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discover how to rule your niche market with this 52-week course

with David Perdew

Volume 4 of 6

Affiliate Sales Domination
52 Lesson E-course with Added Bonuses
Part 4
Lessons 31-40

By

David Perdew

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This program was designed as a 52 week e-course. You have chosen to download this entire program at once in order to self pace. Please note you will find references to lessons and bonuses using the phrases "tomorrow, next week, last week, etc. You will still receive the email series designed for the weekly program as it will give you some added tips and direction throughout the series.

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Lesson #31
Mining Your List For
Affiliate Commissions
Part 3 of 3

Mining Your List For Affiliate Commissions
Strategy #3: "The Cycle"

And the final strategy that I want to share with you is what I call "the Cycle".

This is probably one of the least used list marketing strategies out there as far as a way of getting more results from the same set of subscribers.

What we're going to talk about in the "cycle" are ecourses. Unless you've missed something along the way, then you know that using ecourses is a great way to convert browsers into buyers. An ecourse, also known as a mini-course, is a set of themed lessons delivered automatically at predetermined intervals to the email address of subscribers.

**Offering these email mini-courses for people to request
is one of THE best ways to convert them from
a reader into a responder,
a browser into a buyer.**

So, certainly by this point you've seen the importance of using ecourses.

Now, the typical way that most people use ecourses is this: they go to lengths to get people to opt-in to the ecourse.

For example:

> ➢ They put notices at their website.

> ➢ They setup popup windows.

> ➢ They mention the ecourse on their "thank you" pages.

> ➢ They recommend the ecourse in their regular newsletter mailings.

> ➢ They point to them in their ebooks.

> ➢ They really make efforts to get the reader to request a particular ecourse.

And, what happens? Their audience either joins or doesn't join. Pretty simple. And, of those that join, they either buy or don't buy the offer inside the ecourse.

And, after the 7 lessons are over, what happens?

Nothing.

When someone joins an ecourse in most cases, after the lessons of that ecourse are completed, it's over. They either bought or they didn't buy.

Nothing more.

Now, here's where this "Cycle" strategy comes into play.

You've worked hard to get someone to opt-in to your ecourse, so why not make the most of it?

> How about this: How about preloading SEVERAL different ecourses into the same autoresponder sequence and promoting the reader from one ecourse to the next?

You don't advertise this up front to the reader. You go about doing the same thing as you always did … try to get them to request the initial ecourse.

But, you've got, let's say FOUR ecourses preloaded to the autoresponder. Now, what do you have? You have MULTIPLE opportunities to get the reader to buy MULTIPLE offers.

Here's how it would work -

First, the reader begins receiving the initial lessons that they requested. Let's say

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it was "7 Ways to Build a List". They receive all seven lessons.

Then, about two days after the final lesson from that ecourse arrives in their inbox, they receive an automated message from you that lets them know that 7 more lessons are on the way to them in another ecourse entitled "7 Ways to Make Money From Your List."

Do you think they'd like that? They just learned how to build a list and now you're offering to show them how to make money from the list.

**And, you immediately have more content coming their way
that hopefully will convert them into paying customers.**

Of course, you let them know that they can unsubscribe if they like and they won't receive the messages. Most will be glad to get more useful content.

Now, what do you have?

Instead of an ecourse that is over in 7 lessons and your opportunity to sell them is over in 7 lessons, you have preloaded content that could be delivered for the next six months or even a full year … all on autoresponder.

```
All you need to do is get the person to opt-in to the list,
entice them to join and request the first ecourse and just like
that you have an automated salesperson working for you for
months to come to get them to possibly buy a half dozen or more
different products, each earning you money.
```

Much, much better than simply giving away ONE ecourse.

Instead, you have automated contact and interaction with the same set of subscribers for a prolonged period of time.

**It is mathematically impossible not to see an
increase in profits in using this strategy.**

You are virtually guaranteed to see more money from this strategy, and possibly a substantial amount of extra profits.

See how powerful this can be?

Now, like anything else, there are keys to making this a success.   Let me share a few of them with you.

Key #1 is to use related ecourses.

What makes this so effective is the use of ecourses that fit together in some way like several pieces of the same puzzle.

> *I always try to make certain the featured ecourses*
> *flow from one to the next in a harmonious manner.*

There needs to be some theme that moves from one ecourse to the next. It can be a BROAD theme such as "marketing" or "business opportunities" or "fitness" or "relationships".

```
As long as each ecourse you use relates in some way to the
previous ones, you should see a natural progression of your
subscribers from one to the next, with only a very small
percentage of unsubscribes.
```

It's important also that you use your <u>IN BETWEEN</u> messages, the message that you load on your autoresponder that lets the reader know another series of lessons is on the way – it's important that you use this to make the transition between ecourses.

Explain how the next series of lessons fits with the ones they've just completed.

Key #2 is to "preview" the next ecourse.

Also in this "*in between*" message, you'll want to give a quick "*preview*" of the next series of lessons.

Again, as we've talked about earlier, the idea is to build intrigue, to create interest and even anticipation.

```
A) If the titles of the lessons are benefit-laden, then share the
   exact titles of the lessons that are forthcoming.
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B) If not, then write your own bullet list of benefits that the
   reader can expect in the coming series.

C) Let them know of any "shocking" or "revealing" secrets that
   will be unveiled.
```

Preview the next ecourse so they will remain an active subscriber and so they will look forward to the next lesson.

Key #3 is to conceal future ecourses.

And what I mean by that is DON'T tell the subscriber that you've got 6 ecourses in the pipeline.

They should never know that another ecourse is on the way until your "in between message" arrives for the next ecourse.

*As far as they are concerned, these are the
last ecourse lessons they'll be receiving.*

Again, it goes back to something we talked about earlier …

…you don't want them to forego any paid offer in lieu of looking for free information that may be available in the future.

Key #4 is to make it easy to unsubscribe.

Always give them an opportunity to remove themselves, especially during the transition between ecourses.

While most will remain active and continue receiving the lessons, you do want to provide a way to opt-OUT to those who are not interested in further mailings.

It's the law of the land.

Key #5 is to mix in personal comments.

One thing that really enhances this strategy is to actually put your own personal comments at the beginning of one, several or all of the lessons that are included in these mailings.

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```
Explain how the current lesson really impacted your life.  Share
some specific results you had in using the information.  Give
some additional ideas or feedback.  Point out something the
reader should pay particular attention to.
```

These personal comments can really make a difference in whether or not the subscriber actually reads the message. It is absolutely critical to you that they consume as much of the content as possible in these ecourses.

A) They have to, first, feel like the information is of value to them or they won't be as likely to make a purchase.

B) And, second, they have to actually be exposed to an offer inside the lessons in order to respond to it.

Both of those are contingent upon them consuming the content, upon them actually reading the content.

```
You can, to a degree, get more of your subscribers to read the
content by mixing in these personal comments at the very top of
each message, before the actual lesson begins.
```

This strategy can be one of the most powerful ways of profiting from email, and I certainly ranked it at the very top for the best way to use ecourses to generate income.

I don't know of anything else that comes close to its effectiveness in converting casual browsers into paying customers.

Use "the cycle" for all of your email mini-courses and see how you can continually earn more and more profit from the same set of subscribers over months and even years to come.

Closing Thoughts

So, there you have it – "how to mine your list", specifically by using these three techniques for making more money from any list without using hardball, in-your-face tactics.

➢ Instead of using psychology, why not use personality?
➢ Instead of using hype, why not offer help?

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I think you'll see a staggering increase in loyalty, open rates, response and, ultimately, profit.

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Lesson #32
How To Add New Leads
To Your List In 3 Steps
Part 1 of 2

Introduction

I'll explain the concept and then we'll quickly jump into the 3-step process...

Word Of Mouth Marketing Campaign: <u>Viral Comics</u>

<u>In a nutshell</u>: Create a series of 15 black and white comics related to YOUR market, strategically embed a marketing message into the series, and get other people sending traffic to web site where these comics are available for viewing.

It can be "dieting comics", "homeschooling comics", "bass fishing comics", "chiropractic comics" – whatever market you're involved in. Of course, you don't want to be offensive, so use good judgment in your taste in content.

One quick thing before we dive in -

> <u>Sidebar</u>: It isn't necessary that you create "comics" for this to work for you. It can be any "unique" campaign that fosters buzz, so bear that in mind. You can create viral videos, contests, interactive surveys, games, giveaways – the ideas are limitless and the basic steps I'll be sharing apply to anything you create as a unique buzz generator. However, for this report I'm going to be talking about creating "comics" for you to use in building your list.

We're going to look at three steps for creating buzz with your "comics" site. Spreading your marketing message is kind of like spreading a fire. You need three simple steps…

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Step 1: Gather materials.

Just as you cannot have a fire without materials, you can't have a word of mouth marketing campaign without materials.

For this campaign, you'll need two items –

1. The comics.
2. A web site to showcase them.

First, let's talk about the comics.

I came up with my own original "ideas" for the comics and then had a vendor at **Elance.com** design them for me. I went with simple line sketches in black and white because I knew this would cost less. And, quite honestly, no one really expects comics to be works of art, so why go to the extra expense.

Included below is the exact, word-by-word, description that I used in posting my project at **Elance.com**. Feel free to modify it for your own use...

Project Description for Simple black and white comic illustrations

I need (15) fifteen black and white comic illustrations.

I will provide you with the design idea, and you provide the illustration.

Example: A man talking on the telephone, lying in the floor with a large computer on top of him.

The illustrations will be approximately 5"X7" each.

They are to be "humorous" in theme.

They do not need to be highly detailed ... simple line sketches with basic shading will be perfect for this project.

I will own all copyrights to the completed illustrations and they may not be used by anyone else.

Illustrations should be scanned and delivered to me in high quality JPEG format.

If project is completed satisfactorily, this will lead to future projects of similar format, so please bid accordingly.

> I will need first drafts of the 15 illustrations within 10 days of acceptance of this project.
>
> I am very easy to please, but expect unlimited revisions until I am completely satisfied.
>
> Please check my vendor feedback and you'll see that I am very good to work with. :-)

I received a number of qualified bids and chose a vendor who completed the project for $280.00, which is less than $20 per original comic.

Now, while $280.00 isn't much to me – and it is a solid investment considering the return you'll likely receive – it may not be in everyone's budget. So, let's talk about some options you have for getting the comics created…

1. If possible, hire a professional at Elance.com or some similar site to have them created.

2. Another option is to find an artistic friend or acquaintance (or friend of an acquaintance!) who can do them for you as a favor or at a minimal price.

3. You can also talk with your local high school art teacher and ask for a student recommendation – most high school students would love to get paid $50 for "doodling".

4. There are also royalty free image sites online where you can download graphics and then create your own comics using a graphic design program.

5. Still another idea is to barter with someone who has the obvious ability to create the comics – offer your expertise in exchange for theirs. (You can usually find someone at your favorite forum or community gathering)

So, you've got several options at your disposal for getting these comics created.

I recommend that you keep it basic: black and white, simple line sketches. I also recommend that you use fifteen comics … no more, no less. There are several reasons for this that I'll talk about in our next step.

In addition to the comics, you'll need a web site to showcase them. This report obviously isn't a web site development course, so I'm not going to spend much time on this aspect of it.

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I'll just briefly touch on some keys to making this work at your site that are worth noting –

1. One comic per page seems to work best. They load quicker, don't detract from each other and keep folks clicking through your series which is important as you'll soon discover.

2. At the bottom of each page you'll need a link to the "Previous" comic and to the "Next" comic for navigational purposes.

3. So you don't get confused, you probably want to label the web pages as "index1.html", "index2.html" and so forth.

That's step 1: "gather materials".

Once you have your basic components ready, it's time to move on to step 2, which is...

Step 2: Add fuel.

A fire can burn by consuming the materials, that's true. But, a fire REALLY burns when accelerants are added. Now is the time to add "fuel" – to strategically setup your comic promotion to spread your fire the farthest (get people telling others!) and to heat your fire the hottest (get subscribers and sales!).

Now, there are three accelerants that I want to mention here –

1. **Obstruction**.

    Your first accelerant is an "obstruction". An obstruction is something that blocks a path. At two strategic points in your series of fifteen comics you need to insert an obstruction. Specifically, after Comic #4 and after comic #9, spaced out within the fifteen comics.

    Now, first, what "obstruction"?   A freebie. Preferably, a free report for the reader to download to their computer and read. This can be a free report you've written yourself, or a rebrandable report that you obtained somewhere else. The point being, it's an unannounced, unexpected freebie inside the series of comics that is used to promote some product or service

inside the report.

Second, why only two "obstructions"? If you offer more than two freebies quite a few bad things start to happen. They reader is bombarded with too much information to read. The reader is detracted from the "fun" of the comics. The reader begins to feel like this is nothing but an attempt to get money from me. The list could go on and on. Limit it to two freebies and you'll be fine.

Do you see what is happening here?

You've got two great marketing opportunities built-in to the series of comics. You can use these two pieces of prime real estate to give away anything you want to promote any offer you want.

Important: It's definitely worth mentioning here that you also create a lot of GOODWILL among your subscribers and site visitors by offering these valuable freebies. It's not JUST about earning money, it's also about earning respect and trust by giving away quality freebies.

Here are just a FEW excerpts of the MANY unsolicited comments that I received so far about my comics...

- "Thanks for sharing - I like you use of creative, fun marketing & how you slipped your 'surprises' in there - well done!"

- "Thanks for the hidden surprises and the comics!"
- "Thanks for the new approach and the ebooks."

- "P.S.: Throwing in the surprises was an extra nice thing."

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2. <u>Opt-In</u>.

The second "accelerant" that you want to have in place is your "opt-in".

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After the final comic in your series is revealed, include another "Next" link at the bottom of the page. This additional page should be your opt-in page. Everyone will click right on through to see what's there, so fire your biggest gun.

You want to get as many people as possible to join this list, so make sure you use your best opt-in page. Whatever list you offer (newsletter, e-course, weekly tips, etc.), you simply must have some compelling reason for them to join.

The freebies are good, but this opt-in is better. Craft this page carefully to get the maximum number of fresh subscribers joining as possible.

3. **Offer**.

And the final accelerant to position is your "offer". Every good list management tool or service (I.E. Aweber) allows you to designate a URL to send subscribers to after they have joined your list.

You will, of course, present some kind of offer to the new subscriber on this page. This can either be a one-time offer that will never be made again, some special added bonus for ordering a product or service through your affiliate link, your own regular offer at a discount, a trial membership to your site or any other kind of offer that will make you money. Worst case scenario, simply have them redirected to an affiliate link with no special offer at all – just send them to a sales page.

It doesn't really matter how you do it, it's important that you put some revenue-generating offer in place. The best part about it is this: this is like bonus money when they buy. Your main purpose is to build a list … getting them to order something that makes you money is simply icing on a very tasty cake! ☺

At this point, you will have "gathered materials" and "added fuel". There is one final step to the process that I want to mention...

To be continued next week

Lesson #33
How To Add New Leads
To Your List In 3 Steps
Part 2 of 2

Continued from last week…

Step 3: Light the fire.

Your final step is to ignite the thing and watch it blaze! It's pyromania time! ☺

Now, part of these comics are just naturally viral. That is, even if you didn't do anything proactive beyond just mentioning them one time, the traffic to your comic site would grow on its own. Remember what I asked you early on about WHAT you do when you find or hear something funny? You tell someone about it, right?

When others find your comics, many will simply tell others about it without you prompting them.

Here's an email I received from one of my subscribers after I released my own comics…

```
Love the comics. Good touch. I wanted to ask if you mind me
sharing the link with my list?

Thanks again,
Scott
```

Mind? I would LOVE for you to share them!

I contacted Paul back and let him know that not only could he share them, but he could make money as my affiliate by sharing them!

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Back to the point: these are inherently viral. People WANT to share them if they are funny. So, rest assured, traffic will come on its own.

But, that's not really LIGHTING the fire, is it?

Rather than rehash what you already know about marketing (I.E. You know you need to send out a mailing to your existing contacts, you know you need to find affiliates and partners to promote this for you, etc) let me give you some variations to these two main promotional mechanisms that will help you get the word spread as quickly and effectively as possible.

Here are three things you can do to "light the fire"...

1. Use A Stealth Mailing.

This is such a favorite of mine. The idea is to send a mailing for your "comics" which is the main focus of your mailing, but to also include another brief reference to some other offer almost as a footnote.

The one that I sent out to my list when I informed them of the comics is very brief, so I'm going to share it with you here –

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Subject:  You'll laugh at these Internet Marketing comics (which
one are you?)

Hi, {!firstname}.

I've got several things to tell you about, but I'm going to keep
it short, so take 60 seconds to read these important "notes"...

1. A while ago I spoke at the Big Seminar and used some
"marketing comics" that I had created in the presentation.  They
were a big hit and I've made them available at
http://www.xxxyyyzzz.com.  No lists to join, no
popups -- just laughs.

My personal favorite is the one with Santa Claus and his "list".
After you've read them, email me back and let me know your fav!

  --> Check them out at http://www.xxxyyyzzz.com
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2. On Tuesday I'm going to send you an email with something that
I've never done before.  I won't give you the details today
(you've got comics to read!), but be on the lookout for
something interesting on Tuesday.

3. I've been incredibly lazy in promoting my high-ticket course
at http://www.zzzyyyxxx.com.  The regular price is $997.00 and
I've been offering it for $697.00 as an introductory rate.  But,
I've honestly not devoted anything to marketing it (I may be
selling reprint rights licenses to it later, email me if you're
interested in details) so I've decided to offer a crazy discount
to get the copies I've duplicated off the shelves before
Christmas.

I have 18 copies that I'm going to offer at only $397.  If you
are interested, I encourage you to take a look right now as they
won't last long at this price.

   --> http://www.zzzyyyxxx.com/18copies.html

Until next time, enjoy your life and have a blessed holiday
season.

David Perdew
```

Do you see how this works? The subject line is all about the Comics. The first and primary emphasis of the email itself is all about the Comics. And, truthfully, the main action I want the reader to take is to visit the Comics site.

