INFO PRODUCT BLUEPRINT

TRANSCRIPT

"Skill Set" and "Case Study" Transcripts

CREATED BY **Kenneth A. McArthur**

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your blueprint for creating and launching a profitable info product

Info Product Blueprint
1st Edition

Skill Set - DVD

Skill Set – DVD

Info Product Blueprint was created by
Kenneth A. McArthur

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Dan Giordano, Workbook Manager and Editor
Michelle Alvarez, Design, Layout, Copy Editor
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Mike Port

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Ken McArthur:	We're talking to Michael Port, the author of the national best-seller Book Yourself Solid. Michael is also the co-creator of "The Product Factory" and "Web Traffic School" and we're going to talk about the seven simple rules for creating re-markable projects.
Michael Port:	I think one of the most important, one of the most absolutely essential areas that we need to look at are projects, if we want to produce remarkable products. The choice of the word re-markable is a very specific choice. I use that word the way that Seth Godin uses the word in his book called "The Purple Cow."
	When we create products that are re-markable, it means that others are able to remark on them, and that's what does your marketing. So, if you think about it, your products are your marketing.
Ken:	Absolutely.
Michael:	If you don't create good products you're dead in the water. So there are, to my mind, very specific and simple rules that we can follow to produce re-markable projects.
	It's sort of like project management, but a little sexier, I think and a little more fun. Because if you think about a business, a business is made up of the completion of one successful project after another. If we don't know how to do projects we're not going to build a successful business. Now, we may get lucky a couple of times here or there or do something that works and make a little bit of money, but we're constantly going to be under the gun and anxious and overwhelmed and nervous that it's not going to work and then I'm not going to meet my deadlines, it's not getting done because I don't have any deadlines, etcetera, etcetera.
	So, if we learn these simple rules it will change the rules of the game that we're playing.
Ken:	So, we're really talking about systems as opposed to just a hodge-podge of doing it as it comes.
Michael:	We're talking about systems longer term. As you get really good at following these rules, then you can systemize what you're doing.
	I want us to think about these rules as rules of the game. Let's take say, basketball for example. Basketball is a very exciting, very fast moving and very financially successful game. But it didn't always used to be that way. When basketball first started, it was actually quite boring. It was a little bit like a chess match because when you went to shoot, when your team had the ball, you could take as long as you wanted to shoot. So they would sort of dribble and then pass around wait and wait for another opportunity and then wait for some other opportunity…
Ken:	They could just stand there and take all the time they wanted and take a shot.
Michael:	Yes. But then that became changed in the '50s. They introduced something called the 'shot clock.' It changed the entire game. Well, now, you have 24 seconds to shoot. The rules of the game changed.
	One thing. That's just one rule. Other things changed, too, but that one rule made the game faster. The players had to learn a different way to play. They only have 24 seconds to shoot. They were looking for opportunities.

But the most important thing is there was a specific deadline that changed the rules of the game.

Now, they also changed what they wore. They put them in shorts and tank tops, which made these six-footers; guys that were six-seven look much better so women started going to the games, which changed the game.

So, little things that you can do will change the nature of what you're doing. These simple rules are going to change the nature of the game that you're playing. So, what I see, these rules are the basis for all of the programs that I offer, so my 15-week "Book Yourself Solid" coaching program, "The Product Factory program" and "Traffic School program," all of these rules underscore what we do inside the program. They also increase the level of accountability that is essential for producing anything remarkable.

So, that's why this is such an important part of producing projects because what we see is we learn that each…well okay, I put up the web page and I get the autoresponders going. All of that is 'how.' We can learn that. You're going to get every single piece of that information inside this course. But now the key is, do we have the wherewithal to follow the rules to make that stuff work.

So, the first rule that we should look at, the very first rule, and it's the simplest rule is to 'play with your passion.'

Ken: Makes sense.

Michael: Makes sense. Sure.

Ken: Especially if I'm going to do this for a long time.

Michael: Yes, but what we see is a lot of people following their good ideas or other people's good ideas. So, we say, "Well, I saw Ken McArthur do that and it really worked and he's successful at it so I guess I should do it." But Ken's passionate about that thing and you're not. So, it's not going to work. So, guys, here me clear, this is huge. If you're not extraordinarily passionate about the project that you're working on, about producing the specific product, don't do it. Okay? Deal? Okay, so…

Ken: Whoever it is they're going to keep calling back probably. We're going to disconnect it.

Michael: Okay, so the second rule to producing a remarkable project is disconnect your phone. No, but this is actually very, very important and what we know, and if you look at all studies around project management you really, you look at all remarkable projects, the passion was the first requisite. It was the first element that was essential to producing anything re-markable.

Ken: That's how you make it special.

Michael: Yes, and it's the first litmus test that we use when determining whether to work on something. Because ideas are a dime a dozen. There was even somebody that did something called "The Big Book of Ideas," they did this book of ideas, and then they had an email thingy to subscribe to and they would send you a new idea a day just to prove that ideas didn't mean all that much.

Ken: That's exactly right. We have so many things that we would love to do. I'd like to have ten lifetimes to do all of the projects, so it's a matter of choosing things that are going to

work for me and really make a difference.

Michael: And that you're most passionate about.

Ken: Yes.

Michael: So, this actually calms us down. We reduce overwhelm when we're actually passionate about something. Breakdown is a natural occurrence when working on projects.

Ken: Right.

Michael: You're going to break down from time to time. It's going to happen. Whether it's at the beginning, the middle or the end, you don't know. It may be at the beginning, middle and end, but it's a part of the process and we should be aware of that and prepared for that, but if we lead with our passion, our passion is one of the elements that is going to get us through the breakdown.

Ken: Yes, get you past that roadblock.

Michael: Because if you're not passionate about it, once you break down, you quit.

Ken: Right.

Michael: That's it. Anybody that's been through that knows. Anybody that has worked on a project they weren't passionate about knows what we're talking about.

Ken: You find some excuse to get out of it.

Michael: Of course. So, think about it. Have you ever worked on a project that you were not passionate about?

Ken: No. I don't work on them anymore.

Michael: But I bet at some point in our lives…

Ken: Absolutely.

Michael: How well did that project go?

Ken: They don't go nearly as well as the ones that you're passionate about.

Michael: So, that's our first rule. Again, this is where we start. It's a simple rule, but we remind ourselves every single time we get a new idea or someone comes to us, "Ken, we've got to do this thing. It's going to be huge; we're going to make all this money. It's going to develop. Ken's going, "Sounds like a good idea, but am I passionate about it?"

Ken: Yes

Michael: That is always the question. Once we get clear on whether we're passionate about something, then we work into our second rule, which is "call on your talents."

So, if you're passionate about something…

Ken: And you're lousy at it…

Michael: It's not going to work.

Ken: That's right.

Michael: So, the next thing we want to do is we want to look at, "Well, I'm passionate about this, but do I have the talent for it?"

Ken: Right.

Michael: And if I do, brilliant. If I don't, how can I find others who are talented who then I can work with? That's actually the third rule, which is "work with others."

             But before we get into that, let's talk a little bit more about talent. Talents and skills are different things. A lot of times we confuse them. We say talents and skills and we think of the same things.

             Talents are the things we're naturally good at, born with, it's in our DNA, it's just inherent in who we are. Natural talent. In fact, it's often the things that we don't do a lot of because we think, "Well, I'm already good at it."

Ken: So, I'm not going to work at.

Michael: I'm not going to work at it, but really, and this is, one of the best books written on this is called "Now, Discover Your Strengths." It's a Gallup Organization book by Donald Clifton and I forget the other one, but Donald Clifton. Basically the idea, and this is a very American thing, too, is that we're always told that we need to work on the areas that we're not good at – you've got to get better at that thing that you're not really good at. You've got to keep working on that, work on that until you get better.

Ken: Yes. Next, you're a five-year-old ballerina and they're saying, "Work on that thing that you've got the talent for."

Michael: Exactly. We only get marginally better at the things that we're not naturally talented in, but we get exponentially better at the things that we are naturally talented in. So, what happens is when we're this one person show is that we think, "Well, we've got to do everything." So, you now you start working in the areas where you are (a) not naturally talented, or (b) don't actually have the skills.

             So, what happens is we start to think, "Well, I'll develop the skills." It's easy if you're a capable person to develop skills in areas when you're not talented, but you're going to run in circles like a hamster on a wheel when you do that.

             For instance, I can do some 'Dreamweaver.' I can do some 'Fireworks' so I can make some pretty designs. But they're not really that pretty and my technical work is really not that good. I've developed a modicum of skill in these areas because I can learn the program, I can read the manual, and I can figure it out. But I'm not really talented in it so I'm only going to get so far if I try to continue to do that. I'm not going to produce something re-markable if I'm leading that part of the project.

Ken: You know, that's an interesting point, because I still remember a movie from my youth. I have no idea what the title is at all, but I think it was a story of a young artist. It grabs you in the drama line and talks you through the whole passion that she has for this. You feel

for this person. You want them to succeed. Finally, at the end you think that this artist has succeeded and created this picture and that she's going to go on to become a great artist. Then she meets a master and you compare her painting to the master's painting and it's just a completely different world.

I know when I was studying music it was the same thing. There were always these people that were talented that were just sitting kind of at the top of their class and maybe had the top 10% of your class with all of these talented people, and then there would be one person that was up here, so that's the remarkable person that we talk about.

Michael: Without the passion, it doesn't work. If they're not calling on their natural talents, again, it's not going to work. So again, you might…my father is a psychiatrist, but he's an amateur jazz pianist. He has talent, but he doesn't have re-markable talent, so if he decided to give up his medical practice and pursue trying to be a professional jazz pianist, he probably wouldn't do that well. But he can have it as a great hobby. He can love it because he's passionate about it.

First rule, yes, passionate. But does he have the extraordinary raw talent to turn into a remarkable pianist? I hope he doesn't get offended by me saying this, but he'd probably agree. He would say, "I don't have that kind." He has talent that is above the average person of course, but not…I don't want to remove people from this discussion figuring, "Well I don't have any…" They're thinking, "Well geez, I'm not that talented at anything."

Ken: That's what I'm thinking. I'm thinking, "Boy, I don't know if I have …

Michael: But we all are.

Ken: That's what I'm thinking. I'm thinking, "Boy, I don't think I'm…

Michael: But we all are, that's the thing. Our responsibility as part of our development, personally and professionally, is to identify these strengths.

Ken: Yes.

Michael: I think the..."Now Discover Your Strengths" is a great book for people to read because they can also do an assessment and determine what their strengths are through this assessment.

Ken: All right.

Michael: It helps you look at, how do I then capitalize on these strengths. So, I realize a very important part of their process for us. You'll find your projects are more remarkable when you have passion and you're working in your talents.

The third rule is to make sure that you work with others at the earliest possible moment so that they shape the outcome of the project. This is different than just the concept of outsourcing.

Ken: Right.

Michael: Getting other people to do your work. That's basically like a, "Go fetch it," "Go get me this," "Go do this, go do this" and she goes, "Yes, yes, yes, yes, yes." They don't have to think about it, they just do what you tell them. That's not we're talking about.

Ken:	It's your broadening...the scope of things...it will broaden your feedback and everything else.
Michael:	Yes. So, that even if people that you would think of as your vendors, now become your collaborators and partners.
Ken:	Yes. That works absolutely.
Michael:	Absolutely. So, they shape the outcome and your entire focus and scope is on making sure that they help shape the outcome and that you're finding people who want to do that. As opposed to just saying, "Yes...no...yes...no...done...done...done...yes...no...no." That's it. It's a much different way of working with people. So, what happens is, you end up creating an extraordinary, potentially virtual team.
Ken:	Yes.
Michael:	Not just a bunch of people who are doing stuff for you.
Ken:	It's amazing when you find somebody that really clicks with you, what you can do. I mean I just finished the project with Sterling Valentine...
Michael:	Right.
Ken:	...And it was everyday on the phone, back and forth, every idea created another idea...
Michael:	Yes.
Ken:	...And polished something or brought to mind something that you'd never thought of in a million years...
Michael:	Yes.
Ken:	...And just gave you a whole new focus on things. Just when you had everything perfect, then you thought, "ahh… what is this that I haven't even considered?" So...
Michael:	This is such a big passion of mine that I did, me and two other authors and speakers put together a big conference in New York, just on this. It's called the Power of Collaboration, because think it is one of the least utilized tools or aspects of producing remarkable projects.

So, we think JV, which is, I'm going to get other people to help me market it, totally different. |
Ken:	Yes.
Michael:	Than actually collaborating with other people...so, I do not do...so, you might imagine I'm pretty good at doing projects, right? I know these rules, blah, blah, blah
Ken:	Yes…Are you?
Michael:	I am. But I do not do any of my projects alone, ever, anymore. Period.
Ken:	Yes. That's what we teach about joint venture relationships. That it's really about the relationship and it's building that working atmosphere with each other and sharing ideas

	back and forth. If you're just saying, "I'm going to go out to my list for you and that's it" you don't get the results, you don't get the same thing.
Michael:	If you...have you ever heard of anybody say "Well, if I don't do it myself, it's not going to get done."
Ken:	I've heard people say that.
Michael:	That's what I would call pathology. Okay? It is ego-driven pathology
Ken:	Yes.
Michael:	It is based on mistrust of other people and I think fundamentally, a mistrust of one's self.
Ken:	Yes.
Michael:	Fundamentally, our success is based on other people...
Ken:	It really is.
Michael:	Yes...and how we can work with them. So, it's interesting when we did this part of collaboration conference in New York, the number of people who are on our list who were, you know...who consistently come to our programs, etcetera. Some of them won't sign up and we put on all of our questionnaires and "What's going on guys?" We found we don't have people ready for collaboration...
Ken:	I know, like it's a complicated thing?
Michael:	...Or that you have to reach some milestone to then collaborate and that it was really interesting because if I've never thought that one would think like that.
Ken:	You didn't know…collaboration credentials or something like that?
Michael:	No! What I realized is that...well I had to explain that it's actually quite the opposite.
Ken:	Yes.
Michael:	You're ready for success when you learn how to collaborate, so you start collaborating when you need it.
Ken:	Yes.
Michael:	That's why if you collaborate based on varying talents. So, you do is you bring people to work with you, partner with you, based on talents that they have that are complimentary to yours.
Ken:	Right. That makes a lot of sense.
Michael:	It's essential. So, you bring in eight-people who hold the exact same talent like they're all incredible communicators...
Ken:	No..

