# INFO PRODUCT
## BLUEPRINT

## WORKBOOK

**Your Comprehensive Blueprint and Action Plan for Creating and Selling a Successful Info Product**

CREATED BY **Kenneth A. McArthur**

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# INSTRUCTION SHEET

Congratulations on taking action and starting your journey to create your Info Product!

One of the first things I would like for you to realize is that this will take work. For some people this will be one of the toughest things you have ever done in your life.

## Build A Success Path

In order to get the most out of this workbook you will want to study it several times. I recommend that as you are going through the workbook you take notes and use highlighters.

As you go through each module, break the sections down to see if each area is one you personally want to tackle or will hire or partner with someone who is an expert in that area.

## Answer the Questions and Design Your Plan

As you proceed through each module make sure you pay attention to the questions. As you answer each question follow through with the action steps. These actions steps are designed to make sure you stay on track and accomplish your goal-your very own info product.

## Tips And Hints

*Italics:* Throughout the workbook if you see part of the article in italics, this means that section is from Dan Giordano the workbook editor. Dan will sometimes introduce a contributor, give an overview of the section, or add some comments at the end of a section. It's just our way of letting you know a different person is writing, not the author of the section.

**Section Overview:** At the start of each section you'll have an overview of the article. As we have many contributors, you'll receive a brief introduction of the author. (For a more detailed contributor information go to the Appendix for information on Info Product Blueprint Contributors).

**Things You Will Learn:** In the boxes at the start of each topic you will find a list of key points covered in the section. Other points will be covered, but the section emphasis is on the ones in the box.

**Notes:** Take notes as you read. This is designed to be a working tool for you. So mark it up, highlight and write notes. We want you to succeed and noting important or ah-ha's will help you when designing your plan.

**Questions:** In the workbook, there are questions included to guide you in the development of your own info product. Take the time to thoughtfully answer the questions. This is the basis of your plan. Some questions will look simple and even repetitive. But it's all part of the blueprint. So take the time and invest in yourself. You will use the information to develop your product and your action plan.

Be patient with yourself. There's a lot of information included in Info Product Blueprint. We've included audios, video and plenty of printed material to help you in your product development. We're already planned on some more updated material that will be posted on the resource page. So make sure you register for the updates (www.infoproductblueprint.com/developer).

We want this to be your reference tool, your guidebook.

YOUR Blueprint for developing an info product.

Seize your opportunity and share your success with us.

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Info Product
Blueprint
1st Edition

Follow-up and
Customer Support

Module 10

# Module 10: Follow-up And Customer Support

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# InfoProductBluePrint.com
### your blueprint for creating and launching a profitable info product

**Info Product Blueprint**
1st Edition

Follow-up and Customer Support

**Module 10**

# Section 1: Follow-Up

By Dan Giordano

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# Follow-Up

One of the best ways to increase sales is to keep in touch with people. From calling on former customers to checking in on new leads, it's critical to stay in touch with people on a regular basis.

**What you will learn in this Section:**

◆ Number of contacts needed to make a sale

◆ Why follow-up is needed to maintain a relationship

I am sure you have heard that the fortune is in the follow up. It is the most important thing you will do if you want to build a long-term profitable business.

One of the reasons for this is that it takes time to develop the trust required for someone to do business with you. Even though they want or need what we offer, studies have shown it typically takes 7 to 15 contacts before a sale is made. The awesome part of an info product launch is through joint ventures and third-party endorsements of you and your product or service, those numbers become a lot less.

Another reason is people have a lot of things going on. What's important one day may drop off their radar screen the next day. Priorities change from day-to-day as life intrudes on people's plans.

Put these two facts together and you can see what happens.

A person decides they're interested in your product or service. They subscribe and you chat and things seem to be going well. Then they leave and you never hear from them again. The fact is they're still interested, but because our business is new to them they might not feel comfortable making the purchase yet. They need to warm up to us. Their trust level still needs to move up the scale.

So they leave without making a purchase. Then reality steps in. Their focus turns to something else and soon their interest in your product or service moves so far down their priority scale they forget about it.

It's not that they have decided not to buy from you. It's not that they have lost interest. They simply need more time to get through the buying cycle, so they feel comfortable doing business with us.

Your job then, is to help them move through the buying cycle and raise their comfort level so they'll decide to work with us.

The key to accomplishing this is with follow-up.

Notes

You need to find ways to re-engage people, to re-connect with them so they remember why they were interested in our product or service in the first place. But we need to do the follow-up in a way that is professional. We need to show them our goal is to help them rather than to just make a sale.

There are many ways to keep in touch like using email, blogs, teleclasses and events.

When you show up with something for them, you are showing them your focus is on them, not you. If every time you contact someone you give the impression you're just looking for a sale, they'll think of you only as a salesperson looking for a commission.

On the other hand, if you always have something for them (a gift, an article, a referral, an invitation to an event, some local news or gossip) then you become someone they enjoy talking with. You become a welcome break in their busy day.

At this point you've made a new friend who should have no hesitation becoming a customer. You've become part of their world, so when they want or need what you offer, they'll think of you first.

Notes

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I can not stress enough the importance of follow-up and how important it is to your long-term success. Make sure you make it a priority!

Stay Fired Up, Fine Tuned and Focused,

Follow-up Self-Assessment Questions

1. What ways are you going to use to stay in touch with your customer

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2. Write two series of 12 follow-up emails for your product (a set for a visitor who did not buy and a set for one who did).

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Next . . . Customer Support

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# Section 2: Customer Support

By John Di Lemme

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# Customer Support

## Using Email To Develop Relationships With Your Clients

Ninety-eight percent of copywriters don't have a living clue how to create conversation through text email. Everyone thinks you have to get fancy with graphics and html. Copywriting and overview is very simply bringing the human touch to the print.

Let me say that once again…bringing the human communication and human touch to print. Let me tell you, people buy upon relationship and you have to create trust.  Inside the word trust is 'us.'

You've got to realize you're creating a conversation between you and your potential client. You have to create enough of a relationship and you have to create a belief structure. You want that person to say, "Hey, I believe in this person enough to pull the trigger to go to the order page, to submit the credit card information and give billing information." Remember, they're giving you their address, their phone number, their fax, because they want to grab a hold of that product knowing that it's going to change their life.

## Copywriting

I believe, if you believe you have a product and you believe your product can change someone's life, that person has the *right* to know that from you. That person has the right to be touched by you every day or once or twice a week **minimum** in order for them to build belief.

You see, someone makes a buying decision, someone is going to purchase something based upon them feeling comfortable enough to make a decision to invest in your product, which is to spend their hard earned money. They have a right to believe in you.

How do you create belief? With a personal touch. You see, the personal touch is you creating a relationship.  I can tell you, I've been sending emails now online close to five years. I send emails out every single day.  Sometimes people go, "Well, how much is too much?"  You've got to focus on your client.

So the personal touch is communication, creating a conversation through any kind of copywriting – if it's email, if it's basic mailers in the mail, you're creating a conversation. You're talking to the person as if you're sitting down with them

Notes

face-to-face.  Just like you are face-to-face over a cup of white chocolate mocha at Starbucks Coffee, remember you're looking eye-to-eye, heart-to-heart.

Let me say that once again. The personal touch in communication and relationships in business is eye-to-eye  and heart-to-heart.

When you create communication, there is communication, there is belief, there is trust, there is a relationship and then they're Ka-ching!  Then, and only then, there is the purchase of your product.

The sad fact is 98% of marketers don't have a clue as to what they're doing.  They don't know how to write copy.  They don't know how to give the personal touch.

But you do *now*.

You **can** now.

The secret?  Talk to your potential customer as if they were sitting with you.

**Headlines**

So let's take it from the top.  Let me tell you from my experience sending out emails every day.  Headlines should be left at 17 words or less and you have to speak right to the purchaser.  I love to use words that trigger the imagination.

Here are some of my favorite words and phrases to use in headlines.  Build and join with these phrases to connect with your potential client.

Use '*as a'* to tell your potential customer you're talking to them.  Then tie that together with '*must own.'*  Why?  We all want to belong, to fit in. When you tie these two phrases together you're creating a mental connection.  The person says, 'Well yeah, I am a _____, I must own this?'  The person is going to read further to see what the product or service is. You've aroused curiosity.

