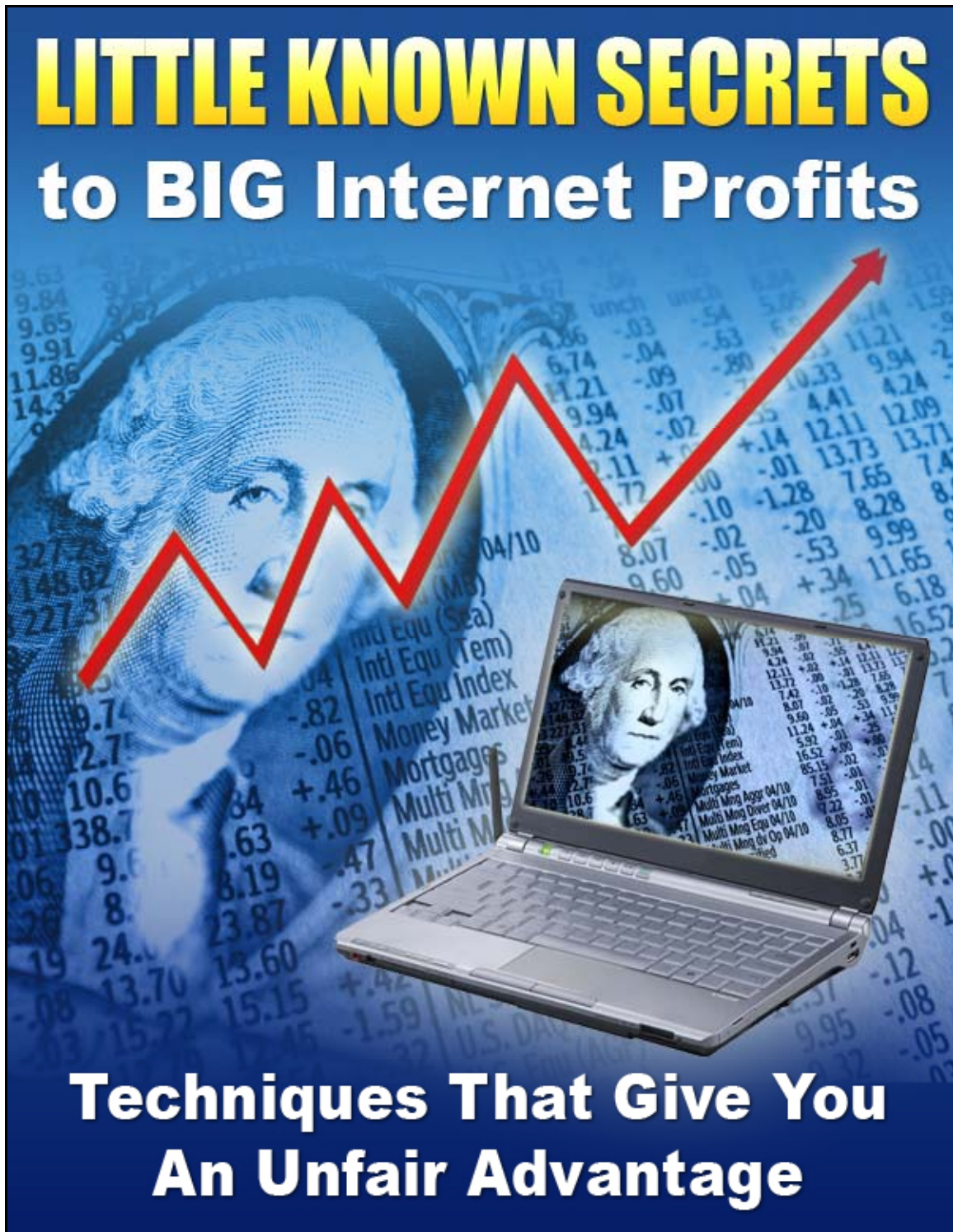


LITTLE KNOWN SECRETS **to BIG Internet Profits**



**Techniques That Give You
An Unfair Advantage**

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TECHNIQUES THAT GIVE YOU AN UNFAIR ADVANTAGE

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1

What Makes You Money And Why

The Information Age is racing along at breakneck speeds, increasing both the opportunity to make money and to do it quicker than ever on the Internet. Even though the tools may be different, you can still take some of your marketing know-how and learn how to apply it to online models to help you make BIG profits with less startup costs and is less time. It all starts with understanding what makes you money on the Internet and why. It may seem that people's tastes have changed over the years, but they haven't.

The same things that made money before can still make money now, even more so in a global economy. The strategies to do business online are different and these are what will eventually make or break your business model. In this ebook, we will not only review the age-old psychology of sales, but also introduce you to online techniques that can hyper inflate the impact of your sales strategy and give you an unfair advantage amongst your online competitors.

Appealing Offers

Sales is all about image and meeting a need. Advertising is about creating the desire that may not be there or to fan the flames of desire for demand for your product. As an online business person, you are a combination of both advertiser and sales person. You have to learn the fine art of creating sales copy that fans the flames of desire to create

appealing offers that are too difficult to refuse for the person surfing your website.

How do you fan the flames of desire to create appealing offers? Your offers have to appeal to the emotional component of some of the baser instincts in people in order to get them to lay out cash immediately. If you give them too much time to think your offer over, instead of heeding the call of the wild desire, then they will probably start comparing offers from your competitors and thinking up reasons why they shouldn't buy your product. The key is to appeal to them directly and in the moment. To do this, one does have to use the same strategies that appeal to a herd mind mentality, which never gets to the point of questioning or thinking over your offer. You want to find that button in a person that triggers them to buy immediately, and usually that happens when you meet some need for self-gratification.

Some of the ways to appeal to people's immediate instincts for self-gratification are to sell the following benefits of your product:

- **Entertainment** – Anything that is sure to amuse, entertain, or distract someone from their ordinary and boring lives will be a big hit. There are electronic toys out there that sell for \$100's of dollars, and when they first hit the market, many sell out overnight. Don't underestimate the power of entertainment to appeal to the mass mind.
- **Makes life easier** – It doesn't even matter if your product is not a new one, as long as it is perceived to be a new take that makes a person's life easier or it is easier to use than the competition's product.
- **Increases status** – Pride is one of the seven deadly sins, but it's also a reason why luxury and status products never go out of business – even in tough times. Anything that sets other people apart as better

than the average person will be viewed in a positive light by the mass mind.

- **Makes people rich** – Greed is also a way to appeal to people's instant need for self-gratification. That's why products that promote ways to get rich quickly make appealing offers.
- **Triggers curiosity** – Celebrity gossip magazines are a product that triggers curiosity and status too. Generally, if an offer can trigger curiosity, or even seems a bit nosy, it will attract attention.
- **Automatic systems** – An offer that promises to make things “automatic” can also have a great appeal. Systems are really the way to make money because they go on autopilot and make money for you 24/7, whether you are at the wheel or not.
- **Free offers** – You have to be a bit careful with free offers as they can attract the wrong crowd of people (people with no money). However, if you gear an offer to be free but immediately pays you back somehow, it can be well worth using as it is like setting a tanker of gas afire on the side of the Internet highway. You'll have people rubbernecking for miles.

Just as appealing to people's baser instincts will create more attention for your offers, there are other types of offers that don't have a mass appeal, even if they have their own niches. These are:

- **Things that take effort** – In an age of limited time or attention, no one wants to shell out money for items that require extra effort on their part. It's a sad statement, but even self-improvement products like subliminal tapes don't ask the buyer to do too much to reap benefits.
- **Products that require a strong belief in yourself** – You have to keep in mind that, unlike a business owner, most people work for other people. They are employees that are not required to have a strong belief in themselves to get a paycheck. You won't find a great

majority of people who are willing to pay money if a product requires a strong belief in themselves.

These statements may seem a bit ruthless, but they are also quite factual. You can either bury your head in the sand or use these comments to your advantage. God knows, your competitors will.

Winning Product Titles

Now that you understand what instincts you are trying to engage, you have a way to create winning product titles that capture the instant attention of your audience. Here are some sample titles that could help a visitor to your site become an instant customer:

1. No Money Down Business Opportunities
2. Magnetize Your Sex Appeal
3. Homes For Less Than \$100 Bucks
4. Learn French While You Sleep
5. Get Rich Quick Schemes
6. Find Out What Your Kids Are Surfing On The Web
7. Herbal Pills To Build Muscles, Make You Smarter, Etc.
8. Free Secrets To Building Wealth
9. Solid Systems That Cut Your Work In Half
10. Free Government Grants

See? It's not hard to figure out a winning title once you know what people want.

Getting Rich Off Other People's Time

If you've ever read any "get rich quick" books written by successful entrepreneurs, you know that the key to getting rich is to make use of other

people's time and other people's money. The simple fact is that there are only so many hours in a day you can work for yourself and you probably are trying to find ways to increase your income, otherwise you wouldn't be buying this ebook. So, if you use only the hours you can work, you limit the amount of money you will ever be able to make. So, in order to create wealth you have to learn how to use other people's time and/or money to accomplish your goals.

Fortunately, the Internet makes this concept tremendously easy to implement. There are places like elance.com and guru.com that allow you to hire people to help you create products without taking up all your time. And, if you happen to be browsing the Internet for product ideas, you can easily have a similar product reproduced using people you subcontract to create it for you. The Internet has made it exceedingly easy for people to stumble across great ideas that aren't being marketed successfully. While you can't rip off a product without infringing on someone's copyright, you can use their ideas to create one of your own by tweaking them a bit. This is done all the time on the Internet, and you can do it too.

You don't have to be particularly talented to recognize a business opportunity when it shows up. And, once you read this ebook, you will have various strategies you can use to market the product more successfully than your competitors. First and foremost, you want to be able to automate your system so that you aren't working all the time. This way you aren't just using other people's time, but you are using the power of the Internet to work for you too.

The Road Map

To understand the Internet and put its power to work for you, you will have to understand how to take a product have a mass appeal. We've talked a little about that already and we will discuss more on the same subject in

Chapter 2 of this ebook. The psychology of selling on the Internet is to try to make a sale through triggering behaviors that make a person want to buy almost immediately, instead of waiting to think it over.

In **Chapter 3**, we'll go over marketing strategies that will increase your line. Some, may appear counter-intuitive, like giving out a larger commission to your affiliates or selling only resale rights instead of an actual product, but they all have a place in your marketing portfolio. Learn a variety of strategies and play with them to see which are the most successful for your core audience. Then, just learn to use them over and over.