Michael: ...You got...

Ken: ...You're not in communication.

Michael: Right. So, these are...and then again, I'll reference the Gallup Organization because the work they did on this book was based on thirty-year study...of strengths and how they work in the workplace and on projects, etcetera. So, they also did this great tool of "How to manage and work with people based on different strengths."

So, you bring in others, you work with others, you bring them in the earliest possible moment, to have them help shape the outcome of what you're doing.

Ken: Yes.

Michael: Based on complimentary strengths and you got to like the people.

Ken: That's a key thing.

Michael: Yes. Huge. Key factor.

Ken: I can't work with people with people I don't like to work with.

Michael: Yes. Well, sometimes people do that because they didn't want to be base, they've got a big list or they are really good at this, they know so and so. I mean, I can tolerate them and it's not that I don't like them, they're okay. They've got, whatever...bull shit...you don't like them.

Ken: That's right.

Michael: Don't work with them. I don't care what they...you think they're good for.

Ken: There are other people with big lists, there are other people who have skills, there are other people...why waste your time?

Michael: Exactly. So, it's the difference between thinking scarcely and thinking abundantly.

Ken: Yes.

Michael: There's lots of people out there that we can work with. Now the other thing that others can do...well, I'll leave this to the next one.

The next thing I want to talk about, this is the fourth rule of traditional re-markable projects, is to develop habits...I know you talk about this a lot...of commitment making and fulfilling.

Ken: Yes.

Michael: This is essential. If you do not have commitments on your project, for instance, if you don't have a due date for when something is done, you don't have a project.

Ken: Exactly right.

Michael: You just have some ideas and some work. Ideas and work suck.

Ken: Yes, they do.

Michael: They do.

Ken: Completion's good.

Michael: Completion's great. Completion is really great, especially if what you've completed is remarkable.

Ken: Yes.

Michael: So, here's what happens. Some of us are great at making commitments. Not so great at fulfilling commitments. Others of us are not great at making commitments and if you don't make commitments there's nothing to fulfill, so nothing happens. Now, why? Lots of different reasons. But sometimes we want to make commitments because we want to say, ""Yes " to other people...we want to do good things for other people...we have good intentions, etcetera, etcetera.

                But, we are sometimes promising too much, we are saying yes and not really mean it, we just sort of feel obligated, and of course, we rarely are going to fulfill those kinds of commitments. If we do, we're not going to fulfill them that well. All right, we may be resentful. So, it feels worse at all.

Michael: Other of us don't want to make these commitments because, well…

Ken: We don't have to do it.

Michael: Yes, we don't have to do it, or you know, maybe we don't trust that we can fulfill. Yes? So, then we are a little anxious about making… I don't want to commit because I'm not sure if I can do it, etcetera, etcetera, etcetera.

Ken: Right.

Michael: That is going to take us into our fifth rule, which we will talk about in a sec. But this is an essential skill, these are skills.

Ken: Right.

Michael: Skills to develop. That's why we want to develop it. Let's call...let's think of them as habits...if you can take these skills and make them habits, then you got something. So, your habit, every time that you are working with somebody else…again, everything, all these rules that we're talking about is about doing projects with others…in an environment of trust.

Ken: Right.

Michael: But an environment of trust, it doesn't mean that "Sure I'll get it done sometime."

Ken: Right.

Michael: Just because you trust somebody, it doesn't mean that they said they're going to do it and just let them until it's done. All of us need to make commitments on every single thing we're doing, every single day, as we are moving forward on the project. That is what the project is based on. This is the essential…sort of the lynch pin of all these rules. So,

when you're talking to someone, something as simple as… well...when are you…as long as I'm going to do the outline of what the product is about.

Ken: Right.

Michael: The other person who is your partner says, "Okay, great! I'll do this. Okay great."

When? When is the question?

Ken: Sure.

Michael: We sometimes don't push each other on that enough, because we don't want to push, you know. We want to be nice.

Ken: Yes

Michael: You know, I don't …I feel uncomfortable saying that. It's some kind of an uncomfortable conversation to have.

Ken: Yes.

Michael: So, "Okay, you're going to do the outline, when?" "Well, sometime next week." "When next week?"

Ken: Yes.

Michael: "Well, I'm not sure, I've got…" "No, but when?" Right? "So, Tuesday."

Ken: It's a little like me pushing you for this interview.

Michael: Right.

Ken: But I told you, yes... we have a deadline and we have to get it in by then.

Michael: That's right.

Ken: Even though Michael Port is incredibly busy, incredibly booked solid…

Michael: Yeah.

Ken: You consented from the beginning because there was a deadline.

Michael: Because there was a deadline. Also, this is the other part of working with other people that you like; they will make promises to you even though life is busy.

Ken: Yes.

Michael: So Ken calls up, "I need this...I got a deadline...Can you come through?" "Of course, Ken." So it all scales up… Also, this is one of the ways that…look, we like to say that we are not judgmental people, but we are.

Ken: Sure, we are.

Michael: Of course, we are.

Ken: We have to make judgments everyday.

Michael: Of course, so, my wife calls it discern. We discern. Between who we want to spend time with, and who we don't want to spend time with. So, frankly we are judging people. One of the major judgments that I have is whether somebody fulfills their commitments.

Ken: Right.

Michael: So, I in the time that I've known you…I've known you as some of those who make commitment, so, I'm happy to make them back. That is one...that is why these habits are so important, because when you develop these habits, and people get to know you, as somebody who has habits of commitment making and fulfilling, the way you are seen in the world changes.

Ken: It's kind of incredible because you can pick those people out like…it's kind of getting joint venture offers, you know, we get them all day long. But the people that actually follow through and do exactly what they say that they're going to do…

Michael: It's re-markable.

Ken: It is re-markable. It is.

Michael: Other people now remark on what they are doing. So, it doesn't take choice. You have to... do something that's working...you know...I'm not saying putting on a firework show that's re-markable. You just do what you say you're going to do...that's often remarkable.

Ken: It is. It's a huge benefit.

Michael: Yes. Now, a couple of things. Promises while we are talking about commitments…right? …are made to be renegotiated. So, I say, "Yes, Ken, I'm going to do this for you on Tuesday. We're going to…" blah, blah, blah, blah, blah, blah. Okay.

Well, life happens. Something can come up, right? So, like maybe...I get a call from a TV producer who says...we're working on this TV show; we want you to do this thing. We need to see you Tuesday morning at 9:00, blah...blah...blah...it's happening.

Ken: I don't want to mess up your life, either.

Michael: Okay. So, I say, Ken…

Ken: Follow your nose, follow when they start.

Michael: So, I know how to go back, and "Ken, I'll renegotiate." So, you renegotiate this promise. When you're working with people that do have habits of committing and fulfilling, then, renegotiation is okay.

Ken: Yes.

Michael: You now can get into conversation comfortably about renegotiating promises. The other reason that these promises are so important is because when you're working with other people, their work is dependent on yours.

Ken: Yes.

Michael: So, when you say that something is going to be done on Tuesday, their work is going to be based on you having that done on Tuesday. If you don't have that done on Tuesday, the whole thing goes off. This is essentially project management.

Ken: Right.

Michael: So, very important rule is...you can tell I'm getting excited about this because this is huge.

Ken: It's big for me too.

Michael: The great thing about projects is as we said at the beginning; you're always going to run to break down.

Ken: Right.

Michael: Par for the course…when you make promises to people, you're going to get to a point like…"Holy…I don't know how to do this."

Ken: Yes.

Michael: Well, that's when... I think we're up to the fifth rule. Okay. That's when the fifth rule comes into play, which is 'Learn in action.'

Ken: Ahh…

Michael: Do not wait until you think you have all the answers, to go out in the world and produce want you want to produce.

Ken: Because you'll never get anything done.

Michael: Ever…If you look at all of…if everybody who's watching this, they look at their mentors, they look at individuals they respect, they're going to see those people learning in action.

Ken: Yes.

Michael: So, there is a balance between going on half-baked and learning in action. Half-baked, means you really don't know what you're doing and you don't care. You don't know what you're doing but you're just pretending that you know what you're doing. That's half-baked.

Ken: Right.

Michael: Learning in action is…

Ken: That's deceptive.

Michael: That's lying too. You are lying to yourself and you are lying to people you are trying to work with.

Ken: Right.

Michael:	But learning in action is…I've never put up a sales page before. I've never worked with a shopping cart before. I never did these things, but, I'm going to learn as I do it in real-time. Real-time learning, some would call it. Real-time learning is the most effective learning because it is all based on deadlines that are coming up.
Ken:	All those struggles that you make along the way when you mess up and spend three days working on this little, tiny, simple problem, you actually remember it the next time that it comes up.
Michael:	That's right.
Ken:	And it's ingrained in you.
Michael:	That's right. Look, I know this is a big deal for many people…the trying-to-learn-everything-before-they-start get going. When you get to the point when you know that you can deliver on the promise of a product, that's the key. Say for instance, I have a partner in… I have partners in all of my stuff, two of my programs I created with Mitch Meyerson. One program is called the *Product Factor* and the other is called *Traffic School*. *Product Factor* is a 90-day coaching program on how to create information products. *Traffic School* is a 10-week program on how to generate more traffic and convert that traffic.
	When we launched all those programs, we knew what the promise of the program was, just like if for a product, you know the promise of the product. So, if you know the promise is, you can go and sell that promise, if you feel like I can deliver that promise, but you don't yet have to know how you're going to deliver that promise.
Ken:	Right.
Michael:	So, for instance, when we first created the *Product Factor*…we have been doing it for years now…the first program, we said "Okay, 90 days information product…boom…that's the promise." What do we need to do? Okay, we need research and development. We need content development, assembly of the product, and we need marketing and sales. Boom. So, we can create a curriculum.
Ken:	That is based on those needs.
Michael:	Right. So, we then sold the curriculum on the promise of the product. But, then as we delivered the program, we created the program. Two reasons. Number one, because we wanted to see who wants to buy these things in the first place. You realize, we're going to spend six months to create something that nobody wants to buy, right? Number two, because then, now the people inside the product or the program can influence the outcome. Remember, we were talking about the third rule – work with others - the people that are paying you for your products and services are your project partners also.
Ken:	Right. You want to know what they want, what they need, and what they're actually looking for.
Michael:	Yes. They're going to create the products for you. So, how do you gain them in it, at the earliest possible moment also?
Ken:	So, that they're really partners on it.
Michael:	Yes, so that they're really partners in it. That's what we go back to - working with others. Now, one more thing about the promise of the project. Okay, how-to, commitment and

fulfilling, learning in action, these are all coupled together. You can't go step by step by step for everything because you going to make a promise and then you're going to learn action. Why learn in action, you're going to make another promise? They are all rules that are the habits that we create. That will then create the circumstances for producing re-markable projects. Because the future is uncertain. We can't determine a result but what we can do with these habits is to create the circumstances that we lead us to results that will please us.

Ken: That makes sense.

Michael: So, for instance, a couple of years ago, I was producing a CD program. At that time, it was about two years ago, I was…it was called *Book Yourself Solid*, the whole line of products and program around *Book Yourself Solid*. It was *Book Yourself Solid - The Seven Keys to Get in More Clients than You Can Handle*. But I was working with a partner. I was doing it as an e-book. It wasn't working very well. We were kind of putzing around, it just wasn't happening and I wasn't really that passionate about doing e-books. So, it just wasn't happening, and she said to me…this is why it's great to have partners…she said, "Why are we doing this as an e-book?" I said, "I don't know. That's what everybody does." She just goes, "You used to do voiceovers, right?"

Ken: Right!

Michael: I said, "Yes." I used to do the voice over for AT&T, Pizza Hut, and all these commercials as an actor. She was saying, "You know how to work in a recording studio, right?"

Ken: Yes.

Michael: Why don't you just sell an audio product? I went, "Uhhh…"

Ken: "I don't know."

Michael: "I don't know. Let's do it as an audio product."

Ken: You're about to find out what you're re-markable at.

Michael: Indeed! Yes, so there you go. Now, we were calling not only natural talents but also skills because I've developed skills based on a talent that I had.

Ken: Sure.

Michael: Okay. So, passion started to come back in again because I said, "Yes, this is my natural talent, I am excited about doing it this way. We still needed to make a promise that was big enough to get us going.

Ken: Right

Michael: So, I say, we're going to toss it around. We finally figured it out how are we going to do it. I'm going to make a promise to my subscribers that I'm going to produce a 2-CD Audio Program, called of *Book Yourself Solid – Seven Keys to Getting More Projects* and this is what it's going to cost. It's going to cost $179 when I release it. I'm going to tell them I haven't made it yet, then I'm going to go into the studio next week and I will have it done by this date or I plan to have it done by this date, and that was five or six weeks later. Right?