Here are some quick examples:

- If you're selling to carpet cleaners:  as a carpet cleaner you must own this.
- As a net marketer you must own this.
- As an online entrepreneur you must own this.
- As a pet storeowner you must own this.
- As a pilot you must own this.
- As a computer techie you must own this.

Notes

One of my all time favorites, we all know is the 'how to.'

- How to launch an online business in less than 72 hours.
- How to…
- How would you like to learn…

Another great phrase to use is: '*Imagine if you could*'

- Imagine if you could live the life of the rich and not so famous.
- Imagine flying around the world, being debt free.

Imagination is a very key word. You have to create the imagination.

**Now let's go with subheads.**

The subhead has to feed the main line. If you said, "As an online entrepreneur you must own this," as soon as they open this up, the sub has got to be "As an online entrepreneur, you'll learn through this program how to increase your profits, how to market products 24 hours a day, how to increase your database, how to build your list, how to find a market specifically focused for your product or how to find a product specific for the market." Do you see how it follows?

The subheads must feed the headline. I experiment. I would test three different headlines because the headlines are so important.

Eighty-five percent of any message is opened in a headline. I can tell you right now, be as emotional as someone yelling at the top of the world.

I am not concerned about the controversy that gets created.

I'm not concerned about the people that say, "Well, I don't like that email."

Who cares? You're not going to please everyone. You want to reach **your** potential customer.

Be concerned about your client. Be concerned about over-delivering. Be concerned about feeding your product.

I'm in the personal development online coaching business. I am the best at what I do. I don't get concerned about people who are upset.

Notes

Here's one subheading I sometimes use.

'Enough is enough, enough is enough. Are you sick and tired about not hearing the truth? The truth shall set you free. The truth about online business shall set you free."

The truth about whatever business… remember subheads feed your headlines.

**Format and Layout of Emails**

Make sure that in an email it doesn't go more than 30 strokes across.

Remember, allow the power of the computer screen to build your business. The person can start to read and they can finger on the down arrow button and they can read down.

Most people, most writers write left to right because people read left to right. Yes, we're going to write left to right, but we're going to visually consume the concept that the person is reading top to bottom.

You've got to clump it. Never put more than three sentences in one chunk. It's calling 'Millionaire chucking.' Chunk your copy in small chunks because people are multi-tasking, especially entrepreneurs and business people.

Remember, for anyone that is in the home-based business or anybody selling a business opportunity, people are looking, which means they're searching, so subconsciously they're going somewhere.

They may be in a rush. You've got to catch their attention. You've got to be an attention grabber.

The format and layout is the key. It's got to flow from top to bottom, left to right.

Let me get right to the point. Whoever product you're modeling, make sure you're modeling somebody's format that is successful, not someone who says they're successful. Check out their Alexa ranking. See how long they've been on the net. See how long they're in the offline business.

Layout is crucial. You've got to follow very successful, simple, focused systems.

Read left to right, very short, compressed chunk paragraphs. Leave about 1/4" to 1/2" of spacing and let it rip.

Use a lot of different colors. Use black print highlighted with yellow, use red print highlighted with yellow.

Notes

Remember Joe Gold from Gold's Gym?  I had the opportunity of having a launch with the great Joe Gold about three years ago. Joe Gold from Gold's Gym said the two things that catapulted his business were the colors red and gold. Obviously gold, we have to use that as a highlight.  So use red, gold, and bold.

For fonts, always use Georgia print.

**Stories**

Always tell a story if you can as soon as you've got your headline. You've got a headline, then a story, and a story/a testimonial.

Understand 'stories sell, facts tell.'  Let me give you that million dollar nugget once again…

Stories sell, facts tell. Sell the benefits. Sell the results. Sell how someone's life will be changed. Sell how someone's life will be impacted by implementing and taking advantage and grabbing a hold of your product.

Let me give you some million dollar words right now.

- Don't waste another second.
- Jump on over.
- It gets only even better.
- Follow me to…
- Make sure you visit…
- Before you close this page, take at look at this or you're going to regret it.

**Use Description Rich Copy**

Rich copy is focused on getting right to the person's heart, getting him to the decisive stages to understand exactly your customer.

Too many people are scattered.  They're not focused – they're trying to satisfy everyone.  You can become a multi-millionaire in online or offline businesses based on focusing on a customer, providing for that customer and creating a result, which is a satisfied customer.

**Testimonials**

Let me sum that up:  You cannot have enough.

I have a million dollar suggestion.  Give away a bonus.

Notes

Email people or mail them a letter and say, "I would love to hear how you've enjoyed my product. I would love to know what you like best about my product. I would love to know how my product changed your life. I would love to know how my product lined your pockets with cash. I would love to know how the product that you invested from me impacted your life.

For doing that, I will give you this special bonus," – a report, maybe a CD, maybe downloading an MP3, but give them something for giving you something, which is a testimonial and get as many as you can.

Literally, one of my top-hitting emails that I run every month or so, all it is is 15 testimonials and 13 links. It's a headline – 15 testimonials – 13 links – and it prints money. That should be an illegal email because it's illegal the amount of income that gets generated. All it is a headline, testimonials and buy links.

Keyword rich copy, based upon where your ad is going to run. If it's online, you've got to put the keywords…obviously if you're generating business from Google or AdWords and all that good stuff on the net, make sure that the keywords are in the copy. Make sure people who are searching for what you can provide, that the keywords will enable them to open up the copy and open up the ad in order for them to get to your business.

Copywriting, let's recap it. It is simply conversing with the person, developing a relationship with that person in order for them to create a decision-mindset to purchase your product.

Let me share another bonus million dollar tip. It takes sometimes months and years to get a customer.

Let me tell you something, where your business comes from going forward is sending bonuses and sending reports and sending testimonials to your existing customers.

Then put yourself in the mindset of that customer. What can I write in this copy that will make that person buy more from me?

Make sure you out-service your competition.

Make sure that you are the best at what you do, because competition creates champions. I believe because you're reading this you are a champion. Go for it.

Create the best copy in the world and test, test, test, test. Results are the secret to success.

Never say, "Well, somebody told me this." I don't care what somebody told you. Tell me, "How is it pulling for you?"

Notes

You've got to tweak it, tweak it, tweak it. Remember, an artist always fine-tunes their pictures. They always fine-tune their model.

Make sure that you fine tune it and go for it and build an absolutely huge business for yourself.

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1. Write three follow-up emails for your info product. What headlines will you use to get the reader to open your email?

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2. What stories can you use in your emails to best show your message.  List two stories that you can use.

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Next . . . How To Keep Building Your Backend For Repeat Sales

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Follow-up and
Customer Support

Module 10

# Section 3: How To Keep Building Your Backend For Repeat Sales

By Lisa Preston

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# How To Keep Building Your Backend For Repeat Sales

The expert on using personalized emails for developing follow-up sales and a backend is Lisa Preston of InstantNicheEmails.com.

You could spend your whole life fishing for more customers… buying bait, researching new fishing poles, talking to others about the top lakes and streams.  But that would take up way too much time, effort, and money on your part.

Especially since the fish you already caught are likely willing to buy from you over and over.

First-time, happy customers are like geese that lay golden eggs.  Hang on to them.  Spend most of your time catering to their needs (instead of constantly fishing for more) and then go buy a fatter wallet.  You'll need it!

## Scenario – Act 1, Scene 1

Here's Mary Marketer.  She's been busy building her list online and has a solid reputation among her 1,000 subscribers.  Go Mary!

She's worked on building a relationship with her subscribers, and they like and trust her. Indeed, many of them have purchased her front-end product, an e-book entitled *Miniature Rose Growing Secrets.*

Now she is wondering how to build her back-end marketing system.

"What do I sell?" Mary wonders aloud. "Affiliate products? There are plenty of gardening affiliate programs out there.  But I sure wish there was something else I could sell and then keep all of the profits."

Let's come up with some ways Mary can benefit from follow-up marketing with her current customers.

First, Mary's online business will take off like a rocket once she employs the most powerful method of follow-up marketing available. The Survey. She'll use her survey answers to broaden her product base and build on what her customers are looking for.

Notes

Since Mary has developed a strong relationship with her subscribers, and they're opening and reading her emails regularly, she can send out a survey asking what additional topics her readers would like her to cover and get quality responses. Asking what their most pressing questions are about Miniature Rose Growing will give her insight into other products she can create to sell.

Mary can then produce an expanding back-end selection that will bring her in more and more profits.