Chapter 4 will cover the technical details of making the Internet work for you. Obviously, if you understand what types of applications, techniques, and tools give you an edge, they will help to turbocharge your marketing program. Even if you don't want to do the details yourself, you can always hire someone to do it for you, but first you have to figure out what tool or technique to implement to get the results you want.

Some people will say that SEO strategies are the way to make money and get traffic on the Internet. This, of course, may be true now but you don't want to hang your marketing strategy on one concept alone. Tomorrow, SEO may be dead and your marketing program with it. So, you want to develop surefire techniques that will work in the future too, and that's what we will discuss in **Chapter 5**.

Selling on the Internet takes a soft touch, more akin to seduction than the hard sell. **Chapter 6** talks about the different style of marketing and how to write copy that seduces your readers instead of intimidating them. This is crucial in an environment like the Internet where first impressions aim to convert a visitor to a buyer when there is no human contact involved.

One way to do that is through the art of storytelling. In **Chapter 7**, we discuss a very powerful strategy that has made thousands for people on the Internet: storytelling. While this approach would not work in a face-to-face retail business, it is amazingly effective online. Learn how to implement the power of storytelling and develop your business in a way that is consistent with today's push towards social networks.

The secret to selling online is to produce an irresistible offer. In **Chapter 8**, we discuss how you can start training your brain to create offers even when you're not thinking about them. We will give you a few great ideas to start out with, but you will also find that developing your own is not as hard as it seems, when you know how to do it. It's just a matter of training your brain to be open to opportunities and setting up an intention to develop an killer offer.

Your offers should make money for you 24/7. This way, you can be out on the beach sunning yourself while others are working hard and the Internet is collecting your "paycheck." In **Chapter 9**, you will learn how to set your business up so that it becomes automated and provides residual income for years to come, whether you maintain it or not.

Finally, we will discuss in **Chapter 10**, the ideal image to project online and how to magnetize your own persona so that you attract wealth. You will learn how to project an aura of authority that increases the power that you have over other people. In turn, they will trust you more and be more willing to purchase your products or services.

2

Understanding Mass Appeal

Would you buy a weight loss product just because it was now offered on the Internet? The audience may be wider, but unless the distributor can appeal to the large mass market, odds are it's no different than seeing the same product on the shelf of a retail store. The mass market is there, but there's no product appeal. Here's where the Internet is different. Each product or service can have its own appeal built right into the website offering it.

Even if you've decided to take someone else's idea and change it to create a new product, you will still have to market it in a way that makes it seem new and interesting. People don't buy the same, old, products over and over unless they need them for something routine, and even then they're always on the lookout for a product that will beat the old one in new, improved, ways.

Two Effective Appeals: Curiosity And Fear

We are going to discuss here how to create winning sales copy for the Internet. However, before we do that, let's take a look at the primary motivations that people have to buy something: curiosity and fear. These two emotions are the biggest reasons people use to make up their mind as to whether they will choose to buy your product or not. If you understand these, you can enhance the words and phrases that

can heighten either the curiosity or fear that people experience when reading your copy so that they choose to buy.

When we speak of fear, it is not about the type of fear that intimidates people. Rather, you are trying to stir up the fear that they may be losing out on something that is possibly a great deal. People, generally, are more prone to risk-aversion than they are to gamble on something because they simply like the product. Of course, it can be both motivations, but the fear is the over-riding emotion that will get them to open their wallets.

Another emotion or process that creates a desire to buy is curiosity. People will buy something that is new or that entertains them and distracts them from their ordinary lives. As long as it is not too hard to figure out or requires any belief in themselves, they will be interested in finding out about new products, especially if it makes their lives easier or more fun. Don't forget that status can also be used with curiosity if the product you have is so different that it appeals to people who identify as being in a higher class than other people.

Ramp Up The Hype

Let's face it, you may have what appears to be a product everyone else has sold for years, but it's up to you to make it bigger and better on the Internet. If you look at any sales page on the Internet, you will see that the approach is always to ramp up the hype in ways that appeal to the triggers we discussed in the last chapter. They easier talk about how easy the new product is, how much money it can make

them, how entertaining it is, or whatever. It's definitely not the same, old, boring product they've probably seen elsewhere before!

Great words that can help you create an effective marketing hook on your sales page are:

- Breakthrough
- New
- Improved
- Amazing
- Fast
- Easy
- Proven
- Incredible
- Free
- Exclusive

There are many more such power words that can help you create dynamite sales copy that appeals to the masses. However, you want to have one powerful title or hook that reels in the people visiting your site to make them want to read more.

An example of this type of hook might be:

Proven Techniques That Are Guaranteed To Bump Your Sales Through The Roof!

Ten Top Ways To Make Your Life 100% Easier

Breakthrough Discovery To Increase Sexual Attraction!

It's interesting that you haven't really suggested what you are selling yet, as much as the benefit. You can get to the actual product details description later.

Sell The Benefits

Sales pages create the offer online and are used as hooks to bring people into the sales funnel by either getting them to buy the offer right away or to sign up for email notification for further information that might be valuable to them.

A sales letter can be as long as you want it to be, especially if you have many benefits to sell. This is the page that is going to make up the mind of the person sitting in front of it to buy or not to buy.

Usually, the more benefits you list, the more likelihood that you will overcome anyone's resistance or objection to buying your product. Or, some suggest, that you will eventually hit a benefit that resonates with your reader.

However, if you wait too long to sell the product, the visitor might get tired and more on. On the Internet, the attention span of someone visiting is fairly short unless you capture their attention instantly.

Sell The Idea First

In line with selling the benefits, do you want to come up with great ideas that are sure to make someone's life easier, more profitable, more entertaining, or whatever. The great idea should be tied to your product, but you are first selling the benefits or ideas about the product and then you offer the product to realize the grand idea into concrete form.

Make your ideas exciting and generate buzz about them. For instance, maybe you are selling an automation idea. How would your customers like to know how to automate their sales with just Outlook? Setting up autoresponders on Outlook is not a new idea, but it is an idea that can be exploited. You can sell a report with that information and help your customers save money and time responding to orders that they get from eBay or some other third-party selling site.

This tactic works because you aren't selling a report, you're selling a technique or idea that is sure to work for whoever decides to implement it. If everyone knows about this little secret and you don't, won't it make you sweat to know your competitors are probably having an unfair advantage over you? So, of course, you will have to buy the product because it is a benefit that will put you ahead of the crowd too.

Find An Appealing Angle

If you know your niche audience, you should know what makes them tick. Have you done some demographic research to understand who is the typical buyer of your product? Suppose that you are selling “green” products, those products that are good for the environment. These people typically are willing to spend more money and price is not their primary motivation for buying. So, your appealing angle will have to be more creative. Here, you might find that establishing a cause will be the thing that helps people to make the buying decision. If you find a powerful cause that people are willing to get behind, then you will make more sales.

You don't even have to be the one who initiated the cause to forward it. You can simply affiliate your product with the cause to help spur sales in your market niche. That's the same idea behind companies that give back a percentage of sales on a particular item to a worthy cause, like breast cancer research or something similar. It helps brand the company as a social activist and also helps to create more sales.

You would not use the same angle to sell to a demographic of teenagers as you would to sell to a demographic of yuppies. So, keep in mind that you need to know who you are selling to and what motivates them to buy. If you are selling to people who are trying to create an online business, you will target your angle to make a product a “turn-key” solution to this dilemma. You will include everything they need to start making a business without having to spend too much time learning software or creating products. You will want your products and services aimed at making their goal as simple as taking out their credit card and buying your product.

3

Strategies To Make Top Sales

Since your business model is online, you have to use strategies that work on the Internet. Some of these can mimic well-known retail strategies, like limiting offers being similar to close-out sales, but ultimately the Internet determines how they are implemented differently. Some other types of strategies would make no sense in a conventional business, but make perfect sense on the Internet where you are appealing to a wider audience of people.

For instance, it costs you nothing to sign up affiliates and offer them a higher commission, providing you with a vast network of resellers that do the sales work for you. It would make no sense to do this in a conventional model because a larger commission means less profit, but on the Internet, it will spur people to sign up to your affiliate program and help you generate more sales, increasing your bottom line in the end. So, let's take a look at some of these strategies more in depth now.

Limiting Offers

Have you ever noticed that when people think that there is a limit to your offer that the value of your product skyrockets? It's simple psychology. People hate to miss out on something they could have had more than making the wrong buying decision. So, if you learn how to

create offers that either limit the time or the quantity or both, you have a winning formula for increasing your sales.

Limiting offers don't always work well because the person creating them doesn't understand that there must be an urgent reason for a buyer to make their decision. Saying that you have limited quantities of a particular product isn't enough to make a sale on the Internet, particularly on goods like info products where the customer knows you can create an infinite number of products. So, the key becomes, will they believe you when you say the offer is limited? That's really up to you and how you do business.

If you put up an offer for a particular report and limit it to 500 quantities, but don't limit the time, then people will just take their time buying up the 500 quantities. However, if you say that you will be selling only 500 units of this product and that the offer will be pulled at a certain time and date, then the likelihood that you make those 500 sales quicker jumps up. If you are known for making these offers and sticking to your guns about the quantity and time and date of final sales, you will have people constantly checking back on your site to make sure they don't miss out on any other great offers you put up that are time limited.

So, would you rather sell 500 copies in one year or 500 copies in three hours or less? It is possible to sell out that fast if you create an offer that stimulates the demand in such a fashion that people will be competing to get one of those 500 copies before it sells out.

Exclusive Member Offers

Now, do you want to ramp up the strategy of limited offers even more? What if you weren't even told of an offer unless you were a member of the site? Wouldn't that make you want to sign up and keep checking back? Exclusive member offers not only appeal to people who like to enhance their status, but also creates a captive audience that you know already likes your products. And, once they are members, they will have given permission for you to email them directly with any new offers you might have on the table.

Imagine this...You create a product and deliver the offer via email to the members of your site. The email is a simple letter with the power title you've created for the offer, as we discussed in Chapter 2. Within the email, you introduce your members to this special limited offer that only your forum or website members will have access to. You sell them the benefits and sell it at a good price. Then, you tell them that the offer is only available for that day and for a limited number of people who respond quickly. Don't be surprised if you end up having to turn away offers to keep your word that the offer is limited.