Ken:	Sure.

Michael: So, if you buy it now, within the next 72 hours I will give it to you for $69, which is lower than it has ever been sold before. It's still sold at BookYourselfSolid.com for $79.

Ken: Yes.

Michael: Okay, $69 on that piece is the lowest…you know…lowest little bid. You want to buy it now, send it over, but I haven't made it yet, but here's what I'm going to talk about on that CD program. So, within 72 hours, in fact, it was not even within like the first 12 hours, about $7,000 worth of orders came in.

Ken: Guess what? I have to produce it now.

Michael: Yes, I have to produce it now.

Ken: That's a great way to see what the market is in advance, and actually judge whether or not you want to do a project in the first place.

Michael: And guess what else it did? I had my production cost.

Ken: Yes…Oh!

Michael: Because I was doing a whole line of a thousand sets which is a big order worth $4,000-$5,000, the whole thing, really nice packaging and design. It's going to cost me about $4,000-$5,000. So, I had my production cost, which made it a lot faster.

Ken: Okay.

Michael: Which is great. Now, there are always problems in projects. There's always breakdown. So, I promised them a date…These makers put them in the wrong box. So, this guy called me and "I'm afraid we're going to be behind schedule because they're in the wrong box!" So, I was like "Whooo…" So, the guy calls and said "I'm sorry I put it in the wrong box." The good news is when I made a promise; I actually made a smaller promise that I knew I was actually going to fulfill. I knew it was going to be three CDs, not two. I told them 2, so that when anything went wrong, I could always say, there's an extra CD. One of the greatest things to do, one of the rules of re-markability is to surprise your customers.

Ken: Over-delivery.

Michael: Over-delivery. So, I said, "Guys, just make them put it in the wrong thing. Don't you switch papers. But, the good news is, there's going to be a replay…in about a week and a half or so…but the good news is it's going to be 3 CDs not 2. If anybody has a problem with it, I'll give you a refund right away. No problem.

Problem? They were writing me back "Thank you, that's awesome – 3 CDs, and it's the same price!" So, cool. So, it worked great, and it made me do it.

Ken: That's an example of preparing for problems in advance. If you are over-delivering already…and things go wrong, which they will…

Michael: Yes.

Ken:	Then you need to have something waiting there to be ready to wash them.
Michael:	Exactly. So, you figure out in advance what that could be.
Ken:	That whole thing really helps you in making sure that people consume your product and actually get something from your product, and also cutting down on returns. A whole myriad of different aspects is what you're looking at. As well as being able to finance your project.
Michael:	Right. It's like that. So, generally, that's how we do almost everything that we release now. Another example of promises that I can just keep…with "*Book Yourself Solid*"…it's a hardcover book, published by John Wiley & Sons. It's been out in the market…it's been released…it's been out for 11 weeks, and already it's a national best seller. A lot of people have asked me…because…since I teach a lot, they would say, "Why did you go with Wiley…why did you go to a publisher than self-publish. Because if you self-publish, and you sold so many books on your own, you'll sell more books than…yes, you give me all this money, I mean with Wiley, the book is $24.95, and Amazon drops it to $14.50 or something like that
Ken:	Your paycheck is not all that big.
Michael:	No, it's not. So, the people…and it's a great question they asked… because they are thinking, should I go through the challenge of getting an agent and…Look, you know, it doesn't always have to be that hard…this book, we sold in 5 days. Five days, we had five offers. So, it doesn't always have to be a glow on our processes. But, the reason that I agreed is for accountability. I knew that if the publishers paid me in advance, I had a contract, a big, fat…you should know this contract, they are big contracts, with a due date based on money…
Ken:	You're going to have to deliver.
Michael:	I had to…and I can deliver a better product to them, I think, than if I was just to self-publish myself with no due date, no accountability, blah, blah, blah, blah, blah, you get it done when you get it done. It doesn't work that way. I can't stop talking about this concept of promises because it's so…not making good on promises is so inherent in our society today. So, people think everybody does it. So, I'm going to lose 5 pounds, lose 10 pounds, lose a couple of pounds. So, think about it. People make these promises to themselves, right around the holidays, like Christmas time. I'm not going to tell anybody though, I'm just going to do it, I'm not going to eat all these sweets, and blah, blah, blah, blah, blah.
Ken:	And that works, for how long?
Michael:	It works for about an hour, okay? But, let's say, same time of the year, even with all these holidays, with all the whole sweets, let's say at the same time you did one on Oprah.
Ken:	That's a great motivator, yes.
Michael:	Oprah said, "Would you like to come back here," this is in front of 20 million people watching, "would you like to come back here, in 5 weeks, having lost 10 pounds, but you've got to come back in a bathing suit."

Ken:	So, we're going to be motivated to lose more than 10 pounds, if you were me.
Michael:	I know it's going to work. 9.9 times out of 10, it's going to work. You're going back in front of 20 million people; it's going to work. So, how can we improve our promises? Then, that I think is such an important part for all of us to really latch on to, because when people go through this course, they want to know so much about what to do. But there are no promises around. I get worried that I'm not going to do it.
Ken:	The public declaration is a big thing.
Michael:	It's a big thing. That is one of Sterling's whole initial worked so well.
Ken:	Hate to say it, but Sterling probably wouldn't have gotten his project done if he had not stood up in front of this venture people and said, "It will be done in 90 days, and I'll have made $100,000 dollars." Then he had to do it. There were a bunch of people looking.
Michael:	Everybody was looking, right?
Ken:	Everybody was looking.
Michael:	So, okay. Now, we were talking about learning in action. It's absolutely essential so that as you're doing this, you are making these promises; you are learning your action as you work. Okay. So, let's talk about the sixth rule. Very simple rule, "Better have clear intention." Excuse me, intentions. Clear intentions. What is the reason that you're doing this project? It should not be about making money.
Ken:	Right.
Michael:	Why this project? Why this project now? Again, it might be a great idea. It might even be a great project for you, but why right now at this moment?
Ken:	Yes.
Michael:	For example, there are tens and tens of thousands of people on my list, and obviously I have thousands and thousands of people come from my programs. One of the things that I knew, I knew it would be a great offer would be to develop an ancillary aspect to my business which provided virtual assistants, bookkeepers, marketing assistants, project managers and all this different vendors. Brilliant idea. I admit I have all the people for it. Everybody all ready to trust me, and as usual, I spend hundreds and thousands of dollars in referrals to my web designers. Sherman.
Ken:	Right.
Michael:	All these people were all ready doing it, and I said, "Why don't we just do it all in-house, do it all through us? It could be another million, two million dollars a year in revenue. Great idea!
Ken:	But…
Michael:	Well, I was project-free at that time. We started doing it. There were too many things going on. It wasn't working. It was causing headaches for my staff and it ended up being a

burden instead of really what the potential it could be. Now, I have a colleague named Andrea Lee.

She had the same exact idea. She's doing it. Right project for her.

Ken: Yes.

Michael: She loves that stuff. She's passionate about that stuff.

Ken: That's right.

Michael: So, it's the right thing for her at that time, wrong thing for me. Great idea!

So, we got to clear intentions: why this project and why this project now. So, we will get clear on what the promise is for the customer. We'll also get clear on what the purpose is for us. . .and. . .this is a big, big, big "AND," how does this project fit into the business model that we are developing, so that we build a real business rather than a project by project by project business that is relatively unrelated, and always creating anxiety because you don't know where your next chunk of money is coming from because you're just going from one project after one project after one project. That's the typical info business product model.

Ken: We do a project, we wait. We do another project.

Michael: We wait. We do it and then we wait. Some of them may be related, they may even serve, say a target market but, it's interesting when I go the internet marketing conferences, I see so many people talking about your niche product model, and blah, blah, blah. You go find this niche, you go find that niche, you go find this niche. I'll be…it makes me nuts!

Ken: Yes.

Michael: Well, hup…two…three…four…five! All over the place.

Ken: Yes.

Michael: Now, it may work very well, but to me it's hard to sustain. You don't know what's coming next. You also, it's hard to move away from it. Because you'll always have to figure out what's next. So, I want everybody to think about this particular product as it relates to their overall business model. So, certainly they've got to get clear on what their product funnel is, and their product funnel   should all be products that build on top of each other that move the client or customer closer toward their core offerings. Then all of these are integrated, then, it's scaleable.

So, for example, somebody's first client might go "Oh, you do have all these different things, you can make these different programs." No. Book yourselves up. Just stick with me because you're going to learn how to get more clients.

Most people, when they're starting out, when they need to build up their client base, they don't know how to talk about what they do, they don't have the foundations for the business. They don't now how to get a brand identity. They don't yet really have a target market. They don't have a sales cycle yet. They don't understand the basic sales promotion strategies. That's where they go.

Ken: They started out. They need to know where to get business and. . .

Michael: Correct. So, go through this program…now, they've learned how to get clients.

Ken: Yes.

Michael: Once they learn how to get clients, they start to get good themselves and they realize, "Oh,…"

Ken: That's all there is to it!

Michael: That's right. But they need more. This is what is interesting. Business is, basically what we're doing with each one of products essentially…and this is a good thing. This is not a bad thing, or a manipulative thing. Every product that we create creates another problem for our customers. Because if I can help somebody get all the clients their heart's desire. .

Ken: There's a problem there.

Michael: Other things are going to come up.

Ken: Yes. People don't plan for success.

Michael: Right.

Ken: That's the other thing that. . .

Michael: Now that you feel that. . .what do I do now? Now, that I have all these clients, I need to figure out how to scale up, and systematize. So, that's another opportunity but those are good problems to have.

Ken: Yes.

Michael: Business is about one problem after another. So, these are the things that we want. So, then they go book themselves solid and go "Great! Now I want to take what I have been doing and turn it into information product. I can write best-selling books. I can do big leverage programs, etcetera, etcetera. So, then they go there. Once they go there, "I've got this amazing product!"

            Now, let me go to "Traffic School' so I can learn how to go out and use the web to market it, etcetera. Everything goes upon the net and you then develop a system for moving people through that process. You don't…you get clear intentions. Rule number 6, you make sure that what you're producing fit into a model that is scaleable, it is a real business that you can carry on with.

Ken: Yes.

Michael: Okay. Rule number 7.

Ken: The last rule.

Michael: Rule 7 is very important. It's called the Story of the Project.

Ken: Right.

Michael:	How you…rule 7 is you must have a compelling story.
Ken:	Here's one of Mike's servants coming up, right here.
Michael:	You've got…you've been using me…
Ken:	Not exactly though . . .when we talked with Sterling at the very beginning, one of the very first thing I told him was that the thing people really do not get when it comes to marketing is they just miss the story.
Michael:	Yes.
Ken:	That every sale that we could possibly make is much more compelling if there's a story behind.
Michael:	Yes. We'll send you a book that assumes all marketers are liars.
Ken:	Yes.
Michael:	Yes. *All Marketers are Liars*, best title of a book in the history of the world. The first thing Seth Godin says…for those of you who don't know, Seth Godin used to be the Vice President of Direct Marketing at Yahoo. Now, he's a New York Times best-selling author, mega star in the marketing world. Big guy…
Ken:	Smart guy.
Michael:	Very smart guy. Additionally, this is the second time that I've referenced him in this program, so; obviously he's doing something right. Basically, his book…the first thing he'll tell you in the book is that the title is a lie. That's the first line of the book. All marketers are not liars. Some marketers are liars. You should stay as far away from those people as possible.
	The great marketers tell great authentic stories. Because all of our marketing is essentially telling a story that is true for the person that is hearing it. It is not true for them, meaning, they don't, you know, just selling organic food products, you're going to tell the story about the organic food product, where they come from and how it affects your life and your kids, and the earth, etcetera. For some people, that story is not going to resonate. For some people they 're going to really care…that story relates to them, it resonates for them. So, when we are telling a story in our marketing, that's helping us sell our products.
	But when we are working on a project, the story of the project is what helps also overcome breakdown. It's what helps bring others in to work with us. It helps us…it helps remind us to work in our talents, not in our weakness. It helps remind us to stay clear with our intentions.
	It helps remind us to learn in action how to do it. So, you do practice a story for what you're creating based on all of the first 6 rules, that you articulate and rearticulate everyday for yourself and for the other people that you're working on the project with.
Ken:	Makes sense.
Michael:	You're story is going to get more exciting and more compelling day after day after day.

Why are you doing this? What the promise to the customer? What is it going to do for you? How does it fit into your business model? How is it going to change your life? How is it going to allow you to work on your strength? How is it going to bring in more passion to what you're doing?

How are you going to learn in action? What are you going to come out with? That's the story. That's what's going to enroll other people in wanting to get involved in what you're doing. So, when I released the *Book Yourself Solid* I did an Amazon campaign, I was doing something different than a typical Amazon campaign. I had to enroll people in the concept of it. I was doing a few things that were different, and really haven't been done before. They were slight variations. Just slight, but enough that people would go "Oh, that's a little different."

Ken: That's different.

Michael: But I had to enroll people in the idea. So, I'm telling the story if what this is going to do for me, what this is going to do for you, what it's going to do for the customers. And it's a story that they go, "Geez, that sounds great!"

Ken: It's just like events-based marketing.

Michael: Yes. Right. If you don't know the story for this project, if you don't even know why you're doing it, if you do not have the passion for it, it's just futile…

Ken: I can hear you're passionate about this. That's great because this is something you need to be passionate about. All of those seven steps that you've just talked about are just incredible exponentializers.

Michael: Yes.