For instance, Mary finds out that the main question readers have revolves around transplanting indoor roses outdoors – many of the roses die. The question of the hour… "how can indoor miniature roses be successfully replanted outdoors?"

Mary interviews an expert from a garden nursery and creates a CD based on that very topic.

Another question folks are asking is "Which types of miniature rose are most resistant to disease?"

She calls Mrs. Thorn, the lady who won the blue ribbons for her roses at the county fair and schedules another interview based around this question.

As a matter of fact, Mary creates a series of audios revolving around each main question of her list. She then packages them into a Miniature Rose Growing Deluxe Package. Not only does she sell this kit digitally online, she offers it at the local nurseries as well.

Then Mary decides to branch out a little more and offer a report and DVD on 'stretching and back care for flower gardeners.' She also writes an e-book called *Miniature Roses for Beginners*, and one for a similar niche, *Heirloom Roses for Beginners*.

Mary now has a thriving business, not only offering front-end products, but selling new ones to her existing customers.

## Act 1, Scene 2

Oliver Entrepreneur, like Mary, has built a successful subscriber base through relationship marketing. He's got 5,000 on his "Relaxation" list.

But he's running out of steam with his front-end product and wants a thriving back-end system as well.

Subniche-ing will be Oliver's ticket to booming business.

Notes

He's got a terrific DVD on Relaxation Techniques. Now he will take that one DVD and create multiple backend products.

Oliver decides his first sub-niche will be elementary schoolteachers. If anyone needs to relax, it's these stressed out folks!

So he interviews three teachers about their favorite stress relieving techniques and makes another DVD – just for teachers! In fact, he creates a 10-minute stretching and breathing DVD for students that the whole class can do together to relax before test taking!

He edits the interview with the teachers and adds it to the package. Then Oliver thinks, "What can I use as a bonus for the teacher package?"

Eureka! How about a series of mini-reports that the teachers can send home with children?

Awesome! Now the teachers have this special deal where if they "order today," they get a series of special reports to send home with parent newsletters – reports on 'how to decrease stress over homework,' 'decreasing test anxiety,' et cetera.

Way to go Oliver! First sub-niche conquered!

Now it's off to another one! This time he's targeting golfers. Then nurses!

Oliver will have several thriving online businesses all based around his big niche – relaxation.

Anytime he comes out with another relaxation product, with just a little tweaking, he can sell it to multiple sub-groups.

If you're stuck, trying to figure out a way to get more sales from your existing customers, survey them. Find out what their top frustrations or interests are. Then create a complete back-end system of products based on those interests.

Then take a hard look at your front-end product and brainstorm additional sub-niches that you could enter. Nothing long and laborious here. You're just taking something you've already created and lasering it to folks who want the same kind of info, only a little more specialized.

Remember, the foundation of Mary and Oliver's success was building a list of subscribers and following up with them to build a relationship of integrity and trust. That's partly why their back-end creations were so successful. They'd paved the way to business success via relationship marketing.

Notes

Build your list on the foundation of trust, and whether you chose to broaden your back-end packages like Mary or sub-niche them like Oliver, you'll zoom to mega-success in your niche.

How To Keep Building Your Backend For Repeat Sales Self-Assessment Questions

1. What affiliate programs can you add to your info product?

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2. How can you expand your program to increase sales?

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3. Is it possible to sub-niche or further narrow the focus of your market? If so, what sub-niche can you expand into?

_____
_____
_____
_____
_____

Next . . . Promoting by Email

# InfoProductBluePrint.com
### your blueprint for creating and launching a profitable info product

## Info Product Blueprint
### 1st Edition

### Follow-up and Customer Support

### Module 10

# Section 4: Promoting by Email

By Jim Daniels

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# Promoting by Email

Jim Daniels has been showing people how to use emails for promotion for years. His newsletters and e-zines are known as 'the way' to keep in touch. In fact, Ken McArthur 'found' Jim and joint ventured with him (forming Affiliate Showcase). Ken started out as a subscriber on Jim's list.

**What you will learn in this Section:**

◆ Using email to its best advantage

◆ When to move to an autoresponders

◆ Why talking with your list is important

Welcome to the wonderful world of EMAIL! This section has been written with one goal in mind – to bring you up to speed on all the ins and outs of using email to its fullest capacity.

Once you've learned all there is to know about Internet email, you'll be able to put this knowledge to work for you.

Email is truly one of the Internet's most powerful tools. Never before has it been possible to reach such a large number of people at such a minuscule cost. It is finally possible for the small, home-based business to compete at a level never before dreamed of.

As you know, there are many ways you can market a product or service online. The most conventional way of course, is to set up your own website on the World Wide Web and wait for the money to start pouring in.

Unfortunately, the fact is, it's just not that simple. Don't get me wrong – a web page is a great marketing tool if, and only if, you have the time and/or money to market it. Otherwise, getting prospective customers to find their way to your site is about as easy as finding a needle in a haystack.

That's what brings us to email. Email is a great way to take your message to your prospects, instead of waiting for them to come to you. Once you've learned all the skills required to use email effectively, you'll begin to see it pay off for you.

It's important to remember, no matter how good you get at using email, there is one fact that will never go away. If you aren't offering a product or service that people are interested in, or you're not selling it at the right price, no skill can make up the difference.

However, once you're sure you have a winning product or service, email marketing can do nothing but make your revenues soar!

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## Email Basics Reviewed

Before we get beyond the basics, it is important to have a good foundation to build on. It is assumed that everyone reading this section has a basic working knowledge of email.

Therefore, this section will be brief.

In addition to the online services like AOL, there are literally thousands of Internet service providers, or ISP's. These ISP's provide access to the Internet and all of the tools that come with it, including email.

Most of these ISP's allow you to use a "third-party" email program to manage your email. These programs will be discussed in detail later in this section. The reason I've brought these points up is simple.

While everyone uses email a little differently, the basic idea behind email is the same.

Anyone with an email address can reach anyone else with an email address, literally in seconds. In most cases, this incredible feat is absolutely free.

When you stop and really think about this, from an entrepreneur's point of view, it is a dream come true!

## Word Wrap and Font

Before you start sending email messages, you need to learn how to compose your messages so that they look good to any recipient.

When done properly, your messages will appear professional no matter what ISP or email program the recipient is using. Properly formatted messages are extremely important when using email for business purposes.

This is often overlooked by many email users. It is a fact that an email's content is diluted if the message itself is "ugly."

Have you ever received an email message that looks something like this?...

"Thank you for requesting more information about our

services! We here at

ABC Company would like to present a special offer to

all of our customers."

There are two main reasons why email messages turn out looking like this. Although the reasons are quite simple, many email users don't understand them.

Reason number one is called line length. When composing email, most people just type and type without using a hard carriage return. If it looks fine when you're done, your email program probably automatically wraps the words in a nice legible format. This word wrap is usually done based on a line length of anywhere from 70 to 80 characters.

For example, let's say I receive your message, but my email program doesn't have the capability of automatically wrapping incoming messages. Since you performed no hard "end of line" carriage returns when typing your message, my email software thinks it's one long sentence.

Now your nice, easy to read message looks like that example above.

So how do you avoid this problem? Simple, when composing email messages, use a hard carriage return before you get to the end of each line.

I have found that a maximum line length of about 65 characters, including spaces, works to alleviate this problem almost completely.

Of course, you'll always run into an instance occasionally, depending on the settings your recipients use, but this should do the trick 95 percent of the time.

Another reason people encounter "funny looking" email messages is called proportional character fonts.

Like I mentioned earlier, all email programs are different. Therefore the fonts used by each program varies widely.

Basically, there are fixed pitch fonts like Courier and there are proportional spaced fonts like Arial (and like AOL email).

With fixed-pitch fonts, all characters in a paragraph will line up directly above each other. With a proportional-spaced font, CAPS, space bars and other keystrokes are wider, so each line is a different length.

The bottom line is this. If you create a message using one type of font and send it to an email recipient using the other, the message will not look the same when they receive it.

Once again, the solution is simple. By using a hard carriage return before the end of the line you can keep problems caused by the difference in email programs to a bare minimum.

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If you plan on sending the same message to multiple recipients, or attempt any text drawings, consider testing the message with a friend on another service.

There is a third way for your email messages to look bad. Although it is far less likely to happen, you should be aware of it.