But...

At the same time, I am able to use this mailing to do so much more without detracting from the main purpose.

In addition to getting people to the site, I was able to…

- *Sell my high-ticket course that had been lying dormant for several months as I worked on other projects.*

- *Pre-generate interest in my special offer to be announced the following Tuesday!*

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So, when you send out your initial mailing to your network of contacts (subscribers, customers, etc.) make sure you include some kind of brief, secondary offer that doesn't detract from your primary purpose but DOES direct traffic to some offer that will generate extra income.
Examples –

> "I also wanted to take this opportunity to update you on the special membership offer. There are only 7 spots left. Details are at..."

> "P.S. Just to prove that postscripts work, if you're one of the first 10 people to order my new course at http://www. I'm going to give you _____. Email me to let me know you responded to this P.S. and it's yours free."

> "And don't forget about the affiliate contest that's going on right now – all you have to do is get ONE sale in the remaining 48 hours in order to qualify for the free..."

So, that's one way you can "light the fire" in addition to the "normal" methods of marketing.

2. Enlist Cross Promotion Partners.

Remember those two freebies that you've got embedded into the series of comics? How about using one of those as the backbone of a cross promotion joint venture?

Here's how it would work –

> You contact a partner and let them know that you'll give away something on this page to promote THEM if they will return the favor by (a) promoting the comics themselves, or (b) promoting you in some other agreed upon manner.

The freebie page in your series of comics is prime real estate. And it's a great incentive to dangle before potential joint venture partners as bait to join you in some cross promotion.

How you set it up is your call.

Another idea is to do write a short report where you share your "little black book" of resources. Sort of like your own Rolodex® of recommended resources related to your industry. One of your freebies would be this report and you could inform joint venture partners that you will include them as one of your recommended resources in exchange for doing something to promote you.

Or, you could let one or two partners include a full-page advertisement in any freebie report you're giving away in exchange for something beneficial to you.

The ideas are limitless, but the point is the same for all: use one of your freebies as part of a joint venture. You promote them, they promote you.

Of course, you could also use other parts of your series as joint venture incentives as well…

- Your opt-in page could be used to simultaneously promote your own list AND one specially chosen partner's list.

- Your offer page could be used to promote a partner's offer (even using your affiliate link) as part of a joint venture proposal.

- Heck, you can even use one or more of the comics themselves to promote a partner: "This comic was inspired by my good friend XYZ at http://www." (Just don't go overboard on this one!)

There's no reason why you can't use a part of your comics real estate to form a partnership with others. That way, you not only get the benefit of everything happening at your site, you also get the benefit of what is happening at your partner's site.

3. Initiate Public Discussion.

One of your objectives is to get people talking about your comics.
Of course, part of that is simply the informing side of things. I.E. "These are hilarious! You gotta check them out!"

But, the other side of it is to use them yourself – and encourage others to use them – as the focal point of DISCUSSION.

Get people talking about your comics!

Sure, part of this is simply getting them to tell others about them. But an equally important part of this is to get them discussing specifics about the comics which can generate even more free publicity for you.

Let's use a forum as the sounding block. I.E. What are some different ways you can get people talk about your comics at a high-traffic forum (I.E. "Message board") related to your market?

Consider these ideas –

1. How about using one of your comics as the source of a serious discussion about a problem relevant to your industry?

2. How about asking for feedback? "Which of these crazy comics is your favorite? Sound off!"

3. How about getting people to submit their own ideas for comics?

4. How about telling a "behind the scenes" story about the inspiration for one of your comics?

5. How about mentioning your comics and asking others for recommendations of their favorite "fun" or "light-hearted" resources for your market?

6. How about soliciting joint venture partners by referencing your comics site (and, in the process, getting views by others!)?

7. How about pointing to one of your comics as an example in an informative post? (I.E. As I poked fun at in my comic at http://www. , here are 3 of the best ways to…)

We could probably go on and on with ideas here. There are many, many different ways you can get people talking about your comics – whether it's by creating controversy or curiosity, informing or illustrating, requesting or reminding … you've got lots of options here.

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Closing Thoughts

So, there you have it – a very fun and profitable way to add hundreds of fresh subscribers to any list. Not to mention: generate sales, distribute content, find new affiliates and partners, promote multiple offers, build goodwill, establish a reputation and many other direct results of this promotion. The benefits to you are endless.

Marketing your business isn't always fun and games … but sometimes it can be.

Here's wishing some side-splitting, wallet-expanding comics for your business come your way soon

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Lesson #34
How To Create A Webinar To Promote Affiliate Offers
Part 1 of 2

1. Pick Your Platform.

Run a search in Google for "webinar software", "webinar solutions" or any number of other similar terms, and you'll unearth dozens of web conferencing solutions.

As you start sifting through these solutions, you'll notice that:

- Some of them require the presenter (that's you) to download software, while other require both the presenters and participants to download software.

- Some solutions present the audio portion of the webinar through the participant's computer speakers, while other solutions deliver the audio through a telephone.

- Some solutions allow participants to ask questions through online text messaging, while others give participants the option of doing so verbally (by phone or Voice over IP, AKA VoIP) or by typing a message.

- Some webinar solutions allow only a small number of participants (such as a dozen or so), while others can accommodate thousands.

- I personally recommend GotoMeeting or GotoWebinar

And so on.

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That means that –

**Before you pick a platform, you'll need to consider
which options are best suited for your webinars.**

However, many of the top solutions provide a robust set of features, so you generally won't go wrong no matter which solution you choose.

Step 1: Choose Your Platform: Below you'll find a list of a couple of the most popular platforms/solutions, along with my recommendation…

GoToWebinar.com: This is the solution I highly recommend. Not only does this solution meet the needs of a large majority of people who're running webinars, it's also an incredibly popular platform. That means there's a good chance your participants are already familiar with GoToWebinar.
In just a moment, you'll get step-by-step instructions showing you how to get up and running with GoToWebinar (GTW).

GotoMeeting.com: This is a solution for a small group od people- less than 15 participants. It may be a great place to start while you grow your viewership.

FreeConference.com: This is a free service that you will likely outgrow but gives you a chance to see what you really need as the participation with your webinars grow. There are add on services to give you more bells and whistles although once you are at that point, it will probably make more sense to go with a packaged product like Go To Webinar.

Step 2: Check the Requirements: While you're choosing from among the above solutions (or any other solutions you uncover in a Google search), be sure to check the requirements.

You want to make sure that you and your prospects have the correct hardware and software to participate in the conferences.

The most common requirements include:

- A high-speed Internet connection.

- A PC computer (though some solutions work on Macs or Linux platforms).

- Computer speakers to listen in on the audio.
- A Microphone for those who'd like to ask questions (although most platforms also allow participants to type questions).

If you choose GoToWebinar, then you'll need*:

For PC-based participants:
- Internet Explorer® 6.0 or newer, Mozilla® Firefox® 2.0 or newer (JavaScript™ and Java™ enabled)
- Windows® 2000, XP, 2003 Server or Vista
- Cable modem, DSL, or better Internet connection
- Minimum of Pentium® class 1GHz CPU with 512 MB of RAM (recommended) (2 GB of RAM for Windows® Vista)

For Mac-based participants:
- Safari™ 3.0 or newer, Firefox® 2.0 or newer (JavaScript™ and Java™ enabled)
- Mac OS® X 10.4 (Tiger®) or newer
- PowerPC G4/G5 or Intel processor (512 MB of RAM or better recommended)
- Cable modem, DSL, or better Internet connection

Participants wishing to connect to audio using VoIP will need a fast Internet connection, a microphone and speakers (a USB headset is recommended).

To record a Webinar on your PC, the following is required:
- Windows Media® Player Version 9.0 or newer
- Minimum of 800 x 600 Super VGA (1024 x 768 or higher screen resolution recommended)
- Fast Internet connection
- 1 GB of hard disk space (recommended)
- Sound card (If using Total Audio)
- Microphone and speakers (If using VoIP)
- Telephone attachment device (If not using Total Audio)

* *Webinar recording is not currently available for Mac users.*

Note: Above requirements taken directly from GoToWebinar's FAQ page and they may be subject to change.

Step 3: Get Set Up: Getting set up with GoToWebinar is fast and easy – you can be up and running in just minutes from now.

Here are the steps:

1) Visit GoToWebinar.com and click on their "free trial" or "buy now" button.

2) Enter email address (you'll receive a confirmation email with a link you need to click on). Then go to the next screen as instructed and create a password.

3) Enter account information, including your contact information and credit card number. If you're signing up for the free trial, your credit card won't be charged if you cancel before the trial period is up.

4) Download the GoToWebinar toolbar (it's a quick and automatic set up).

That's it!

Now you're ready to start scheduling and running webinars.

Simply go to your GTW toolbar and click on "Schedule a webinar," or click on "webinar now" if you want to get started conferencing immediately.

When you're ready to start a scheduled webinar, just go to your toolbar and click on "My Webinars," select the webinar you'd like to run and click "start."

Your participants can join your webinar instantly. You provide them with the registration link so they can register for your webinar. When the conference is about to start, they can follow the link in the registration email (www.joinawebinar.com), or they can go to the GoToWebinar.com homepage and click on "Join a webinar."

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No software downloads required for participants, which means a higher percentage of your registered participants will join the webinar!

So far so good – you've chosen your webinar software, installed it, and you're ready to start scheduling conferences.

Next, you'll discover how to run a polished webinar that makes you look like a seasoned pro!

2. Prepare Your Presenters.

You don't need to be a member of your local Toastmasters speaking group, nor do you need to turn in an award-winning presentation in order to make a bundle of money with your webinar. Nor will listeners hold it against you if they experience the stray sounds of a dog barking or an awkward silence when you momentarily lose your place in your presentation.

These things happen.

And overall, they aren't going to greatly impact your profits one way or another.

Having said that, however –

**It's a good idea for you and your guest presenters
to turn in relatively polished presentations.**

Here are a few tips to help you do exactly that…

1. **If you're presenting alone:**

➔ **Create an outline**

When creating your outline, first consider what you promised in your sales letter. Be sure to include in your outline all the benefits and topics that you promised in your sales letter.

Ideally, you should stick with an outline with minimal notes. That's because you don't want to sound "scripted." If you just read a script, you tend to lose the enthusiasm – and your attendees will get bored.

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Finally, be sure to prepare any PowerPoint slides, demonstrations or other visual aids that you intend to show to your participants.

➔ Practice your presentation

As mentioned, your presentation doesn't need to be perfect to be effective. But you'll come off as a lot more professional and polished if you practice your presentation.

> Note: If you have a visual presentation, be sure to practice doing your talk with the slides, demonstrations or other visual aids.

If you haven't given very many presentations before (either online or offline), then consider either recording your presentation so you can critique yourself, or have a trusted friend (or several friends) listen in and critique you. (Or do both.)

Ask your friends to check for things like:

> Presentation Speed: Too slow? Too fast?
>
> Comprehension: Is the presentation suited to the audience? For example, if your webinar is aimed at beginners, then you shouldn't be using expert-level jargon without first defining the terms.
>
> Presentation Order: Also, check that the material is presented in a logical order without any knowledge gaps. Sometimes when we become experts in our fields, it's easy for us to jump from point to point without realizing that listeners need a specific piece of information to bridge those points.
>
> Excitement: Do you should excited about what you're saying without sounding insincere? Will the audience be excited?
>
> General Impression: Finally, ask your friends to give their overall impression of the presentation. What's good? What's bad?

➔ Get comfortable with your conferencing software

After you become comfortable with your material, then you need to become comfortable with your webinar software solution.

That means you don't want to get an idea for a webinar today and start one immediately without first taking a tour of the software.

Download any necessary software and try it out. Read the documentation and the frequently asked questions. Study the features and take notes about how to use those features that are most important to you.

Ideally, you should deliver your presentation using the webinar solution along with your friends who are providing critiques. It gives you a chance to use the webinar software features in a "real" setting, and gives you a chance to practice doing things like opening the webinar to questions.

2. If you're presenting with a guest speaker...

It's likely that you'll usually have webinars with a guest speaker or co-presenter rather than just presenting the material yourself.

This is particularly true, of course, if you're promoting affiliate products. That's because you can bring on the product creator and interview him or her or otherwise make a presentation together.

But even if you're promoting your own offers, it's still a good idea to have a guest speaker. That's because it tends to be more engaging to listen to two people in a dynamic, exciting conversation… versus listening to one person "lecture" to you.

For proof, just turn to the infomercials on your late night TV. They almost always have two people presenting the merchandise. Usually, one person is the expert and the other person is the interviewer.

You can do the same thing – just ask a friend or colleague to interview you. In exchange, you can offer to give them resell rights to the audio, you can pay them for their time, or you can even use their affiliate link at the end of the audio. Alternatively, you can offer a true joint venture, where you interview them about their products in return.

➔ **Prepare Your Guest**

Whether you're interviewing someone or they're interviewing you, you should prepare an outline of "talking points" and suggested questions. Again, be sure that any benefits you mentioned in the sales letter are covered during the webinar. Otherwise you'll have plenty of disappointed attendees.

Just as when you give a solo presentation, you want to make sure your co-presentation doesn't sound scripted. While you can offer your co-presenter an outline and questions that *might* be asked, you can and should spontaneously ask follow up questions… even if you do veer off the outline. (Just be sure to get back on track eventually.)

This sort of spontaneity will make for an enjoyable conference for you, your guest and the attendees.

Second, remember that if you're interviewing someone, you essentially have two jobs:

1. **Get your guest to share secrets and other great information.** This one is fairly easy, as a good outline will help you get this information. You may also ask your guest (before the webinar) what sorts secrets they might be willing to share.

2. **Second, your job is to help your guest feel comfortable.** If your guest has done webinars or other presentations before, he or she will likely be quite comfortable doing the webinar with you.

However, some people aren't used to this sort of public speaking, so you need to help them feel comfortable.

That means giving them the proposed outline well ahead of time (at least a week before the webinar) so they have time to think about their answers. You should also ask your guest if there are any "off limit" topics or if there are any topics he/she would really like to talk about.

Also, you should get on the phone and talk to your co-presenter. If he feels comfortable with you, he'll feel comfortable on the webinar. So try to talk to him for at least 10 or 15 minutes sometime during the week leading up to the webinar.

Finally, make sure your guest is comfortable with the technology. Ideally, you should create a webinar conference just for the two of you so you can

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get to know each other, discuss the material, and get to familiar with the technology.

Follow these other co-presenter tips to ensure you have a great webinar with your guest:

- **Keep in touch with your guest.** Remember that your guest is just as busy as you are with his own projects. Your webinar may be low on his priority list, meaning he could completely forget about it if you don't remind him about it. Be sure to send a reminder a week before, a few days before, and the day of the presentation.

- **Always include the login information.** Every time you send an email to your guest, always include the download links, login information, time and date of the webinar and any other information he needs to know. That way, he doesn't have to waste time searching for the information, as he knows it's at the bottom of every email you sent to him.
- **Show your appreciation.** Your guest is doing you a favor. Let him know how much you appreciate him taking time out of his busy schedule to do this. Follow up after the webinar with a thank you note via email or a phone call, and preferably a handwritten note via postal mail.

So far you've picked your platform, you've become familiar with the technology, and you and your guest have prepared for the webinar. Now it's time for you to discover the secrets of turning your webinar into a cash cow that pays you for months or even years to come!

To be continued next week

Lesson #35
How To Create A Webinar To Promote Affiliate Offers
Part 2 of 2

Continued from last week…

3. Promote to prospects.

Now that we have all the technical details out of the way, it's time to focus on the organization, content and promotion of your webinar.

In this section, you'll discover:

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1. How to promote the call itself.
2. How to promote your offers from within the call.
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Let's jump right in…

How to Promote the Call

Here's an easy step-by-step proven formula you can follow to organize and promote your call…

Step 1: Decide on the Purpose of Your Call: Before you can actually hold a webinar, you need to have a goal in mind.

Specifically: Do you intend to promote your products or affiliate products? Once you decide on the purpose of your call, you can then decide on the topic itself.