Ken: It takes…I go kind of through the check box theory of marketing, which is basically there are series of things that you can do that will make your project exponentially better. If you picked anyone of the seven points here and you checked that box off, you're going to get these results. Then, if you check off two of these boxes, it's going to be exponential.

Michael: Right.

Ken: Now, if you're going to check off all seven it's just going to be so huge that you are not going to know what to do with it.

Michael: That's a good thing. Really, you know, we're playing a big game. Fundamentally, I think these rules are so important that I have made them the foundation elements of all of the coaching programs that I offer. Because I think without the rules underlying the information, we can get into information overload. We can't just sit and stand with more information, more information, and more information. I hope people take this to heart and hope that they really embrace these rules. These rules will make you uncomfortable, they will guys. The rules will make you uncomfortable but one of the tenets of doing big things in the world is becoming more comfortable with discomfort. When you become comfortable with being uncomfortable, we're going to increase our capacity to do big things in the world.

Ken:	As a matter of fact, it's just like getting up in front of the crowd and speaking for the first time or doing a video taping for the first time or hearing your voice on tape for the first time.
Michael:	Yeah. It'll make you a little uncomfortable...
Ken:	Yeah. It does.
Michael:	...but as you allow yourself to be uncomfortable you might go, "Hey...."
Ken:	"It's not that big a deal. I can actually do this."
Michael:	... and you start to increase your capacity to do big things. Because that's exponential too. So you're "Well, I just heard my voice and saw myself on tape, on that video. I'm a little uncomfortable. Uhmm…okay…" then you go, "Oh next time. Now I can go on TV and I'll get to be uncomfortable with that, but it's bigger." Unless you take those steps, it's not going to take you there. So, every single day, our job is to get up, all of us do this and to put ourselves in a situation that we might be uncomfortable with...
Ken:	Yes.
Michael:	...to increase our capacity to do big things in the world.
Ken:	That's the way you grow. Fantastic presentation! Thank you very much.
Michael:	Oh you're very good
Ken:	If people want to get in contact with him, and I know that you do. I know that you've got questions that you want to talk to with Michael about, what's the best way to get hold of you?
Michael:	The easiest way is just go to MichaelPort.com. M-I-C-H-A-E-L-P-O-R-T.com, BookYourselfSolid.com is there, 90DayProduct.com is there, and TrafficSchoolSystems.com is there, everything is there. So, it's very easy to find out what we do and what we offer and how we can serve you. We'll support you if you want to send an email, it's really easy to do, we have something very fun…michaelportsupport.com ... michaelportsupport.com
Ken:	So, it helps support Michael Port?
Michael:	You can go there and you can send an email, and we're happy to respond and answer back. Thank you very much for the opportunity to talk to you and to serve you today. I hope it was helpful.
Ken:	Thank you Michael. It was great.

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Info Product Blueprint
1st Edition

Skill Set - DVD

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Hi. My name is Frank Sousa. I'd like to thank my good friend Ken McArthur for giving me this opportunity to be able to speak to you today through this video.

I'm going to let you watch over my shoulder as you'll see how I put together a really simple project that has earned lots and lots of money for us over the past year. In fact, it earned $37,641.85 within just 24 days of the time that my son, Joe, first came up with the idea.

One of the first things people seem to get hung up about is how to create a product. They think, I could never create my own product – I'm not a programmer, or I'm not a writer. Is that you? If that's the case, then this video is for you, because the truth is you don't have to create a product.

Over the years, I've created a number of very successful software programs. My first one was a *Secret Money Generator* which I created. I marketed that along with Mark Hendrix. We sold over 500 copies of the program before we took it off the market because I didn't want to saturate that market. We were still using that program and we didn't want it to compete with ourselves.

So, I'm sure as you realize by now that you can create a product in a number of different formats from audio, video files like the one you're looking at right now, an e-book or a full multimedia course like the *Info Product Blueprint*. It could be a software program or even a physical product like a kitchen gadget, or book, electronic device, fishing lure, or just about anything else that your imagination can think of.

But for the context of this video we're going to stay with creating an info product. Actually, I'm going to let you look over my shoulder here and I'll show you exactly how I created a product from start to finish that generated almost $40,000 in just a little more than three weeks. That's from the time that I first had the idea until we put that money in our ClickBank account.

That product has gone on from there to generate a whole lot more money than that with very little additional work on my part. It just comes in every single week.

By watching over my shoulder, as I show you what I did, you're going to see the simplicity and the thought process that's involved. Then you're going to be able to duplicate this process because the best thing about this is you can duplicate this process over and over and over again as many times as you want to. It's a simple formula and it's worked many, many, many times for many, many, many people.

Now I'm not going to sit here and promise that you're going to make $37,000 on your first product. Sterling Valentine knows. Take a look at Sterling. Sterling made a whole lot more than that with his first launch. It's not uncommon to see somebody earn $5,000, $10,000 or more with their very first info product.

In this video, I'm going to start out by showing you exactly what I did, and then how I did it. We'll move on from the historical perspective of what I did to some practical steps that you can follow to create your own online income.

I'll show you exactly how to get your juices flowing, your creative juices. I'll show you the exact steps that I used on another product to come up with something in an area that I never even knew existed, but it has a huge market potential. I did this in about a half hour, and you can do the same thing.

With any business undertaking, I have to tell you that your success, your ultimate success depends on you and you alone. If you watch through this one time and then you put it on a shelf, then obviously it's not going to help you. But if you really sit down and apply the techniques that I'm telling you, then you could be surprised at how quickly the money comes in. So take some time. Get alone. Get free from distractions, and then dig in.

Let me start out by telling you how this all got to going here. One day, June 6th actually, 2005 was the day. That was the day that we began to turn a new idea into cash, and I mean lots of cash. I was working in my office when my son, Joe, came in to show me a new program that he just learned about on Google. The program was designed to help webmasters to submit all their web pages to Google.

Google made the claim that by using this system, they'd be able to spider our web pages faster than they ever had in the past. Well, that sounded pretty good to me. If you're not familiar with search engine optimization, I guess I should explain. The very first thing a search engine has to do is to visit your website. They have to look at what you've got. Now, that's not a promise that they're going to like what they see. But until they visit the website, nothing happens.

Here's Google asking us to help them to visit all my web pages. That's a pretty good deal. Now this new program was called Google's *Sitemap* program. The purpose is to make it easier for Google to spider all of the pages on your website. By making it easier for Google, it stood to reason that we could get more of our own pages listed in Google.

In this program, what Google does is they ask you to put together an XML formatted file with all of your web page URL's in it. Then they're going to go in and spider the website based on the information that they get out of this XML file. That can be a little bit confusing. But let me give you a quote that I took directly off their website. Here's what it says: *"By using Google's site maps to inform and direct our crawlers, we hope to be able to expand our coverage of the web and speed up the discovery and addition of pages through our index."*

Is there any webmaster in their right mind who doesn't want to speed up Google's discovery of new pages on their website? That's a great deal. So here's the link to Google's page that describes this program. But before I give it to you, you don't have to stop the video here. Just write down URL and then go back to it later. The URL is Google.com/webmaster/sitemaps. That's again Google.com/webmaster/sitemaps.

Now, we have thousands of pages that we want to have listed in Google. So we were really interested in learning more about how to get Google to find them and list them quicker. But here's the problem. As I began to look through their technical fine print, I realized that it would be a major operation to create an XML feed with all of those different pages in, because we've got thousands of pages; over 300 domain names that we created with *Secret Money Generator*. We've created some of these pages manually. We used different programs to build lots of different types of websites.

To list all of those different pages into an XML file would have been a really, more than a really big task. It would have been almost impossible.

So Google offers a free program that would have been some help to do that. But it looked really, really complex and a lot more trouble than we figured it was worth. So as we began to discuss how to do this, we came up with the idea of having some software created for it. It would spider through our websites and it would find each page that was on our website. Then it would add that page to the properly formatted XML layout. Then by the end of the day, we had drafted our first spec sheets describing what we wanted to have developed.

So then I went to *Rent-A-Coder.com* and I submitted a bid to them to have this software developed.

Now always keep your eyes opened for opportunities like that. How many times have you said to yourself, boy, I wish there was X that would do this. That X spells opportunity for you.

The next step in the process was for us to find a programmer that could turn our great idea into a real product. Now, we've used Rent-A-Coder.com for many previous projects so that was a logical place for us to go. A lot of people use Elance.com or Guru.com and there's a lot more. But we've been very, very happy with Rent-A-Coder, and it seems to us that the prices that we pay seem lower than the same kind

of work that we could get from Elance. I've had other people make that same comment. But try them both and you decide what's best for you.

Now, submitting a bid to Rent-A-Coder is a very, very simple process. I'll walk you through what we did. First, you need to register as a user. So to do that, you go to Rent-A-Coder.com. Let me show you how to find somebody to build a product for you using Rent-A-Coder. It's very simple, and it's very, very inexpensive.

Near the bottom of the Rent-A-Coder page there's a link that says my bid request. If you click on that link it'll take you to a sign in page. Now if you don't have an account yet, just sign up, create an account from that screen. Once you sign up, you can sign in and go to create a new bid request.

I'm going to take you through the actual bid request that we submitted to Rent-A-Coder on June 6. Okay? The purpose of this program is to spider an entire website and create an XML file formatted for Google's new *Sitemap* program. Formatting details are on Google's website. We give them the same URL that I just gave you, the Google.com/webmaster/sitemap.

The resulting file must be 100 percent compliant with Google's guidelines. The program will be a client-side program, meaning it's going to work on my computer, not my server, that works with versions of Windows, from Windows 98 and up.

The interface will have the look and feel of other programs. I gave them a sample of that other program, it's ngawidgets.net/cgibin/sitebuilder.pl. We would, of course, change the header graphic, but otherwise the pages should look like this. In other words, I'm going to do the inner graphic. The User Interface will have fields where the user would enter the URL, which is URL is a site to be spidered, frequency which is a drop down menu. Frequency is per Google's guidelines. The value must be either always, hourly, daily, weekly, monthly, yearly, or never. Those are Google's guidelines and we wanted to comply with that. Show priority – yes or no. File location – the folder to write the file, where we're going to save that file at. File name, the file name to be written.

The program must conform in all ways to Google's specs including the maximum file length of 10 megabytes or 50,000 URL's. If it goes over that, then it should create a second file and a third, etcetera. The file names could just be appended with file name A.XML, file name B.XML and so on.

So that was the basic bid request. Then Rent-A-Coder goes in and they add some more boilerplate texts to it about who owns the rights to the product and that kind of thing. You can change that, but I certainly don't.

Now, that's all I needed to do. In that case, I already had a basic look and feel from one of my previous projects that was the *Secret Money Generator.* One thing that I've always done with all of my software programs is I carry the same graphical theme throughout the design. I think that consistency is one of the characteristics that adds both credibility and confidence in the users. If I didn't have that, I would have laid out maybe a general look and feel into a web page and maybe used that as a sample, if I didn't already have a page set up.

Sometimes you might want to sit down with a graphic program or with a web design program and lay out the general look and feel of the project, if you don't already have one. But I did.

Okay. So I submitted the bid on June 6th. Normally, when you submit a bid to Rent-A-Coder for the first few times, they need to approve the bid before they put it up live for their members to bid on. They're usually pretty fast about it. But after you've done a few successful projects with them, you don't have to go through that process anymore. Your bids are automatically approved and they're posted automatically.

So in my case this bid was posted within just a few minutes. I received several bids within just an hour of the time that I first posted it. On the 7th of June, I selected the coder that we wanted to use to create this software. Actually, this was a coder that I used before. When I posted the bid, I also sent a private bid to him, and I asked him to bid on the project.

So with a few more minor back and forth questions, we finally and formally accepted his bid for $320 to build this software for it. I deposited the $320 from my credit card into Rent-A-Coder's escrow account. This is important. When you accept the bid formally, you'll be required to place the amount of the bid into an escrow account with Rent-A-Coder. The coder only gets paid from that account when they deliver the work just as you agreed upon, and you certify that everything works right. So you're protected.

Another nice feature of their system is that all your communications between them and you goes through Rent-A-Coder's online interface. So you have a complete and accurate record of exactly what was said by each party.

Now, I've used Rent-A-Coder for over 100 projects as of this recording. I've had a few times where the coder didn't deliver as they should have. I remember one time the coder just couldn't get the software to work right even though he claimed it was correct. But by referring back to our communications, we were able to prove that the coder couldn't deliver what was promised. So we got all of our money back. In every single one of those cases, Rent-A-Coder promptly gave me back my money that I'd put into escrow. That service alone makes Rent-A-Coder such an invaluable resource.

Don't forget. You're dealing with people from India, Russia, Romania, Indonesia, even some countries I've really never even heard of. So this protection can be really important.

But back to the project. Once you get your bid formalized and you approve it, you'll receive a notice. The notice says something like 'project phase change - all funds have been escrowed - waiting for work to be completed by coder.' That's really cool. So on June 9th, the programmer officially began to work on the program, although I'm sure he had spent some time beforehand just laying out exactly how he wanted to design the program. While he was doing that, I needed to work on things like a name for the program, a graphical header, and so on. By this time, I knew I had a great idea and I was beginning to get pretty darn excited about the whole thing.

But the next day, I had to go to Orlando to an Internet marketing conference that was being held there. As I arrived at the hotel, the first person that I met was a gentleman I'd met a year or so before, Alan Bechtold. I reintroduced myself to Alan and we shared the normal chit chat.

The next day, Alan and I got together. I showed him what I'd been working on. I took him to the Google website and I showed him the hard way to submit the Google site maps. Then I showed him just a mockup that I had of the graphics that I had done the day before. When Alan saw that, he almost climbed out of his skin. He immediately wanted to sell it.