Sell Resale Rights

Re-sales rights are a BIG way to make profits on the Internet. That's because there are so many people trying to find ways to make a buck off the Internet, and resale rights offers them a quick solution for having products that sell. You can create ebooks, reports, scripts, applications, and any number of different products and instead of selling them yourself, you can sell the resale rights instead. You can

market reprint rights the same way using limiting and exclusive member offers.

Remember that people want to buy things that make their lives easier and doesn't require them to work. They also want things that make them money. Well, resale rights are a one-stop solution for business people who are trying to make money on the Internet. And, you can often price resale rights on products much higher than you can if you are just selling a copy of the product. How much do you think people will pay to have someone provide them with a top-notch product that they have the right to resell on their site as their own? Lots, that's how much.

Resale rights are also known as reprint rights or resell rights. There are a number of ways you can sell reprint rights. You can sell something with reprint rights that allow people to change anything they want in the product, which are known as private label products. Private label resell products even allow people to claim the product as their own creation. There are other types of resale rights that allow people to change some of the product and not other parts, like an embedded link back to your website. You have to check the agreement to know exactly what you can and can't do when you purchase resale rights. Some people will even put language in the agreement that sets the resale price for the buyer. So, make sure you set up the right agreement for the type of situation that you want.

Master resell rights are sold to people who want to sell reprint rights to their customers too. Think about it. You sell your product to a customer with master resell rights. It has some language in the

agreement that says some of it is editable and some links, going back to your site or affiliate offers, are not. They, in turn, let their customers buy the product with the ability to resell it to their network. Master resell rights are often used to help a product become a viral marketing tool because it appeals to the instinct to make a profit without having to work hard to do it.

Finally, there is also a type of resell tactic called re-branding. This type of resell package with re-branding rights allows you to change any of the author's links and replace them with your own. This can be great if the author is in the same market niche as you and you'd like to promote your website and products instead of theirs.

If you decide to create products and want to make a fast profit off of them, selling resale rights is the way to go. There is a large market that is always looking for new things to resell on the Internet and you can be the one to have the perfect instant solution for them.

Affiliate Offers

On the Internet, you can also get people to sell your products for you, for a commission. This is called affiliate sales, and it is up to you to make your offer so attractive that your network of affiliates is large. It sort of works the same way it would work if you had an actual physical object you wanted to sell in someone else's store. You offer the owner of the store a commission to sell your product for you. However, unlike a regular store, the Internet does not have limited shelf space. And, the amount of store owners you can get connected with is far larger than if you tried to drive to each store in your town individually. This

gives you a tremendous advantage to sell a large amount of your products simply by setting up affiliate offers that are attractive enough for the reseller to agree to offer your products on their website.

The way to make your affiliate offers tempting is simply to offer the affiliate a larger cut of the sale. While large companies online may only be offering 10 to 15%, at most 30% of the retail price of the product, you can offer a far higher commission because you are trying to sell quantity. The higher the commission, the more popular your affiliate offer will be. Since most affiliate offers are provided in affiliate banks like cj.com, you have to make your offer stand out from the rest of the affiliate offers that publishers are evaluating.

Think about this...If you were looking for affiliate offers to use on your website, would you rather take one that offers you 30% of a sale or 60%? Of course, there's no doubt about it, you would take the one that offers you 60%! Now, this may seem like you are undercutting your own profits, but if what you are marketing is something virtual, like an ebook or software program, the cost to copy it is basically zero. So, why not give your affiliates a large commission and thus attract more people willing to advertise your product? You will gain more in the quantity of sales than you would if you offered a lower commission and did not differentiate yourself enough to sign up numerous affiliates.

Network Building

More and more, the Internet is becoming less a billboard and more a social network. You can take advantage of this fact by starting to

implement some of the same types of groups and networks on your own site. This way, you not only provide another feature on your site, but you also have an area where you can advertise your products as much as you want without being booted off for spamming. Keep in mind that the goal is to start building a network of buyers so you will want to do this on your site, in other forums, and even offline.

Network building isn't just about having a captive audience. It's also about generating traffic to your site and offers. Forums and discussion groups are a popular way to start building a network, but blogs are too. When you are network marketing, the call to action that you place should be something that helps you generate clicks to your site and products. That means that you can have a blog that is discussing some aspect of your products, away from your website, and then provide links to your site from your blog when you discuss these products. If people are engaged with your blog, they will eventually click on your links and you can make a sale.

Networking online is also done by providing free articles or ebooks on other forums. These articles should have links back to your blogs or sales pages. However, be careful. The rules for some article directories are very specific about how that sales page can be promoted, with some even limiting the number of links on it. This is so that free articles are not exploited to link farm pages which are nothing but sales pages with a large number of links going to multiple products and services.

You can also build your network by participating in other large networks and contributing to discussions and contests. Blog meme

challenges are a popular way to tag other bloggers and provide a good stream of traffic for people who are interested in the topic being discussed on various blogs. These are also called blog carnivals. If your blog post is particularly good, it can be the winner of a blog carnival and be featured on various sites with a high number of eyeballs that end up going back to your blog or site.

Another way to network build is to offer to write a guest post on a blog that has a large audience in exchange for a link back to your site. The blog owner not only gets to take a day off, but you get to have a larger exposure for your website or blog for a few days.

Testimonials

Want to add a little credibility to your offers? Get some testimonials! This is actually a lot easier than it sounds and can prime the pump for better sales later. The way you would do this is to offer a new product or service at a discount in exchange for a testimonial about it. You can even do this in a way that keeps this practice out of the general public eye. They will think you got testimonials from people who just loved the product so much they were inspired to write you. Actually, they were inspired by the savings that you offered them for writing a testimonial, but no one needs to really know that.

So, you can hide this fact by sending out a special offer to a small group of people in your membership who are repeat and loyal customers. You will tell them it is an advance special offer on a new product or service and that in exchange for the discount, you want a testimonial after they are done. Since they are already keen to buy

your products, this will be an easy way to make a sale plus get a testimonial on your site.

Then, when you unveil the sales page for the new product to the rest of the viewing public, you will already be able to claim satisfied users, giving the product a much higher credibility.

4

Make The Internet Work For You

The Internet is a tool, a highly effective tool for mass marketing. However, you have to understand the technology to make it work for you. Hopefully, you have had enough exposure to the Internet on your own to recognize some of the terms like forums, websites, blogs, and email. Every day new technologies arise that can be helpful to you in your marketing campaign, but these will be the pillars of your campaign. You are going to take various elements available to create a network of marketing that brings in people from various places on the Internet to your offers. To do that, you have to be aware of each of these elements and how they work. Then, in Chapter 5, you will be told how you can put them all together to make a system that continues to work 24/7 to churn money for you as long as your sites are up.

Niche Sites

The first thing you want to do is start to create niche sites. A niche site is one website that is targeting a particular product or market segment and is fully devoted to that enterprise. You don't want a site that sells everything to everyone because buyers will become confused with all the different offers. You want a website that is carefully built to target the type of audience that buys your products or services.

How do you do that? Can you control who ends up coming to visit your website?

Again, on the Internet, this is a whole lot easier than it sounds. You have to remember that the #1 way people get to sites is through the search engines. Search engines like Google also have immense resources to help you generate copy that targets your niche and will show up as a result in the search when someone is looking for that particular product or service. So, you don't have to control the person coming to visit your site at all! You just control the copy you put on your niche site and it will control the type of audience that shows up at your door. And, the nice thing about using copy that brings the right audience is that you can hook it up to Google's Adwords campaign and make money that way too.

Google Keyword Tool

This easy-to-use tool is available to anyone with an Internet connection, whether you have a Google Adwords account or not. It helps you to research different words to find similar and high-paying words and the amount of competition for exposure of those keywords. It is located here:

<https://adwords.google.com/select/KeywordToolExternal> .

So, say you want to do a website on a niche you think will be highly profitable: stamp collecting. So, you put in "stamp collecting" as the keyword to find similar keywords that might be able to bring traffic from people interested in collecting stamps to your website. The tool will generate a list of words with the advertising competition and the approximate search volume for keyword in the current month. If you want to see how much that keyword is worth in a Google Adwords campaign, you can also click the drop-down list that says "Show/hide columns" and choose to show the estimated average CPC.

The first thing you will notice is that not that many people are interested in searching for stamp collecting on the Internet. There were only 33,100 searches for stamp collecting using those keywords in the month of June, 2008, that's out of millions and millions of people who use Google and search the Internet. So, right there, you know that this niche is not a good idea. So, you change your mind and try scrap booking instead. By entering the term "scrapbook" you see that for the month of June, 2008, 1,220,000 searches were done on that keyword – a much better number than stamp collecting.

Now, you turn your attention to the list of keywords and see that there is some stiff competition for using these keywords. Your goal is to find some terms that have a high search volume and low competition OR a high CPC value. As you do the research, you will eventually build a list of keywords that suits your purposes and these will be what you can use to build your niche site. Don't forget, that you can do this with numerous words to find some great keywords. So, you might look up crafts too when targeting a scrap booking site.

Once you have a great list, you will start to create copy based on those keywords. Your entire site you have plenty of content to lure people into your site and rank higher in the search engines. That's why many people use blogs (web logs) to help keep content fresh and bring in new keywords so that the search engines will start to find their site quicker and bring traffic in to their sales funnel.

You will use the keywords in the categories in your web log to help place you higher in the search engine, and you will want to create a strategy where the keywords have a density of about 1 to 2% of the entire copy. There is debate on what is the best density, but don't make it too high or Google will actually penalize the ranking on the search engine for spamming keywords on your site.

If you don't have the time to write these articles or the inclination, don't be afraid to go to www.elance.com and hire writers who can do it for you. You can buy sets of articles in bulk and that will allow you to roll them out on your time schedule and always have fresh content on

hand. And, if you sign up as a Google Adwords advertiser you can make income if you add Google advertising to your site or blog.

More About Blogs

Blogs that are hosted on your website make great marketing tools. You can create a blog on a third-party site, but that can limit your ability to add Google advertising to your entries and it gives the visitors one more hoop to jump to actually land on your website. You will also be limited in the types of affiliate advertising you can do if the blog is not hosted on your own domain and website.