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For example, let's suppose you wanted to promote your new "Guide to Italy" ebook. Choosing a topic is fairly easy – you may even want to simply choose a chapter from your ebook and "teach" the entire chapter.

Alternatively, your webinar can give an overview of the entire book, while leaving the best bits of information out (i.e., participants need to read the ebook to get those secrets). You'll discover how to use this strategy later in this report.

Step 2: Create a Lead-generation Page: A lead generation page is basically a sales page. This is where you "sell" people on giving up their email addresses in exchange for access to your free webinar.

Now here's the thing…

Some marketers believe that just because a webinar is free, you don't really need to bother persuading prospects to join your webinar list. They figure all they need to do to build a big list of prospects is simply put up a page that says "free webinar" and an email capture form.

But doing so leaves money on the table.

You see, a few years back it was fairly easy to get people to give you their email addresses for any reason. In fact, email was such a novelty that people were EAGER to sign up for newsletters just to get email.

Naturally, things have changed a lot since the early days of the Internet. Now people guard their email addresses. They're so frustrated with spam that they're often reluctant to give any sort of address at all – and so sometimes they'll give marketers a "throw away" email address.

That's why you need to spend some time convincing your prospect to not only join your list, but also join using an email they regularly check. Sell this webinar like you're selling access to a $100 webinar! After all, you'll have an unresponsive, "dead" list if everyone joins using throw away addresses.

Here's what you need to do to craft a compelling lead generation page:

- **Create a benefit-driven, curiosity-arousing headline.** Your headline's job is to get your prospect's attention. To that end, your

headline needs to present the biggest benefit your prospects will receive when they join your free webinar.

That means that simply putting "Free Webinar!" as the headline won't cut it. No one wants a free webinar… instead, they want a solution to their problems. So alternatively, your headline might say something like:

`"Are You Poisoning Your Puppy? Find Out What Common Household Items are Toxic to Your Pet During This Free Webinar…"`

OR…

`"Free! Discover Which Foods Are Making You Look Ten Years Older!"`

You'll note that in both headlines the word "free" is mentioned. That's because the word free is a powerful trigger word. Everyone wants something for free… especially a free solution to their problems (hence the benefit-driven headlines).

You'll note that in these examples, only one includes the word "webinar." That's because you'll want to use this term carefully in your sales copy. If you're sending your offer to people who've joined your previous webinars, then feel free to use the word "webinar" in your headline.

On the other hand, don't mention the word "webinar" in your headline if your prospects are likely unfamiliar with the term. You see, the goal of your headline is to grab your prospect's attention and drag them into your copy. If they don't know what a webinar is, you'll stop them dead in their tracks at the headline. And that's not a good thing.

If you're dealing with people who're likely unfamiliar with webinars, then go ahead and use the word "free" in the headline along with the main benefit. But wait until later in the copy (when you've already hooked them on your offer) before you explain what a webinar is.

- **Craft benefit driven, reader-oriented copy.** After the headline, jump right in and continue talking about the other benefits the

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prospect will receive when she joins your webinar. You may want to create a "bulleted list" of benefits, which will draw her eyes into your copy.

Remember to keep your copy oriented towards the reader. If your copy has a lot of "me," "mine," "I," "us," "our" and similar words, then the copy is about you and not your reader. Instead, make generous use of words like "you" and "yours."

Example of author-oriented copy: "I'll talk about…"

Example of reader-oriented copy: "You'll discover…"

- **Tap into your prospect's hopes, dreams and emotions.** People never really buy products – they buy solutions. And specifically, they buy benefits and outcomes.

  Example: They don't buy a drill – what they're really buying is a hole. And people aren't buying exercise equipment. Instead, they're buying into the dream of being slimmer and sexier.

  Even though you're offering a free webinar (rather than a paid product), the same is true of your prospects.

  They're not joining your list and getting on the webinar to hear about whatever topic you're talking about. Instead, they're getting on the webinar because of the hopes, dreams and emotions they have surrounding that topic.

  Your job is to tap into those hopes, dreams and emotions on your lead generation page. Let the prospect imagine what it will feel like to receive the benefits after they listen in on your webinar.

- **Use a strong call to action.** After you've hooked into your prospect's emotions and you have him imagining the benefits of joining your webinar, you need to provide a strong call to action. This is where you explicitly and clearly tell your prospect what you want him to do.

  You should also write your call to action as if you assume he's going to join your seminar. That means you don't ask him if he wants to do it.

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You don't say, "If you're interested, fill in your name and email address below."

Instead, you tell him, "Get started right now by filling your name and email address in the form below and clicking join…"

The second thing you should do with your call to action is give it a sense of urgency. You want to give people a reason to join your list right now. You want to instill a bit of fear in them (such as a fear of loss).

Here are a few ways to spur that sense of urgency (you can use more than one tactic):

- **Limit your webinar to X number of "seats," thereby creating scarcity.** If you plan on having more of an interactive session, then you'll want a smaller number – such as 50 or 100 spots. Otherwise, you could limit the seats to any number that makes sense for you and your niche, whether it's just 10 or 1000.
- **Emphasize the fact that the webinar starts soon (e.g., in X number of days).** Obviously, the closer you are to the actual start date of the webinar, the greater sense of urgency you can create.

- **Offer a "fast action" bonus to the first X number of people who join now.** You may give the first people to join a special bonus, such as free transcripts to the webinar, a related ebook, or some other valuable freebie.

- **Offer a "fast action" bonus to anyone who joins in the next X number of hours or days.** Instead of giving the free bonus only to a strict number of people who join, you can make the offer to anyone who joins the webinar list before a certain date and time.

☛ **Here's a Neat Little Trick to Create Sales BEFORE the Free Webinar…**

If your lead-generation page does its job and converts well, then you should get a flood of people joining your list so they can join your free webinar. Most marketers miss a huge opportunity right here. Instead of making money, they just let their attendees

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sit on the webinar list for the few days or the week leading up to the webinar.

Here's what you should do instead…

Create a confirmation page and/or confirmation email that thanks participants for joining the webinar. Remind them of the benefits of the webinar. And give them the details they need such as time and date of the webinar, how to log in, and how to contact you if they have any questions.

Now here's the trick that puts money in your pocket: Give your prospects "homework" to do before the webinar starts. And you do this by telling them to download and read a (paid) product so that they're ready to participate in the conference, ask questions, etc. Ideally, you can offer prospects the same product you'll be promoting on the call.

To sweeten this offer, give a limited time discount. Or better yet, make it a one-time offer. If they don't take you up on the offer right now (on the webinar confirmation page), they'll need to buy the product at a higher price later.

> Note: If you offer a discount on the product at the end of the webinar, be sure this is a generous discount… but not as generous as the one offered during the "one time offer."

Do this, and you can expect to make money long before your webinar even starts!

Step 3: Drive Traffic to Your Lead Generation Page: The best webinar in the world with the highest-converting lead generation page ever won't do you any good if you don't get your offer in front of people. That means you need to promote access to your call.

Here are just a few ways to do exactly that:

- Blog about it.

- Tell your list about it.

- Create a viral video about it and post it on YouTube.

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- Ask your guests (JV partners) to tell their lists about it.

- Write an article about the topic and socially bookmark the article.

- Use pay per click marketing.

- Post a link on your Squidoo Lens or HubPages.

- Post it on CraigsList and/or USFreeAds.com.

- Post it in your local classified ads.

- Post flyers locally.

- Use a CPA model to get leads.

- Use a tell-a-friend script so that those who've already signed up will tell their friends to sign up too. Better yet, offer an incentive, such as a freebie to anyone who tells at least three friends.

<u>Step 4</u>: Provide solid content – and a pitch. You have hordes of people descending on your lead generation page and signing up for your webinar. Now your job is to turn these prospects into buyers.

The purpose of your webinar is twofold. First, you built a list by offering a free webinar in exchange for an email address. That part is already complete. The second purpose of your webinar is to sell your products or someone else's products as an affiliate.

Because your goal is to sell products, you might be tempted to run a 45 minute or hour-long "infomercial" instead of a seminar. Don't do this. Remember, your prospects joined your webinar because they're looking for information. They're looking for a solution to their problems. They're looking for something that can make them happier, richer, slimmer, more attractive, etc.

Here's how to create a webinar that your participants will find valuable – and one that will make money for you, too:

- **Give your prospects what they expect**. You promised certain things to your prospects when they first agreed to join your webinar. Now you need to make good on those promises.

  Example: If you promised three "secrets" to making money online, make sure you deliver not one, not two, but at least three of those secrets.

  While a somewhat spontaneous webinar that doesn't adhere strictly to your outline is usually a better experience for listeners, your job is to make sure that you DO cover those points you promised to cover in your sales letter.

- **Build trust.** People buy from those they know, like and trust. If you sent the webinar announcement to your list and to your existing customers, then there will be people on your call who already know and trust you.

  However, your focus is on those who don't yet know you. Your job is to build trust with these people. Just being on a webinar (which puts your face to your name and shows you're a "real" person) and taking questions helps. Delivering on your promises, providing good content and being honest (e.g., no exaggerations) also help.

  It may seem like common sense to say something like "be honest." But sometimes we marketers are prone to exaggeration. Problem is, customers sometimes expect marketers to exaggerate – and when they get "caught" exaggerating, credibility is lost.
  Example: A few years ago I attended a webinar that was being pitched as one person "grilling" the other person. Further, the sales materials suggested that the two had never met, the interviewee had no idea what the interviewer was going to ask, and that this could turn into a wild "free for all."

  Problem is, the webinar was so scripted that the co-presenters accidentally started reading each other's lines. Instantly, all credibility was lost because it was revealed that the free-wheeling "unscripted" interview was in fact tightly scripted. And since the marketers fibbed about

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that, it made prospects wonder what ELSE they weren't being truthful about.

- **Provide useful but incomplete information.** Next, you need to provide solid, valuable content that your webinar participants can put to use immediately. But here's the thing – you need to provide information that's not quite complete. And the only way to get their hands on the "missing link" is to purchase your products.

  Example: Let's suppose you're selling a weight loss ebook. During the webinar, you might tell listeners that your ebook lists ten foods that burn fat… and then you could share five or six of those foods with the webinar participants.

  Another way to share useful but incomplete information is to tell someone what to do, but don't tell them how to do it.

  Example: Let's suppose you're selling an online marketing ebook. You might tell people that one good way to pull in targeted traffic is by search engine optimization. You can then go on to discuss on-page and off-page optimization, but you leave the best details out – meaning those who want to learn SEO must buy your ebook.

- *Create a need*. You can also use your webinar to create a need (or "plant a seed") for the product you're pitching.

  You may do this with information products by educating people with regards to how fast and easy your product will give your prospects the solutions they desire. But this tactic works particularly well if you're selling physical products or tools.

  Here's an example…

  Example: Let's suppose you're running a weight loss webinar. In this example, you can give your prospects 100% complete information – that means you don't hold anything back. You tell them what foods they should be eating, how often they should be exercising, etc.

But here's the thing: You then recommend certain products to accelerate their weight loss. For example, you may pitch a rebounder (a mini trampoline) as the perfect piece of exercise equipment. Or you may suggest that the fastest weight-loss is achieved for those eating the pre-packaged meals that you're pitching.

Let's go back to the online marketing webinar as a second example. Here you can give your prospects the complete step-by-step guide to getting the top rankings in the search engines. Again, you leave nothing out. But you create a need by suggesting that the quickest and easiest way to achieving those rankings is by purchasing your SEO tools (e.g., such as keyword tools, page generators, etc).

Step 5: Record the Webinar: While the live webinar is likely to be a well-attended, profitable event for you, that's just the beginning.

Your goal is to profit from your webinar for weeks, months and even years to come. The idea is that you spend a couple hours putting together your webinar today – and you profit endlessly in the near future.

Naturally, the only way to do that is by recording your webinar for later playback.

Tip: GoToWebinar includes a recording feature – and recording your webinar is as easy as a click of your mouse. Just go to your GoToWebinar organizer control panel, click on "recordings" and the recording panel will open. From there, you simply click on "start recording" when your webinar starts, and "stop recording" when your webinar ends.

Once you've recorded your webinar, you can save it to your desktop. Then you can use the editing software of your choice to edit it (if necessary).

There are a few things you can do with your recorded webinar, including:

• If the information included is valuable, you can sell the webinar recordings. If you do a series of related webinars, you can sell them as a home study course.

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- You can use the recorded webinar as a lead generator. Simply offer it free in exchange for an email address and name. You can also offer the webinar recording for free on a CD in exchange for a name and postal mailing address.

- You can give *other* people the option of offering your webinar as a lead generator, a free bonus with their products, something to add to their membership sites, etc. The bonus for you is that you get the backend income on the product recommendations.

- You can sell resell rights or master resell rights to your webinar recordings. That way you make money up front. But you also get a nice backend income due to the products you pitch during the webinar.

- You can create a feeling of scarcity by not offering unlimited access to the webinar. Instead, you can play it on pre-defined dates (such as on a weekly basis). This works particularly well if the webinar is slightly controversial and/or extremely useful, because then you'll get people "buzzing" about it in anticipation of watching/listening to it.

- You can use it to re-launch the product you pitched during the webinar. Again, the idea is that you only spend a couple hours creating this webinar – but then you profit from it over and over again.

We covered a lot in this section, but the basic idea is simple:

- ✓ Create a great lead generation page.
- ✓ Drive traffic to the page.
- ✓ Create a great webinar.
- ✓ And profit like crazy from your webinar.

Do that, and you'll make money both during your live webinar, as well as for months or even years later!

Closing Thoughts

Congratulations – you now know how to run and record your own wildly profitable webinars!

Let's quickly recap the "**3P Webinar Profits**" formula:

PICK Your Platform: You discovered how to choose the best webinar platform for your needs. Plus you received easy step-by-step instructions showing you how to get set up in just minutes!

PREPARE Your Presenters: You discovered how to give a polished webinar that made you look like a seasoned professional – even if you're an absolute beginner! Plus you found out that one of the keys to running a successful webinar is to make sure your guests are comfortable and they know what to expect.

PROMOTE to Prospects: Finally, you discovered how to turn a free webinar into a cash cow. Not only did you discover how to provide "useful but incomplete" information that spurs sales, you also found out how to create a need for your products.

There you have it – the "**3P Webinar Profits**" formula that adds up to money in the bank for you!

But here's the thing…

**While webinars are wildly profitable,
the money just won't leap into your bank account on it's own.**

**It's NOT difficult by any means…
but you do need to <u>follow the simple formula</u> provided in this report.**

You may be tempted to just set this report aside and start thinking about your webinar "later."

But here's what I want you to do instead:

Right now (yes, now) pick your platform, or you can just go with my recommendation (GoToWebinar). Then sign up for an account right now.
That's the first action step.

Then go ahead and start working your way through the others steps in this report.

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As a MyNAMS member you also have access to one of our live weekly trainings that's all about Webinars! Check out Daniel Hall's interview with me for some great tips. Daniel also has a super product available as well at Real Fast Webinars if you want even more help!

[MyNAMS Live Training-Webinars](#)

[www.RealFastWebinars.com](#)

The sooner you follow through, the faster you can enjoy success and profits!

Lesson #36
Your List Marketing
Weekly Planner

List Marketing Model

Below you will find a planner for what I consider to be the best list marketing model to use in building and profiting from opt-in email lists.

The key to real success in affiliate marketing is to build a responsive list. There are five pillars of success, along with accompanying action steps for each pillar, that will enable you to do this.

"The 5-5 Plan"

The Five Pillars of List Marketing in a Five Day Workweek

MON	TUE	WED	THU	FRI
Pillar #1 **DATABASE**	Pillar #2 **CONTENT**	Pillar #3 **REVENUE**	Pillar #4 **IMPROVEMENT**	Pillar #5 **RESEARCH**
Activities related to growing your list of subscribers through both your own efforts and those of your partners.	Activities related to developing content to distribute to your list members in order to provide genuine value and prompt sales.	Activities related to developing attractive offers to present to your subscribers as it pertains to the distributed content.	Activities related to improving all areas of your list marketing model to produce maximum results from your efforts.	Activities related to learning the latest list marketing practices and resources to multiply your results while minimizing your efforts.

MONDAY (Pillar #1: Database)

➔ At least one "free" traffic activity.

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Ideas include:  writing and distributing ezine articles,
creating viral reports, holding contests and giveaways,
exchanging ads, posting at forums, interacting at social
sites, blogging, getting your affiliates and partners
involved, etc.
```

➔ At least one "paid" traffic activity.

```
Ideas include:  purchasing solo mailings, pay-per-click
listings, banners, hiring an affiliate manager, outsourcing
traffic generation, buying existing sites, buying links,
etc.
```

➔ At least one "existing asset" traffic activity.

```
Ideas include:  posting links at your sites, inserting
notices in your products, updating your current marketing
materials, contacting your affiliates and partners, cross
promoting in your various autoresponder sequences,
contacting customers, etc.
```

Tuesday (Pillar #2: Content)

➔ At least one new feature length article.

