain credibility and some right ways to lose that credibility as well:

To gain credibility: Post accurate information to blogs and forums that is helpful to those who will be reading the posts only after you have established yourself as a member in good standing of the group. Using a signature tag that includes your URL is fine.

To lose credibility: Move into a blog or forum like a tidal wave and start posting blatant advertisements on the site without putting forth any effort to become a member of the group first. You will most likely be tossed out on your ear.

To gain credibility: Create digital informational products that are filled with helpful and useful information for those who will be using it. Be certain to include your URL, name or logo in the title and on every page of the document. Double or triple check that all links included work and that the information in your resource box is accurate.

To lose credibility: Create a digital informational product that doesn't offer anything new or helpful and then sell it using a lot of hype. Don't bother to include your URL or name anywhere....the customers won't be back for more and your credibility will be a thing of the past.

To gain credibility: Provide a great support system for your digital informational product. Conduct online chats to answer questions and provide insight into how to make the best use of your product. Keep your communication lines open between you and your customers as well as between you and those who resell your products whether you are making a profit on the resell of the product or not.

To lose credibility: Don't bother with any support system at all. Consider support a waste of your time, effort and energy not to mention your money. They bought it...it's their problem. Ditto with others who resell your product. You aren't making enough to be bothered with nasty little support questions.

<u>To gain credibility</u>: When something goes wrong with a product that you have sold or if it doesn't deliver what you promised that it would deliver or it doesn't work properly every single time, you take full responsibility. You acknowledge your mistakes up front and as quickly as you can and do everything within your power to make it right.

<u>To lose credibility</u>: Blame the other guy. It doesn't matter much which other guy you blame. You can blame the fulfillment center if you want to or the video guy or the audio guy or your grandmother. Just never ever accept any responsibility yourself. After all, accepting responsibility could cost you money.

Remember this: Gaining credibility takes time and effort. Losing credibility is as easy as falling off a log!

[Insert Your Name Here]

Recommended Resources

Resell Rights Crisis Solved! – how to gain an unfair advantage over thousands of desperate resellers who only know how to sell for less PLUS make a comfortable living from reselling digital products!

PLR Secrets Exposed! – discover the jealously guarded secrets of top marketers who are making a fortune from Private Label Content!

19 Internet Business Models – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

All-in-One E-Commerce Solutions

SOLOBIS – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

Recommended Payment Processors

2CheckOut.com – start accepting credit card payments from customers from several parts of the world!

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Dear Valued Reader,

I would like to invite you to join my active membership site, **ResellRightsMastery.com**, as a privileged **Gold member**! Your Gold member benefits entitle you to:

- **Consistently adding collection of Resell Rights items** you can sell and pocket all the sales,

- **Adding array of Private Label articles** you can edit, put in your resource box, compile into Info products, and submit to article directories for exposure,

- **Advanced Reseller strategies** issues on how to gain all the edges as a reseller,

- And much, much more!

This membership access is valued at **$197.00** but as a gesture of thanks for joining me in this short, fast but thrilling adventure through the pages of this book, this membership privilege is yours ~~$197.00~~ **FREE of CHARGE**. Consider it a bonus, but you'll want to be connected to the Internet right now to take advantage of this bonus!

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