If you have a website and want to add a blog, you can do it with products like Wordpress.org. This is a free product that allows you to add a blog to your site if you have the right platform. You can always check with your web host too, to see if they have a way to add a blog to your site.

So, when you build a website, you can build it just to have a sales page that leads directly to your products or you can build a more robust site with some content. A blog can provide the perfect foil for sales offers because you can market it as informational and the Google search engine will see content on your site, ranking it higher in search results and thus bringing more traffic.

Of course, a blog is not much good if no one reads it. So, you will have to market the blog as much as you market your products, so as to bring in visitors. You can do this by making your blog easy to bookmark with the bigger portals like Technorati, Digg, Stumbleupon,

and more. See the Resource section for some good tools to help you market your blog on the Internet for a wider exposure. This includes adding information about your blog and website into relevant Internet directories. As with anything on the Internet, you want to set it up to be automatic so that when you publish a blog post, your subscribers are notified and major news feeds are updated.

Websites

A website can be a simple sales page with a way to capture people's emails if they are interested in your offer, or it can be a more complex membership site. It's really up to you what you choose to do to establish an Internet presence for a particular market niche. However, what you don't want is to include all your offers on one site. You want multiple sites that are all finely tuned to the audience that is showing up there. This will increase your advertising effectiveness and help you to build a network of sites across the Internet.

You can host your site on one host or on many hosts. You want to make sure you do have some sites operation should one host go down, or a section of the Internet black-out for whatever reason. If you have multiple sites and all networked to different areas on the network, you won't have to worry that all your income will go down at once. There will always be some offer up, regardless.

Your websites should be simple to set up and you should make extensive use of templates and turn-key systems to help you set up a domain, a sales page, autoresponders for your offers, and even payment collection systems. The technology is there to make setting

up an online business easy, but you don't want to be the one fussing with scripts or endlessly fiddling with the look of a site. Instead, focus on the copy, use the templates, set up the system, and let it run. If you have to pay someone occasionally to add some feature, that's fine, but try to keep your technology simple enough to implement over and over in rapid-fire succession to build an online empire.

Forums

More complicated sites can include memberships and forums. You don't have to be a geek to set these up either. You can buy a forum that has already been developed by someone else through various sites for developers. They just transfer the domain to you and the hosting fees too and you can become the proud owner of a forum without ever doing a single line of code.

Forums have some pros and cons to them. You do have a captive audience where you can promote your products without being accused of spamming anyone. However, forums require more maintenance than a typical website because people do attempt to spam forums for their own agendas. So, you may be left either facilitating discussions or blocking certain users who abuse the forum rules. The payback is that you do end up having a direct connection to your customers and they are usually willing to buy from someone whom they trust.

One of the truly wonderful things about a forum is that you can bypass some troubles that you might get with email autoresponders. If you send large emails to your members often, the email provider can block you as a spammer. If you send instant messages on the forum to all

your members, they can get your message right away and you aren't competing with anyone else's email or fighting their email provider for a right to land in their inbox. That doesn't mean, however, that you can't use email but that building a social network is becoming more the norm than mass email campaigns.

Email

Email is still popular, but you have to use it with some additional caveats. You can't just send out a mass email to people who have not given you permission to correspond with them or sign-up to your email list. This is called spamming and, in some cases, you can end up in legal trouble over this practice.

So, on your website, you want a way to capture a person's email. This can be done by putting up forms that capture, not only the email of a person who wants a specific offer (usually a freebie incentive), but also the physical address too. If you currently do not have a way for people to get some instant offer in exchange for an email address, you are missing the first step in funneling them into your community or sales funnel. Without the email and permission to contact them, you won't be able to market them effectively online. So, it pays to get that email address somehow.

5

Which Techniques Are A Sure-Fire Bet For The Future

Although we discussed a little about keywords, which is also known as Search Engine Optimization (SEO), you might think that this will be the wave of the future. This is really a snapshot of the present moment and anything that Google gives, Google can just as easily take away in the next moment. So, although you want to be familiar with strategies that can get you traffic from the current methods being used, you don't want to end up devoting all of your time to techniques that might not be viable tomorrow. Instead, you should look for ways to set up systems that will work, regardless of what happens in the future to any one company.

Target Hot Markets

Always develop your market niche with the bottom line in mind. Don't waste your time on dead markets. You want to be able to put up a website offer that gets instant return on the money, not something that may or may not be profitable in the future. You don't want to have to try and create desire, that never works. Instead, you want to go where the desire exists already and is waiting to be satisfied with your offers. As long as you continue to do the research on what markets are hottest and what is selling fast, you can make some good money now and in the future.

Once you target your copy to those markets and start generating traffic from people who are attracted to this market niche, the rest is simple. You want to create a system that starts making those visitors customers, as quickly as possible.

Create An Automated Sales System

The way to create an automated sales system that takes advantage of the great desire a segment of the population might have for some product or service, is to follow three easy steps.

1. **Make A Great Offer** – This is the first powerful hook for the people who happen on your website. The ad can be for something like a free report that will be provided for adding their email to your list. Or, it can be for a discount coupon code available for those that sign up their email address. The whole point is to get that email address as quickly as possible while providing some incentive to purchase in step 2.
2. **Fabulous Sales Letter** – If you are giving away the free report, this should actually be your sales letter in disguise. Include great information about the topic, but also include information that sells your products and services through the report copy.
3. **Add Affiliate Offers** – Just in case they don't buy your products, that doesn't mean you still can't make a sale. Include information on affiliate offers that can provide a stream of income for you, whether they choose your product or not.

The sales funnel is set up to capture most people who visit your website by offering them something they will have difficulty turning down. The original offer is meant to harvest their email address. From there, you send them the freebie, which will include other offers. And, finally, if you still don't make a sale, you now have their email address and can continue to market them further down the line.

The trick to automating this entire process, however, is in how you set up the email system. You want to set up autoresponders to be able to send out products once a sale has been made. You don't want to have to check your email all the time, and manually respond to each one by attaching the report they've requested. Instead, you want the system to do it for you. You want your offer to send email to an autoresponder that replies with the free report. You don't even have to ever see that someone requested it. You can also set up your payment processor to send an email to a specific email autoresponder that can respond with any product you are selling, without having to constantly manage incoming and outgoing emails. This way, you can set up a site, set up the offers, set up the autoresponders, and then walk away. All you're interested in is the dollar signs that you make at end of each month that should be automatically deposited into your payment collection areas.

Create Self-Perpetuating Communities

Social networking is a great way to create self-perpetuating communities that create content and buzz for your products and services. You can do this by simply adding a forum to your site and signing up a few people to get the ball rolling. Some people even

choose to pay a few contributors until the community takes hold, but it's really up to you. You can create multiple user names for yourself and just add multiple entries under your own name to build up the appearance of a larger community until more people join up.

Forums and networking sites are a great way to get other people to work for you. They are also a great place to sell online advertising to other people, if you want to make money that way. Or, if you want to concentrate on your own products, you still have a captive audience that will allow you to post any advertisement you want in front of them.

Get As Many Affiliates As Possible

You will want to sign up as many affiliates as possible to sell your products for you. The way to do this is to offer them a higher commission. It wouldn't be a bad thing if you gave them 60 to 70% of the sale, even if that sounds outrageous. The fact is that you want them to do the selling while you go off to create more sites. If you have 1000 people selling your ebooks for you and you don't have to do any of the sales, you are free to develop more streams of income while collecting on old ones. If you only have a few people selling your products though, it won't be worth it. You want to maximize the potential for income without having to do too much of the actual work.

And, remember that affiliates don't just make sales, but they also boost the traffic to your site. So, why wouldn't you want someone publicizing some of your offers for you? Each site itself will start to

grow in value and you will eventually be able to sell the entire thing to someone else for quite a handsome profit, if you ever wanted to move on.

Offer Free Items Frequently

Okay, you're probably scratching your head at this one. How can you make money if you keep giving things away for free? Well, because the power of the Internet is about exposure and leveraging your paying offers within free items. So, even though you give away something for free, it doesn't mean you won't get something back. And, if you want something to go "viral" on the Internet, you have to give it away. Once something goes viral and propagates all over the Internet like a runaway meme, you have the potential to make BIG money on any embedded link offers that were within that free report or item. At the very least, you should have a URL in the free reports pointing back to your website so that if it goes viral you reap a huge amount of traffic.

Now, if you want to keep people coming back over and over, then you can offer free items on a regular basis as part of the sign up. Some people do this by offering a free monthly newsletter. The newsletter should have valuable information in it, but it should also include links to your offers so that you are marketing them yet again while appearing to be quite altruistic. Not only do people look forward to good newsletters, but sometimes they even forward them to their friends too. If you send out a paper newsletter, people have it in front of them all the time around the house and it can be a way to get some direct mail customers, however, the cost of mailing is higher.

Another popular way to generate interest and increase sales is to do contests for free things. These work very well on content sites with forums. Say you want to get people to contribute more content. You can either pay a bunch of people to write posts, or you can sponsor a contest with one of your products as the prize. Not only do you get a bunch of people competing and adding valuable content to your site, thus building your community, but you also get to advertise your product while you are doing. Those that don't win still know where they can buy your product.

Monthly Subscriptions

If you manage to build a community site, you will want to offer some membership subscriptions. There are several reasons for doing so. It goes back to the idea that you are creating a group with higher status than just the regular people who visit your site. You will let this elite group in on extra discounts, specials, tips, and goodies that the rest don't get. And, this will appeal to people.

The other reason is that you make a residual income with monthly subscriptions. You don't even have to charge much. If you just charge \$5 for instance and offer a \$25 discount for signing up, it will appear that the subscription pays for itself. The thing is though, that people often forget where they've signed up and that \$5 a month may end up being deposited in your account for years because they won't take the trouble to unsubscribe. It's like the concept of the gym membership you never use. You don't cancel it because you think you might use it in the future, and besides (you reason), it's not that much to hold on

to. Further, if you make it hard to find out how to unsubscribe people might just give up and forget the matter entirely. If only have 20 people do that each week, you have an additional income of \$5,200/year for doing absolutely nothing.

Good Ol' Marketing

You've probably noticed that the strategies that are sure to work on the Internet are not new. They are time-tested ways of making money, just applied to your online business. Just because your business is now on the Internet doesn't mean that the basics of good marketing don't apply. They actually apply more and you need to always keep in mind that what works to sell your products and services is plain old advertising and creative offers.