```
Ideas include:  Whether you send out the article as a part
of a newsletter, compile it with others into a new mini-
course, post it to a blog, submit it to directories, get
other publishers to reprint it, hand it off to your
affiliate team, post it at your site or any of another
dozen things you can do with them … writing an article
every week is a must.
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➔ A regular newsletter (weekly, bi-weekly or monthly)

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Ideas include:  I highly recommend that you publish an
regular newsletter with a featured article, personal news
and notes and one high-profit offer.
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➔ An unadvertised bonus for customers. (monthly)

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Ideas include: You customers are your #1 asset – you make money because of them. Create additional content at least once per month that is exclusively for them. Provide value after the sale and make additional offers … that's a blueprint for easy sales.

➔ A rebrandable for affiliates. (bi-weekly or monthly)

Ideas include: No other asset will drive more traffic to your opt-in page (and thus build your list!) than your affiliates and partners. Continue to provide them with high-quality rebrandables they can pass on to their network.

➔ Find suitable and valuable resources to pass on. (bi-weekly)

Ideas include: There is a lot of quality information produced by someone who isn't you. ☺ Why not share that with your list members? You can reference great blog posts, downloadable reports, content sites, videos, audios, etc. that other people create that are relevant to your list. Linking to these with an affiliate link is much different than constantly bombarding your list with new offers. Learn the difference.

WEDNESDAY *(Pillar #3: Revenue)*

➔ At least one weekly broadcast.

Ideas include: You can promote your own existing products, new launches, affiliate links, coaching offers, etc. through a newsletter mailing or solo mailing. Make sure your offer is blended with strategically created, high-quality content.

➔ At least one mailing to an autoresponder sequence.

Ideas include: Every week you should add another mailing to one or more of your autoresponder sequences (lead lists, evergreen lists, etc.) Whether it's an embedded solo mailing, a free article, a special edition of your

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newsletter, a note about a free resource or any other
relevant option, get these plugged in for automated contact
with your subscribers … and automated revenue.

➔ At least one follow-up with customers.

<u>Ideas include</u>: If you aren't regularly following up with
customers you're leaving money on the table. Who is most
likely to buy from you – a prospect or someone who has
already done business with you and is happy with that
decision? Hint: Be sure to create a customer list and add
automated messages to their autoresponder sequence!

THURSDAY (Pillar #4: Improvement)

➔ Create and tweak opt-in pages.

<u>Ideas include</u>: Create new opt-in pages for your new lists,
test changes in your existing pages to improve your opt-in
rate, experiment with different confirmation pages and
emails, tweak the text on your popups, change your ads,
etc.

➔ Monitor and replace automated messages.

<u>Ideas include</u>: Remove outdated emails (both offers and
content) from your autoresponder sequences and replace them
with fresh versions, rewrite mailings to include
explanations of anything that you get a lot of questions
about, remove offers and content that are poorly received
(I.E. People don't like them or you aren't getting a good
click-thru rate) and replace them with other options, etc.

➔ Analyze response patterns and adjust accordingly.

<u>Ideas include</u>: Take a look at your content, database and
revenue efforts … what's working? What's not? Eliminate
those things that are performing poorly. Emphasize areas
where things are doing well.

➔ Survey your list for added results.

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Ideas include: Always ASK your list members what they want. Who better to tell you where your list is in their pursuit, progress and passion than them? When you find out their interests, you can feed them custom-tailored content and offers. This can cause a staggering increase in your results.

FRIDAY (Pillar #5: Research)

➔ Search for and identify at least one new technique.

Ideas include: Whether you search Google, your favorite ezine article directory, forums, your digital library or any other source, look for at least one new list marketing technique that you'd like to add to your schedule for next week. Learn the basics of what you need to do and get it on your schedule.

➔ Purchase a new tool (as needed)

Ideas include: If a new tool comes out (or an existing tool seems relevant) that you honestly feel has some immediate value (don't just buy it thinking you'll need it sometime later!) then invest in your business and purchase an asset to help you with your list marketing.

➔ Ask for advice at a forum.

Ideas include: Don't be afraid to ask others for advice on how to improve your opt-in pages and other components of your list marketing. And use forums to ask other people for IDEAS on what you should try for your list marketing? (I.E. Where's a good place to buy a solo mailing, what's the best way to use ezine articles, what are some ways to get subscribers to buy, etc.)

➔ Read about new strategies from a trusted source.

Ideas include: Whether you read their newsletter, join a mini-course, explore their blog, purchase their products, listen to their interviews, watch their processes (probably

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the best idea!) or something else, make sure you find
someone that you know has something informative to say and
glean list marketing truth from them.
```

These Five Pillars of List Marketing should be worked into your weekly schedule, preferably as you devote one day each week to a pillar.

√ **Database** is your continual action of getting new subscribers.

√ **Content** is your continual action of providing subscribers with quality information.

√ **Revenue** is your continual action of converting subscribers into paying customers with a blend of content and offers.

√ **Improvement** is your continual action of making the first three pillars better so you produce greater results with less effort.

√ **Research** is your continual action of learning how to build those first four pillars strong and wide.

Doing this will allow you to not only grow the size of your list, but also the size of your paychecks!

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Recommended Business Training
MyNAMS Premium Membership – Business training for any experience level
Free Affiliate Training – Learn to be an affiliate
6 Steps to Implementing Big Ideas – Get started now
Niche Affiliate Marketing System Workshop – The #1 business building workshop
IncomeCPR – Online marketing strategy
Internet Success System – Online business training from a master
Word Press Security – Protect your business
Nicheology – Awesome monthly products and training

Recommended Infrastructure Tools
Hostgator – Inexpensive reliable hosting (Use this 25% Discount Coupon – MyNAMS25Report)
Carbonite Backup System – Essential Backup
Dropbox – Storage
BoxShotKing- Graphic Cover Creator
FeedBlitz – Newsletter management
IdeaMarketers – Content Marketing
aWeber – Autoresponsder
Wordpress – Content Management System
Simple Niche Domains – Domain Registration
GoTryThis – Redirect and link management

Lesson #37
How To Create Subscriber Anticipation That Gets Sales

Let's dive right in by looking at the typical way to promote something to your list.

Whether it's your own product, or an affiliate link you want to promote. Either way, the standard technique is to send out a solo mailing, right?

That is, you send out a message to your entire database that contains nothing but a promotional ad for whatever offer you choose.

For years people have been saying it's the most effective way to see quick results with your list. And, I've even used that method myself. In fact, I still do.

But, I want to share with you another strategy that works even better.

This is a strategy that has generated enormous results over a conventional solo mailing to a list. In fact, it has actually produced as much as 600% more results than simply sending out a solo mailing to your subscribers.

I call it the "*Ultimate System for Getting Profitable Email Results*." And it's all about creating "anticipation". That's what we're going to examine at length here in this report.

"The Ultimate System"

The "ultimate system" is actually two mailings that work together to produce some very impressive results.

It basically works in two stages:

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Stage One is the TEASER.
Stage Two is the TRAILER.
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So, let's talk about these two mailings. Here's an overview of how it works. First, you send out the "teaser" email which lets your readers know that an important announcement is coming from you in exactly two or three days. Then, after that time period, you send out the "trailer" email with your actual announcement. Now, let's look at specifically how to use this strategy by examining each of the two mailings.

"The Teaser"

First, let's talk about the "teaser" email. The purpose of this particular email message is two-fold. You want to create ANTICIPATION and SUSPENSE.

```
A good "teaser" email lets your subscribers know that an important,
if not critical, announcement is forthcoming. Structured correctly,
your "teaser" email can get a large number of your list members to
actually look forward to your announcement email ... even eagerly
await it.
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Again, the idea is to use this "teaser" email to create both anticipation and suspense. You want them wondering, "what in the world is coming" ... and you want them monitoring their email with watchful eyes on the lookout for your upcoming announcement.

You want them both hanging on the edge of their seats and peeking around the corner to see if it's coming down the road yet.

Now, you accomplish that by using the "five rules of writing teaser emails." Through my own extensive research and in talking with others who have used this technique successfully, there are some precise mechanics that you need to follow in crafting your teaser email message.

Let's talk about these "five rules".

Rule #1: Must be intriguing.

Let's face it; if your teaser email doesn't have an air of mystery to it, it's not going to get many folks to look for the follow-up mailing. You want it to be suggestive, but not specific. You want it to be riveting, but not revealing. You want it to

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"compel, but not tell."

`In other words, make it intriguing. Make it suspenseful. Think of it in terms of a super-short preview of next week's episode of your favorite sit com. They let you know that a cast member is going to die but which one is it?`

Tell them just enough to make them want to know more. It must be intriguing.

Rule #2: Must make a promise.

It must also make a promise.   That is, it must let the reader know that they can expect something beneficial to happen in their lives if they "stay tuned" to read your forthcoming announcement.

You simply gotta answer this question in your "teaser" email: "why should I look for your announcement."

Think about things from their point of view: what's in it for THEM? Why should they even care that you have some "big announcement" in two days? Why should they bother reading your upcoming email, let alone eagerly look for it?

It must make a promise. Let them know how they can expect to specifically benefit in two days. Tell them what they have to gain. Remember, it's not about your big announcement; it's about what kind of impact that announcement can have on their lives.

Rule #3: Must stress the consequences.

In addition to making a promise of benefits, you should also stress the consequences of missing out.

What happens if they don't read your email? Or, if they delay in reading it? Is there a deadline to the announcement? Is there a limit? There needs to be.

There needs to be some kind of consequence that you should stress in your email that further fuels the fire for them to keep watching for your follow-up.
There needs to be something that tells them "I simply cannot miss out on this."

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⌴ Is it only good for the first 24 hours?
⌴ Do those who respond earliest have an advantage?

There's your key: what's the advantage of tuning in, and what's the disadvantage of missing out.

Rule #4: Must end quickly.

The fourth thing your "teaser" email should do is "end quickly." It must "end quickly." That is, you must be BRIEF in the message itself.

Remember, this is a "teaser" email. Its sole purpose is to get people to read the next email. You don't want to share too much information. You want an air of mystery. You want to create interest.

Less is more.

So, carefully and systematically craft the message ... but get it done in as few words as possible. I try to keep my "teaser" emails to no more than 150 words, usually at right around 100.

Rule #5: Must be precise.

So, this "teaser email" has gotta be intriguing, it's gotta make a promise, it's gotta stress consequences, it's gotta end quickly and the fifth rule is this: it must be precise.

That is, you must tell the exactly when they can expect the follow-up message. Will it arrive in 2 days? Will it arrive on Friday?   Will it be waiting for them first thing Monday morning?

They are expecting your message ... but when should they expect it?

My own personal preference for time interval is 2 days. That gives
them just enough time to really build some interest, but it doesn't
keep them waiting too long that they forget all about it.

I also tend to tell them what DAY and even the DATE it will be arriving as opposed

to the "interval" itself. In other words, instead of saying "two days from now you'll be receiving a message", I'd rather say "on Tuesday, October 21 you'll be receiving a message."

Why is this important? If you send a message that reads "in two days" what if they don't actually read the "teaser" until the day before or earlier in the day? (Many people don't check their emails very often) They will be expecting your message on the wrong day, right?

In my experience, it works best to give them a specific date.

So, there you have the basic strategies you need to implement when you craft this "teaser" email. Again, you need to remember that the purpose of this email – the entire purpose – is to get them to read the "trailer" email, the actual announcement. And, preferably, you get them to anticipate it and eagerly look for it.

Now, before we move on to the "trailer" email, how about a quick example of a message written by these "rules."

```
Dear Joe,

On Friday, October 15, I'm going to send you a special download link
to grab a copy of a new report, "How Anyone Can Make Money With A
List of Only 250 Subscribers".

It's not going to cost you a thing but I'm only giving it away for 24
hours as a special promotion.

After that, the report is going to cost $27.00.

Plus, I'm going to be making a MAJOR announcement that is going to
dramatically increase the way you make money from your opt-in list.
Look for the announcement and the special FREE download link on
Friday.

Remember, it's only available for 24 hours, so don't miss out.

Peace and Prosperity,
David Perdew
```

One hundred seventeen words. And just like that, I've got the bulk of my database looking for my email on Friday in anticipation of getting to download the free report. Which is exactly what I want to accomplish from the mailing.

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So, now that we have the "teaser" email crafted, what about the "trailer". Let's talk about it now...

"The Trailer"

The "trailer" email is the follow-up email. It's the announcement itself. It's the news. It's the life-changing, business-impacting message that is going to set their world-a-spinning.

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While your "teaser" email gets the subscriber to anticipate and read
on, this "trailer" email is designed solely to get results. It is to
be crafted in such a way as to get your subscribers to take action.
```

You want them to do something, and this email is the tool you'll use to get them to do it.

Again, there are some "rules" that you must follow in writing this special message.

Rule #1: Must arrive on time.

First, the technical aspect of the message. It simply must arrive on time. If you promise it in two days, it better get there in two days. If you promise it will be waiting Monday morning, it better be in their inbox on Monday morning.

Whenever you specified in your "teaser" email as the delivery date, make certain that your message is there as you described.

So, make certain you have everything in place before you ever send out the first message. Don't assume you'll have it all done. Get everything done and even have a backup plan in case something goes wrong with your mail server or anything else comes up.

The last thing you want to do is get people waiting ... and then keep them waiting because you weren't able to follow-through on what you told them.

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Rule #2: Must deliver what was promised.

Next, you want to make good on anything that you promised. That means both "technically" – I.E. You promised them a download link- and "figuratively" – I.E. You promised them an announcement that was going to change their life ... it better change their life.

Whatever you promised in your "teaser" email, you gotta deliver. And to make it really effective, OVERdeliver. Give them more than you promised. If you promised to give them "7 ways to increase their affiliate commissions", then provide them with "10 ways" instead.

Think "wow" factor.

Rule #3: Must share significant news.

And speaking of "wow" factor, that brings us to rule #3 you, must share significant news. This is supposed to be some earth-shaking announcement, so get started shaking.

If you want to use this "announcement" strategy to see significant results, then you better share significant news in your "trailer" message.

I can't stress this enough. In order for you to have any kind of long-term effectiveness with this strategy, you simply must come through with something of genuine importance in your announcement.

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Think of it as the email version of the "boy who cried wolf." If you
promise something important and don't deliver, then you might get
away with it once. Maybe even twice. But anything more than that and
you'll be the equivalent of crying for help and no one comes because
no one is evening listening anymore.
```

Don't use this technique if you don't have a major announcement. Don't call it a major announcement unless it realistically has the potential to profoundly impact the lives of your subscribers.

Used wisely, this can be one of the most powerful email marketing techniques in the book. Used foolishly and it can ruin not only your credibility, but also your ability to get results from any kind of email promotion.

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Rule #4: Must point towards a web site.

That brings us up to rule #4 which is "your 'trailer' message must point towards a web site.

One of the biggest mistakes that I see people making with promotional messages in general is that they try to "sell" the reader through email.

Promotional email messages aren't for generating sales, they are for generating responses.

Let me repeat that: promotional email messages aren't for generating sales, they are for generating responses.

Remember in our other sessions we talked about the three kinds of mailings: information, promotion and combination. And what did we say about "promotional email messages." They are to be used for getting your subscribers to take action ... primarily to get them to a website.

Your "trailer" message isn't supposed to get someone to buy. That's darn near impossible to do. Email copywriting is mechanically different from website copywriting.

Your "trailer" message is to be used to get your readers to a website. And your website is supposed to do the selling.

So, when you craft your "trailer" message, keep that in mind. What did you promise them? Whatever it was, make them go to your website to get it. If you promised a download link, don't link directly to the file itself, get them to a site to download.

If you promised information, don't give it in the email itself, post it at a site and get them to visit the site.

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Where do sales take place? Is it in their kitchen? Their bathroom? Is
it at their site? Is it in their emailbox? Sales don't take place on
their turf. Sales take place on your turf. So, it only makes sense
that you want them to get to your place.
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So, now that we know what needs to be included in this "trailer" message, let's take a look at an example "trailer" that was created for the "teaser" I shared earlier .

```
Dear Joe,

As promised, I've got the download link ready for you to grab a copy
of the FREE report "How Anyone Can Earn Money With A List of Only 250
Subscribers".

Please visit http://mywebsitespecialoffer.com for complete
instructions on obtaining a copy.

Remember, it's only available for 24 hours if you want to get it at
no cost.

Also, I do want to let you know about a MAJOR announcement about a
revolutionary new email tool that will allow you to immediately
DOUBLE your existing profits generated from your list.
Check it out at: http://emailtool.com

As an introductory special, you'll be able to grab a copy at 75% off
its normal price. But, like the FR^EE report, that discount is only
available for the next 24 hours.

This is one of those "drop everything" moments. The clock is ticking.

Peace and Prosperity,
David Perdew
```

See how that works? It's a perfect follow-up to the first one. It's the perfect "trailer" to the "teaser" that I shared with you earlier.

They work in harmony.

In fact, they probably work in harmony in ways that you may not have even recognized. Let me quickly share some additional ideas that can help you get even more results when using this email strategy.