So we agreed that he would have me as a guest on his next weekly conference call. I also showed it to some other marketing people that were there, as well. All of them greeted it with intense interest. They all promised to sell it, is what I'm trying to say.

I knew that I had something hot. But the product still needed a name and I needed a unique selling position. I had a hard time sleeping for the rest of the night and for the rest of that conference. I was kind of like a basket case.

Well on the plane home, I was so excited about the responses that I received that I really couldn't get my brain to focus on anything else. As I was pondering the whole thing, working up some sales copy for a website, the idea struck me that I had in my hand the key to Google's back door. That was going to be my unique selling position.

My USP…I had something that every webmaster in the world wants – a simple way to get all of their web pages spidered quickly by Google. They'd have the key to Google's back door. From that point on, the rest of the sales copy just flowed like a river.

When I got home, I was really excited to see that I'd already received a preliminary copy of the program. The program worked pretty good right out of the box, right at the get go. But it needed a few small changes, and those were done very, very quickly. So I didn't have any further issues with the program. So I accepted the bid as complete and began working on a few other changes that I wanted to do, too, that weren't in the original specs.

But on June 17th, which was exactly ten days from the day that he started working on the program, I had a completed program in my hand. I owned it lock, stock, and barrel. I owned everything about it. But yet, I'm not the one that wrote it. I had somebody else write it for me and it cost me $320. That's not bad for making $37,000.

At that point, I began to contact some of the people that I'd met at the various Internet Marking seminars that I'd attended. I can't stress this enough, because you see, I've done a number of joint venture projects before and after that with people who have become very, very good friends. Those are people like Ken McArthur and Sterling Valentine, Mark Hendrix, Alan Bechtold, and a whole lot more. In almost every case, I met those people at an Internet marketing conference. So they knew me as a person. I can't stress that enough. You've got to go to these things.

We'd already established a rapport now. I wasn't just a flash in the pan or an unknown quantity to them. I sent them out a short letter and I gave them a free program because I figured if they're going to sell it to their people, they want to know how it works.

Among those that I sent a copy of the program to were Holly Cotter, Len Thurmond, Carl Galletti, Michael Green, Kevin Harris – he's the guy from Metaweb, Rosalind Gardner, and a lot of other well known marketers. The letter was pretty short. Basically, I just asked them to go to this website. You can take a look at it, if you'd like. It was SecretSpiderGenerator.com/jvoffer. You might notice – here's a copy of the website – you can see that I was giving away a major portion of the sales to my JV partners.

Now most of these people would have been happy with 50 percent. But I didn't want just happy JV partners, I wanted very happy JV partners. This all came back…it stemmed back from a conversation that I'd had with Len Thurmond one time about internet marketing. At the time of that conversation I had a pretty small list. There was about 300 people on it at the time.

I had just sent out an announcement about a content new site that had just opened up. Almost immediately from that one mailing, from that very small mailing list, I had about $1,000 in the bank. That was too easy. I said Len, I've been listening to you guys for years talk about how the money's in the list. I'm beginning to believe that. Len chuckled, and he said, 'Yeah, that's where the real money is at.'

So when I was releasing the *Secret Spider Generator*, I wasn't necessarily looking for that short-term killing. What I wanted was the long-term customer. I wanted somebody that would come back and buy my products and buy more products from me and product that I recommended for years to come. So I wanted to build my list. I felt that by offering more than the normal commissions to these JV partners that my offer would stand out above a lot of the other offers that these marketers were bombarded with every day.

I might have even offered more except for the fact that one thing you've got to remember when you're dealing with software is you also need to support it. Support has always been something that I've done through my whole career. I knew that would either make or break this whole program. So I had to allow enough profit in there to be able to support the product.

I think one of the most important or significant things about this whole pre-launch process was that many of these marketers were lining up to sell the program. I said this already, there were people that I met at a previous Internet marketing conferences. They already knew me, even though at that point, Holly and Len were the only two that I really worked with before.

Something that you need to understand about these gurus and these Super Affiliates – this is really important – they're just people, just like you and me. Most of them that I know are incredibly helpful. They're open and honest people. But they're also very busy or they're off somewhere enjoying their lifestyle. But a common denominator that you need to remember is that they need new and unique products to present to their mailing list, their customers. They're constantly looking for new products and new ideas to sell.

But they're also bombarded with offers all the time for joint ventures. The problem with that is that 90 percent of those offers are either rehashed stuff that's already been distributed on the Internet for years and years, or the product wouldn't be a good product to offer to their specific customer database. That doesn't mean it's a bad product, it just means that it wouldn't fit for a particular marketer or his particular customer list.

So make sure that what you're offering to these people is unique, and make sure that it's high quality. Always offer a free copy. Don't even think about soliciting a prospective Super Affiliate partner without offering an evaluation copy of your product for their review. Why is that? Because they have to be able to recommend it to their customers. Without being about to see it and use it themselves, they'd be very reluctant to put their reputation on the line by selling it to other people. They work very hard to build up their client list and they won't jeopardize it by offering second-rate products to their customers.

Another place that was a really good resource for me was Ken McArthur's jvAlert. Now, I've been a member of this program for some time. If you're not a member of jvAlert and you're serious about setting up joint venture deals, then you must join it. I say that again, you've got to join this program. There's a link at CoolWebTips.com/jvalert.

Now Ken has a huge list of people looking for joint ventures. These are people with huge loyal mailing lists. They make thousands of dollars for you in a very short amount of time. Collectively, they can mail out to over five million people at any one given time. Don't expect them all to sign up for your program. You won't be able to reach that many. Not five million people with just one product.

Well anyway, after submitting my listing to jvAlert, I began to get phone calls and emails from some very well known marketing people that wanted to get in on this launch. So I can't recommend jvAlert highly enough. Just about all of the big named super affiliates with big mailing lists and big followings are members. Each time you submit a joint venture to them – well, after they review it, it's automatically sent out to each of those members. Those members have thousands of readers.

Anyway, back to the marketing effort. I created a buzz. Somewhere along the way, another marketer that some of you might have heard about – his name was Armand Morin. Armand got wind of the program and he decided to put it on to his list.

So when the program was released, Armand made almost $10,000 with the program in only two days. That didn't hurt my feelings at all, because that was $2,500 in income for me in just two days from only one of my Affiliates.

But the sale went well beyond two days. They continue to come in almost every day from a lot of different Affiliates.

Now everyone was to wait, the way we set it up, June 20th was going to be the official date that we launched this program. Alan Bechtold and I did the conference call to his members to kick off the

program. If I remember right, I think we did that on the 19th and then the sales actually began somewhere on the 20th.

I remember a few years ago there was a TV commercial. It had to do with something about a new website that this company was launching. They're all sitting around their computers and they're looking at a visitor counter of some kind on the screen. They counted down five, four, three, two, one, launch. First, the hit counter clicked a little bit, and then a little faster, then in a short time the counter is spinning like it was sitting on an electric drill or something. Don't we wish it was that easy?

But when June 20th came, I was at the computer really early that morning because I wanted to watch my ClickBank counter. And the first sale came in, and that was exciting. Then another, and another, and another. Pretty soon, throughout the day, they began to come in just about every minute or so. I didn't have a lot of time to dwell on that because I had to catch a plane to Las Vegas for another Internet marketing conference.

Like I said, these conferences are important. You should go to them. This time, it was Carl Galletti's conference. When I got there, it seemed like there was quite a buzz going around about my new software. Everybody had heard about this new back door to Google. While I hadn't been scheduled to speak at that conference, Carl and I did an impromptu mailing to his list and a demonstration right from the stage that day.

I met one guy there who actually I had sent a beta test to. He told me how all of his web pages had been picked up and listed with Google after using this software.

So sales continued to pour in pretty well over the next few days. By the end of the month, when I totaled up the results, the sales on this one project was $37,641.85, and it still continues to this day with very little effort on my part.

Well big deal. So what's that mean to you? Well, what it should mean to you is this: that this same approach that I used can be used by anybody today to make money on the Internet by creating your own product and by selling it via joint ventures. Hold on there Charlie Brown. I know what you're thinking. You're thinking, I don't know enough about software. No problem.

Just because the product that I used in this example was a software product, that doesn't mean that you have to create a new piece of software. Remember what we talked about. There could be lots of good things. Good software will always be needed and it will always sell. People buy millions, and millions, and millions of other products like 'How To' books, courses, videos, DVD's, and CD's, and all sorts of products over the Internet every single day.

So let's take a look at Part II here. Let's take a look at your action plan. Let's lay out an action plan that you can follow so that you can begin to make money over the Internet in just a few weeks from today.

Step 1: The first thing that we want to do is market research. Market research is probably one of the most important things that you can do when you begin any business, either online or offline. I learned this lesson the hard way. It was a good lesson. I learned this when I created my first successful business. Notice I emphasize the word *successful* because there'd been an awful lot of unsuccessful businesses, too.

I spent thousands of dollars over a lot of years trying to go into business for myself. This was before the Internet. I read lots of marketing articles. I read about mail order. I tried it and failed. I read about multi-label marketing. I tried it and failed. My kids would just roll their eyes whenever they saw their old man involved in the latest hair-brained scheme. But now they work with me and I watch my son bring in over $100,000 in just two months.

But I had to learn this basic concept first, and it made all the difference in the world. About the time that micro computers were just beginning to become popular, the IBM PC had just been released, I figure it would be a good deal. My idea was to set up a computer store. Now fortunately, before I did that though, I went to a marketing professor at a local community college, and I picked his brain about exactly how to do market research.

Market research was the key ingredient that I missed on every single venture that I tried and failed at, because I was so sure that everybody would be excited about my idea and about my business ideas. So when they didn't flock to me to spend money, quite frankly I was puzzled because I just didn't see why something that seemed like such a great idea to me wasn't something that people needed. Even more importantly, it wasn't something that they wanted.

So instead of me deciding what people should buy, I needed to find out what people wanted to buy. That's a very important point. So I began to do some serious marketing research. I looked at computer stores. I looked at what they were selling, how they were selling, how they displayed products, and so on. I talked to some computer owners and some shop owners, computer store owners, and I saw two things.

Number one, I live in Spokane, Washington. Spokane had more than enough computer stores already. Number two, somebody needed to fix them. That was my niche. Somebody needed to fix them. I'd been in the electronics repair business most of my teen and adult life. So that was the business that I needed to get into.

So we started a computer repair company. As the microcomputer industry began to grow and mature, we grew right along with it and we did very, very well. My wife and I ran that business for twelve years along with another partner that we had in the company, too. It wasn't any big surprise that the industry was changing and microcomputers, as they grew in complexity, they decreased in price.

So what people had been willing to pay to have us fix was now becoming more of a throw away item. As the market began to shift and equipment prices began to drop, I saw that there wasn't going to be the profit like there used to be. So we sold that business and we went on to other things.

But the point here was that I didn't start this business that I'd originally wanted. I didn't start the business that was my great idea. I started a business that my customers, or potential customers, needed and wanted. That's what market research is all about. So let's bring that home and let's bring that to the present to see how it fits into what you need to do to start a business.

Market research has really never been so quick and easy as it is right now because of the Internet. Just because it's easier, though, it's just as important as it ever was.

Let me ask you a question. What's all the fuss about niche marketing? That's the big catch phrase today, niche marketing. It's just a fancy way of saying, find a good business opportunity where the market isn't saturated, and yet you've got plenty of customers who want to buy what you have.

So as I said before, market research, thanks to the Internet, is very, very easy to do. Let me give you some ideas. You can sponge off the research that's done by multi-million dollar corporations. It's very easy. Go to any store that sells magazines and look at the magazine. In particular, at the headlines. You can probably ignore the ones that talk about which Hollywood celebrity is sleeping with his best friend's wife this week or that kind of stuff. But look more for articles that explain what people are looking for or to learn about.

I'll give you a few examples here of some that I got directly off the magazine. *Seven Ways To Trim The Fat Without Exercising. Twelve Ways To Improve Your Vocabulary. How To Paint A Fence. How To Meet More Single Women in One Day Than You Have In The Past Year.* Do you get the idea? These

are all headlines that I pulled off of magazine covers. These magazine publishers spend millions of dollars in research to determine the types of things that their readers want to know.

The smart Internet marketer will use this information to find out what people want to buy. Then they create products based on that knowledge. This information is free. They use it. Let me give you another tip here that makes things even easier and quicker. Instead of going to a store to look at those magazines, I like to go to websites, magazine websites like Magazinesubscriptions.us.com. Then I search through those magazines for the headlines. By being online, I can search a lot more magazines in the same amount of time, and I've got my computer right there so I can write down the headlines that I like. I also like to use automated keyword tools. Those tools will help me to find the small niche market.

Let me give you another URL here. Go to Group.google.com, and then look for discussion groups that deal with various subjects that you glean from magazine companies. Let's take an example, student loans. Look through all the discussion groups that deal with student loans that you can find. What you're looking for is to find out what kind of questions people are asking in those discussion groups. Now you can see what people are looking for and you can find out what they want to learn about when it comes to student loans and consolidation. Write those questions down because those are going to be the basis of your product.

So in review of market research, probably the biggest mistake you can make in any kind of marketing effort is to fall in love with your product. Your product doesn't make any difference. You want to deal with what people want to buy. You're so sure, when you fall in love with your product, you're so sure that people want to flock to your site and buy your wonderful product. Sometimes that causes us to spend a lot more money in advertising and on other things when we really shouldn't have made that product in the first place because nobody wants it.