You can have the fanciest website out there, but fail miserably to sell your products and services. You can spend a fortune to create a full-featured community website and never make a sale. You can even have a thoroughly innovative concept for the Internet that you think will go viral, and never does. Why? It's probably due to the lack of good ol' marketing common sense. This is what happened to the dot coms that thought that just because they spent a fortune to put up a complicated site that they would reap huge returns on their investments. They didn't and the investors to these sites lost money too. You cannot replace marketing common sense with technology. You can only make technology work to help you become a better marketer. Don't make the same mistake that people did during the dot com bust. Instead, focus on keeping things simple and falling back on

marketing strategies that will remain classic no matter when they are implemented.

Wash, Rinse, Repeat

Once you come upon a strategy or technique that works for you, all you have to do to make more money is to wash, rinse, and repeat it. That's right. You will take the same type of offers and techniques and simply put them on all the other websites you created selling different product lines to diversity your income.

6

Seduce Your Buyers

Just as the Internet becomes more sophisticated, so do the buyers browsing online. What might have worked before doesn't have the same impact where visitors to your site have become more discriminating buyers. You will find that you need to hold your buyers hand a bit more these days and lead them to close the sale, despite their many resistances or how jaded they are about prior online relationships. In other words, you will need to seduce your visitors to convert them to customers.

Social networking also has had an impact on how people do business. It's interesting to note that ecommerce used to be something that only the daring did. People were aghast at putting their credit card numbers into an online payment form. It simply wasn't to be trusted, no matter how trusted the company or brand happened to be. Now, the opposite trend tends to be more true. People are more comfortable with the idea of online payment systems, but quite distrustful of who they will do agree to do business with online. They want to trust the site or the seller first before they agree to buy anything.

This is why social networking is becoming increasingly popular. Now, you don't have to rely on your gut instincts, as a buyer, to find out whether someone is trustworthy or not. You can get online into a social networking community and see what your friends are buying and what they are saying about it. That's why many of the larger

companies have a way for buyers to offer feedback on their products that other visitors can view, it makes other people browsing more secure that they can trust the site to deliver what they say they are selling.

While it may be a little harder to get that first sale from someone, the good news is that subsequent sales are very easy because you've already gotten past the buyer's resistances. So, it is well worth taking the extra time to seduce your visitors and to learn the psychology of online sales seduction to increase your bottom line.

Learn The Art Of Attraction

To seduce anyone, you have to find out what they desire and then fulfill then offer yourself as the solution to fulfill that desire. This can be a little tricky because often the person themselves doesn't understand what they really want, only that at times some offers are more attractive to them than others. You can take a very general approach, when you first start, to learn what makes your sale copy attractive and what doesn't. Then, later, you can start to target the specific demographic traits of your primary audience to trigger them to buy even more than they might otherwise.

First off, to learn what is attractive, you will have to learn what kind of behavior will repel someone too. Then, choosing to avoid those behaviors is a step in the right direction. Now, think back to your own relationships and what is the number one turn-off in romantic relationships? It's when someone becomes desperate to be with you. That's about the time you lose total interest in the other person! Why

is that? It's because you send out an energy of is so needy that it feels like it's sucking the energy right out of you. It becomes a demanding and draining experience to be around someone who think so little of themselves that they have to define themselves by their relationship to you.

The same thing is true with your sales copy. If you make your sales copy sound desperate to connect to the visitors to your site, they will be so completely turned off that you won't make a single sale. Sure, in the past, this type of "hard sell" approach might have worked, but these days the playing field is much different and people who browse the Internet know that you aren't the only potential lover on the game board. Why stick with someone who thinks so little of themselves that they must convince you to start a relationship with them? Nope, that's completely the wrong approach!

Instead, the art of seduction demands a little more confidence. Your sales letter shouldn't attempt to convince someone that you need them, rather that they need you. The way you can do this is by writing in a style that projects a degree of authority about your products and services. Instead of selling someone, you are just telling them the benefits of a relationship with you. Instead of convincing someone, you are educating them so they are better informed about their choices. You are going to build the case that your product is the best around because you believe it to be true. And, you will do it in an upbeat tone that is infectious and will want to make people approach you to make a sale, rather than you begging them to buy. Remember that all great seducers in history did not dominate their targets, they simply offered them a deal that was too hard to resist. The reason

they were so successful with many people is because they understood that most people want to close that deal that will solve some heartfelt desire for them, they just need to trust you to do it with you.

Change Your Marketing Mindset

So, now you are not setting down to write sales copy because you need to convince someone to buy your product. Instead, you are projecting an aura of confidence and positivity that is difficult for people to ignore. That confidence should shine through in every word you write, from the hook in your title, to the list of benefits too. You have got to be able to project the confidence you have about this opportunity that you are offering other people to use to solve their problem, make their lives easier, make money, or any other motivation that you have targeted in your core audience. You don't just think they will benefit from it – you know it!

That's why you always endeavor to sell products and services that resonate with who you are. This is also much more important in the world of social networking where a dissonance between your online networking image and your products can provoke people to distrust anything you say or any offer you make. The key to really selling well in today's social networking sites is to be as authentic as you can be. The more your feelings, thoughts, words, and products match who you are, the more confidence you have that they are valuable to you and to others. If you are selling something to someone just to make a fast buck, you can bet that people will quickly figure it out and it can harm you in the long run even if you make that short-term fast buck. However, if you value what you are offering, others will sense that

genuineness and it will give you an aura of confidence and trustworthiness.

How Much Are You Worth?

In romance, like in life, it isn't always about how rich you are, how beautiful you are, or how young you happen to be. You can still attract a beautiful man or woman solely by being someone worth being around. With enough confidence, even an ugly man can date beautiful women. As long as you believe in yourself and value yourself, that will come forward in your relationships as a calm, soothing, and attractive confidence that inspires other people to want to be with you.

Have you ever noticed that people who have the most self-confidence usually appraise their own worth much more than people with low self-esteem? This attitude of self-appreciation is noticeable and can produce a feedback loop of praise for you and your products that materializes as pure profit. Let's face it, you aren't reading this ebook just so that you can learn how to close any deal, you want the big bucks. Well, how much are you worth? How much do you value your products? Think about this when you begin to price your offerings. Are you pricing them to go viral (and thus giving them away) or are you pricing the value of your time (as in consulting)?

Obviously, your time and expertise are invaluable and should be priced higher than just your products. People have been known to make a living just offering seminars and workshops. There's no reason you can't do that online with today's technology and sell out far more seats than you can at a live venue. The more you value yourself and your

offerings the more likelihood that attitude will creep into your sales copy and magnetize your offers and make them great sellers.

How Much Is Your Customer Worth?

This attitude of appreciation starts with self, but it doesn't end there. For a successful seduction, you should have an object of your desire too and that should be your customer. It doesn't mean that you have to be desperate to get their attention, it means that you also appreciate and value their business and relationship with you – regardless of what it ends up being. This open-ended allowance for room to grow a relationship can be a great way to foster deeper, and longer-lasting, love affairs with you and your products.

It's a well-known fact that waitresses who write the words “thank you” get better tips than waitresses who don't show their appreciation to their customers. How long does that take to write? Obviously, not long at all. The same can be done for your loyal customers – offer them your appreciation for their business by giving them things that create a mutual relationship of appreciation and trust.

Simple Things To Remember

Seduction, whether in romance or in business, demands a little understanding of the psychology of desire. The best approach for selling online uses the same path: approach indirectly, some occasional unexpected contact with your target, earn their trust, and then make the offer.

- **Approach Indirectly** - Even though your final goal may be a direct email campaign, you don't want to be that direct about

your goals. People don't like feeling manipulated and even they believe you are manipulating them, you will raise a resistance that will be difficult to ever overcome. That's why your copy should not appear needy or attempting to convince. It should be like a Don Juan that is confident in their performance without being aware that they have anyone in their sights, when they are actually interested in the visitor whole-heartedly. If you tip your hand too early, you will never have a change to get to the second step.

- **Occasional Unexpected Contact** – Once you have made your entrance and have managed to reel in the person's attention, you can set up a campaign designed to contact them with entertaining, surprising, or even helpful things that will make them welcome your short visits. Don't stay too long, and don't over do it. This is achieved in business with email campaigns that are well-spaced out and not too overbearing. Eventually, the visitor will be consider whether you are trustworthy or not.
- **Earn Their Trust** – You can do this indirectly through occasional contact or by way of the circle of friends you both share. If they ask for a free report and get it right away, you have started your road to earning their trust. The more you are able to meet their needs consistently without appearing to be selling when you are, the more contact you will be allowed with your target.
- **Make The Offer** – Now is the time to be creative about how you will close a deal, whether it is selling a report or a full week seminar. By this time you should know your target's desire and

be able to craft a skillful offer that is something irresistible to refuse.

7

Storytelling: How To Sell Online

If you can't sell your product, how will you end up being able to tell your visitors about it in a way that enchants them? You will have to use the power of storytelling. If you aren't convinced of the power of storytelling, think of the story of the 1,001 Arabian Nights. This set of ancient stories are told by the protagonist, Scheherazade, who is married to a king who has vowed to kill every virgin he marries the next day. The king has been betrayed earlier by an unfaithful wife whom he loved very much. After having her executed, he declares all women unfaithful and begins to take only virgins to his marriage bed, whom he promptly executes the day after the wedding.

In order to spare her life, and the lives of the other women in the kingdom, Scheherazade volunteers to marry the king and then begins to tell a story, leaving it unended with a cliffhanger on the day she is to be executed. The king delays his intent to kill her so that he can hear the end of the story the following day, but the minute that story is ended another is began. And, it goes on thus, for 1,001 nights, after which the king repents of his murderous mission and lets his wife live. And, that's the way you can use stories to keep your customers coming back again and again, despite their desire to do otherwise.

The Elements Of A Good, Persuasive, Story

One of the classics of sales persuasion how-to books is "The Elements of Persuasion" by Maxwell and Dickman. In it, the authors discuss the five elements of a good story that will impact the psyche of your reader and burn itself into their consciousness. It makes use of the mythical hero's journey that is an archetypal pattern that everyone all over the world recognizes. The five elements are: passion, the hero, the antagonist, a moment of awareness, and finally, transformation. If you have each of these elements in your story, you will find that your as your reader goes through your sales page they will not even know they are being sold. Instead, the story will begin to mirror how they think and influence their actions subconsciously, helping you to close a deal.