1. First, notice that the second email re-emphasized the deadline in order to create urgency.

The message is clear: the 24-hour period has officially started. "The clock is

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ticking" You don't have any time to waste. If you want in, then NOW is the time to respond.

Anytime you can create urgency you'll increase your immediate responses. If the reader thinks they can respond at their leisure, they may or may not ever get around to it. A thousand things could happen between now and then. They could accidentally lose your email. They could find another offer and order it. Their computer could crash. A thousand different things could happen.

But, if you have a deadline that kind of forces them to act now or miss out, then they probably will act now if they are interested at all.

2. The second thing I want you to notice is that the "announcement" is also tied into the deadline.

Yes, this yet unnamed "super email tool" is going to be available for a long time. But, if you want the 75% introductory special price, you've only got 1 day to respond.

Again, we compound the desire to take an immediate look. Not only will they immediately go download the free report – even if they don't read it until later, they'll go download it now so they can do that for free – but not only will they go download the free report, but since they are also already taking the time to visit the site for the download, they'll almost certainly take a look at the offer itself. And why wouldn't they? They've interrupted whatever they were doing to go to the site to download … why wouldn't they invest 2 minutes to also take a look at the announced "email tool" that is going to revolutionize their profits?

So, when you reemphasize the deadline AND make the deadline apply to the announcement as well, you've got a double opportunity to get the reader to do something right at this moment. Delays, inevitably, will mean that some people don't take action at all. Immediate attention, on the other hand, will mean that more people will take action.

3. And thirdly, notice that I started out the original "teaser" with a FREE offer.

Don't ever let anyone tell you that "free doesn't sell" like it used to sell. Don't ever let anyone tell you that there are so many freebies out there that people don't respond to them anymore. That's simply not true.

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The key is to know how to use them strategically. I've just given you a perfect example of one way to use them effectively to help improve your email marketing results.

You use them in conjunction with an offer. The freebie – which needs to have a great title and be genuinely value – gets the reader to your site and starts the whole sales process.

I think the best and most effective use of the "announcement" strategy for pulling profits from your lists – these "teaser" and "trailer" emails – is to use a combination of FREEBIE and OFFER just as I have shared in my examples.

Now, having said that, let's go "behind the scenes" for just a minute. I also want to point out some things that make this tactic really work well to produce some tremendous results.

Let's look at some things that you can do in order to really get some significant results here. I call them "built-in profit makers." Let me quickly share four of them you can use with this strategy to produce more profits. You could **literally** double your sales by just doing some simple things here.

Built-In Profit Maker #1: The download page.

The first "built-in profit maker" that I want to talk about is the download page where my subscribers are sent to retrieve the freebie that I offered, in the example we've been looking at... a free report.

When they arrive at the download page, there is a short letter awaiting them that describes what awaits in the report they are about to download AND there is a short, enticing appeal to them to check out my offer ... which, I might add, is directly related to the free report they are about to download.

And why is that: simple... if they were interested in the free report on a specific topic, then they are interested in that topic. They are no longer a person on a list of thousands; they are a qualified, targeted, interested potential customer. They are 2/3s of the way to buying from me.

They have expressed enough interest in a topic to take action, to visit my site. So, naturally, the right offer will get a great many of them to actually spend some money and buy.

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So, this download page is my first tool to get them from "browser" into "buyer." I use this page to educate them about my offer and to entice them enough to take a closer look.

Weave in some testimonials and a personal, audio message they can listen to and you've got the makings of a landing page that can further pull them into the sales process.

And don't just let that blow right by you.

We're talking about a critical step here in the process.

Adding testimonials and an audio message. These are two powerful weapons that you can use on this download page in order to generate interest in an offer. Testimonials, obviously, can add tremendous credibility to your offer.

Specifically, you want to highlight testimonials from folks who share their actual results. "I lost 15 pounds in 2 weeks", "I added 151 new subscribers in 24 hours", "I saved $228.19 on my grocery bill this month."

`Setup 2 or 3 testimonials on this landing page one at the top of the page and the others inside this letter that I'm talking about.`

And add an audio message that is from YOU to your visitor. Personally thank them for dropping by. Share a little about your free report they are about to download and then remind them of the deadline for the discount on your offer.

Audio has proven to add up to 40% more results ... so take the time to do this right and see some added profits.

Built-In Profit Maker #2: The signup form and follow-up messages.

The next "built-in profit maker" that I want to talk about is a signup form and follow-up messages.

Here's how it works.

In order for my subscribers to get the report that I talked about in the sample mailings they must go to my site and complete a short form.

They must submit their name and their email address – a real, verifiable email address – in order to actually download the report.

That form delivers a message to their email address with the exact download link for the report.

And it also launches a series of messages promoting the offer.

See how that works? Now I have a record of those subscribers who are very interested in this kind of information. I've built a sublist or a "tightly targeted" list as I call them. And I've got a pre-loaded set of messages – containing both information and promotion – that are designed to get them to buy my offer.

So, that's another way you can make money from this strategy. Another built-in profit maker.

Let's move on.

Built-In Profit Maker #3: The redirect link after processing.
The 3rd built-in profit maker that I want to talk with you about is the "redirect link after processing."

After someone completes the form, they are taken to a page that reads something like this...

```
"Thanks very much for requesting the free report 'How Anyone Can..."
blah, blah, blah. Check your email, as the information has already
been sent out to you. In 5 seconds you will be redirected to a
special offer."
```

And then, the visitor is automatically redirected to a different webpage. Yep, you guessed it; it takes them straight to the page where that special discount is ... where there is, of course, a reminder that the offer is only valid for 24 hours.

See what has happened here? Ultimately, I not only captured their email address and have follow-up messages ready to roll out, but I also got them to the very salespage that I wanted to get them to in the first place.

I've got such a web in place and everything continues to lead the reader to one point of decision: buy my offer or miss out.

Just about any autoresponder service that you would use has the ability to designate the landing page you want to take them to after they complete your signup form. Then, you can grab a redirect script – it's just a bit of javascript code that you copy and paste into your HTML page – at Web-Source.net to have the page refresh to your offer.

It's a super simple process. So, how about another built-in profit maker?

Built-In Profit Maker #4: The freebie offer itself.

Number four is the actual free report that they downloaded. While it is super-loaded with valuable and useful information, it is also strategically designed to get the subscriber to buy the offer that I have in place.

So, again, we've got another opportunity to sell the subscriber on our offer.

```
Do you see how this really can be the "ultimate system" for getting
profitable email results? If you set it up as I've explained it here
today, this can really product some significant increases in your
promotional mailings.
```

You set everything up in advance. You send the first email message, the "teaser" exactly two days in advance of the "trailer" message. You send the "trailer" message and it starts the cycle that pulls in the profits for you.
And it is MUCH more effective than simply sending out a solo mailing. I can GUARANTEE if you test both methods, this "ultimate system" will ALWAYS pull in more responses, and ultimately, more profits.

```
Now, having said that let me say this: you don't want to use this
system too often because it will water down the effect. If you've got
some major announcement every week or two, people won't respond to it
as much because they know another announcement will be coming soon
anyway.
```

Remember, a critical element here is the "missing out" factor. You want them to know that if they don't respond, they will miss out on some major benefit.

Personally, I only use this technique about 4 or 5 times per year ... choosing to wait until I have a tremendous announcement to make that really is significant news. That's where it is at its height of effectiveness and profitability.

Of course, you can use variations of the "ultimate system" more frequently.

The idea there would be to give your subscribers a quick "heads up" about something that's coming in a couple of days.

```
Maybe it's a prelaunch of a program. Maybe it's an affiliate contest
you are about to begin. Maybe it's a beta test of a new software
program or service. Maybe it's a joint venture you are putting
together.
```

You can use the same basic "system" in various forms to see similar results.

```
You can use the basic principle, the basic strategy, in a variety of
different ways. Tweak it to match your upcoming projects. Don't be
afraid to experiment a bit.
```

While we have covered some technical fundamentals, we've dealt primarily in principles. And principles stay the same regardless of how you alter the specific email tactic we are talking about.

Regardless of how you use it, just make certain you use it. This "system" is certain to improve the results you are currently getting from your email promotions to your lists.

As always, I wish you much success with your lists, your business and your life

Lesson #38
20 Ways To Get More Affiliate Sales From Your List

This lesson is all about **helping you make more money** from lists.

Whether it's your list or someone else's list, whether you are sending a newsletter or a solo mailing … **doesn't really matter**.

You're about to read through 20 of the "best" ideas for **increasing your profits** when you do **mailings of any kind to any list**.

Some of these tips deal with getting *more people* to **open your email**; others with getting *more people* to **read your email** and still other tips refer to getting *more people* to **take action**.

All of them are included for one reason: to **help you make more money from lists**.

If that's your intent for reading this lesson, **then read on**.

Idea Number 01: "Know Your Audience"

One of the biggest mistakes that people make with lists is that they fail to really get to KNOW their subscribers.

They make think they know them, and then may know *some* thinks about them … but, oftentimes that's not enough.

> If you really want to get the most clicks and the most
> sales, then you simply must know what your audience really
> wants.

---

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When was the last time you polled your list? Seriously. When was the last time you asked them their opinion? Do you realize the enormous value in asking your list members for their wants, ideas, feedback, suggestions, needs, etc?

> ```
> When they give it to you, they have just handed you a list
> of things they are interested in buying.  If they think
> "generating traffic" is the most important thing to them,
> then you hunt down traffic generation products and services
> to offer them.
>
> If they hate the way you do some particular thing, then you
> stop doing it.  If they love one particular segment of your
> newsletter, then use it as your primary advertising space.
> ```

One of the most important things you can do to get better responses from your offers is to know your list. Know what they want, know what they respond to, know what they like.

And plan your mailings strategically, centered around the specific things you know about how your list thinks, acts and responds.

Idea Number 02: "Build Sublists"

Don't "waste" your main list by keeping the subscribers only on that list. Offer them an ecourse. Offer them a special report. Offer them a highly specialized "players only" list where they are prequalified for some kind of high-ticket offer.

What has happened here? We've segmented our main list. We still have it, but we also have a smaller list of people who have expressed interest in spending a thousand dollars with us. How valuable can that list be?

Start building sublists from your main list. You are guaranteed to make more money by using this strategy.

Idea Number 03: "Help Them Consume"

It's one thing for folks to join your newsletter list or request your ecourse, it's another thing for them to actually read your mailings.

---

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One of the ways that you can help them "consume" (I.E. READ your mailings) is to highlight important points of each particular mailing.

For example: at the top of your newsletter issue – even before your masthead – the absolute first thing they see when they open the email – is to include a quick "preview".

```
Dear John,

In today's issue I'm going to share with you the one thing
that I always do to lose 5 pounds anytime I've gotten a bit
"pudgy."  It works every time and I'm excited about you
trying this one yourself.

Best regards,
Tim Doe
Editor
```

Do you think people will "consume" this issue now? Of course! You've got a great preview that gets them excited enough to read more. If you're on this list – which, presumably is about fitness and probably about weight loss – and you read that a single way to lose 5 pounds is forthcoming that "works every time", you'll definitely read on.

And notice how the "preview" INVOLVES the reader… "I'm excited about you trying this one yourself."

Yeah, they'll read on.

Idea Number 04: "Identify Yourself"

In testing, here's a very simple thing you can do that can get as much as 43% more subscribers to read your email. And that is simply to "identify yourself" in the first paragraph of your mailing.

```
Instead of "Announcing my special '2 For 1' advertising
rates", try "This is David Perdew here with a special
announcement about '2For 1' advertising."
```

Simple, but very effective. This has been tested over and over again and it almost always out-pulls the non-personal version.

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Why? Probably because people see that it's PERSONAL. This is YOU talking. It's from someone they have grown to know, like and trust.

Try it in your next mailing and track the results.

Idea Number 05: "Mention Benefit Early"

We just looked at "identify yourself," now it's time to "identify your reader."

Yes, you can do this by using PERSONALIZATION features of most mailing programs to automatically insert the recipient's name (I.E. "Dear Ralph"), but there is another technique that is just as powerful (maybe even more powerful since everyone is now using the "Dear Ralph" approach) and that is what I call a "personalization benefit."

To create a "personalization benefit", you simply take the theme of your list and blend it with the theme of your mailing.

How about an example?

Let's suppose your list consists of moms interested in getting in shape or staying in shape. In other words a women's fitness list. And, let's also suppose (woohoo, we're in the land of make-believe ☺) that you are wanting to promote a new piece of exercise equipment that makes toning up a breeze.

Here's the traditional opening…

        Dear Sally,

Here's the opening with the "personalization benefit"

        Breakthrough Fitness Solution for Busy Moms

        Dear Sally,

Now, what do we have here? We have the exact same benefit of the regular personalization, because the reader continues to immediately see their name (I.E. "Dear Sally") but, more than that, we have a major benefit expressed before we even begin. (Breakthrough Fitness Solution for Busy Moms)

---

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What mom isn't busy? So, this specifically targets SALLY.

What subscriber on this list isn't looking for better fitness? Again, this focuses in on SALLY.

What person isn't looking for something "new" (I.E. "breakthrough") and something that will solve their fitness problems (I.E. "solution") Yep, this one's for SALLY.

Do you see how powerful a punch we've thrown before we even say "hello."? It's not a long sentence. It's a short, benefit-laden, personal headline.

It blends the theme of the list with the theme of the offer.

And you better believe that the Sally's on this list are going to read on.

Idea Number 06: "Mail List Consistently"

Here's one that I struggled with for a long time. I made this mistake over and over and over again. And I cannot tell you how many thousands of dollars I threw out the window over the past four years because of this blunder.

The blunder is simple: I didn't mail to my list often enough. I was under this impression that if I mailed them too much, then they would unsubscribe and I'd lose out.

Well, to an extent, that is true. If you do nothing but mail out promotional messages on a daily basis and never provide any kind of useful content, yep, folks are going to create a mass exodus from your list like the Israelites leaving Egypt.

And you're list will become of little or no financial value to you.

But, that can also happen in another way. If you DO NOT mail your list on a consistent basis, then folks are less likely to respond to your mailings as well.

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```
Here's how it works:  they join your list.  You send them a
"thank you."  You don't mail them again for a month.  They
forgot they joined your list.  They scream "SPAM".  They
unsubscribe.  You wasted your time and efforts in getting
them onto the list.
```

While that's a bit dramatic, that kind of thing happens every single day.

While you don't want to overwhelm your subscribers with mailings all the time (even if it's good stuff, there's only so much they can absorb in one week), you do want to make certain you train them to expect mailings. If you aren't mailing to your list at least once every two weeks, then you are hurting your list effectiveness.

You should make regular contact with your list members … at least once every two weeks.

Idea Number 07: "Create a Swipe File"

Anytime I receive an email that catches my eye, I keep it. I have a folder in my mailbox that reads "Great Email Case Studies."

And that's exactly what you'll find in that folder. You'll find a bunch of emails that I have collected as people from all walks of life have emailed me.

```
I look for three things in adding more email samples into
this swipe file:  1. First, I look for anything that really
catches my attention in the subject line.   2. I look for
any email that keeps my interest in the opening few
sentences.  3. I look for any "unique" types of emails that
are particularly appealing.  The ones that make me click on
a link and go to a site.
```

Now, I use this swipe file when I craft my own email messages. I simply look at one that fits my particular needs, modify it so that it is my own original mailing and send it out to my list.

```
For example:  "The truth about traffic" was a subject line
from a compelling email that I had in my swipe file.  It
became "the truth about ebooks" when I did a mailing for
"How to Create Best-Sellers Online."
```

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Swipe file in action.

Every email marketer – every list owner – should create and build a swipe file of compelling email messages that they receive. Refer back to them when crafting your own mailings. Don't copy them word for word … just use them as models.

Idea Number 08: "Watch Competition"

Another great thing you can do to become a more prolific email marketer is to join the lists of your competition and analyze what they are doing.

Buy a product and see how they use email before, during and after the sale. Join their newsletter and see how each issue is structured and any other ways they use the list. Request a free report or an ecourse and take note about their email practices.

We're talking about a free, hands-on education here. You can learn more about email marketing by watching what the pros do themselves than from anything else.

Idea Number 09: "Write Conversationally"

One of the biggest keys to success in getting people to respond to your emails is to write it "conversationally." Don't write AT your subscriber; write TO them much like you would write a personal letter to your mom or dad.