This problem occurs when moving text between different word processing or text editor programs. This is not recommended if you plan to email the text.

Even if you save the text as a different file format you can run into problems. The text may look great to you, but when sent via the Internet it can become scrambled.

You may have received one of these messages at one time or another. They are easily recognized by the repeated "U," "=0" or other characters in the text.

To avoid this problem, create your outgoing messages directly in your email program or in a basic ASCII text editor, like Windows Notepad or Write.

The last thing you want is an email message with great content, being dismissed simply because it wasn't "good looking" enough.

## Cut and Paste Skills

This simple procedure can save you countless hours of typing. If you do not have this skill perfected, read this section and learn it today!

There are many reasons why you need to learn how to "cut and paste," or "copy and paste" text on your computer. Whether you are moving text from one application to another or entering frequently used text at a website, this skill is a basic necessity.

You will find this skill very handy when replying to commonly asked questions via email or sending email to a large number of addresses at once (more on this later.)

The procedure itself is really quite simple. I probably use it 100 times a day and don't know how I would get by without it. Here's how it's done...

Let's say I'm typing a sales letter for a new product or service. When I've finished writing my letter, I highlight all of the text by holding down the left clicker of my mouse and dragging it over the entire letter, then releasing.

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Next, I choose "edit" from my menu bar then choose "copy." I prefer the "copy" feature versus the "cut" because it leaves the text in the document I'm currently working on. "Ctrl C" is the Windows shortcut for this action.

Now I have placed all of this text into temporary memory on my computer. You don't actually see this happen, but trust me, it's there.

Next, I go into my email program and start composing a message. Once I have my cursor in the box where I would normally type the text of my message, I simply click on "edit" and then "paste." Once again, Windows lets you use the keys "Ctrl V" as a shortcut.

Bingo! The text appears exactly where I want it and I've saved a bundle of time.

That's all there is to it. Remember, you can paste this text over and over again. It stays stored in memory until you either exit Windows, or replace it with some new text.

Also keep in mind – you can use this feature from program to program. That is, you can copy text from say, your email program and then paste it into another program, such as Microsoft Word.

Once you master these procedures, you'll wonder how you ever got along without it.

## Attaching Files

Nearly all email programs allow users to attach files to email messages. A lot of people have never used this feature and probably never will.

Many companies selling information online offer both a hard copy as well as an electronic version of the information. If you plan to use this method to deliver your any of your own "e-products," you need to be aware of a few things.

First of all, you should never send an attachment to anyone without first notifying them. Many attachments are very large and can fill a users inbox to capacity.

Also, it is unlawful to send any file that is copyrighted or is the property of someone else.

Unless you have received permission or exclusive rights to a file, do not transmit it across the Internet.

If you plan on sending a file that your customer is paying for, be sure to offer it via other distribution methods as well. A few

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examples include downloadable files at a website, or mailed files on a floppy disk. Most users will prefer these methods, however emailing it, as an attachment can be a good backup system.

Also be aware that many email programs automatically encode attachments to ease transmission (especially large ones). Although many people know how to convert the file back to a readable format, there are also many people who do not. Some email programs actually require a separate program to achieve this conversion.

The bottom line on attachments is this. While you should learn how to send and receive them, they should be sent sparingly. They eat up bandwidth and are slow to both send and receive.

# Carbon Copy (cc) and Blind Carbon Copy (bcc)

Most email programs come with two extremely handy features – CC and BCC.

Simply put, these features allow you to send copies of any email message to additional recipients. Once you have an email message composed, including one recipient's email address in the "To" field, you simply add any address or addresses desired into the CC or BCC field.

The additional addresses will also receive a copy of the message. Depending on your email program, multiple addresses should appear with commas after each address or one per line, like this:

- ◆ abcd@efgh.com
- ◆ ijklm@nop.com

The difference between the CC and BCC is that by using the CC field the recipient sees all the addresses in their header. If the BCC field is used, the recipient does not see the address or addresses that also received a copy of the message.

This can be handy when sending a sales letter to multiple addresses at once. You can simply compose a message, put your own email address in the "To" field and put all the addresses in the BCC field.

This looks much more professional to the recipient than having their email address transmitted to all the other recipients.

NOTE: Before you use either CC or BCC to mail to multiple recipients, you should contact your ISP and ask them if they have a limit on the number addresses that can be emailed at once.

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Many ISP's have installed maximum limits of 25, 50 or 100 in an effort to thwart unsolicited bulk emailing through their servers.

While these features can come in handy when marketing online, there are far simpler solutions to emailing multiple recipients at once.

## Email Programs

As I mentioned earlier, the major online services, like AOL, come with their own built-in email programs. Some are better than others, but they all let you accomplish the basics.

In this part, I'd like to explain the advantages of having a separate program for all of your email needs. For anyone doing business online, I recommend a "third-party email client."

(That's just a fancy name for a separate program.)

NOTE: Many Internet service providers now offer web-based email. Although this is a nice feature for personal email, I do NOT recommend it for business. There are simply not enough features or flexibility. As you'll learn from this part, there are many advantages to having a separate email program. Not only do you get excellent performance, you also get some great features.

Unfortunately, you cannot use either of the two programs I am going to talk about, with some of the major online services (including AOL at the time this section was published). For this reason alone, it may be worthwhile to carry a second Internet access account.

This would allow you to get the increased email features of a separate email program. It all depends what you're planning to do. To find out if you can use a separate email program with the account you have, simply send an email message to your service's technical support department.

## Email Freeware

If you don't plan on doing anything other than sending and receiving email, you may not need anything more than what you're currently using.

However, if you want more features, or you plan on doing some extensive marketing online, you should consider trying a separate email program. From a marketing standpoint, there is simply no better way to juggle all of your interests.

Notes

Since you will be involved in so many areas online, it is important that you stay organized. A good email program lets you have many separate mailboxes to help you with this task.

Especially during the early stages of any online venture, you'll need to gather information on multiple subjects. With your email program you can sort your incoming mail into different mailboxes or folders.

For instance, you can store all of your leads in one mailbox, your junk mail in another, and your potential advertising vendors in yet another. You'll realize the importance of this when you start to see just how many messages can accumulate in a short period of time.

In addition to those mailboxes, you may find it helpful to transfer all your messages of a technical nature into your "tech" mailbox and your customers into yet another mailbox.

I could go on and on, but I think you get the picture. Organization is very important when performing multiple tasks, especially when you're being bombarded with endless amounts of information on the Internet.

A good email program will aid you in gathering and saving all of the information you need in a timely fashion. Additionally, you'll be able to manage all of these files offline. That's important if you're paying for all of your online time.

## Email Freeware: The Cream of The Crop

There are two specific email programs that stand head and shoulders above all others. They are called Eudora and Pegasus.

Both have freeware versions that can be downloaded from the Internet. These programs are completely free to use and are not time restricted like most shareware.

**Eudora**

A company named Qualcomm offers an email program Eudora Pro, which has quickly become the email program of choice for many Internet marketers. It is chock-full of helpful features and is very easy to use. Additionally, it is easier to install and set up than most other programs.

Here are just some of the helpful features you'll gain by using Eudora. (Remember, email is different on every online service. You may be able to do most of these things with the service you have.)

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- Automatic word wrap: Believe it or not, this is not found on many email programs.
- Cut and paste features: Simplifies sending the same messages to multiple addresses.
- Multiple mailboxes: A must feature, so you can save messages pertaining to different subjects such as, advertising vendors, outgoing sales letters, technical info, etc.
- Trash can: This is great when you delete a message that you want to retrieve later. You simply pull it out of the trash.
- Nicknames/Address book: An awesome feature for online marketers. Allows you to paste multiple addresses under one heading and mail to them all at once.
- Global Searching: Using this feature, I can search through years of messages for a client names, email addresses or even the text of an email message. This feature is a must-have for busy Internet marketers who send and receive 100's of emails a day.
- Filtering: A great feature that automatically routes messages into different mailboxes based on the message sender, header or even text.

**Pegasus**

Pegasus is an excellent email program originally developed in 1990 in New Zealand. Of course, there have been many upgrades since the original version.

This software is also "freeware," available for download from the Internet and it is completely free to use. Pegasus is a full-featured email program for power email users.

However, it is a little more difficult to install and configure. But if you're planning on doing some heavy email marketing, it may be worth checking out. Additionally, advanced Internet users will enjoy the wide range of configuration options in this software.