Let's go over each of these elements separately, so you understand them:

- **Passion** – This element refers to the way the story is told. Are you confident and assured that story has value? Or are you trying to convince your reader that this might be something they're interested in? Remember, the passion and belief you have when you sit down to write will be reflected in the words that eventually land on the page.
- **Hero** – Every good story has a protagonist who takes on on his journey and allows us to see things through his or her eyes. It is through their struggle that we get involved in the story and root for their eventual victory.
- **Antagonist** – In order for the mythic hero's journey to take place there has to be some obstacle or antagonist who stands in

the way. This is the person or thing that provides the risk and the potential for failure. It is the thing that brings the hero to his or her knees and exploits their weakness.

- **A Moment of Awareness** – This is the moment when the hero realizes that they have a choice and they become aware of a greater destiny. They resolve the dilemma of the hero's journey and any paradoxes that may have caused them undue pain in order to bring forth something new and exciting into the world.
- **Transformation** – This is the result of the successful struggle, where the hero is transformed and/or the world is transformed due to the hero's journey. It is the solution that will transform someone's world from something ordinary to something mythical and extraordinary.

Using The Five Elements In Your Sales Page

After you write your hook title and list your main benefit, you can start the sales page that tells the story as to why your reader should buy your product or service. A good example of this is an ad the Wall Street Journal ran that went on to bring in over \$1 billion dollars for them. It was simply titled: "Two Young Men."

The story begins with two young men who graduate from the same college to go out into the world to make their name. After 25 years, their school has a reunion and they meet up. There, they find out both had very similar lives in that they both married, both had three children, and they even went to work for the same company after

graduation. In all respects, except one, they appeared to have taken the exact same road. The difference? One was the president of the company and the other was a manager.

Of course, the telling of the story is done with more passion, but for the sake of brevity it has been condensed for this ebook. Here, we have two protagonists, each appearing to make the exact same choices, but one is highly successful and the other isn't so much so. What was the difference? According to the Wall Street Journal it was that one was a loyal reader of the Wall Street and the other didn't. That's the moment of awareness, not just for the protagonist who met the same set of challenges as his college buddy, but also for the reader of this story. That's what led one to be transformed from an ordinary life to an extraordinary life. And, of course, as the reader who has traveled along this road through the eyes of the hero, the hook is captivating. Who wouldn't want to invest in a copy of the Wall Street Journal with a payback that big? Who wouldn't want to be transformed overnight by using this easy solution? However, in order for them to envision how that transformation is possible in their own lives, you will need to activate their power of imagination to sell your products.

Use The Power Of Imagination To Sell

Our minds are primed to be carried away with our own imaginations. If you know how to plug into the fantastic power of your reader's minds you will be able to get them to imagine your product or services being far better than anything you can describe with simple words. Usually, people with problems are a little challenged to think up their own

solutions. It's your task to help them visualize how your products or services are going to be the answer to their problems.

A good story doesn't just have a moral or an insight, it should also inspire your reader to imagine how they too can solve their problems by implementing the same strategy discussed in the sales letter. Remember that you will have to lead them by the hand because people who are experiencing difficulties often have a poor imagination. You will need to inspire them to stop focusing on the problem and instead *imagine* the solution – your product. How will their lives be better? What benefits do you see in their immediate future for taking action now?

If you've ever been to the free seminars to get rich quickly or to get government grants, you will notice that they try to inspire the crowd to get them to identify with the stories of people who used their products and turned their lives around. They get the crowd so pumped up that it is possible and they tap into the emotion of hope that people willing shell out thousands of dollars just to take courses to show them how to do it. Let's not forget that hope is a powerful motivator and is really central to the hero's journey. If the hero gives up, it's all over. He or she has to be inspired to get past the struggle to get to the moment of awareness that will lead to the final, dramatic, and transforming conclusion.

Drama And Controversy

You may think that your story has to come off as some Pollyanna version of the ideal utopia, if your reader would just buy your product.

Your sales letter doesn't have to take this approach, and as we mentioned earlier, people are often motivated more by fear and curiosity than anything else. The thing that engages readers that will trigger fear and hope in your reader is drama and controversy. That's why news agencies always have powerful, dramatic, stories going on all over the world or human interest stories that spur interest for those that get tired of all the drama.

A good drama will engage the reader's emotions, just like a good controversy. Those emotions can be positive or they can be negative. Often, the stories that get the most attention on the Internet are those that are highly controversial and dramatic. They will either trigger fear, repulsion, anger, or hope. These powerful emotions will cause your message to stick more in the memory of your reader than any Pollyanna story ever will.

When you consider how to bring drama or controversy into your sales page, be careful. You don't want to risk offending your primary audience. You want something to be controversial enough to generate traffic and discussion (if you have a members site), but not so offending that you end up with death threats in your email inbox. You want to build excitement and interest, not hate.

And, remember that every controversy in business is also a business opportunity. When someone like eBay's makes a controversial decision to stop allow infoproduct marketers to use their auctions unless the product is delivered in physical format like a CD, that becomes a firestorm all over the Internet. Blogs discussed this controversial policy endlessly and only a few smart marketers took the opportunity to sell

products that show business owners how to convert their business models from virtual to physical products for eBay. These are the people who made money due to a controversy that they didn't even start.

The Story Of Your Sales Page

You do want to tell a simple story to get your point across, but remember this is still a sales page. After you've hooked your reader, you want to start selling the benefits of your product or services. You want to make it easy for them to envision themselves as the hero on a hero's journey that ends at buying your products or services. You want to be entertaining, educational, and dramatic. You don't want to be too long-winded, but say as much as you need to in order to overcome any objections someone might have to buying your product. How long should your sales page be? It should be as long as it needs to be to close the deal. There's no set length. There are some people who say the longer the better, and there are others that suggest brevity and mystery work too. Try out both types and see what works on your audience.

At the point that someone becomes engaged in the story, you've already won half the battle. If the sales page then becomes less story and more of an offer, the shift may not even be noticed. Your reader will be so engaged, they will think it was their brilliance that led them to your page, their luck that they happened on some solution that is going to set them apart from their peers, and they will be thoroughly seduced into taking action by signing up for your free report or actually buying a product at that time. It's up to you what you want to

build with that particular sales page. If you are confident the offer is so good that an instant sale can be made, ask your buyer to take action NOW in order to benefit from this stroke of luck.

You don't want them to go away and think about it. You don't want them to check out your competitor's products or prices. You want to have a sense of urgency in the sales letter that makes it imperative for them to take action right now, while the offer is still up or while it can do them some good. If you aren't sure how to set up a limited offer by now, you can go back to Chapter 3 and read the suggestions there and implement at the end of your sales page.

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Creating Offers From Thin Air

The mind is a magnificent tool that can be trained to work for you, even when you are sleeping. The mind works very much like a computer. Whatever you put in it, it will only too gladly crunch and return more of the same. As they say, "garbage in, garbage out." However, in this case, you're going to be putting seeds of creativity into your mind and reaping imaginative and creative offers that will spur your business to a higher level.

When No Means Yes

If you understand how to set intentions you can get your overactive mind to come up with creative offer ideas out of thin air. The way you are going to capture that power is by setting up the right conditions to get the results you want. Then, you're going to go off to do something else and let the marvelous computer spit out the results when it's ready. To do this you have to remember one thing about your mind: It doesn't understand the word no.

The word no is ignored by your mind. That's why when you are wandering around saying, "no more of this" you get heaps more of whatever it is you are concentrating on. Your mind, like the universe, doesn't work with negative language. It only understands the positive intention behind the negative language. It only produces more of that

which you concentrate on, even if what you are concentrating on is negativity.

If you don't believe that's true, why do you think people always think of pink elephants when they are expressedly told not to think of them? It's because the intention is set on pink elephants, not the negative affirmation. Now, that you understand that, you can use this information to start creating offers from thin air by using the mind's propensity to crunch whatever intention is put into it.

How Just ½ Hour Of Time Can Produce Results

If you are trying to gain muscles, you can't expect that one push-up will transform your body overnight. Exercise may be what gets you there, but without investing some time into your exercise routine, you'll never get the results you want. Well, the same is true of your brain. The good news is that you can start getting results with just ½ hour of your time.

When researchers studied the brain's memory capacity, they found out something interesting. College students that were asked to think of all the words that started with the letter C within 30 minutes and list them, still ended up thinking of new words at least 3 days after the experiment ended. From that, it can be surmised that it only takes ½ hour to set an intention and let the brain realize, "Hey, this guy is really serious! He really wants me to pay attention!" Once it gets that this isn't something that is a short-term fancy, the brain will store it in a space where it can continue to work on it – **even after you're done concentrating on your intention!**

Think about it. You spend just ½ hour thinking up different offers or marketing strategies to help boost your business and then you get up and do other things. For up to three days after that, your mind will be coming up with ideas at different times and tapping you on the shoulder to let you know that it's got yet another idea! Isn't that worth 30 minutes of your time?

Be Prepared At All Times

Okay, so you concentrate for ½ hour and then you decide to take a shower. There you are, singing the latest country song to the shower head in your hand and your brain taps you on the shoulder and whispers in your ear: "I got another fantastic idea!" And you say: "What?! Now?! Wait, wait..." Of course, that's what happens. The best ideas always come in the middle of the night or some other inconvenient time. Well, be prepared. You didn't spend 30 minutes of your time to get your brain to work for you and then decide you can't be bothered with the answer.

Audio Recording Devices

You can take advantage of those brainstorming by getting a small micro cassette audio recording device that can help you store that information for later use. These devices are highly portable, making it easy to take with you anywhere. An extension of this, for people who don't want to have to transcribe their thoughts into written format is to use voice recognition software to help with managing your brainstorming. Some good products are Dragon Naturally Speaking or IBM's ViaVoice.

Journals Or Notebooks

You can use a journal by the side of the bed to jot down ideas that come to you in the middle of the night. You can even use this method in the car, if you don't try to write while you're driving. Just have a small notepad available to jot down ideas that come forward from your subconscious after you've set your intention. This is a very inexpensive way to keep track of your ideas when you first start.