```
The key to writing conversationally is two-fold:  First,
make certain that you "write like you speak."  That is,
write your email just like you would if you were actually
SAYING the words to the subscribers instead of putting them
down in an email.  Secondly, write with ONE specific person
in mind.  It doesn't matter if it's your spouse, the
kitchen table or your favorite pet.  The key here is to
write your email to ONE person, not an entire list of
people.
```

Remember, only ONE person at a time is going to read your email when it arrives in their inbox.

Write the message to that person.

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Idea Number 10: "Link In Several Places"

Try to work in the link you are promoting several times throughout the text of the email message itself. You don't want to go overboard on this, but you can see a higher click-thru rate by simply putting more places for them to click.

And when I say this, I mean the SAME link. Not multiple offers, the SAME offer.

What typically happens is this: you craft your promotional mailing and you have ONE link way down at the bottom of your message.

> ```
> That's not enough.  You should have a MINIMUM of two
> references to your link.  One midway through the message
> and one at the close of the message near your call to
> action.
> ```

On longer email messages, don't be afraid to mix in that link in several places, maybe 3-5 places all total, depending upon the length.

You should see a higher click-thru rate simply by adding an extra reference link in your copy.

Idea Number 11: "Use Trends & Events"

Smart marketers know that extra profits are to be made during trends and events throughout the year.

For example: you'll sell more basketball tickets for the local pro team during a winning streak as opposed to a losing streak.

> ```
> Think about this:  During the past 20 years, when were the
> MOST (by far) "home survival kits" sold?  Yep, you guessed
> it, during the months after the September 11, 2002 bombing
> on the US World Trade Centers.
> ```

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Marketers knew that the interest in "home survival kits" would be at an all-time high because of the scare surrounding terrorism. And they sold a gazillion of them.

The idea here is to take current events and current trends and tie them into your promotion. Spend a few minutes today and think about what the current "in" news stories and events are. And how can you capitalize on them.

Note: Just as aside, I want to say something on a personal note. There is a marked difference – in my opinion – between taking advantage of a trend and taking advantage of people. I DO NOT recommend, endorse or approve of any tactics that are designed to "frighten" people into buying from you or using their existing fear for your personal gain. Use trends and events, don't use people.

Idea Number 12: "Use Landing Pages"

Here's a super way to increase your click-thrus, conversion and profits. In fact, I've never failed to see increases when using this idea.

Let's say you are selling an information product that shows how to teach yourself self-defense. You've got your site setup and you're ready to roll.

So, you start buying solo mailings in other people's ezines in order to get people to your site.

What you can do in order to see greater results from your ads is to create special "landing pages" for the different ads you place.

```
A landing page is simply a webpage that you drive traffic
to instead of your main salespage.  This special "landing
page" has been strategically setup to target a particular
audience, in this case the traffic from the ads you place.
```

It might work like this: You buy a solo mailing to Bob's Newsletter list of subscribers. Instead of driving them to your regular salespage at your site, you drive them to a landing page that has a large, bold headline which reads…

```
Special Offer for Readers of Bob's Newsletter
```

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What happens now? You have raised the level of interest for the person who arrived at the site. They are a member of Bob's Newsletter. This offer is especially for them. Greater conversion is coming.

You can tweak the idea in other ways like "50% discount for Bob's Newsletter subscribers" or "Free gift for readers of Bob's Newsletter."

You'll also want to mention in the actual solo mailing itself that you have something specifically for Bob's Newsletter subscribers waiting for you at the site.

This is a very compelling one-two punch and I've never used it without seeing a higher conversion rate of visitors into customers.

Idea Number 13: "Test Before Rollout"

Another way to get greater results from ads is to actually test it on a small scale before you roll out the ad to dozens of different lists.

Let's suppose you ultimately are going to promote your solo mailing to 50 different lists, totally 1,000,000 subscribers.

Instead of shelling down your money and blasting that ad out, test it first on a smaller scale.

Buy some smaller advertising space and test a couple of variations of your list to see which one pulls the most responses.

```
Look at it this way:  If you rollout one ad to all the
lists and it gets a 4% click-thru rate, that's fine. But,
what if you tested several ads on smaller lists before the
rollout and found one that pulls in a 5% click-thru rate?
```

Hey, it's only 1% difference, right?

Yep, but it's the difference between 40,000 click-thrus and 50,000 click-thrus over the entire rollout you have plan.

I don't know about you, but I'd had to miss out on 10,000 click-thrus!

Test your ads on a smaller list before rolling them out to large lists or many lists.

---

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Idea Number 14: "Mail to Customers"

There's a gold mine waiting for you to mine right there in your existing customers.

Answer this question: how do you contact existing customers?

> You need to make them additional offers. Once a month you should take a look at your database of existing customers and make them some kind of special offer that is exclusive to customers.

I can guarantee you that – if they were happy with their first purchase from you – they'll buy something else from you. There is money just *literally* waiting for you to ask for.

And, while we're talking about asking for money, do you ask for more of it immediately after a purchase?

> When do you think your customers are most likely to buy? When they are in a "buying mood", right? Your "thank you for your order" page is a great place to make an additional offer, as is your "thank you for your order" email.

Offer them an upgrade. A deluxe model. A special report. A service. An affiliate recommendation. Something to go along with what they've already bought.

It's just another way to increase your profits with minimal effort and zero advertising.

Idea Number 15: "Promote Same Offer"

One of the things I learned a long, long time ago is this: if it ain't broke, don't fix it.

> A big mistake that people make in buying ads to other people's lists is this: they buy one ad in List A and they publish it. Then, they move on to the List B and they complete the cycle again.

Ooops, you just left money back there at List A!

---

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Here's the thing: why publish the ad for List A only ONE time. Run that same ad to the same list for as long as it is making you a profit. As long as it is pulling in sales, subscribers and affiliates, why would you want to stop using that list?

It's the equivalent of striking oil and only pumping SOME of the oil out of it. You'd walk away from the oil well while there is still oil in it? Of course not?

Don't walk away from a good advertising source that is producing results. Use it over and over and over again until the well is dry.

Idea Number 16: "Focus On A Response"

Notice that I say "A" response. Not several responses. No a couple of responses. ONE response.

I've seen some crazy email messages that really leave me wondering, "What the heck do they want me to do?"

They make an offer. They make another offer. They ask me to download something. They want me to visit a site. They mention joining an affiliate program.

I have no idea what they heck is going on. Click. That message just entered the TRASH folder.

```
Your promotional mailings should be focused on a single
response.  You want the reader to say "yes" or "no."  You
want them to click or not to click.
```

Make it simple.

Idea Number 17: "Close Personally"

Want to create more loyalty and more credibility? Want more people to click on your links because they trust you?

Here's how you do it. At the close of your mailings – and this goes for solo mailings as well as your newsletters or reports – always close out with a personal message.

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```
And, if you have any questions at all about this, please
feel free to email me at myname@myemailaddress.com.  I'll
be glad to help you in any way that I can.

Peace and Prosperity,
David Perdew
```

Sounds simple enough, right?

Did you know that testing has shown an increase in as much as 27% more click-thrus simply by adding a similar tagline at the close of the mailing?

Why do you think that is? Simply because the reader feels like you are AVAILABLE to them. They feel like if they click where you say click and they have questions about it, that you'll respond to them.

That gives them more confidence and more confidence means they'll be more likely to take a look.

Close with a personal message.

Idea Number 18: "Use Interviews"

Here's a great way to use your list to increase your affiliate commissions.

Find a product or service that you want to promote to your list (remember, it must be targeted towards your specific audience for best results) and contact the author / developer of that offer and ask them for a short interview.

Either do the interview via email or, better yet, get them on the phone and record a short interview.

Then, do a mailing to your list (or any list for that matter) and let them know about an "exclusive interview" you have with "Well Known Guru" and explain all the things that are revealed in the interview.

Get them to your site where they can download the transcript of the interview and / or listen to the audio version.

```
Of course, your purpose of the interview is to get them to
buy the product or service.  So, in addition to the free
```

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```
content that your interviewee offers, you also have a
strong recommendation at the end of the interview for the
product or service … through your affiliate link.
```

You can have the "landing page" where this interview is stored, designed with links to the product or offer.

And just like that you can have a higher open rate (subject link reveals an exclusive interview, so more people open the email) a higher click-thru rate (your benefit-laden message describes the great content in the interview and gets them to your site) and more profits (the interview and your specially designed page get more people to actually order the product or service).

Idea Number 19: "Write Original Ads"

Let me ask you a quick question: Do I know your list members? Seriously. Do I know them? Do I know what they want? Do I know what they respond to? Do I know their buying patterns? Do I know what style of writing they like? Do I know them?

Of course not.

So, how can I possibly write them the BEST promotional email message? How can I write something that is specifically for them, without knowing them?

Answer is, I can't.

```
And yet, that's how many people approach their lists.  They
join an affiliate program; grab a pre-written solo mailing
from the author of the product and they blast it out to
their list.
```

Does the author of that product know your list?

Of course not. Then why let him write the mailing to your list?

Sure, he knows his product. And he may have an ezine ad that is pulling a great response to his list and maybe even a lot of lists.

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But, you will almost always get greater results when the mailing you send to your list is from YOU.

Your list members know YOUR style. They can spot an ad from someone else a mile away. They know if it's coming from you or if its not coming from you.

> I can guarantee you that a well-written ad in YOUR style
> will outpull a well-written ad from someone else. It's
> YOUR list. You know them better than anyone.

So, what you do is take that standard pre-written ad from Mr. Affiliate Program and you TWEAK it. You take the important aspects of it and you add in your own personal flair, your own style, your own words.

You say the same basic thing, but you say it YOUR way.

Idea Number 20: "Collect Physical Addy"

I've saved the absolute best for last. So, if you've read this far, you're in for a treat. This is, perhaps, the easiest way to see significant extra income from your list.

What you'll want to do is obtain the physical mailing address of your subscribers. Offer to send them a free gift of some kind and you need their address in order to ship it. (A free print newsletter, a free CD, etc… this is money well invested)

So, now what do you have? You have the actual mailing address of your subscriber. Now, what do you do? You send them out REAL WORLD mailings.

Think about this: how many SPAM mailings do they receive every single day? Dozens if not hundreds.

How many pieces of mail do they receive at their physical mailbox out in front of their home or down at the postal service?

Not many.

How difficult is it for you to get your message into their hands via email?

Sometimes it can be quite difficult.

How difficult do you think it would be to get into their hands if it was a postcard, flyer or brochure mailed to their real world address?

Not difficult at all.

Think about it: let's say you're on my email address. If you receive a flyer that was clearly from ME to your postal address, wouldn't you open it?

Of course!

Why? Because it is UNUSUAL. It's not the norm. It's different. It stands out.

One of the things that I think you'll see happening is more and more online marketers will start building offline databases simply because they can get greater results.

It's the same list; it's just a different way of contacting them.

I know this: I am working diligently to get every subscriber's real mailing address because that's the easiest way I know of to quickly increase profits from the same list.

Conclusion

So, there it is. I've shared with you 20 of the best "money-making ideas" that I personally use and other successful marketers use to increase profits from opt-in lists.

I know that I've shared a lot of ideas here. And especially when you listen to all of the audios. There is a LOT of information jam-packed into this course.

It may seem overwhelming.

Here's my suggestion:

Pick ONE thing and do it.

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You can't use all of these techniques at the same time.

Review the materials and choose the ONE strategy that grabs your attention the most and apply it.

There is plenty of time to get them all done in the future.

But, the future begins right now.

So, pick out the ONE idea that you feel like just totally made sense to you and do it.

The key is to GET STARTED.

You can't score any points until you get off the bench.

Get in the game.

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Lesson #39
How To Turn Your
Subscribers Into Partners

This week's lesson is all about **helping you make more money** from lists.

Since I first began sharing my own usage of email, which is generally much different than the ways that other marketers promote through email, I've had one question that gets asks more than anything else.

It's not "how can I build a bigger list", because I (and others) have covered this rather extensively.

It's not even "how can I make money from my list", because most people usually think they've got that covered (although they generally only use 1 or 2 of the 14 profit streams available).

No, the question that I get asked the most is a very simple one:

"What is the one thing I can do to make more money?"

You see, whether we're talking about writing salesletters or generating web site traffic or creating your own products, the one prevailing question that outweighs them all is "what can I do to make more money."

And email is no exception.

```
Is the secret in "building a bigger list"?

Should I focus on "creating loyalty with my list"?

Is the best way to make more money found in "looking for more
targeted subscribers?"