We need to sell what people want to buy; not what they think is great. Some experts say that you should sell what people need. But that's not entirely true because people don't always buy what they need. They buy what they want. Sometimes that ties together. Sometimes it doesn't.

Now let me give you another example. In the previous example of the *Secret Spider Generator* I showed you how the idea came about. But I want to give you a completely different example here. As I was working on this demonstration, I wanted to come up with a totally different product that will sell well in an area that I knew nothing about, and I mean nothing about.

So the more I thought about this, the more I wanted to create a product that was so totally different than anything that I've done in the past. It had to be completely out of the area of Internet marketing. The actual time that I spent doing the research for this project was about a half hour. At first, it's going to take you longer than that. But even there, investing a day or two in proper market research isn't going to hurt you at all.

But this one fell into place very quickly, and sometimes they do. But again, remember I wanted to pick an example of a subject, a niche that we wouldn't normally be working in. I'll show you how I wrote up the bid request to Rent-A-Coder for it. I'll guide you through the process as I picked the subject.

First off, I wanted to make something simple. So I decided that I'd create an e-book. If the sales go well, like I planned that it would, then there's a lot of other things that could be done with this e-book. I could add to it at a later time. I could take the e-book and make it into a CD, a video, or I could build a whole course around it. But the e-book is a good starting point. So I discuss how to market it that and sell it later.

But the first thing, I know health and wellness is a very popular subject. But that's too broad of a subject. I wanted to narrow this down so that I had a pretty narrow niche. But it still had to be big enough to be able to sell. So I went to Google and I searched for the key phrase *Common Health Problems*.

Let me give you another hint. Another good phrase to search for is 'How to.' That gives you an idea of what people are looking for and what kinds of questions they need answered.

I'm going to show you a screen shot here of a Google search for the common phrase *Health Problems*. It'll come up here in just a second. Okay. The Nutramed website looked pretty interesting. That's the third one down.

So when I went there, on their website I found a list of common ailments down the left-hand side of the page. In looking through their website, I found an ailment that sounded interesting. It's Irritable Bowel Syndrome. That sounds kind of painful. It fit my criteria of something I knew absolutely nothing about. So I decided to do some more research on the subject.

You should not necessarily look for a subject that you don't know anything about. I did it so that I'd have a good example for this program.

Next, I went back to Google and I did an exact search. In other words, you put the phrase in quotes for 'Irritable Bowel Syndrome.' When you put it in quotes like that, Google only looks for the exact phrase. It's not going to give you – it searches for words like irritable, or the word bowel in the word or any combination of those. Holy mackerel. There were 3,420,000 web pages that Google had listed with that exact phrase.

So at this point, I was a little bit surprised and intrigued. Sometimes when we see that many competitive websites, we move on because getting a top search engine listing with that much competition can be really, really difficult. But I'm going to show you how to turn that to your advantage and how you can actually exploit the number of websites that are there to put cash into your pocket. Now that may sound a little strange, but not enough to drop the subject yet.

The next thing we do is we want to go to Inventory.overture.com. That's Inventory.overture.com. Here's a website that shows how many people search for a particular keyword on Overture, which we know is owned by Yahoo. It provides the top three search listings for Yahoo and other websites. It's generally believed that if you multiply these numbers by three or four, you'll have a good idea how many people are searching on the entire Internet. This tool gives us a lot of other related keywords that we should also incorporate into our plan.

Now here's the results that we received. I found that Overture had 68,942 searches for Overture on the phrase *Irritable Bowel Syndrome*. Then it gives me other suggested keywords and the number of searches that were done with each of those keyword derivatives. Now that's a pretty significant number.

I can estimate the number of searches that we've done in Overture. Then we can probably figure three or four times that many done on all three of the major search engines – Yahoo, MSN, and Google. So multiplying that number by three, because I want to be conservative, actually there could be over 200,000 searches for that key phrase every single month. That's a very significant number for such a narrow niche.

Now another thing that I like to see is what people are paying for in Overture. So that gives me a good idea of the viability of the subject. I want to find a pay-per-click of at least $0.50 each, but that's not always a firm deal. It's just a general guideline.

So to find out this information, I just go to their main website, Overture.com. I search again for the phrase *Irritable Bowel Syndrome*. In the upper right-hand side is a link that says, view advertisers' maximum bid. I click on that and I get a screen that shows me that the top bid that people are willing to pay for at that point was $1.61 for a click on Overture and the websites that Overture supplies like Yahoo's top three listings. That's pretty good.

This could be a project that could make some money for us. That should give you some ideas how you can develop your own product. I did it very, very, quickly.

Now let me talk a little bit more about developing the product. That takes us to Step 2 where we create your product. Now I know you have an idea of what people want. Now that you have an idea, I guess is what I really want to say, you can sit down and you can determine how to package it. Don't worry about writing the content. Don't let that get in your way. You're not concerned about that.

You want to determine what type of package the product's going to be in. By packaging, we've already talked about it, I'm talking about whether you want to deliver a software product, an e-book, a printed manual, audio, a video, or all of the above. I found that when I'm trying to explain technical concepts that a Camtasia video is far superior than written words because people don't like to read technical manuals. They like to look over somebody's shoulder so they can see exactly how it's done.

So if you're doing a technical type of a thing, a Camtasia videos are a good way to go. In fact, when I came out with the *Secret Spider Generator*, I did a poll from all of my users to find out how they would best learn that system, and 100% of them said they prefer to use video. With that in mind, I created a lot of videos.

So often, you're going to be able to create multiple products for that same basic information. Let me give you an example. You can take an e-book, and from that e-book you can make an audio e-book or maybe, again, a series of Camtasia videos. Typically, an audio file can be worth more than an e-book, and a video can be worth more than an audio even though they all contain basically the same information. Put that on a CD. You bundle that with a printed manual and now it's worth even more.

Let's explore each one of them just a little bit more, the different types of products that you can make. First off, there's software. As we already talked about, I like to do software. If you find people who are trying to simplify a process or if they talk about something being too time consuming, then you could have the makings for a good software product like what I did with the *Secret Spider Generator*.

You don't have to know how to write software because there's thousands of programmers. They're also called coders, and they'll write those programs for you. They're inexpensive and they're really quick. Remember, our program was written for us in just ten days. I've had others written for me in just a couple days. But in both cases, the software simplified a time consuming task.

Another possibility is e-book. Creating an e-book is probably one of the easiest ways to create a digital product. Any time you find people that want to learn something, an e-book is a good possibility. You can create them quickly and easily. Again, you don't have to be the expert. Not only are eBooks easy to produce, they're easy to download. They're easy to distribute. People are used to buying eBooks over the Internet. There's virtually no distribution cost whatsoever unless you want to consider web hosting. You've got to have that anyway.

You could also put it into a printed book. You've been familiar with printed books for many years I hope, since you were a young child. The most important thing that having a printed book can do for you is to give you name recognition. It always looks prestigious when you say that you're a published author.

Let me give you an example. A friend of mine, Frederick Marckini, wrote the first published book about search engine optimization. He wrote that a few years ago. Now Frederick sold some of those books, and he didn't make a huge amount of money from it, but the publicity that he got from that book was tremendous. He could always go back and say that he was the author of *Search Engine Positioning* which was the name of the book. It was published by Wordware Publishing. By the way, he sold his company not too long ago for $50 million.

Another way you can use a published book is to build up a mailing list. I was reading through Frederick's manuscript and I caught something. I said, Frederick, shouldn't you give people a place where they can register for updates? You could have heard a pin drop. He said, "Oh Frank, you're right." He said, "I totally overlooked that." So he added a way for people to sign up for updates.

So now he had the names and the emails of the readers of the book. Like I said, he just sold that business this past year for $50 million. A large part of that came from the publicity and the credibility that he got from that book, plus the fact that he did a very good job. I'm not taking anything away from Frederick. He's quite a genius.

I'll give you a real powerful resource here. Go to ProfitsPublishing.com. Profits Publishing is a print-on-demand company and they'll publish your book for you. You can buy one – as little as one for $4 to $6 each, depending on the size. They'll print that one book for you. They'll submit it to Amazon. They'll help you sell it. Your total cost to get set up to have your own printed book is going to be less than $200 or somewhere in that range.

Now another option is audio, a very popular form of disseminating information by audio file. If the messages are short, like 30 minutes or less, you can put them in a streaming audio file. And streaming audio is simply where you don't have to wait for the whole file to download. It loads a little bit of the file and then it begins to play right away.

All you need to create audio files is a microphone hooked up to your computer, and an audio recording software. These can range from free programs to programs that cost hundreds of dollars. A lot of them will allow you to edit your audio just as easily as you could edit your text document. If you're just starting out and you want to get your feet wet, then you can find a lot of audio recording and editing programs on the Internet. They range from $20-$40. They all do a good job of recording. Some of them will let you edit those files.

One of my favorite sources for that kind of stuff is a company called Dak, DAK.com. Longer files or maybe a collection of files can either be screened individually or you can download them individually, or you can put them all onto a CD and offer that as a separate product. The advantage of a CD is that you can charge more money for a CD or a series of CD's. The disadvantage is that it takes more of your time to duplicate and ship the CD's and the customer has to wait until they arrive. But you can even outsource that.

Another type of thing is videos. Like audio, it lets you build in more perceived value. There are two types of videos. The first is like what we're doing right here. It's a DVD that you can play in your home DVD player or on your TV. These types of videos are popular in front of a room where speakers get up and speak in front of a crowd. There's a video camera at the back recording their presentation. Then they take the DVD's, they duplicate them through some kind of a fulfillment house and they sell that as a separate product.

Another form, as we talked about before, is Camtasia videos. Camtasia is a program that you run on your computer. It watches exactly what you do step-by-step on your computer screen. It records that in the form of an AVI movie. Now when I created the *Secret Money Generator*, like I told you, I polled my users to find out what kind of documentation they wanted, and 100% of them preferred those Camtasia videos because they could see exactly what I was doing.

Let me give you the URL for Camtasia here and you can go to their website. I don't make commissions off of this, but it's a very good program. That's TechSmith.com. There's other programs that do similar things for less money, but they don't quite have all the features that you have in Camtasia.

Okay. Now let's move on and take this idea to creation. Now we're talking about the Irritable Bowel Syndrome. Now that you've got an idea what you'd like the subject matter to be and what kind of format

you'd like to have your product created in, it's time to begin. Here we've got two choices. We can either write it ourselves or we can have somebody else write it for us.

A lot of viewers would prefer to have somebody else write it. That's great. That makes a lot of sense. You'll find that it's very easy and it's quick to find somebody else who's willing to take on a project for very little money. A lot of times these writers are in other countries where their cost of living is so much less than you might be living in. So it's possible to get an entire e-book written for as little as $50, maybe even less.

But the beauty is that you own it. You can copywrite it with your name as the author. Like I mentioned before, I use Rent-A-Coder almost exclusively. Typically, I like to write most of my own articles. But we have used Rent-A-Coder for a lot of other things besides software. For example, we had 50 articles written on rose gardening. We had a series of articles written on mortgages, and another series of articles written about various automobile lemon laws. We had 50 articles written about debt consolidation. So altogether, I think we probably had 150 to 200 pages of unique content that belongs only to us. Our cost is probably somewhere in the neighborhood of $150.

So as I showed you in the beginning of this book, you just log into Rent-A-Coder and you set up a new account if you don't already have one. Then you submit your bid. The site will walk you through the steps. It's pretty straightforward. For example, let's talk about the one I did with creating an e-book on *Irritable Bowel Syndrome*. Let's take a look at how it came about. Remember again – I can't stress this – I didn't know anything about Irritable Bowel Syndrome. So if I tried to write a book about Irritable Bowel Syndrome, I'd probably sink. Come on, that's a joke.

Okay. Maybe I heard the phrase somewhere along the way, but I never really paid any attention to it. But obviously, a lot of people do. A lot of people are looking for ways to get relief from Irritable Bowel Syndrome. So I requested a bid on Rent-A-Coder. From there it's basically a matter of following the directions on the screen, as I showed you before, to put in a bid request.

For the title of this bid request, I used the phrase e-book about Irritable Bowel Syndrome. Here's the exact text that I used in the specifications. I would like to obtain an e-book that deals with the subject of Irritable Bowel Syndrome. The e-book should be approximately 75 pages in length presented in Microsoft Word format. Text should be in Times New Roman size 14 Font. I'm getting pretty specific. The e-book should be laid out in a visually appealing way with a Table of Contents on the first page leading to all subsequent pages. Cover graphics will not be needed. We will do that later.

Now pay attention to this because this section is really, really important if you're having somebody write something for you. Pay attention here. Proper American English grammar and spelling must be used. It should be geared to somebody with a simple high school education. Any big medical words should be explained, also, in common everyday English. A sample of any previous works will help us greatly in choosing the right person for this job.

Now we're going to go on and describe what I want in the book. Subjects for the e-book should include a good definition of what Irritable Bowel Syndrome is and how it affects people. Who is most likely to get it? What problem in diet or lifestyle would make a person more likely to get this? Symptoms? Complications that can arise. Let's see, there are some other things.

Then we need to get into some other areas. Look at some natural solutions that we can try to fix the problem. Food and diet, herbal remedies, exercise, hypnosis, other methods that people have used to solve this problem. When to see a doctor. These are all subject lines that I'm giving to this person. Common medicines and medical procedures used to solve this problem. Then I put in something that says I'm open to other suggested topics, too, because I want this to be an e-book that contains valuable content, not just fluff.

An important phrase here – work must be original content. Any illustrations, photos, and graphics will add to the value of the book as well. All graphics must be royalty free and not work that is copywrited by somebody else. Note in particular, that I mentioned the need for really good proper English grammar and spelling.