Here are some of the most popular features found in Pegasus:

- Multiple address manuals with sorting options.
- Distribution lists: Great for emailing multiple addresses at once.
- Mail filtering to automatically place incoming messages into various folders: Great for running a small newsletter or discussion list.
- Multiple folders: This is similar to the multiple mailboxes offered in Eudora. You can simply drag and drop messages to sort by subject or any other parameter.
- Spell checker: Not available in most freeware packages.

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## Downloading Email Freeware

As I stated earlier, if you want to try out one of these email programs, you can do it for free. All it takes is Internet access and a little hard drive space.

I won't go into the specifics of the actual installation, since there are so many different computer types out there. (The exact directions are found at each website).

However, I would like to tell you exactly where to find these great programs! Here are the URL's (Uniform Resource Locations) for the two email programs just discussed.

Simply type the address into your browser and follow the detailed directions at each:

Eudora can be found at Eudora.com.

Pegasus can be found at PMail.com.

## Free Technical Support

Should you experience problems with whichever email program you decide to use, this section will help. Problems can range from installation, to configuration, to actually sending and receiving messages. All of the extra features can be a bit confusing as well.

Before you raise the white flag, try one of the following avenues:

- ◆ Read the help file that comes with the program.
- ◆ Go to the appropriate website and read the FAQ (Frequently Asked Questions) and support documentation.

The first and most obvious step is checking out the Help file that comes with the program. This file is almost always in the form of a text file and can be opened with any word processing software.

Many programs offer a manual for sale if this help file doesn't do the trick. Before you breakdown and buy the manual, however, you should try the last two steps listed above.

FAQ information is almost always helpful. Since millions of people before you have used the same software, many users have also come across the exact same problems you will encounter. That's why FAQ pages are so popular on the Internet.

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All it takes is a little patience and you will most likely be able to solve any problem with a good FAQ page. To find them, simply go to the appropriate website and follow the links that say FAQ.

**Marketing with Email, the World Wide Web, Classifieds and E-zines Email Marketing**

The Internet is continually developing into the most powerful marketing medium since television.

So, what's the most powerful marketing tool born on the Internet? That's simple. It is without a doubt, email!

Many predicted websites would be the biggest marketing advantage born on the Internet. Although a great web page can be an effective tool for online marketing, without email the web would be far less effective for business.

From an entrepreneurial standpoint, Internet email is the glue that holds every online marketing aspect together.

Moreover, it accomplishes this feat seamlessly and tirelessly. Can you think of any other way to reach someone on the other side of the globe in seconds, 24 hours a day? All the while doing it for free? Not a chance! Nothing in marketing has ever come close to the power of email.

In this part, I will teach anyone with an email address how to market their service or product effectively. But before starting, let's look at a few very big factors to consider in your decision to market via Internet email.

First of all, you must keep in mind that some products and services are great for the net while others are not.

The bottom line is this – if you have a product or service that could serve a national or global marketplace effectively, you can use email to market it. Keep in mind, however, you must also be able to deliver the goods.

I learned that quickly when orders were received from more than 20 different countries within the first month of starting my business online. On the other hand, if your product or service is geared to local or regional customers (like a small landscaping service for instance) you could be better off sticking with traditional marketing strategies.

So consider all angles, the Internet could enhance a traditional marketing campaign, but it may not help customers in your community find you.

Take a hard look at your product or service and answer this question: "Would interest be more likely found in your specific

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region or location?" If the answer is yes, the Internet may not be the best place to focus your efforts.

With that said, lets move right into the different areas of online marketing.

## The World Wide Web

The most traditional form of online advertising is building a site on the World Wide Web. What most people don't realize is that web marketing alone, is not as powerful as email marketing!

Many people are putting up a web page or two and expecting customers to flock to it.

Unfortunately, that's just not the way it works. Why wait for customers to find you when you can take your message to them with email marketing?

Now don't get me wrong here, a website can be a great marketing tool. That's if, and only if, you spend a good amount of time and resources to market it properly.

Even then, the most effective web campaigns occur when you combine web marketing with email marketing. Otherwise, like I mentioned earlier, getting people to your website is like asking them to find a needle in a haystack.

A few quick tips for those of you planning on setting up a web page:

◆ Be prepared to include your web address or URL on all of your sales literature, business cards, email correspondence (in the form of a signature - more on this later), and any other business correspondence you use. This is just one of the many steps you must take to start marketing your website properly.

◆ Another must when setting up a web page is to register it with all the search engines you can find on the Internet. This will allow net users to search on a subject related to your business and find your web page.

The easiest way to register your web address or URL with search engines is to use a submission program. You'll find links to a few of these programs at the end of this section.

One last important issue when marketing with a website is to find a reliable home for it. Before you choose a web host for your site, read the special report at BizWeb2000.com/virtual.htm. It may save you quite a bit of time and money when setting up a new website.

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Well, that's enough on web marketing. I've said all I needed to on the subject. After all, this section is about email marketing.

Now let's move on and cover some powerful and cost effective methods of email marketing.

## Free Classified Advertising

This is one of the most popular forms of advertising on the Internet.

Why? Because it's free!

That's right, you can advertise in hundreds of different online classified locations for free.

Does this sound too good to be true? Well actually, there are about as many down sides to it as there are up. But that's not to say you shouldn't try it.

Here's the scoop... Basically, there are two types of online classified advertising available.

The first one is the classified advertising offered by the major online services such as AOL.

The second type of free classified advertising is on the Internet. (There are now literally thousands of classified areas on the Internet.)

The upside, whether you're placing ads with a major online service, or placing them on the Internet, is that it's free in most areas. You also get your message to your target audience. (If you're advertising a business opportunity, you post it in that specific area.)

These two factors are the best things free classified advertising has going for it.

The downside is that advertising with these free classifieds is very similar to advertising with a website. By that I mean that people have to find your message among thousands of others.

This ultimately means a low response rate. Of course, if you post in enough places, your response rate will increase. However, this can be very time consuming.

For those of you who want to try it, it's simple. If you are a subscriber to any of the major online services, then I'm sure you've visited the classified section. The major online services are all a little different, but they all offer easy access to their free classifieds.

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The other free classified advertising is a little more time consuming. This advertising is done on the Internet. If you can connect to the Internet, you can utilize this free advertising.

Once connected to the Internet, you can find a long list of free classified areas. Simply go to you favorite search engine and type "free classifieds." The top ranked sites will have the most traffic so pick a site and start submitting.

I recommend that before you post an ad, you read through some classifieds that have been posted by other people. Chances are if the section related to what you are selling is fairly large, there must be a good reason.

Most sites will also indicate their number of hits (number of online visitors to this particular site) as well, so you'll know how many customers may see your ad.

It's also a good idea to check into the "guidelines & regulations" area before posting in any area. This is usually where you will find the rates if they do charge. (Don't worry; they are required to tell you exactly how much you will be charged before they post your ad.)

Most sites require you to register with them before you can post your ad. This registration is also free unless otherwise stated. This is where you will usually find detailed directions for posting an ad.

It is actually quite simple and only takes a few seconds. You simply type some information about yourself then type your classified ad. Once all the information has been entered you click on "post" or "submit" and you're done.

Remember, no matter where you're placing your ad, your ads should not try to sell your product.

Classified ads are placed with the intention of getting interested people to respond, so you can send your sales literature to them.

Also remember, when advertising in classifieds, be sure to find the area that specializes in whatever you are trying to sell. Don't waste your time advertising your product in the "general merchandise" or "miscellaneous" sections. Concentrate solely on your target audience.

That's pretty much it. You post your classified and inform anyone who may read the ad that they can request more information by sending you email or visiting your website, if you have one.

As I mentioned, there are a lot more powerful ways to get business online, but if you want to try classified advertising, I

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recommend you start at <u>Yahoo.com</u> where most online marketers see the best results.

Although you shouldn't rely solely on free classifieds, I do recommend trying a few to check out the response rate. If you have a great ad and a great product or service, you can have some limited success. After all, the price is certainly right.

## E-zine Advertising

Here's a rapidly expanding Internet marketing tool – an e-zine, which is an online magazine.

The number of e-zines on the net has exploded from a few hundred in 1994 to a number now well into the thousands. (It's growing too fast for an accurate count.) There are e-zines on thousands of different subjects and many offer low-cost advertising.