Or, should I "blast out more offers?"
```

---

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While each of those things can be part of the equation of making more money with email,

I think that the easiest and most significant way to make more money with your lists is to learn how to MAXIMIZE your list.

Let me explain.

You know, everybody agrees that the fortune is in having a good list. Advertisers have been preaching that philosophy since the first ad ever rolled off the presses. Direct marketers have been seeing that truth unfold for years of sending out mailings through the traditional US mail service. And now, during the past ten years or so, internet marketers have realized this truth is universal and immutable.

The fortune is in the list.

But, in my experience, most people don't ever fully maximize their lists to make the most out of that fortune that's in there.

They look at their list and see either

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(a) a bunch of subscribers, OR
(b) a bunch of potential customers.
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Think about that for just a moment.

How do you view your list?

Seriously. Stop for just a moment and think about what characterizes the way you look at your list.

For the average person, they see them as "subscribers." They get caught up in the numbers. "I've got 14,238 subscribers." They view them as people who have joined a list to get information.

And that's about the extent of it.

For those who are slightly more aggressive – for those who have heard the "fortune is in the list" sermon preached more than a few times – they look at their

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list as "potential customers." They see them as people who will – at some point – make a purchase and thus create an income stream.

**While neither of those perceptions is wrong,
neither of them is seeing the full value of the list.**

When I look at my lists I don't see subscribers. And I don't even see potential customers. Although both of those are true.

What I see are MARKETING PARTNERS. I see people who can no only bring me their business, but who can bring me their contacts' business.

**One of the biggest mistakes in all of email marketing is
failing to see your list for what it is: a database of people
who can help you build your business for you.**

It's the equivalent of seeing just the "tip of the iceberg." There's a whole lot more underneath if you take the time to look.

Let me give you a quick example: When someone joins one of my lists one of the things that happens in a couple of days is this: they are sent out an automated email that informs them of an ebook that they can download for free, AND they can begin distributing to anyone they know of who might be interested in it.

Do you see what happened there?

They went from being a subscriber to a marketing partner.

If they give that ebook away to just one person, they are helping me spread my marketing to places I might never have reached on my own.

I have a rather intricate system in place where all of my lists can of cross promote each other and converge to get a lot of free ebooks, free ecourses, free reports, and free software into circulation.

And it all is fueled by this critical transition of equipping and encouraging my list members to become marketing partners.

It's not a complicated thing, but it's a powerful thing.

You provide them with the tools and training to promote you and many people will do it.

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You want to get your list members involved in marketing your
products and services for you.  You want them driving traffic to
your site for you.  You want them branding your name for you.
You want them distributing your materials.  You want them
multiplying your marketing and spreading your promotion all
across the web, to places you could never reach on your own.
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Now, that's a way to earn even more income from you list -- get list members to pull in more income for you!

A list of 50 subscribers doesn't sound like much, but a list of 50 folks who are actively promoting your business sounds great!

Let's use an eCourse for example.

If I give away an eCourse, one of the first things that I let the reader know (I.E. A "subscriber" on the list … a "potential customer"… someone who is about to become a "marketing partner"!) is that THEY can code the eCourse with THEIR affiliate link and begin giving away themselves.

And I mention this throughout the eCourse.

A great number of those receiving the eCourse end up inserting their affiliate link and giving it away to their own contacts.

Do you see what happened there?

It happened so fast that few people probably caught it. I turned a list member into an active marketer of my product.

They begin giving away the eCourse which earns them a commission on any sales they generate from it, but it also brings me in more members, affiliates, customers, sales and profits.

They reach contacts that I might never have reached.

And, each of those new contacts they give away the eCourse to has an opportunity to begin giving away my eCourse as well.

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And the cycle continues to spread.

A list of 50 leads easily turns into 500 and then 5000. All I did was set the cycle in motion and they did everything else for me. They continue to earn commissions on sales they produce and my list and profits continues to increase as more and more people get in on the action.

I am actually helping THEM build their business by giving them customizable tools that earn them a commission on sales produced, while I am helping MYSELF earn more profits through THEIR sphere of influence.

> That is using a list -- even a small one -- more
> effectively. That is turning a small list of 50 into a
> powerful marketing force that can generate an unlimited
> amount of new leads, sales and profits for us all.

What a concept!

So, the bottom line is this:

Don't think of your list members as just folks you can sell to -- think of them as folks who can sell for you.

That's so significant that I want to say it again: don't think of your list members as just folks you can sell to – think of them as folks who can sell for you.

Every list member influences someone.

Maybe it's a handful of folks.

Maybe it's a downline of 100,000.

Regardless of their influence, wouldn't it be nice to tap into their resources and turn them from member into marketer?

All you need to do is have some kind of marketing material ready to place in their hands when they join your list.

So, let's talk about some of those ideas that you can use here to put this concept into action.

Let me quickly give you four action items that you can begin using immediately to turn your list into a powerful marketing weapon by turning "subscribers" into "marketing partners."…

1. Get list members involved in your affiliate program.

The first thing you should always attempt to do is get folks involved in your own affiliate program. If you sell a product or service online, then you absolutely need to have an affiliate program in place.

> So, the number one goal of maximizing your opt-in lists more effectively, and ultimately making more money from the lists, is to get members involved in your affiliate program.

Now, you can do that by simply mentioning your affiliate program on a regular basis to your list members. For example: in every issue of your newsletter, you could have a short blurb in it that points them towards more information.

While that does work, a much more effective way to recruit list members into your affiliate program is to provide them with marketing materials that they can begin giving away.

> Think about this: which of these sounds more appealing to you "Join my affiliate program and earn 50% commission on all of my products" or "Give away this free ebook and earn $17.85 per order."

I'm going with the second one. And most people will.

Free ebooks are a great thing to get into the hands of your subscribers because of their viral nature.

If you give them permission to give away your ebook -- and included inside the ebook that any reader also has the right to give it away -- you can get hundreds, even thousands of copies circulating the web all pointing back to your site or some offer inside the ebook that you promote.

So, prepare some freebie ebook or a free ecourse or a free report … really, any kind of marketing material that the list member can code with their affiliate link.

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And, of course, they have to join your affiliate program in order to obtain that affiliate link. Just like that, you've turned them from "subscriber" into "marketing partner."

2. Get list members involved in other affiliate programs.

But, what if you don't sell your own product or service? What if you are an affiliate in SOMEONE else's program and that's how you generate income online?

> Firstly, GET YOUR OWN PRODUCT. Check out one of the MyNAMS Weekly Webinars with Kevin Riley on Product Creation and start creating your own products to sell. The very fact that you are actively promoting someone else's product should tell you where the real money is made. Who makes more money: you as an affiliate or the guy who wrote the ebook you are promoting who has hundreds or thousands of folks out there just like you promoting his product?

Enough said. Get your own product.

Now, having said that, as an affiliate in other people's programs, one of the things you can do is to get your list members involved in those affiliate programs.

> Of course, this only works if it is a TWO-TIER program, where you get paid a commission on both YOUR direct sales and the sales of any sub-affiliate you bring into the program.

If the program is a TWO-TIER program (they're not hard to find) then you go about the process the same way as I've already mentioned.

You put together a free ebook (or ecourse, report, etc.) and you contact your list members. You let them know they can join the affiliate program (through YOUR link, of course) and then encode the ebook with their details and begin giving it away.

What happens now? You have a small army of sub-affiliates giving away ebooks that YOU earn a 2nd-tier commission on when any sales are generated!

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**This can be a powerful army as the ebook continues
to be passed on from one person to the next.**

Congratulations! You just used your list more effectively by turning a "subscriber" into a "marketing partner."

NOTE: MyNAMS Premium Membership is an extensive second tier affiliate program that also allows your referrals to be tagged for life. See this video link to understand how the affiliate program works.

Why you should be a NAMS Affiliate- click here!

3. Get list members publishing your articles.

Another great idea is an ezine article.

When you publish your newsletter or your ecourse, then let the reader know that they can publish your featured article in THEIR newsletter as long as they use your resource box which mentions you as the author and has a link to your site.

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(Note:  You would, of course, let them put THEIR affiliate link
into the resource box, which gives them more incentive to
publish the article … you both have something to gain.
Remember, they are PARTNERS.)
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What happened? Your subscribers to your newsletter now have the ability to become marketing partners by promoting you to their list through your article.

Instead of your article getting publish to your list of however many "subscribers" you have, your article can now be published (simply by informing!) to tens of thousands, even hundreds of thousands of subscribers to other lists.

You get incredible exposure without doing anything at all … other than informing your list members that they can use your article in their newsletter.

Voila – "subscriber" becomes "marketing partner."

List Alchemy. Creating gold.

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Another thing you can do with ezine articles (or your entire newsletter issue itself) is to encourage people to forward the information on to anyone who might benefit from it.

I publish a daily devotional and I encourage my readers to forward the devotionals on to as many of their friends and family members as they want. I get numerous new subscribers every month through this technique. All I did was encourage the readers to move from list member to a partner who is helping me spread the word about my site.

You can do that too.

How about another idea? What if you also encourage your list members to post your articles at their web site?

This gives them more content for THEIR visitors to browse through, offers them a chance at earning a commission (their affiliate link is in the resource box) AND helps them with search engines.

And, of course, your advantages are clear as well. You get more sites linking to you across the web!

Want still another idea here? Good, because I'm in the sharing mood. ☺ Find one willing "marketing partner" from your list and have them post each new article of yours to the more than 70 CONTENT DIRECTORIES available on the web.

Here's how that would work. You simply announce to your list that you are looking for ONE partner and explain what the idea is. They would need to buy a domain name and host the site. This site would be setup to automatically redirect to their affiliate link to your site. (This is important so the resource box on your articles they submit wouldn't look like
http://www.sitename.com/affiliates?83939 but rather
http://www.theirsite.com) Then, they simply begin posting your content to all of the directories.

You've got someone to submit your articles to the most frequented publisher sites online and they've got a way to earn commissions on any sales generated. You both profit.

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Are you beginning to see how your list of "subscribers" is so much more than that? It's a gold mine of "marketing partners." Emphasis being on "partner" – you both have an equal stake here, you both gain from helping each other.

4. Get list members participating in JV projects.

The final thing I want to talk about is getting list members to participate in various joint venture projects you put together.

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There are a gazillion different kinds of JV projects you
can put together.

From things like ad exchanges, link exchanges, list-
building coops, advertising coops, thank you page
exchanges, popup exchanges all the way up to major projects
like co-authoring products and starting new companies.
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And you've got a database of people right at your fingertips to begin partnering with on these projects.

Most people think they should go straight to the "gurus" or the "people of influence" when setting up partnerships.

And while certainly those folks should be involved, overlooking your own list is a big, big mistake.

Some of my all-time biggest partnerships have come from people on my list. Some of my most successful projects have come from alliances built through my list.

Begin at home.

Start with your list when it comes to projects. The "gurus" may or may not become a part of your project … simply because they don't have time or don't know you.

But, your list members … they know you. You've invested in them and many will invest right back in you by participating in your projects.

And – you just never know – who THEY might know. They may be the link that connects you to the "guru". They may be the one who knows a guy

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who knows a guy who puts you into contact with some key player in your project.

You never know until you put the offer on the table. So, get the offer out there.

So, that's how you can create a little "list alchemy" – making your own internet gold.

I encourage you to use some of the ideas that we've looked at in this report. But, beyond that, I encourage you to BRAINSTORM and develop your own ideas.

You know the "secret", so how are you going to use it?

Take some time and jot down ideas. Brainstorm. I mean there are many different things you can do here:

- ebooks
- ecourses
- reports
- articles
- refer-a-friend scripts
- coupons
- trial services
- demo software.

Anything you can allow your subscribers to pass on to their network of contacts.

How can YOU turn YOUR specific "subscribers" into YOUR "marketing partners."?

That's the question here.

And when you find the answer – whether it's something we've covered practically or principally – you'll be well on your way to list riches.

You want to get your list members involved in marketing your products and services for you.

You want them driving traffic to your site for you.

You want them branding your name for you.

You want them distributing your materials.

You want them multiplying your marketing and spreading your promotion all across the web, to places you could never reach on your own.

Now, that's a way to earn even more income from you list -- get list members to pull in more income for you!

A list of 50 subscribers doesn't sound like much, but a list of 50 folks who are actively promoting your business sounds great!

That's the "real secret" of making money with lists.

Turn your "subscribers" into "marketing partners.

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Lesson #40
Finish Early: An Interview with Jimmy D. Brown -A Lesson In Affiliate Time Management

Productivity Interview
With Jimmy D. Brown

QUESTION: Part of being productive is knowing what NOT to do. What are 3 common activities that Internet Marketers engage in that you recommend they minimize or not do at all?

It's interesting that you mention "3" because that's exactly how many things immediately come to mind...

1. Looking at and then purchasing distracting offers.

The problem with most internet marketers is that they are information junkies. They are on every major list and get offers to their inbox virtually every hour of the day. Many people spend waaaay too much time reading through the latest "offer of the week". (I would venture that HOURS are wasted every week on this practice for the average internet marketer.)

And, worse still is the **awful practice of routinely buying** these offers which only furthers the distraction as the customer then spends precious time working on something new and abandoning any momentum they've already gained.

It's an addiction that is at epidemic proportions. And that's no joke. People are getting nowhere and perhaps the biggest reason is right here. *They spend too much time chasing rabbits.*

I have a simple rule that I go buy and that I teach my clients –

> ### *Don't look at any new "offer" until Friday,*
> ### *at the END of the workweek.*

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When you've gotten everything done for that week, THEN look at the mounting offers. If there was a deadline that you missed, then it's probably for your betterment anyway. Besides, there will be plenty more opportunities for similar offers in the future, if not the same one.

2. Browsing forums, Google, etc. with no real purpose.

How many hours are wasted each week browsing as some form of "entertainment"? That is, how much time is thrown away just reading posts at forums, chasing down webpages at Google, etc?

If you're going to spend time browsing forums, do so with an agenda. Whether you're taking notes, looking for product ideas, learning something or any other valuable activity, make sure you do SOMETHING from your browsing that is beneficial to your business.

I always recommend that internet marketers keep a notepad with them anytime they are browsing. Always jot down ideas. Always.

3. Taking the long way to do daily activities.

There are many activities that require an investment of time each day (answering emails, supporting customers, troubleshooting problems, managing affiliates, etc.). But, does that mean you should take the long way to get them done? Of course not.

To the contrary, you should take shortcuts as much as possible.

> For example: If you find that you're answering the same email over and over again, make a template that you simply copy and paste (instead of typing out the answer) whenever someone asks it. I probably average 10 hours of saved time every week by using this one thing alone.

Whenever possible, look for ways to automate (or at least semi-automate) any process that you do regularly.

QUESTION: **Jimmy - You're well known for quality output and high levels of productivity. Have you always been a highly productive person? If not, what provided the turning points for you?**

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To be completely honest I have always been - and continue to be - an amazing PROCRASTINATOR. It's probably because of this that I am also an amazingly PRODUCTIVE person. ***Bottom line: I am FORCED to be productive because I wait until the last minute to get things done! :-)***

Seriously, that's what has fueled my productivity in the early days ... I was simply forced to learn how to become more efficient because I severely limited the amount of time I had to do certain things.

Now, I'm still a procrastinator, but it's a different element of it that helps my productivity: I want to do OTHER THINGS with my time and am in a position to do so. Therefore, I have to make the most out of the time I schedule myself to work.

So, in terms of a "*turning point*" it was an **ongoing series of deadlines** that forced me to cram as much into a time slot as possible. It was a hard way of doing things filled with a lot of pressure and stress ... but it made me realize that by taking what I learned as a necessity could also be applied to avoid reaching that point of necessity.

I learned a long time ago that you can do two things under pressure: you can cave or you can conquer. I was never one to give up, so I just had to learn to become more effective.

While I don't necessarily advocate procrastination, it might do most people well to wait until the last moment to work on one major project just to show them what CAN be done in a crunch...and then apply what they've learned to everyday matters.

QUESTION: **How important do you feel that having regular time off is to maintaining high levels of productivity and what do you like to do outside of your IM business time?**

I think **taking time off** is CRITICAL to anyone's success. Burnout, fatigue, lack of productivity, poorer quality work and other negative results come from those who don't take ample time away from work.

In fact, I have a big belief in life that I try to live by in terms of balancing business and personal aspects of my life: I believe in living in a state of semi-retirement.

Over and over I hear people say, "If I made X number of dollars I'd be set" or "When I retire, I'll enjoy life". What a sad thing!

Why not enjoy life NOW?

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<u>Here's what I ask people</u>: If you had X number of dollars or if you were retired ... what would you do with your time?

And, invariably, I hear things like "I'd go fishing more often" or "I'd spend more time with my family" or "I'd travel more" or "I'd play more golf" etc.

What the heck is stopping you from doing that NOW?

I'd rather make less money and live life to the fullest NOW than to make more money and hope I live long enough and am healthy enough to enjoy it later.

I see way too many people slaving away long hours while life passes them by. What a waste.

I think it's important to live in a state of "semi-retirement".

That means, I enjoy life like I would if I was retired.

To be sure, I work hard. But, I also play hard. And I do the things I like to do ... many of which don't require much money at all (tennis, time with family, camping, hiking, running, writing Bible lessons, mission trips, etc.)

Bottom line: time away is good for productivity... but it's also good for life!

QUESTION: **The personal development speaker Jim Rohn has been a big influence of mine and my approach to business and life. His mentor, Earl Shoaff, said that in any field, there are usually a half-dozen things that make all the difference in your results.**

In your opinion Jimmy, what are the half-dozen fundamental activities that Internet Marketers should do on daily basis to make all the difference in the results they get in their business?

1. Plan everything thoroughly.

The big key for me is planning. I, literally, do this every day. Everything from planning out the coming week and month, to planning out my current project, to planning out things to outsource, to any of a number of items - I spend time daily determining the action steps and activities I need to get done to get where I want to go.

2. Constantly re-evaluate what's important.

I cannot stress how significant this is. It's critical to my business for me to

continually look at what I'm doing, where I'm going and ask myself, *"Do I really need this now?"*

There are opportunities that come up every day that I need to act on to either REFUSE (say "no") in lieu of something I'm already doing or REPLACE (say "yes") something I'm already doing.

So many activities and projects we have planned really don't fit into what we're doing NOW just a few days after we've planned them.

That's not to say that we should jump from project to project and never get anything done, but at the same time it's always a good idea to evaluate progress and make sure the things that seemed important two days ago are still as relevant as we thought.

3. Get others involved when possible.

I've said many times that the key to this business is "managing", not "marketing". What most people need to understand is that they are a manager, not a marketer. They oversee the business operations ... all of them, not just the "marketing" side of things.