PDA's

Personal Digital Assistants are like an electronic notebook. They'll obviously cost more than just a pad of paper, but many people swear by them. They sort of bridge the gap between getting your words in a format that can't be transferred to your computer easily because you can synchronize and upload what you write in them to your computer. You will really have to justify paying for these fancy little toys as they can cost several hundred dollars. You won't be able to sketch any pictures for your ideas, but that may not be an issue.

Send Yourself Reminders

If you have voicemail or email you can send yourself reminders. Just open up your email program and send yourself an email. The nice thing about this is that you can later file it in an ideas folder. The same can be done with voicemail if you have a way to leave yourself a message. The problem with some of these solutions is that ideas don't normally show up just when you sit down to the computer or when your phone is handy.

Be A Copy Cat

Having trouble getting inspired for even 30 minutes? Why not check out what your competition is doing? If it is driving up their sales odds are the same strategy will also work for you. There are plenty of people who have made lots of money just copying other people. Japanese goods used to be mocked as cheap knock-offs until they started making copies that were even better than the originals! Then,

they not only competed better in the market, but they made a ton of money. You can too. It doesn't take a genius to recognize a good idea when it shows up, even if it's not your own.

One word of caution here, though. You don't want to blatantly take someone else's product and put your name on it. This is copyright infringement and you could be sued. If you bought resell rights, you still need to make sure you stay within the terms of the agreement. You might be required to sell the product for a particular price or keep the original creator's links or information within the product. Always stick to the terms of the license so that you don't end up regretting it later.

Who To Copy

Don't just copy anyone, copy people who are successful marketers and networkers. This is easy to do if you join any of the social networking sites (some are listed in the resource section at the end of this ebook). All you have to do is see how many friends they have and if they are using their profile to promote their businesses. Then, you simply copy what they are doing.

You will find that these marketers all have one thing in common: They use the power of the Internet to spread news about their offerings to everyone and everywhere. When they put up a blog post, they link it in to several different areas where there are people who might read. They use newsfeeds. They bookmark their sites and content in various areas from digg.com to del.icio.us. Although it takes a few extra

minutes of their time to do this, the reward for added exposure makes up for it in spades.

Keep visiting these people to see what new tricks they come up with. They may do all the research for you and you just simply copy what they do. They will probably be interested in learning what new applications work best for promotion and add them into their profiles. Your newsfeed will let you know what they are adding in Facebook and you can simply check out what they are adding and see if it will work for you. Odds are, it will.

Another great way to find out what kind of maneuvers to do is to copy your competitors. That's right. You visit their sites, you find out what they are doing, and then you simply emulate them and thank them for the wonderful ideas. You can do this online by doing a little research on your competitors through the Alexa search engine. Or, if you're really sneaky, you may wonder who is linking to your competitors sites and see if you can target them to become part of your network. That's not as hard to do as you'd think since there is a search engine called at www.backlinkwatch.com that will tell you who is linking to any url, including your own.

You can take this Internet spying a step further by finding out which keywords your competitors are copying in their campaigns and then using them on your websites too. That's easy enough to do on the Internet with keyword analyzing tools like available at www.webceo.com . If you don't want to download a tool, there are plenty of online website keyword analyzers that will give you results that may be a bit confusing at first, but also enlightening. Just plug

into any search engine the words “keyword analyzer url” and you will get a good list. A good one to use might be www.submitexpress.com/analyzer .

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The Gold Brick Road: Residual Offers

If you only learn one thing from this ebook, it's this: Only do things on the Internet that can grow on their own. It doesn't mean that your offers have to go viral the minute they are posted, but it does mean that no matter what you do, you expect it to grow over the years.

Think of it this way, would you rather own 1,000 navel orange or an orange grove? The orange grove is self-perpetuating and will produce income as the years go by. The 1,000 oranges will rot in about a few weeks if you don't sell them right away. So, whatever you do on the Internet always add some element to it that ensures that it will continue to grow over time.

There are a couple of ways to do that. First, you can set up membership sites to help you have a monthly income from membership dues. Secondly, you can sign up residual advertising income. Third, you can set up some sort of multilevel marketing scheme online to help you build your business through other people's time and effort. Lastly, you can try to make a product go viral so that its influence is felt on the Internet for quite some time. There are probably a great number of ways to generate residual income on the Internet, but these are the ones we will be discussing here.

Membership Sites

When you charge a minimal fee for membership, you can expect that some people will want to join and others not. It depends on the additional benefits they are deriving for paying a fee. Even if you only charge \$5/month, that's \$60/year for each individual that signs up. One individual can easily pay for the maintenance of your site and the rest are pure profit. Not only that, but they are a residual profit that keeps on coming in month after month – sometimes even when the member no longer even visits the site.

Why is that?

Most people are too lazy to look at small bills and try to figure out how to stop something they consider a tiny leak in their budget. They may not actually count the yearly cost, and instead shrug their shoulders over a \$5/month membership fee. To these types of people, it's not worth it to them to spend time trying to figure out how to cancel their account. And, they may be ambivalent about doing so if they think they might just use it again sometime in the future. This is especially true if you have a setup fee for the account. If they cancel, they may have to pay a setup fee again. Or, if you have early termination fees too, that can also be a deterrent. The thing is, if they don't cancel, you keep making money, month after month, for basically doing nothing.

How To Set Up Membership Sites

Setting up membership sites can be as easy or as complicated as you make it. There are many organizations, especially non-profits, that started their business models with direct mailing and generating memberships for use of their resources. They never bothered to add membership logins to their site because it tends to be more complex than just a simple site. You have to manage user names and passwords and set up secured areas. So, instead, they basically keep a mailing list of people who have signed up either by phone, email, or snail mail, and then send those people additional notifications and discounts through the same avenues. They don't use secured areas on their websites. This saves them money in the short-run, but can be more time-intensive on the back end processes because of extra mailings and phone calls. It's up to you to figure out what you want to do.

The other alternative is to set up or buy a site already set up for multiple membership signups. Then, you can not only manage your membership online, but you also can send out offers online too to specific members, bypassing email filters. This is a more technologically advanced solution, but it can reap great dividends as people will be attracted to your "social networking" site.

Residual Advertising Income

Another way to generate income is to have a way to sell advertising on your website. You can do this through Google adwords, affiliate programs, and even featured advertising blocks on your website. Each of these do involve some work on your part, upfront, but after that they continue to generate income on a monthly basis whether you

ever go in and change them or not. Of course, the best way to make money with this strategy is to constantly review the ads you are placing to see how they are selling and whether some other ad might make you more money in the long run.

Adwords

If you get a free Google advertising account, you will be able to install blocks of Google ads at various places on your pages. If a visitor clicks an add and it pays significant monies, you will get some part of that added to your Google account. Once you reach \$100, your payout is done automatically. You can even design your pages to take advantage of high-paying keywords, using the keyword tool. That way, when Google generates the ads automatically, you will have a better chance of scoring ads that pay a higher CPC payout.

Affiliate Programs

Enough can't be said about affiliate programs. If you set up your own affiliate programs correctly, you will have plenty of people competing to offer your products and services on their sites for a fat commission. Also, you can sign up for other partners affiliate programs and offer them on your sites too. These programs will continue to work long after you've moved on to another site. They don't stop working just because you never log in to the site. And, the payouts can be fantastic.

Featured Advertising

You have to be a bit careful with featured advertising on some blogs these days, as Google does penalize you for it if they find out. It doesn't mean you can't offer people links in exchange for money, but some text-based link advertising has now become difficult to justify when you lose your page ranking. Once you lose your page ranking, you won't show up high on Google's search result pages and you'll lose a lot of traffic, bringing your income down with it. So, you want to be careful not to use featured advertising that is either against your hosting platform's policies or that will trigger a backlash from Google. That being said, if you can get people who want a sponsored link from you and they email you privately, it's very difficult for Google to tell that someone is paying you for these types of links. Generally, it's the companies that sell link campaigns that are the ones that are being blacklisted. And, once you sign up a couple of sponsors, you can just set up a link on your blogroll and forget about it. They will pay you for the amount of time they want it advertised and you will reap some continuing profits from it for a while.

Multilevel Marketing Schemes

If you've ever been involved in Avon, Pampered Chef, or Tupperware, you will understand multilevel marketing schemes. The idea is that, in addition to being a sales person for that product, you also can sign people up in your "downline" whose sales also contribute to your income. And, that income is typically for the life of that person's activity in business. So, signing people up in a downline is a great way to make residual income off other's people's time and effort.

Now, how do you do this online? It's actually *easier* online than it is offline! For one thing, most of your products are virtual or easily deliverable through the mail. So, there are no gas costs associated with product delivery. Next, signing up people to a downline is as easy as giving them a piece of your virtual pie. It can be a piece of your advertising budget from having people contribute to forums or membership sites (a very popular way to do multilevel marketing). This way, people are motivated to contribute more in your forums in the hopes of reaping some monetary payback from the amount of traffic they help to build for your site. Or, you can also give them a portion of a sale made from their content page or entry of any products being sold there. This way, the content is built on your site overnight, attracting more visitors, and hopefully selling more for everybody, both upline and downline. Now, the people who signed up under you can also be offered the chance to make profits from other people they sign up. This will help you get referrals to your site and people will come in to try to make money for themselves, and in the process make money for their upline too. There are plenty of sites on the Internet using this model and it is working for them. If you want to make money, start the system to do it and you will be at the top of the pyramid, making money off *everyone* who signs up.

Viral Marketing

Viral marketing is not a tried and true science, it's more a hit or miss affair. If you can get something to go viral, you obviously stand to reap huge dividends in the form of traffic and sales. However, it were that easy, then everyone would be doing it and the Internet would be full of viral advertising offers. It's just not that easy to figure out what

will be popular with the crowd on the Internet, enough to make it spread through the Internet in wildfire fashion, or as the name implies, like a virus that is out of control!

There are some proven strategies to help you go viral, but ultimately the mass consumer on the Internet decides what it will propagate and what it will ignore. You can spend time implementing some of these strategies and hope for a viral hit, and if it does go viral, you'll know how to exploit that opportunity by having your system of offers in place.

Here are some ideas to help you get a viral advertising campaign underway:

- **Give something away for free** – Freebies, as we mentioned earlier, are a great way to make anything propagate quickly over the Internet. If you have some great report or ebook that you can offer free (don't forget to include links back to your site and your offers), it stands a good chance of being picked up by more people.
- **Make it entertaining** – There are some things that get passed on to other people more than others. Entertaining snippets are generally thought of as innocuous and not enough to be considered spamming, even if there is advertising embedded in your entertaining copy. That's why people like to produce YouTube videos to try to capture an audience that is primed to go viral at any moment with a good, entertaining, video.