But before I go into details on e-zine advertising, I must first explain the difference between the two very distinct types of e-zines on the Internet.

The first type of e-zine is basically a website. These are sometimes called "webzines."

Anyone that has the web address can read the e-zine. Some are free and others charge a subscription fee. Although this type of e-zine is very nice to look at (graphics and sometimes audio are included) the marketing value is not nearly as strong as the next type.

The second type of e-zine is delivered directly to your email address. The number of email e-zines has been growing very rapidly, as more and more people jump on the Internet. Most of these are free to subscribe to and run weekly.

Although not as fancy (usually text only) the second type of e-zine is an excellent marketing tool.

Why? That's simple. Since the e-zine is delivered directly to a list of subscribers, there is no action necessary on the part of the prospect. The e-zine is delivered right to their cyber-doorstep.

Many of these email e-zines are now offering low-cost advertising to online marketers. Not only do you reach your target audience, you reach them by the thousands.

Out of all of the online marketing methods available, e-zine advertising could be the most effective.

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E-zine advertising rates are generally determined by the number of subscribers that will see your ad and the number of ads in each issue.

Some of the smaller e-zines reach a few hundred to a few thousand subscribers and charge around $10 to $20 for a classified ad. Usually you'll find anywhere from 5 to 20 classifieds in each issue.

The larger e-zines, with more than 10,000 subscribers usually offer sponsorship ads, with as many as two to four slots per issue.

Depending on the target audience and circulation, these sponsorships can pull great results. Of course you'll pay more though. Email sponsorship ads usually range in the $5 to $20 CPM rate. That is, for every thousand subscribers on the e-zine list, you pay x amount of dollars.

Example: In my *BizWeb eGazette* I offer three sponsorship slots. With a subscriber base of 150,000 the ads range from $300 to $695 per issue, which is about an average CPM for the email advertising industry.

If you think these rates are high, compare them to traditional advertising rates found in major magazines. I think you'll agree that e-zines offer a much better deal.

Interested parties simply visit your site for free details, which takes them all of 10 seconds.

Below is a list of what I consider to be some excellent values in e-zine advertising. These business-related e-zines all hold an excellent educational, as well as marketing/advertising value.

If you're not already receiving all of them, I strongly urge you to start. They are free to subscribe to and are sent directly to your email address. They are all chock-full of business opportunities and services for online marketers.

## Jim Daniels/JDD Publishing's Top E-zine Recommendations

**Associate Programs Newsletter**

Editor/Publisher Name: Allan Gardyne
Email Address: allan@AssociatePrograms.com
Cost of Publication: Free
Description: Whether you are joining an associate program or marketing one, this newsletter is a must. Keep tabs on your favorite program with this well-written e-zine.
Type of Publication: Email newsletter
Frequency of Publication: Weekly

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URL: http://www.associateprograms.com
Advertising Format: Classifieds

**The BizWeb E-Gazette**

Editor/Publisher Name: Jim Daniels/JDD Publishing
Publisher Email Address: webmaster@bizweb2000.com
Cost Of Publication: Free
Description: Highlights include Internet marketing tips and featured business products and services. With more than 150,000 small business subscribers it's no wonder advertisers flock to this e-zine.
Type of Publication: Email newsletter
Frequency Of Publication: Weekly
URL: http://www.bizweb2000.com/gazette
Advertising Format: Sponsorship Advertising available in each issue.
Subscribe: freegazette@bizweb2000.com

**DEMC's E-Magazine**

Editor/Publisher Name: Direct Email
Marketing Co. Email Address: mail@demc.com
Cost of Publication: Free
Description: This is currently one of the biggest business-related e-zines on the net, with a very large subscriber base. A professional e-zine with excellent classified sections.
Type of Publication: Email
Newsletter Frequency of Publication: Twice weekly
URL: http://www.demc.com
Advertising Format: Classifieds
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Editor/Publisher Name: Wilson Internet Services, Dr. Ralph F. Wilson, Editor
Email Address: rfwilson@wilsonweb.com
Cost of Publication: Free
Description: An excellent source for current web marketing trends and strategies. This fine newsletter is one of the first web marketing e-zines on the Internet, and definitely one of the best.
Type of Publication: Email newsletter
Frequency of Publication: Tri-weekly
URL: http://www.wilsonweb.com
Advertising Format: Sponsorship

TIP: In addition to subscribing to the e-zines listed in this publication, you should actively seek out other publications related to your area of expertise. Remember, not only can you use these sites to find e-zines, you can also use them to

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promote your own email list. Below are a few excellent sources on the web to find e-zines:

- Ezinehub.com
- Liszt.com

**Direct Email Marketing: Bulk email, Opt-in and Your Own House List.**

The next marketing strategy that is extremely effective in the online world is called direct email.

You may have heard of a form of direct email, namely "unsolicited bulk email" referred to as "spamming." (The name comes from the famous comedy skit Spam! Spam! Spam! by Monty Python.)

In the online world, spamming means emailing your offers directly to a list of "unqualified" email addresses, or simply, people who have not asked for your messages.

In this part, you'll learn about direct email and how to do it properly.

First, the good aspects... Sending email is free, saving you hundreds or thousands of dollars in postage.

Secondly, when done properly, a direct email campaign can bring in hundreds or even thousands of dollars in a single day.

These two factors coupled with the high number of people who you can reach in a short amount of time means that every Internet marketer needs to use direct email.

But before you start, you need to know what works, and what will get you into big trouble!

If you go about your direct emailing incorrectly, not only will you receive a large amount of "flaming" and "bombing," it can land you in court!

NOTE: Flaming is another word for rude email replies from unapproving netizens.

Email bombing is the act of sending multiple messages (usually flames) to the same mailbox in an attempt to crash the server.

Why all the negative repercussions?...

The simple fact is, many Internet users look upon unsolicited email as an unacceptable intrusion of their privacy. What's more, people abhor spam because it is an unwelcome interruption in which the recipient bears the cost, if not in dollars then in time. Many people who get spam will complain to

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everyone they can think of. (Most importantly, the webmaster of your service provider.)

So just what happens to someone who has multiple complaints lodged against them for sending unsolicited email? Most Internet access providers will not tolerate this behavior and after a few warnings, they will simply cancel your account.

Although having your account canceled may not be a big deal to you, for some people it is quite a headache. It basically means that you have to set up with another provider. This usually means reconfiguring your email program to work with the new carrier.

Also, recently the courts have handed out many awards to recipients of bulk email. Yes, it is actually illegal in many places to send bulk email. The fact is, you could be opening yourself up for some big lawsuits if you send unsolicited bulk email.

So what's the correct way to run a direct email campaign? Simple.

Set a policy of sending email only to people who ask for your messages. This will allow you to stay out of trouble and concentrate your efforts only on the people who are interested in what you're offering. Besides, as you'll learn a bit later, this strategy is much more effective and profitable than any bulk emailing campaign could ever be.

Now let's move on. Either road you choose, you'll need to learn how to email to a large number of addresses at once. The next section will teach you just that.

## Direct Email Techniques

If you've decided you would like to try direct email, here's what you'll need to get started...

First, I recommend you download an email program such as Eudora or Pegasus, mentioned earlier. Both of these programs allow you to set up a type of "distribution list." This allows you to send a message to one address, and have the message go to hundreds or even thousands of addresses.

Next, you'll need to perfect the cut and paste skills we reviewed in the first part.

The next thing you'll need is email addresses. Rather than rent so-called "safe lists" or other people's email lists, I highly recommend you build up your own email lists. There is no substitute for your own list of email addresses.

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There are many ways to start building your own email lists. Here's an example of one of the best ways to do it...

Offer a free newsletter at your website. Anyone interested can simply fill out a quick form and you can add them to your "in-house" list. If you do not have a website you can offer free reports at classified sites and through e-zines. This is a very effective way to grow your own list of targeted addresses.

Once you have a few addresses to contact, you simply highlight their email addresses, and cut and paste them into your email program. (Eudora users would paste them into the "nickname" or "address book" entry. Pegasus users paste them into a distribution list.)

Next, you simply compose a new message and use the BCC feature described in the first part. It's as simple as pasting your address list into the BCC field of the outgoing message.

(NOTE: It is important to use BCC and not CC so all of the recipients on the list won't see every address that received your email message.)