I always involve other people as much as possible - daily - to get things done. I have several quality connections who do a lot of the manual, time-consuming stuff (setups, proofreading, doc preparation, etc.) that I don't want to do.

It's good to create a network of people around you to help in the day to day operations.

4. Run the business

Obviously, there are tasks and activities that need to be done on a daily basis in order to keep operations going. No big surprise here.

➔ But, I think in terms of productivity that creating a daily schedule of activity "departments" is paramount. For example: You might spend the first 45 minutes working on new projects, the next 45 minutes answering emails, the next 45 minutes handling support, the next 45 minutes work on XYZ.

To me, having a daily structure is a big key because consistency and fluidity often lead to productivity. That is, when you repeatedly do things in sequence, it becomes easier and easier to do them, usually better and better.

5. Spend time creating

One of the absolutes of my daily operations is spending time doing something creative. Generally, that involves developing content (articles, products, etc.)

And this will almost always be the FIRST thing each work day because that's when my mind is the sharpest and at its creative best. Get me to writing an article late in the afternoon after I've dealt with emails and fixed problems and generally am fatigued and that's a recipe for disaster.

6. Focus on the "big three"

There are three things and three things only that make for success in this business... website traffic, subscribers, and offers.

Every day I devote time and energy to those three things in some manner. Without them, there is no business. So, it's important that you spend some amount of time each day towards getting more visitors to your site, getting more subscribers onto your list and presenting each of these with something to buy in order to generate sales.

<u>QUESTION</u>: **In the half-dozen fundamental activities that you recommended Internet Marketers should focus on you mentioned 'plan everything thoroughly'.**

That's great advice.

Could you expand upon the process you go through to plan your Internet business? For example, how do you go about planning on a daily, weekly, monthly and yearly basis etc?

Yearly Planning: Somewhere around the end of the year, I sketch out an outline of projects that I plan to work on for the coming year. This usually involves working on a QUARTERLY basis ... I.E. 1st quarter, here are several things that I want to do. 2nd quarter ... 3rd quarter ... 4th quarters...

Then, I decide which of these quarterly projects merits my attention first, second and so forth.
I base this upon three criteria: potential profit, ease in setup, continuity with

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existing assets. Unceremoniously, the one which "grades" best in these three areas gets top priority.

MONTHLY –

I look at the current project and identify activities that need to be completed in order to get the project done in a reasonable timeline. Typically, I never work on any project that will take longer than a month to complete. Each month I work almost exclusively on the current project (along with other existing commitments, such as my List And Traffic membership site, etc.)

WEEKLY -

The tasks that I identify to complete the monthly project are divided into 4 weeks and I attempt to stay on schedule for each of them. A time slot is allotted on each daily schedule to work toward the project.

DAILY –

I won't give away my exact daily schedule, , but the basic day's operations consists of 45 minute blocks of time and I ensure that there is a proper balance between the various components of my business (I.E. List marketing, traffic generation, offer development, support, etc.)

Everything filters into these daily components. So, the hierarchy is...

➔ Yearly outline of project
➔ Quarterly assignment of projects
➔ Monthly focus on project
➔ Weekly break down of activities
➔ Daily time devoted to activities

And - like I said before - I'm constantly evaluating. Just because a project makes it to the "quarterly" level doesn't mean that it will actually get done that quarter (or ever for that matter). I reevaluate what's important NOW.

Once a project makes the monthly schedule, it usually gets done unless something significant changes my plans.

QUESTION: People who are highly productive, usually have reasons for being that way. What are you own motivations for being a productive person?

My main motivation is ... <u>other interests</u>.

There are many things I enjoy doing (time with family, ministry, tennis, camping, hiking, etc.) and the great thing about the business I am in is this ... I don't have a set schedule.

I have a volume of work that needs to be done and it doesn't really matter when or how long it takes to get it done.

The sooner it is completed, the more time I have for other things.

Herein lies a problem with many people: If they think they should work 40 hours and get their work done in 20 hours ... **they tend to find 20 more hours of work to do.**

That's not how I approach it. When I get done with the things on my schedule, I'm done. Quitting time motivates me because I know that things I really enjoy (the things I work to be able to do) are waiting.

That's my main motivation.

Another motivation is just my overall view of life: **life is short**. Why would I want to spend any more time working than absolutely possible?

Every hour I work has tangible rewards, to be sure. But every hour I work can never be regained. Once it's spent, it's spent forever.

➔ *So, if I can have the same reward in less time, that's always going to be a good thing in my mind.*

The average person spends around 100,000 hours working in their lifetime. If you could trim even 10% off of that being more productive, you'd have 1,250 free 8-hour days to do whatever you want.

And that's just with a 10% cut. Imagine if you got your work done in half the time!

QUESTION: A key way to becoming more productive is to outsource tasks (that need to be done) to others so you can free up more time for your top priorities.

What are your views on outsourcing as a way of boosting productivity?

I outsource a lot of my tedious tasks so I can work on the "creative" side (content development, primarily) myself.

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And the biggest key that needs to be taken into consideration is the EXPERIENCE and KNOWLEDGE of the person who you outsource to.

There have been many times in the past that I have tried to train a complete beginner or someone with little skills in a particular area to perform a function and I ended up being less productive than ever before simply because I was (a) spending way too much time trying to train the person, and additionally (b) doing the job myself anyway.

While you'll usually pay a premium for someone with polished skills and know-how, it's money well spent. Look for someone who can do what you ask of them without supervision.

Outsourcing is a productivity tool ... but only if it is used properly. **Otherwise it simply becomes a cleverly disguised time stealer.**

<u>QUESTION</u>: There may be times in the life of an Internet Marketer when things just don't seem to be going well at all and the last thing they feel capable of is being "productive".

Do you have any tips or strategies for dealing with the down and doubting moments that may come for an Internet Marketer at some point so they can get back on a productive track?

There are several things that I've done myself in the past when I've faced this situation (that's right, even "gurus" - and I use that term for lack of a better word - have bad days whether they want to admit it or not). Here are a few of them...

1. Take some time off.

Sometimes bad days are a result of bad decisions and bad work caused by a variety of factors such as fatigue, burnout, indifference, short-sightedness, etc. With distance often comes clarity. By stepping back from your work for a few hours, a few days or even a few weeks depending upon the severity of the situation, you can often see things much clearer. This in itself can get you back on track.

2. Get a second opinion.

If things aren't going well, don't be afraid to get an honest, unbiased opinion from a trusted source. Ask for their feedback on why they feel things are as they are. Sometimes we are so close to the situation that we don't see it as it really is. We have a built-in "me filter" that always forces us to look at things from OUR

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perspective which can be blurred at times.

3. Remember failure gets you closer to success.

The story goes that Thomas Edison failed almost 1,000 times before the light bulb worked. One of my favorite television shows, CSI, has a character named Gil Grissom who said this, "I don't mind being wrong, it's how I get to right". The point being, by experiencing wrongs (or failures) we can eliminate them and then replace them with something that will sooner or later get us to right. It's okay to have bad days, for things to go wrong. We learn from them. I don't know of any successful person who hasn't failed. Many times.

4. Revisit past successes.

Something that fuels me when I'm being unproductive is to look back at things that I have done successfully. This is good because it not only boosts morale ("I've done well before, I know I can do well again!") but it also gives us the chance to see what worked and why it worked. Oftentimes we may have changed our methodology in some way to cause the current setback. By tweaking things to line up with earlier successes we can often turn things around.

5. Believe in yourself if not your project.

There are days when I think, "This stinks!" but I never think "I stink!" "This stinks!" means I can scrap it or improve it and eventually get to where I want. "I stink!" means there is something wrong with ME that won't allow me to get where I want. Always believe in yourself even when you can't believe in your project.

Each of these things count towards rebounding in productivity.

QUESTION: **I'm sure that you're already familiar with a key productivity power tool known as Pareto's Law (a.k.a. the 80/20 Rule or the Principle of Least Effort). Do you use The Pareto Law and if so specifically how do you apply it in your Internet Business?**

There are a variety of ways that I tend to "apply" the principle...

1. I always put my most important activities on the schedule for my first time slots of the day.

This isn't merely to "prioritize" them, but to schedule them when I am at my sharpest, knowing that the principle applies to my time as much as anything.

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2. In interacting with those around me, I again focus on those that mean the most to my business.

This sounds like a basic business decision, but on a different level it's so much more than that. I talk with my affiliate manager (who, by the way, interacts with our TOP affiliates) and others who have the greatest impact on my business much more than those who have a cursory effect.

The list could go on and on.

The most important thing that I can say about this is to **ANALYZE** all aspects of your business and then determine what 20% is getting that 80% done and focus your energies in that area.

The flipside of that is also true in terms of productivity. Look at that huge gap of time, activities, personnel, etc. that are only getting 20% accomplished and look for ways to improve that number.

Both of these will directly affect your productivity.

QUESTION: A certain productivity-killer for some Internet Marketers is the need to get things perfect before releasing them. What are your views on perfection and can you recommend any strategies for dealing with it?
I'm a big believer in pursuing EXCELLENCE and *not* PERFECTION.

Perfection isn't attainable. There is always a way to improve upon whatever project you're working on. Always. Perfection isn't attainable. And if it were, it would be at too great a price.

So, rule #1 is: nothing's ever gonna be perfect.

If that's the case, what's the goal? The goal is EXCELLENCE. That is, the project must meet the high standard of being "*remarkably good*".

I always strive to do my very best, but resist the temptation to keep polishing until it can't be polished anymore.

> Let me give you an example: When I write an information product, the FIRST WRITE is what I sell. I don't edit it. I don't rewrite it. I don't even go back to read it. (I will, usually, have someone to proofread it.)

CRITICAL: I don't want my projects to be "*good enough*" (meaning I'm doing as little as I can to get by), but "*remarkably good enough*" (meaning I'm doing as little as I can to make it a noteworthy project.)

Believe it or not, I *am* a perfectionist (which goes nicely with my procrastination, let me tell you!) and that's why it was such a tremendous removal of burden when I realized that my goal isn't perfection, but rather excellence.

There is a point where anything I do reaches "good enough" and I know I need to go a bit farther. Then, it reaches that point of "remarkably good enough" and I know I can quit. ***I don't have to keep going until it's "perfect".***

Imagine if Michael Jordan refused to step out onto the court until he hit 100% of his shots (perfection) in practice.

Do your best job and then get it out there. You're not gonna hit 100% of your shots. So why not get on court and see how good the ones that go in can be?

QUESTION: If there were only ONE productivity strategy that you were allowed to use consistently in your Internet business, what would you select?

THE biggest factor in my own productivity and success is simply this: find a system that works for you and repeat it over and over and over again.

I'll give you an example: My overall game plan for my internet business has not changed since August 2000 when I launched my first successful product online.

- I create a product.
- I create marketing materials for it.
- I promote it to my list.
- I get affiliates involved.

I repeat the process. Over and over again.

I don't worry about the latest SEO stuff or social networking or whatever the next big thing is. I just go about doing what I know has worked for me in the past.

It's the chain store mentality. A chain store (Wal-Mart, McDonald's, etc.) finds a model of success. And then they simply repeat it over and over and over again as often as they can to duplicate the model of success.

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That's my philosophy. Whether it's as large as running your business or as small as writing an ezine article, the goal is the same: find a system that works for you and repeat it.

You simply won't find anything that allows you to be more productive than this. It's focused. It's effective. It's familiar. It's streamlined. It's increasingly easier.

Bottom line –

Find a process that works and do it for as long as it continues working.

QUESTION: Apart from RoboForm, what other software programs do you recommend to help Internet Marketers to boost their productivity?
There are several programs and services that I use which are helpful...

1. Roboform.

As you mentioned, this is a tremendous time-saver ... I use it DOZENS of times every day to recall passwords and other information as needed throughout the day.

2. Quicktext.

This is an add-on program for my email client, Mozilla Thunderbird. It allows me to store "canned messages" and then simply click a button to insert them (complete with personalization!) into an email. I get the same kinds of questions over and over again and this is probably the biggest time-saver of my day. (Most email clients have a similar feature or utility available.)

3. Voice Recognition Software.

Instead of typing, using a program like Naturally Speaking allows you to speak as it types in your words. This can be used for email, word processing, etc.

4. Template Driven Tools.

These include Ezine Article Creator, Sales Letter Generator, Landing Page Maker, etc. and consist of a suite of tools (assembled separately) that allow you to "fill-in-the-blanks" to create documents instead of starting from scratch.

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5. Any "Auto" program.

Any software program that automates a process is handy to have around. Example: Instead of self-submitting ezine articles, use a software program that does this. Instead of searching Google et al for potential affiliates, use a software program that does this.

6. Outsourcing services.

Scriptlance.com, Elance.com, Workaholics.com, vanetworking.com (for virtual assistants) - these are just a few services that are extremely helpful for getting others to do jobs for you.

QUESTION: **Apart from your good self, which other Internet Marketer stands out for having high levels of productivity and what do you see as the keys to their vast output?**
It's hard to say for certain because so many internet marketers outsource these days. That, in itself, does allow them to get a lot more done, but I don't think it's an accurate gauge of productivity in terms of what the IM gets done him/herself.

That said, there are a handful of IMers that always seem to have new stuff coming out (articles, promotions, products, etc.). A few include...

- Marlon Sanders
- Mike Filisaime
- Armand Morin
- Rich Shefren
- Willie Crawford
- Yanik Silver

To name a few.

QUESTION: **A lot of Internet Marketers spend way too long sittingt at their computers and mistake 'putting in the hours' with 'working hard and being productive'. Their Internet business and income can suffer as well as their health and relationships.**

What approaches do you recommend for Internet Marketers to avoid this pattern of spending way too long at the computer?

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I have two basic rules that I teach my clients...

1. Have a purpose in mind.

Do not sit down at that computer without having a reason to do so. There needs to be an objective, a goal, something to accomplish that you are working towards.

If you don't have a clear-cut agenda, you'll often find yourself reading forum posts, surfing Google, etc. with nothing completed at the end of the work period.

Always, always, always have a purpose for coming to your computer during "business hours". I rarely sit down before mine without a "to do list" nearby.

2. Defer distractions to a designated time.

Whether it's once a week on Fridays or the last hour of the day or right before you turn in at bedtime, specify a time when you'll do those time-sucking activities.

I.E. I recommend to my clients that they never look at "new offers" until Fridays, after the workweek is finished.

It's a good practice to defer anything that isn't working towards your purpose (see #1) to a predetermined time. You'll find that eliminating distractions automatically increases productivity.

QUESTION: A big part of being productive is ensuring that you work on your top priorities. How do you personally go about deciding what your top priorities are in the first place?
Most people prioritize based on "urgency". In other words, they do what MUST be done because there is some kind of deadline.

I suppose to an extent that factors into my prioritizing, but that's NOT my main objective in determining what I'm going to work on.

My prioritization is pretty simple -

I work on whatever I want to work on.

Now, that sounds really good. And I have that luxury. I can pretty much do what I want, when I want.

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So, the real question is, how do I decide what I WANT to work on?

Here's how...

Creative time always comes first. Period. The first part of every day is devoted to the creative side of my business (generally, creating content).

This is because

(a) I enjoy it and therefore want to give it precedence, and

(b) I am at my freshest mentally early in the day and am more productive when it comes to creativity.

There are, of course, some commitments that I am obligated to meet which require my time. Appropriate time is allotted to these in my scheduling, but they rarely get to the "urgent" stage where I am forced to spend time on them. I do my best to complete portions of these activities over time so they are completed in a timely manner but don't monopolize my day.

Then, I MANAGE activities that I do NOT want to do. That is, I outsource them or hand them off to others so they can get them done for me.

That's how my prioritization usually runs...

1. I do the creative work I enjoy.
2. I meet my commitments.
3. I get others to do work I do not enjoy.

QUESTION: **Is there an area of productivity that you struggle with or find particularly challenging?**

There is only ONE area that I struggle with in terms of productivity. It's the same area that I've always struggled with and the same area that I will likely struggle with until the end of my days.

And that area is this...

*** *Anything I don't want to do* ***

Seriously, that's it. If I don't want to do it, it doesn't matter what I try to motivate myself, it's just gonna be a chore.

I think that's probably a universal struggle with most people.

I'll rarely have productivity issues if it's something I want to do. If I'm in the mood to write, I'll breeze through it. If I'm not in the mood to write, I'll struggle the entire time.

So, the question becomes, what happens when I don't want to do something that I need to get done?

Here's what I do myself and recommend that all people take a look at...

I identify PATTERNS OF BEHAVIOR in my productivity.

- *What is it that I consistently do not want to do?*

- *What are those activities that I find to be a chore virtually every time I do them?*

- *What things do I repeatedly put off until the last possible moment before I get started on them?*

And I OUTSOURCE these things.

Listen to this carefully…

<p style="text-align:center; color:red;">*There is a "backdoor" to productivity and that is to ELIMINATE those things that are UNproductive.*</p>

We all have them. For me, it generally tends to be what I affectionately have labeled "grunt work". Setting up download pages, importing autoresponder messages, data entry, etc. I hate this stuff and it is always a chore to get this stuff done, so I get someone else to do it.

Perhaps the best thing you can do for your overall productivity is to rid yourself of things that slow you down or hold you back.

Take an inventory of your work week and look for patterns. You'll find

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them. There will be those things that you spend three times as much times as you know you should because you just don't like doing them. Get someone else to take them off your hands.

And focus on things you WANT to do. You'll find that your time is well spent.

QUESTION: **A lot of Internet Marketers find that they face numerous distractions when they work from a home office (family, friends, pets, noise etc). How do you recommend Internet Marketers work productively when working from a home-based office?**

There are three things that I personally do to work productively out of my own house that are universal "principles" for anyone who will apply them...

1. Pick your space.

The first thing you need to do is set aside a PRIVATE spot in your home that's your work space. Optimally, this would be a space that is isolated and cut off from others who might be in the home.

In most cases, working from the couch while the TV is on and kids are running around and your spouse is milling about is NOT going to work.

You need a quiet space that is cut off from the remainder of the hustle and bustle of your home.

2. Define your rules.

The second item is to let family members know the rules about your work life. For me, that means "no interruptions" when the door is closed. (Unless the house is on fire, of course. :-)

Having a set apart spot is useless if it's not off limits to distractions. Lovingly, but firmly, you have to set some rules that family members agree to abide by in order to maintain a productive work environment.

3. Take a retreat.

I advise my clients to have a weekly, bi-weekly or monthly "lock-in" at a hotel. Rent a room, check in at 2PM and work until you can't work anymore (usually about midnight for me).

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You'll be AMAZED at how these breaks from "home" can produce staggering periods of productivity.

QUESTION: **Some Internet Marketers find that there are just too many distractions when they work from a home office. Therefore, some choose to work from an off-site office. What do you think are important considerations here?**
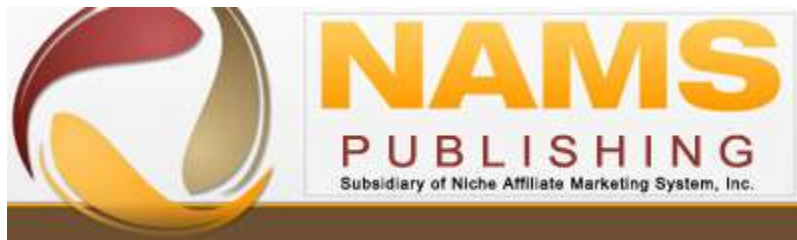
I think the key factors are similar: pick a space that works for you (whether it's a dedicated office or a subletted portion of a larger complex) and define rules about your time at the office.

Some of these rules might be...

- What hours will you work?

- How will you divide your blocks of time?

- What activities will you complete?

- What restrictions on "time wasters" will you place?

- What safeguards against spending too much time at the office will you put in place?

That said, most (if not all) of the productivity principles and practices we've talked about so far would apply to "off site" offices as well.

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Free Affiliate Training – Learn to be an affiliate
6 Steps to Implementing Big Ideas – Get started now
Niche Affiliate Marketing System Workshop – The #1 business building workshop
IncomeCPR – Online marketing strategy
Internet Success System – Online business training from a master
Word Press Security – Protect your business
Nicheology – Awesome monthly products and training
Recommended Infrastructure Tools
Hostgator – Inexpensive reliable hosting (Use this 25% Discount Coupon – MyNAMS25Report)
Carbonite Backup System – Essential Backup
Dropbox – Storage
BoxShotKing- Graphic Cover Creator
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