Remember again, most of these writers that you're going to be dealing with, English is their second language. A lot of them are capable of producing very high quality English content, but there are others that just don't cut it. So it doesn't hurt to ask for a sample of their previous work that the author has done. Then you can judge for yourself whether you like their writing style or not.

Well, I submitted that project very late on a Friday afternoon to Rent-A-Coder. Within 48 hours I had four bids ranging from a low of about $100 to a high of $150, since that was the maximum bid that I would allow for this project. I had two other requests for more information. To give you an example, one of them asked me how to format it. But since I covered that in the spec sheet, I pretty much dismissed that person as not being a viable writer for the project. Two of the people responded and they claimed that they had some medical experience. They had both gone to some medical classes in college.

But the person that I picked was more of a professional researcher and a writer than she was a medical person. She didn't have specific medical training, but I saw her sample articles. They were incredibly well written and I knew she could do the best job for this project.

Welcome back to part two. We're still talking about marketing our product. There are lots of ways of marketing a product. There are hundreds of hundreds of e-books, websites, courses and all that kind of stuff that talk about the subject in a whole lot more detail. My intent here isn't to make you an expert in marketing in just a half hour, but I do want to give you some good, solid, practical steps that you can follow right now to get some money flowing into your bank account. Does that sound good?

Before we march blindly into the fire, we need to stop and we need to take a good, hard look at the problems. Sometimes these problems can be opportunities that we face as we decide how we are going to market our products.

Let's look at the problems first.

Competition. If you've found a good, profitable niche, then the chances are pretty much 100% that you're not the only one marketing to this niche. I'd be quite worried if that were the case. But on the contrary, there's probably going to be some pretty good competition and some that's pure junk. But the good news here is that you can actually profit and benefit from both of those.

Remember, in the example niche that I picked dealing with Irritable Bowel Syndrome? If you remember the competition, there were over three million web pages. Depending on our marketing method, that can be either a huge hurdle, or it can be one of the biggest problems, one of our biggest assets, it could be either one.

Search Engine Listings. This kind of goes along with competition. In any search on a search engine, somebody is going to end up on the first page, and the rest will not. Ideally, of course, we would like ours to be first. But getting good search engine listings can be time consuming and it can be very, very "iffy." You can be there on top one day and you can be completely wiped out the next. You need to get many people linking to your site in order to build up your link popularity, as well as present a huge site full of relevant content.

Now, I'm not saying that getting a top listing is something that you should ignore, just the opposite. But starting out, it's not a very practical way to go. The next thing we need to look at is the fact that you're not an established authority. Even if you know everything about your product, your marketplace doesn't recognize you as such. You don't have an established website, and in the beginning nobody knows you.

Even thought you may be the greatest expert in the world on your particular subject, we still need to give you time to get your website to be established as authoritative. After all, you didn't build that reputation overnight and neither does your website.

As your website gets established, more and more people begin link to you and that increases your search engine ranking. That causes more people to link to you which causes more and better search engine ranking, which causes more people to link to you, which causes better search engine rankings. And it continues. You get the idea here, it sort of snow balls. But when you're first starting out, that can take a long time to become that established authority in your particular field. That make sense?

No Customer List. Most Internet marketing experts will tell you that "the money is in the list." But if you don't have a list, how will you be able to build one? If you don't have any influence on any customers, if nobody knows who you are, then mailing to your opt-in in list is not an option, is it?

Fortunately, there is an easy solution to all of the above problems. And it's one that just about anybody can use. In fact, if you use it correctly, you can turn around all of the above problems and turn those into solutions.

The answer to the above problems is a little thing I call OPWS.

OPWS stands for Other People's Web Sites. You may not have heard of OPWS before, at least not with those initials. In fact, I really hope that you didn't because I just came up with that myself.

But the principle goes back a lot of years to the very beginning of commerce. And thing about this, an artisan or a craftsman would create an item - maybe a piece of jewelry, a pair of sandals, a robe or a garment. He would sell that through a merchant. Sometimes these merchants would travel long, long distances to take the merchandise to far off countries where they didn't have similar type products that they could sell. They'd get on their camels and have these big caravans.

By utilizing the resources of the merchants who already had an established customer base, he already had an established distribution channel, as he already had the ability, and that's the real key here, he already had the ability to sell these products. The artisan was multiplying his or her efforts and that would free them up to create more products rather than worrying about how to sell it. These merchants would either buy the items at a lower price than they sold them for, which we know as wholesale, or they'd sell them for a percentage of the selling price. In modern terms, we call that affiliate marketing.

By utilizing other people's websites, we get other people who are the established merchants to sell our products for us – either through their existing websites or through their existing customer list, through an email to their opt-in mailing list. That type of a customer list is called "opt-in" since the people that are on that list have asked or given permission to be on that list, to have this sender send them stuff. Why? Why do the people buy from that merchant in the first place? Because they know the sender, because they like the sender and they trust the sender. They know them, they like them and they trust them.

This type of arrangement is what we call affiliate marketing.

Of course, you probably already know this. Most of the viewed of this course are already aware of the content. Many of you have probably tried selling other people's products. By getting people to market our product, we solve all of the following problems. These should look familiar to you.

1. Competition: Of course there's going to be competition. But by having the affiliate marketer who is actually your competitor sell your product, maybe as a backend or something else, then you have a huge competitive advantage. In addition to that, your affiliate is able to get your message in front of the eyeballs of the people who are your prospects. That's something you would have a pretty hard time doing otherwise.

The second problem we need to look at is the one we talked about, search engine listings.

2. Search Engine Listings: By doing affiliate marketing, now you're able to capitalize on the top search engine listings of people who already have their websites listed well. You're able to "piggy-back" off of their listing. As an added bonus, every time they put a link from their site to your websites, that increases your link popularity. That helps to get your listings to rise up faster in the search engines. Next is credibility.

3. Credibility: Remember what we said. You weren't the established authority. Well now, you don't have to be the established authority, because your affiliate is. In effect, you're "piggy-backing" off of their authority.

4. Established Customer List: You don't have that established customer list. But again, now you have the ability to build from the list of other people who do have that established customer list. A lot of those people will soon become your customers and you can begin to build your own opt-in list.

So hopefully by now you can see the huge advantage that you have by using OPWS – other people's web sites to market your product. This is the method that is used by all of the really super successful marketers that I know of. I mean ALL of them – 100% – there are no exceptions. This is true in any niche.

It's used by Amazon.com. It's used by Barnes and Noble, it's used by WalMart, eBay, and it can be used by you.

You see, many of the most successful Internet marketers have used this system to generate hundreds of thousands of dollars, or even millions of dollars in just a few days. I'm not exaggerating those figures.

In any successful business venture you need to leverage your efforts. Creating an affiliate program to sell your product is by far the best, the least expensive and the most productive method of multiplying your efforts a hundred-fold or more.

This is exactly how I was able to go from an idea to $37,641.85 in just 24 days. I've shown you exactly how I did it. Let's now look at how you can do it. We're going to find out how you can do that.

Let's talk about setting up your affiliate program.

Almost all online sales are made with a credit card. Therefore, you've got to must have some way of taking credit cards, and then a way of delivering the products.

You can set up your own credit card processing account, which is called a merchant account, and your own shopping cart and then start taking orders yourself.

This is not recommended as you start out for several reasons. First off, if you become really successful too quickly, your card processor is going to get worried and cut you off. That doesn't make sense to me. They're making more money, but they get scared. That's weird. When you first set up an account you're given a limit. You can only charge up to that amount. You've got to build a track record before you can charge any more. You are penalized for success.

To even get a merchant account can be a frustrating and sometimes expensive process. Some processors won't accept any application when you mention the dreaded word "Internet." They run away screaming. Believe me, I've had it happen to me. Even if you do get an account, you still have a lot more headaches than you need to deal with right now. Remember, we're talking about getting started. We want to get you going in the quickest and easiest way possible.

There's a much simpler way to handle this whole situation. That's really, there are two of them: *ClickBank* and *PayDotCom*. ClickBank and PayDotCom are by far the two main systems that are used today for downloadable products and they can also be used for shipped products. Well, PayDotCom can, I'm not sure that ClickBank can.

ClickBank has been around the longest and it's the largest of the two. ClickBank is in effect an affiliate of your and when a product is sold by either you or one of your affiliates through ClickBank, it's actually ClickBank that processes the credit card. ClickBank keeps a percentage of the profit. If any refunds are requested they handle all of the refunds, but only for 60 days. By using ClickBank, you're using their credit card merchant account so you don't have to set up one yourself. You don't need a shopping cart. They handle those functions for you. Their fees are reasonable for what they do. It's not a bad system.

ClickBank also processes all of the affiliate payments so that you don't have to handle any of that. There are some downsides. The downside of this is that you really don't know who your affiliates are and that's an important thing to know. You can do some digging and you can find out who most of them are, but that can be a time consuming process. Naturally, if you refer an affiliate directly to them, then you know who that particular affiliate is, but otherwise, you don't.

Another advantage of using ClickBank is that they have a marketplace and that lists all of the products that they sell. It's very easy for a potential affiliate looking for a new product to find new items to sell. Getting listed in the ClickBank marketplace can bring a lot of new affiliates and a lot of new sales that you wouldn't have otherwise had. It's a great tool.

Naturally, you've got to remember this, too. Because of the liability, they have to set up a fairly stringent set of rules, and I understand that. Using ClickBank isn't a perfect system. I've seen several problems over the years that I've used them. Now, I don't think the problems are serious enough that they would cause me to want to stop using them, but they are things that you need to know about nonetheless.

First off, I guess for some people this is kind of a turn off, but there is a $50 non-refundable fee just to have them look at your product and approve it. They want to see your product, of course, and they want to see your success page, which is where people go to after they pay for it. That way they can approve or not approve your product either. But either way, that $50 is still theirs. That shouldn't be a major concern. I did have one instance that I wanted to set up a software product for sale. But they would only approve it for a third of what I needed to sell it for. The issue there was that they did not understand the costs associated with supporting software. They were only concerned with sales. The people who work there are average people and don't understand your product. In my case, they did not understand the support costs involved.

The second problem is that they only allow a 60-day guarantee. Often you want to give a stronger guarantee than 60 days. There is a common marketing wisdom that says the longer you make your guarantee, not only will you make more sales but you will less returns than a shorter one, because people will not feel under such time restraints and may forget about it.

Number three is that you don't have access to your affiliate. There's no simple way that you can mail them with another offer, promotional tools, sales literature, etc. Technically they are not your affiliates, they are ClickBank's affiliates.

Four, for some reason ClickBank gets a lot of fraudulent charges. The products get ordered with stolen credit cards. The real people notice the charges and then complain and get a refund. I've noticed that one common theme is that almost always the people ordering with a fraudulent credit card have a set up a really stupid email address on a free mail service. The address may look like 97wwslob@yahoo.com or some equally ridiculous email. The name on the signup form is equally fake. A first name like "no" and last name as "body." Who do you know named that? ClickBank processes this like a regular sale. They do not do much verification.

The way I set up my system when a customer makes a purchase, the customer is taken to a form where they put in a first name and an email address. This information is added to an autoresponder and then they are sent the download. If they don't give the right email, they don't get the product. That in itself causes its own problem. The person using the stolen credit card doesn't get the product but the charge is still made against the card. I sympathize. Once I noticed a wave of this kind of problem. I notified ClickBank who verified the pattern. They all seemed to be coming from one affiliate. They shut that affiliate down. I don't remember the country – but it was from some offshore company. ClickBank's official answer is that they can't do anything about it.

Number five, it's too easy to get a refund from ClickBank. Unfortunately, there are people who buy product and then immediately request a refund. Without having time to read or look it. You and I have no say in the matter. If they request a refund, they get it. I'm all for giving people refunds if they've tried the product or looked it over, and for whatever reason they decide it's not for them. But there are people out there who feel they can use anything from ClickBank without paying for it.

I hope I have not scared you off, but those are things you need to be aware of. I think ClickBank is still the most common processing system out there. It definitely one you need to consider.

The second one is considered the new kid on the block. That's PayDotCom.com was put together largely to combat many of the problems I mentioned with ClickBank. There are some great advantages to using PayDotCom. There's no setup fee. You can join for free. You can set up as many products as you want for any price you want. There is no evaluation fee as with ClickBank.

There's no approval needed by them.

Their fees per sale are competitive – maybe a little less than ClickBank.

You know exactly who is selling your products. You have their names and you can email them, either to their PayDotCom interface or to their real email. You can send out messages to all of your affiliates for a particular product. They have a far more complete user interface. I've seen a lot less fraudulent charges. They are using PayPal. You pay the affiliates directly. PayDotCom does not. They also have a gallery so that people can find new products.

There are also downsides.

You need to process the payments to the affiliates. Some people might consider this a detriment. It's one more task you have to perform. Personally, I prefer it because it brings me closer to my affiliates. They get a check from me not from PayDotCom. The user interface is easy – you pay it through your PayPal account.

They don't accept credit cards directly. Mike Filsaime has assured me that they will be setting up a direct credit card processing system in the future. At the present they use either PayPal or Stormpay. Both system allow customers to use credit cards through their systems. A lot of online buyers today already have an account through PayPal or StormPay. That is not a big problem. They do not have as large an affiliate base, so their marketplace is not as extensive, but it is growing quickly.

Which one should you use? ClickBank or PayDotCom or both? I suggest that you set up a PayDotCom account regardless of whether you use ClickBank or not. You can set up a ClickBank account anytime you like too.