I recommend you practice sending email to yourself until you get it right. If you look unskilled at what you are doing you will undoubtedly hurt the effectiveness of your campaign.

The last step in this technique is respecting any "removal requests" you may get by immediately taking them off your lists.

To find a software that will aid you in your list management visit BizEeb2000.com/contact.htm

NOTE: Most ISP's limit the number of addresses you can mail to, so use 25 maximum. This do-it-yourself strategy is only effective with very tiny lists.

## "Opt-In" Direct Email Marketing

For those of you who don't feel up to the rigors of "do-it-yourself" direct email marketing, there is an alternative.

Many companies are now in the business of direct emailing. Of course, this will cost you a little more than doing it yourself, but the time spent is minimized greatly.

The cost of hiring such companies varies widely depending on which company you use.

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Here are a few things to look for when searching for one of these companies...

Seek out direct email companies that send your message ONLY to people who have signed up to receive offers like yours. This is called opt-in direct email.

Here are some excellent companies that offer this type of opt-in direct email:

Htmail – Htmail.com/customer.html – Direct email advertising, without spamming.

PostMaster Direct – PostmasterDirect.com – Choose from three million email addresses in 3,000+ categories.

"Opt-In" email advertising can be very effective, but it all depends on the company you use.

The results will vary widely, since some lists will be far more receptive to your offer than others.

Remember to ask the company if they keep an active list of "remove addresses" which shows that they respect the rights of people who ask not to receive such mailings.

## How to Publish Your Own Email Newsletter

Probably the very best way to run an effective direct email campaign is by doing it through your own email newsletter.

An email newsletter or e-zine is simply a regular email message that you send to anyone who asks for it. It delivers free, helpful information to your customers and your best prospects. The "information" can take on the form of industry news, web resources, discount specials or anything your heart desires.

This is definitely one of the best-proven online marketing methods I have used since 1996. And best of all, it's virtually free to publish one.

Why would you want to? That's simple. Here are just a few reasons:

◆ Your customers and prospects won't have to find you or your website. They'll constantly be "in touch" and in tune with your business. You can keep them abreast of new products and services as they become available. Whether it's a new product you are introducing or a service you are adding to your existing website, your newsletter is the perfect place to announce it.

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◆ Publishing an e-newsletter is the cheapest form of promotion you'll ever find. Unlike traditional newsletters, there are no printing or postage costs so you can publish as often as you like. Try sending out a catalog by postage every week without going broke.

◆ Since the cost of publishing an email newsletter is near zero, you can offer free subscriptions. This ensures a steady flow of new prospects for your products and services.

◆ Educating potential customers and prospects is an excellent way to market your wares. What better way to educate them through your free electronic newsletter? You'll be proving your expertise in your field and establishing credibility with every issue.

In the next two sections you'll learn how to manage your own house list and deliver to it effectively. If you have not already started building your own house list, today is the best day to start.

If you have a website, put up a small signup form where visitors can enter their email address.

For their effort, give them something free of value. Whether it is a free tip sheet, a frequent discount letter or even a full newsletter, make it worthwhile for them.

## How to Manage Your List

The beauty of an email house list is that it takes very little time to manage. Even if you decide to do all of the management tasks yourself, you can do it in a few hours each week.

**The key tools you'll need to effectively manage an email list are:**

**A marketing friendly ISP**

Although I've tried plenty of different Internet service providers, I like to use Netcom to mail to my lists. Their SMTP servers are VERY fast and the messages go out to multiple recipients without delays between addresses.

Before you sign up with a new ISP, ask them if they allow you to mail to multiple recipients.

Make sure you do this BEFORE you join. Some ISP's are now blocking transmissions of more than 10 to 25 messages as they try to prevent spamming from their accounts. (What they don't realize is that not ALL group messages are spam.)

Also make sure your provider provides compatibility with third-party email programs that help with list management. An excellent email program is Eudora Pro by Qualcomm.

With a good email program you can easily send your email messages to multiple recipients. With Eudora, you simply paste a list of email addresses into the Nickname section of the program and click the BCC (Blind Carbon Copy) button. Your message will go to every recipient on the list.

Eudora Pro also lets you filter your incoming messages. This is very helpful when managing lists. You can filter every incoming message containing an "unsubscribe" header into a separate mailbox and remove these addresses before each mailing. Similarly, you can filter all new inquiries into an "add to list" mailbox. See how simple this can be?

**A good mailing list tool such as MailLoop**

This is a big timesaver. You can download the demo version of this program for free. Although it's designed as a bulk email program, it's great for managing email lists.

With this program you can filter email addresses out of text files containing tons of information. This is great if you are an MLM'er and receive downline reports containing lots of information.

You simply click "create email list" and all the email addresses are extracted to a separate text file.

Some other awesome features include list statistics, list splitting, duplicate address elimination, combining lists, and subtracting one list from another (great for unsubscribe requests).

With these three tools at your side, managing an email list is a piece of cake. Remember, if you're serious about online profits, you'll start your list today.

## How to Deliver Your Newsletter

There are many options for delivering your e-newsletter. You can use your email client to deliver, use a free service, or utilize a paid service.

Doing it yourself is the cheapest solution, however it is also the most time consuming. I delivered my newsletter this way until it reached about 10,000 subscribers. By then, it would take me a few hours every week just to deliver it. I don't miss those days, but this was a cheap delivery method.

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If you're doing it yourself, all you need is a decent email program like the two mentioned earlier.

Send a copy of your newsletter to yourself and put some addresses from your list in the BCC (blind carbon copy) field.

Remember, it's important to use the BCC field when mailing to a list. This ensures that everyone on the list does not see all of the other email addresses on the list. No one wants their email address publicized all over the net.

There are many companies that will host your email list for free. When you deliver to your list, these companies benefit by placing an ad in your publication, usually at the very top. Although I recommend you pay a small fee so that these ads do not appear, the free list services are a decent option for folks on a limited budget. One such company is CoolList.com.

Although using the services of CoolList means you will be promoting their services for free, it also makes things easier on newbies by handling subscribe and unsubscribe requests for you. A decent trade off – especially for newcomers to e-publishing.

There are now many companies that offer list hosting and delivery services for a fee. This is definitely the easiest way to do it, but it is also the most expensive. Here are a few recommended companies:

SparkList.com

An excellent majordomo list host and the host of my *BizWeb Gazette*.

This company offers a hybrid web interface for simplifying your list management. Competitive pricing, especially for large lists like my own, and very good technical support.

Mail-List.com

A pay-by-size list host that offers an easy to use system for both you and your subscribers.

Also offers hosting of announcement lists and discussion groups.

A few tips to remember when publishing your newsletter by email:

1. Keep your posts UNDER 24k in size. This is a lot of text so it should not be a problem for you. The main reason for this is because of AOL. AOL's email server automatically converts any messages over 24k to an attachment. An attachment will NOT be read by most people because they either do not know how

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to open it or they are afraid of getting a virus, which can be spread by attachments.

2. To get newsletters through more filters and to more subscribers, consider sending only the first few paragraphs via email, with a link to your website for the rest of the newsletter. You'll have fewer words in your email that could trip a spam filter, and more subscribers may read your newsletter.

**Your Freebie Strategy…**

I'd like to close this part by sharing with you the cheapest and perhaps the most effective way you'll ever market on the Internet.

To put it in the simplest terms, you grow a giant opt-in email list and regularly contact only the people who ask you to! Sounds easy right, but I know what you're thinking, "How the heck do I get people to ask me for my email marketing messages?" Great question. Here's the answer...

"You give away something of value, a freebie, in exchange for their contact information."

That's right, in order to effectively use opt-in email marketing, you really need to offer a freebie.

Of all the ways to grow a potential customer list on the Internet, this one method stands head and shoulders above the rest.

Here's a perfect example of this in action:

Every single day fifty or more people download my *Beginner's Guide to Starting A High-Income Business on the Internet* from my site.

That's why I wrote it. To give it away and grow my opt-in list of potential customers! And it works. As I write this I have some 150,000+ names and email addresses of potential customers. Every one of them asked me to email them on a regular basis, which I do with my newsletter and my pre-programmed follow-up autoresponses.

That means when I have a new product to introduce, I have 150,000+ people who want to hear about it. When I have a joint venture to promote with another marketer (more on the later) I have customers ready to buy. Can you see the power in this strategy?