- **Frequent multiple groups and network** – Once you have your product or offer up, you can help it go viral by participating in social networking groups or forums that are about the subject of your product. Offer it for free, make it entertaining, and then add links to your comments and forum posts to make sure that others in that niche see your product.
- **Generate controversy or make it outrageous** – If the entertaining thing doesn't do it, try something a bit controversial or outrageous. Again, you have to be careful with this to associate yourself in a good light, but it can be a way to break into a viral pattern of marketing.
- **Promote it** – Once you have it done, you can send it to all your friends, post it on social networking sites like Facebook and MySpace. Don't forget to add it to all your relevant feeds. Buy reviews and links too.

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Magnetize Your Online Image For Sales

Your image online is what will attract people to your offers. The more you finely craft that image to pull people into your site, the more you will get traffic and sales. One of the things that attracts people is power. People want to rub shoulders with powerful people, and you can play on that knowledge by projecting an image of authority. It's really not that hard to do online, and even if you don't consider yourself personally an authority, it doesn't mean your website can't be an authoritative site.

Another way to magnetize your online image is to be straight and to the point. People who tend to speak a lot or write effusively come off as weak and low in self-esteem. That's not the image you want to cultivate! You want to be seen as someone wise and knowledgeable, a valuable resource for other people to know.

And, of course, sex appeal and personality still sell quite well in our culture. If you have great looks, don't be afraid to flaunt them in photographs on your site. If you don't have some great photographs of you, find a professional photographer who can make you look your best, before you post a photo online. Either way, you also want to have a page that talks about who you are so that visitors can connect with you as a live human being, instead of just an avatar. It will make

you far more interesting, and you will seem more approachable and friendly.

Finally, do believe in yourself. If you don't believe in yourself, no one else is going to do it for you. If you have faith in yourself and you align your purpose to sell things that mean something to you, it will show up in your copy and attract people to your site who can sense your authenticity.

Create An Aura Of Power

Do you have some significant accomplishments? Don't be afraid to toot your own horn! Maybe you have degrees that will impress people. You can put them next to your name in your "About me" page and also in your signature when you email people. You can even sign your offers with your name and the degree credential abbreviations too. This instills confidence in people who are looking for experts in their fields and want to know that the person online isn't just some con artist, even if anyone can put initials next to their name.

Maybe you don't have degrees, but you have extraordinary life experience. Don't be afraid to tell people about it! Maybe you put up a site and made over \$30,000 on one offer alone! Don't you think that would be a great way to sell yourself to other people looking for "how to get rich" ebooks? Or, maybe you worked in Fortune 500 companies for years and know a bunch of insider secrets. Remember, you are trying to find some accomplishments that are relevant to your market niche. They are going to be like your online resume that can be turned into stories that appeal to people reading your offers.

Another way to create an authoritative tone, when you don't want to list your personal accomplishments, is to list the accomplishments of your affiliates, partners, contributors, members, and so on. You can create a very authoritative site just collecting research from different areas and highlighting the knowledge and expertise of other people. Their credentials eventually rub off on you, even if you don't have anything to do with their research.

Write Less, Inform Clearly

Have you ever been at a party and had someone trap you in between the appetizer and drink bar with an aimless monotony of stories? You do want to do some storytelling, but you don't want your copy to read like the office boor. For that, you want to write only what you need to write to inform or entertain the reader, and then quickly move to the call to action. The less you say, sometimes the better. People perceive you as being more intelligent and approach further to see if they can learn anything from you.

There's also another reason why short and concise writing is more powerful and it has to do with our attention spans. It's said that with the coming of computers and multitasking, our brains are being trained to work in short spurts instead of longer periods of attention. For that reason, a short, but clear and powerful sentence can be much better than a long, drawn-out, paragraph. But, there's also another way to get the same effect while writing more and that's the clever use of white space.

What's white space? White space is all the space around your writing that forms a frame for your words. If you know that people are more in tune with shorter paragraphs and sentences these days, but you need to be a little more long-winded to sell your benefits, use white space. A way to do this would be to break up the benefits into bulleted lists that bold each item that has been bulleted.

Another way to use white space is to have headings and subheadings that break up larger paragraphs. This type of copy writing serves two purposes. First, it visually separates your ideas into shorter chunks that the modern mind will appreciate. Secondly, it allows the reader to scan a page and pick up the main points very quickly, sinking in to read the finer points when they find a title, heading, subheading, or bullet point that interests them. This mimics the way people use their Microsoft Office applications by using words as icons that they can focus in on more when they want to read about them.

Get Personality

If people see that there is a live human being who is charismatic and optimistic behind the offer, they are more likely to trust it. Also, if you happen to be good-looking, this can help you sell your products. Just look at people like Oprah and Suze Orman. They capitalize on their personality as well as their authority. They know people relate to them because of their image and they use this to build tremendous financial empires for themselves.

It's quite unbelievable that the Oprah magazine, in particular, has a photograph of Oprah on their cover almost every single issue. The

truth is that people relate to photographs of other human beings more than they do to a photograph of some object or product. If you are trying to project an image of power, your photograph can be something that helps you. It can be a marketing tool to help identify your brand, just like any company logo is on a person's business card.

Believe In Yourself

If you believe in yourself and your abilities, people notice. It shows up in everything you do and speaks volumes in your attitude. If you sit down to write offers on a day when you don't feel good about yourself and later on one where you do, you can see the difference clearly in the writing. If you don't believe in yourself, people will not believe in you either. What you set up in your own energies is usually reflected in your outer reality too.

If you were hiring someone to do some work for you, would you hire the person who is unsure and insecure or would you hire the person who is confident and believes in themselves and their abilities? Of course, you would hire the latter person. There's no way that our faith in someone else can provide them the self-esteem they need to perform well in their jobs. However, someone who comes in with that faith is likely to produce miracles for us and our organization. The same is true when you are selling something. If you believe in yourself and your products, people notice and start to think that you can produce miracles for them too. It's really that simple.

Conclusion

As you can see, marketing and selling on the Internet is a lot about your attitude as well as your knowledge base. However, you can always buy someone else's expertise and put it to work for you, but you will never be able to buy your own inner belief and marketing genius. That has to come to you through your own inner work and by trial and error, sometimes.

There are plenty of people out there who have dreams to make it BIG on the Internet, but they fail to even start putting those dreams into action. They don't believe enough in themselves to ever get the ball rolling. Or, if they do start, they think if they are not an overnight success, they are failures. They do not learn from their mistakes and instead they quit.

Making profit on the Internet is a process that can sometimes make you instant success, but more often it takes time to grow your business model and systems. Most people won't hit it big with just one site, it takes persistence and careful planning to implement multiple websites with marketing strategies that reap residual income year after year. The nice thing, though, is that once you have started, if you build your sites correctly they will grow and your network will multiply, as well as your profits, as time goes by.

The more you learn about the Internet and different ways to make money on it, the more your expertise grows and the larger likelihood

that you will start producing sufficient income to quite your day job someday. The Internet is a vast resource that really is in its infancy. New things are coming out all the time, and being in on the ground floor of this technology can be a way to watch your efforts grow and bring you a steady income month after month, long after you've quite putting up new websites.

Resources

This is by not means a comprehensive list. It would be too hard to try to put in everything available on the Internet, but these are some notable examples to look at.

Social Networking Groups To Network

Facebook – This used to be only for college students, but is now open to everyone. It offers a very professional and sleek interface that can allow you to network quite efficiently. You can even market some of your products using their Marketplace application and do your affiliate ads through Social Ads. It is located here at: www.facebook.com

MySpace – This space can be used by professionals too, although the audience demographics is significantly different. People tend to be younger on MySpace, but it's still a good place to investigate for networking. It is located here: www.myspace.com

Viral Marketing Online Portals

YouTube – If you have a video that is entertaining and adds a little value to people's lives, it can become the next big YouTube sensation. You can even ad links to your YouTube videos to your offers or website for great viral marketing. It is located here: www.YouTube.com

StumbleUpon – This is a search engine unlike any other. Here, people have to add pages to the search engine and they can rate them. Then, people “stumble” the pages that have been added based on categories they select as favorites. Add your own pages there and get yourself noticed, much, much, more. It is located here: www.stumbleupon.com

Affiliate Programs

Commission Junction – You can sign up as an advertiser or publisher. Either way, there is a way to make money for a little bit of effort. You will see multiple offers or you can put in multiple offers and start your affiliate signups right away. It is located here: www.cj.com

Share A Sale – Another site that affiliate managers use to get programs started for advertising or publishing. It is located here: www.shareasale.com

Google Tools

Keyword Tool – As discussed earlier, you can find great terms to use in your copy using the Google Keywords tool. As a research tool, it really has a number of ways to search either on CPC value, search volume, and more. It is located here:

<https://adwords.google.com/select/KeywordToolExternal>

Adsense – This program allows you to sign up for free to be able to post Google advertising on your blogs and websites. They offer you some income through a pay-per-click program based on the value of the offer clicked and how much traffic you get to that ad. It is located here:

https://www.google.com/adsense/login/en_US/?gsessionid=ycWRRLeAzo

Payment Processing

Paypal – You can set up a free Paypal account and collect monies through Paypal using a linked bank account and credit cards. There are different types of accounts and some will charge more than others for transaction fees. You can find out more about Paypal here:

www.Paypal.com

Forums To Buy Pre-Made Sites

Digital Point Forums – This is a comprehensive bulletin board with various marketplaces. One offers a place where people list already made websites for sale. It is located at: <http://forums.digitalpoint.com>

Mashable Marketplace – Another great place to buy websites and applications too for the Internet. It is also known as the “Web 2.0 Marketplace.” It is located here at: <http://market.mashable.com>

Outsourcing For Scripts and Web Content

Elance – This is a contract site where you can post your writing job and have people bid on it. You hire the person you want, pay them at the end after they deliver. Payment is processed through Elance, who gets a piece of the pie. It is located here at: www.elance.com

Guru.com – Same type of site here for contractors who do web development to writing to any number of online jobs. You sign up and post your jobs there and see if you can get a bid that meets your budget. It is located at: www.guru.com