I'll explain exactly how this strategy is set up and how you can utilize it too in a moment. Right now I want to elaborate a bit on this marketing strategy called the 'freebie.'

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How many times have you tried a free magazine subscription? How about a free month of Internet service? Ever receive a free laundry detergent sample in the mail?

If you didn't answer "Yes" to at least one of the questions above, I'd be very surprised.

You see, these big companies know the power of "free." Do you think they would go around giving their stuff away for free if it didn't pay off in the long run?

Hey, even if you never subscribe to that magazine, sign on with that ISP, or buy that brand of detergent, these companies have accomplished an objective. You have tried their product and heard their name. Perhaps you even were impressed by the fact that they gave you something for free. And more than likely you parted with some valuable information in order to get your freebies – information like your name, address or email address.

In a nutshell, you were added to the marketing database of these companies. It may not yield immediate results for the company. It may take weeks, months or even years to convert that freebie into a sale, but the bottom line is, companies survive on sales and a sales lead is a potential sale. And that's why "free" works in marketing, especially on the Internet.

Now, of course you can't go around giving everything away for free. However you can and should be giving away something! Of course it has to be something of value.

Whether it is a free subscription to your email newsletter, a free software program, or something else of value, if you give it away for free (with no strings!) people will remember you. Heck, I use ALL of those methods at my website.

I give away free demo software, which converts about 8% of the folks that download it into a sale. I offer a free newsletter, the *BizWeb eGazette* that keeps my customers and prospects informed on Internet marketing. I give away books to teach small businesses the basics of how to market on the web. All of these "freebie" strategies pay huge dividends, especially over time.

If you're going to do business online, get used to the idea of giving away freebies. It's the very best way to grow your email marketing campaign.

How you can set this strategy up and utilize it too:

Every single freebie you offer should be in exchange for your prospects name and email address. This data should be saved and treated like gold! You should not only add every address to a "house list" of email contacts, you should seriously consider

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implementing a follow-up autoresponder email sequence with each freebie you offer!

## More Marketing Tools

### Sig Files and Autoresponders

There are a number of helpful email-related options you should consider using. In this part, I review popular email features for online marketers. Even though all of them are not free, the costs are minimal and can yield huge rewards. I strongly recommend that you consider utilizing most, if not all of the following.

## The Signature

A free marketing tool you should know about is signature.

The signature (sig) file is now available on almost all email programs. Simply put, the signature is a short "footer" (usually two to five lines) that you configure yourself. It can be configured to be automatically added to all of your email messages and newsgroup postings.

The signature file is a great online marketing tool. It's an excellent way for potential customers to learn about your products and services. Since it shows up on the end of every

message you send, the signature can constantly advertise what you have to offer.

The typical sig file consists of your name, business name, a brief description of your products or services and web address if you have one. Remember, yours doesn't have to be typical. Use your imagination.

Here's an example of an effective signature file:

JDD Publishing - Smithfield, R.I. USA
FREE Marketing Help! http://www.bizweb2000.com
Subscribe to The BizWeb E-Gazette! It's FREE!
Send any email to: freegazette@bizweb2000.com

The above signature serves a purpose, just as yours should. If your email program allows you to configure a sig file, do it today.

After all, it's free advertising! When used as a footer to every email you send, sig files become even more important.

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## Autoresponders

One component of email marketing that I consider an absolute must, no matter how small (or large) your online marketing budget, is called the autoresponder. Even if you're familiar with autoresponders I urge you to read this section, as you're sure to pick up a tip or two.

An autoresponder allows you to have your sales letter (or any other email message) delivered 24 hours a day and within seconds of receiving a request. Anyone who's using the Internet to market their products or services should use autoresponders.

I currently have multiple autoresponders in action. Also known as a "mailbot," there are numerous companies that provide this service on the net.

This is how autoresponders work... Upon reading one of your web pages or advertisements, a prospective customer decides to reply and get more information or your "free report." The email address they are instructed to reply to is not your own, but the address of your autoresponder.

As soon as any message is received by the autoresponder, it automatically emails your preformatted "free report," sales letter or any other message you decide to offer (usually within seconds).

There are a myriad of possible autoresponder uses. Ideas on how you should be utilizing autoresponders include setting up:

- Automated support messages
- "Welcome to our newsletter" messages
- Free articles on your area of expertise
- Sales letters
- "About our company" messages
- "Advertising information"
- "Welcome to our reseller program messages

There are also a few things you need to know when setting up an autoresponder:

1. Be sure to compose your message in a straight "ASCII" word processor such as Windows write or Notepad. This allows you to save a copy of each autoresponder message you compose (you should always keep a backup copy of all your autoresponder messages). And more importantly, the autoresponder messages will be formatted properly so they will look good in all email programs.

If you compose email messages in a non-ASCII word processor, certain characters can change when passing

through Internet gateways that do not understand them. This can make your message look illegible and in turn, scare customers away.

2. When composing an autoresponder message (or any email message for that matter) always use a maximum line length of 64 characters.

When composing email messages most people just type and type without using a hard carriage return. Since many email programs do not utilize automatic "word wrap," the recipient's email software thinks it's one long sentence.

The message then turns out looking all chopped up. You can avoid this problem by using a hard carriage return. You do this by pressing the "enter" or "return" key on your keyboard after a maximum of 64 characters (including spaces).

3. If you plan on doing any unsolicited emailing, do not use your autoresponder address in the mailing. Your autoresponder will be subject to cancellation upon the first sign of sending bulk email to unqualified lists. It won't take long for them to see some flaming (harsh replies) or email bombing (repeated flames).

# A Few Final Tips

## Virus Protection

Is virus protection really a marketing tool? Well, if you consider something that can save your entire customer base from being wiped out, a tool, then this qualifies!

Until recent virus outbreaks on the Internet, lots of people didn't realize that viruses could be sent via email. Although you can't get a virus from an email message itself, it can be transmitted via an attachment.

Believe me, I know. I've gotten a few myself. Luckily, my virus protection software detected them before I suffered the consequences, which can be very grave indeed.

Even if you don't have the luxury of good virus protection software, you can still stay away from viruses sent via email by remembering these things:

- ◆ If you ever receive an unsolicited email message with an attachment, don't download it.

- ◆ If your email software downloads it to your hard drive automatically, don't open the file.

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◆ If it looks like something of interest, copy it to a disk and bring it to someone with a good virus protection program. (By good, I mean fairly new and preferably not virus specific.)

Once you're sure the file is clean you can open it. Nothing is worth risking your hard drive and all the data on it.

Remember, you may think you're safe because your computer is working fine today. However, this may not be the case.

Many viruses work to destroy files at a progressive pace and you don't realize you have one until it's too late. Do yourself a favor and get some protection before it's too late.

There are a number of good virus protection programs that can be downloaded from the Internet. Most of them are shareware programs that you can try for a month or so. The best I've tried are Symantec's Norton Anti-virus and a program from Kaspersky.com.

## Domain Name Registration

Here's an excellent tool that immediately gives your business a professional and "Internet established" presence.
Many people consider this a necessity for only very large companies, but when you look at the benefits you get by doing it, you'll see that it's well worth the small yearly fee of $15 to $30. The first benefit is the obvious one – Identity.

Instead of being seen as merely a user or subscriber (aaa@aol.com or yyyy@compuserve.com) to an Internet access provider, you will have your own identity. When people email you at anything@yourcompany.com they will have the feeling they are contacting one of those "large" companies.

Sounding like an established business certainly goes a long way in marketing. You can also set up email addresses for each of the "departments" of your business. You tell prospects they can email their orders to order@yourcompany.com or to send inquiries to staff@yourcompany.com.

This not only helps organization on your end, it also adds to that "large company" image.

**So What Makes A Good Domain Name?**

Okay, so now that you know a few reasons why snatching up some additional domain names is a solid and cheap investment, here's a little help in choosing your names wisely.

Keep your domain names as simple and as descriptive as possible. Try and describe site content with the domain name if

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possible. My own domains above are a good example of that.

And contrary to popular belief, the hyphen (-) can be a good component in a domain name.

Recently, I had a little chat with a fellow you may have heard of, Declan Dunn of ActiveMarketplace.com. (He's a leading expert on affiliate marketing and small business growth online.) He recently experimented with hyphenated domain names to be used as headlines in advertising.

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*Note from Editor:*

*Email is a great way of staying in touch with prospects and customers. Get started with your promotion today.*