Let's talk about how to market your product. This is the point where the rubber meets the road. You have a product that is ready to ship. It is in digital or physical form. You have an account set up with ClickBank or PayDotCom or maybe you have your own shopping cart setup with a credit card processor

and your own affiliate program. There's one thing missing. Now you need to find people to buy your product.

The first thing you need to do is to create a website with a sales letter on it. I'm not going to try to tackle the issue of writing good sales copy or setting up your website. There's a lot of information already on the internet that can help you out there if you need help. It would take me a lot longer than the time I have here to help you. One of the best copywriter I know of is a guy named Carl Galletti. He offers a newsletter called "Ad Secrets" That every marketer should subscribe to. The best part about the newsletter is that it's free. To subscribe to the newsletter or find out more about it go to adsecrets.com. Carl is a friend and is an excellent copywriter.

How do you find marketing partners, joint venture partners? If you try to do all the marketing yourself, you are going to be in for a slow and bumpy ride. That's not the way the distribution channel works in this world.

How many times have you gone to Proctor and Gamble to buy a bar of soap? Or how about going to Kraft Foods to buy a package of cheese? You don't. Those are big companies and they sell billions of dollars every year in product but don't sell directly to consumers. It makes a lot more sense to them to sell to other companies who already have an established customer base of people who need soap and cheese and other food items. They come to their store all of the time to buy those items. I'm talking about the neighborhood grocery store. The key phrase is highlighted – that's the point you need to remember: an established customer base. The local grocery store has an established customer base – and you're one of them. You shop at a particular store out of loyalty. The people at the checkout counter probably know you personally. They often have offers and discounts they make only to regular customers. You feel more comfortable shopping in a store you are familiar with.

If you are coming into the market place with a new cheese, does it make sense to try to sell it yourself? If you had a very tight niche, or a very limited product, it might. But typically you would go to a distribution channel. Unless you could place your package of cheese in a gift basket. You will want to go to the grocery store and let them sell the cheese for you.

It's the same with internet marketing. It's far better if you find people to market your product that already have a loyal customer base to sell your product. These are people who have well established websites in the particular area you are targeting. A lot of them have spent a lot of time to build up a solid customer list. Every time they send out an email to their list they make hundreds or even thousands of sales.

You need to form a partnership with the people who already have that loyal customer base. Those are the people who can create thousands of dollars in new sales almost immediately.

That's what a joint venture is all about. You supply the product – the JV partner supplies the sales. You both benefit. It's the ultimate win-win situation.

As important as it is, it is also pretty simple.

Create your web page to recruit people to sell your product for you. Just like you did with creating a product sales page, just like I did with the Secret Spider Generator, you want to build a web page that sells an affiliate on working with you. You give them all of the benefits of working with you. As you structure your offer consider carefully what you want to accomplish from the affiliate sales.

Do you want to make a profit from the initial sale of the product or from the backend sales? Most affiliate programs that involve digital products offer 40 or 50 percent split. That's pretty good. You keep 50 percent and your affiliate keeps 50 percent. When I began looking for super affiliates to market the *Secret Spider Generator*, I wanted to offer more than 50 percent. I realized that building up a customer list is more important to me than the initial sale. People have even offered 100% or even more of the

profits on an e-book or a software product in the form of reprint rights. The idea is that the affiliates will market the product even that much more if they can keep all of the money. But inside the e-book, there is a way to obtain contact information. Perhaps it's through a squeeze page where they have to leave their first name and email address and then they get their download information through an autoresponder as I mentioned earlier.

I have not done any reprint rights products, because I knew I would have to factor something in to cover the cost of software with my product. I had to factor that into it. I would consider it with the Irritable Bowel Syndrome e-book because that requires no support.

The mailing list I could build if I could get that out through a lot of different affiliates, or by giving it away, will be far more valuable to me that the initial profits that I would make from the sale of that book.

There are a lot of ramifications to selling and creating reprint rights products. That's not the intent of this session. The thing that you need to remember, that done right, that could help you build a large customer list. That's a great tool for building a customer list.

We're talking about is recruiting joint venture partners here. When I began to recruit joint venture products I wrote many individual sales letters to many of the internet marketers asking them to market or buy my product. I went to the conferences. I talked to these people personally. I called these people up.

Let me talk about the letter for a little bit. It went like this:

Dear John,

I am writing to you to ask you to become my partner in marketing a product that every webmaster in the world would want: The key to Google's backdoor.

Since you're one of the prominent internet marketing teachers on the net, I think that each person who bought your Rags-to-Riches program would be an excellent candidate to use Google's backdoor to get their website spidered with Google.

Here you should put in a lot more specific information to show that you really do know who they are, you really do know what they're selling and how this would fit in with them. That's very important – why your product will work with their client base.

I created a new software product, in this case to help people to get all of their web pages spidered quicker than ever before with the full blessing of Google.

I'll be glad to give you a copy of the program. You can find out more information about this software and get a copy for yourself from this website: (URL of the website that talked about the affiliate program.) To make it more attractive to you, I'm offering 75% to you for helping to get this off the ground.

If you have any questions, I'm available at most anytime at 509-590-4300 or at frank@naport.com.

Step three: we want to build up our list of super affiliates. The next thing to do is a search through Google. We want to look for web pages that come up with the main keywords related to our products. These are people who can be your super affiliates. Do a "Who Is" search and find out the contact information for that particular website. Write to them individually. Be sure to mention that you saw their website. And that you have something that will fit in very nicely with their website that can make them a lot of money. Explain to them why your product will fit well with their website. It should without saying that you should present your product to them in terms of what it can do for them. The overriding question in their mind is always "what's in it for me?" It's not always how much money can I make, because they may have other reasons for promoting a product.

The fourth thing to do is to get into jvAlert. You might want to switch that with step three because this is effective. jvAlert is a membership program that Ken McArthur operates where you can announce your joint venture proposal to all of the other jvAlert members. It's free for members to use this service. The proposal goes out automatically to thousands of people who are actively looking for new products to promote. You have to have an invitation to join jvAlert. Just contact Ken McArthur to get that information. It's been very effective for me.

The next thing you can do is to submit a listing to affiliate directories. There a lot of affiliate directories on the internet of people who are looking for products to market. These are specialized search engines. They match affiliate programs with the affiliate marketer. You can go to Google to search for Affiliate Directory to find them to get you started. In addition to all of that, you should also submit your website to all of the a major search engines, of course. Using a Google sitemap, for example, will get you listed far faster than any other method than I have seen. Including podcasting, blogs, and other things.

Let me give you some parting thoughts here. You've got it all together. You've seen not only how I did it, but you have a step-by-step procedure that you can follow to do the same thing. I can't guarantee that you're going to achieve a home run, like I did with that one product, the first time out of the gate. But you could go on to do better than I did. I know people who followed the same formula and made a lot more than I did in even less time.

The intent here is to give you the tools and the idea. I can't do this for you. If you take this course that Ken has been working on for the past year, and put it on the bookshelf somewhere, it's not going to do you any good. Unfortunately, that happens all too often. People go from one program to another and they never really sit down and do anything. You got this course because you wanted to create extra money on the internet. Right?

Follow this procedure step by step. It's a simple process. Go through the entire course that Ken is teaching you. It's a tremendous course. You can do a good part of this before you spend a single dime creating a product. There's lots of books and courses out there that talk about making money by creating an e-book. I'm sensitive about the fact that what I've put together here is one more of those courses. I've tried to be different here by showing you exactly how I created the product. And how I've multiplied the marketing efforts that I did many times by using other people's lists.

This formula works! I've given you the steps you can follow to create your online income. The key to remember here is that you need to leverage on other people's lists. You do that by leveraging both their writing abilities and their marketing abilities. You get other people to create these products for you. That's called outsourcing. All you need to do is market research. You could even outsource that. You can other people create the product for next to nothing. You can have other people do the selling with no money out of your pocket. You can pay them out of the sales. You can even outsource your website. But this is an area I suggest you do yourself. At least the basics. You can always have an artist polish it. You can have some one else write your sales copy. You can have others do the market research. You would just be coordinating the efforts.

My challenge to you is this: stop being a dreamer and start being a doer.

I'm going to climb up on a soap box here. There's so many different ways to make money on the internet. Some of them worked for me, some of them don't. I truly don't understand with all these different ways to make money why people continue to go to a 9-5 job that they hate and dream what it would be like if they did not have to do that. You don't have to do that. I can only theorize that the reason more people don't make their living on the internet is what I call the BS factor. You know what BS is don't you? It's called the Belief System, of course.

I did not write this course to be a treatise on motivation. I'm not a motivational speaker. I'm not a Tony Robbins or a Michael Angier. The biggest thing I see holding people back is their belief system. They don't believe they can make money this easily.

From grade school, we are taught to be part of the crowd. The bell rings, you go to recess. Another bell rings, you come in. Another bell rings, it's time to eat lunch. Unfortunately, we keep to that pattern for the rest of our life. In high school we're taught we have to go to college to get a good job. Some people get a good job, but the majority don't. But good job or not, we end up being puppets on the end of somebody else's string.

I told you that I was going to get up on my soap box. Stop this insanity. There is a better way to live, and I've just given it to you.

There's a lot of people out there who put up a simple web page and six months later they wonder why they are not making money. Ken has given you the blueprint. Ken has shown you the *Info Product Blueprint*.

I often get asked how to make money quickly on the internet. That's the reason I created this DVD and why Ken has created this course.

When I a guy like me, with no college degree, can go out and generate $37,000 in less than a month, I don't understand why everybody is not pursuing a business on the internet. Sure, there might be other things that you need to learn. Maybe you can't write web pages. Spend a day or two and learn how to do a web page. It's easy with programs like Dreamweaver or XsitePro or others. It's like using a word processor. Tell yourself that you CAN instead of you CAN'T. Don't use it as an excuse. That's all it is – an excuse.

When I started on the internet, I knew nothing about web pages. I did not know FTP. I did not understand server hosting, graphics -- none of those things. And there were not nearly as many books, tutorials or training courses that there on the market today. I did not have the tools that are available like Rent-A-Coder, Secret Spider Generator, ClickBank, PayDotCom and things like that. But I did have a huge desire to succeed. I just learned the things that I needed to know. That makes sense.

To build web pages – you could use Rent-A-Coder to find a webmaster to do it for you. But personally, I think that if you're going to make money on the internet, writing simple web pages is a skill you must have. You need to know how to write basic sales copy.

If you don't know where to start, write down your best attempt in your own words and then go to rent-a-coder and find someone who can write good sales copy who can take what you wrote and polish it up to make it better. The same thing with web pages. You'd be amazed at how cheap you can do that.

Millions of dollars are being generated on the internet everyday. There's no reason why you can't be part of it. If I can go out and make $37,000 in 24 days from the beginning of the idea– and I did not even create the program – there's no reason why you can't do the same thing.

That's it. God bless you. Hopefully I'll see you on my CoolWebTips newsletter.

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your blueprint for creating and launching a profitable info product

Info Product Blueprint
1st Edition

Skill Set - DVD

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My name is Carl Galletti and I'd like you to welcome you to copywriting basics DVD. We're going to cover on this DVD how to write copy that could really increase your profits.

The first thing I want to do is to introduce you to a particular fact that not many people are aware of. That fact is that the failure to have good copy in your advertising or on your website is the single most common reason for failure in business. This is a very important factor that will become apparent as we go along.

Before we begin I want to present to you the greatest marketing secret of all time. This is another important piece of information that relates to copywriting. It's basically this: it's the words that get people to buy your products. It's not the graphics, it's not the songs, it's not whatever else that goes with it. It's the actual words. We're going to cover that in detail on this DVD.

So, one of the things I want to do first is to show you the possibilities by presenting some of the copy successes I've actually had. This is just a sample. Other people have had greater successes or lesser successes. It's not to brag. It's just to show you what the possibilities are. These are not the only things I've achieved. I've actually had successes that were above and below these figures. But these are typical successes that I've had by using copy in the field of marketing.

The first one I want to tell you about is the 6% response to 300 letters that were sent out selling a $2,000 product. Six percent of 300 letters is 18 product sales for $36,000. This does not include the backend, which are the things that are sold after the person bought. This is just one typical success that I had. This was actually many years ago.

I'm going to present some examples that are current as well as ones that are earlier in years.

Another one I had was $35,950 in 15 minutes. These are copy-related things. In other words, the copy was the thing that really did it. The words. This particular one combined a 15-minute presentation at a seminar with some written communications that were handed out at the seminar and resulted in bringing in $35,950 exactly over the weekend.

Another success I wanted to tell you about was a $100,000 plus per month website. This is a website that every single month pulled in $100,000 plus per month in orders. Again, all due to the words on the website. That's a success there.

Another one -- and this is an internet related thing -- $54,835 of sales in 18 hours. This was a combined effort where I did not write all of the copy here, but I added my own copy on top of and used some tricks which I will tell you a little about during this DVD which resulted in this kind of sales figure over 18 hours.

Another thing, similar, over the internet -- $107,784 in orders in 24 hours. And again, I'm telling you this, not to brag, or to say, "Hey, how good am I." These are just typical things that with good copywriting, someone can achieve. They are examples of the kinds of things people have achieved. Some have achieved much greater than these, and people have not achieved as much as these. It depends on how good your copy is.

What I'm going to try to do on this DVD is to show you the secrets of how to get your copy as good as possible.

Let's get started.

First of all, the words that get people to buy your products we call "copy." The act of doing this is called "copywriting." A lot of people think copywriting is a lot about writing. Well, I'm here to tell you it's not about writing. Not at all. In fact, do you want to know what copywriting really is about? It's about selling. We're going to learn a lot about that during this presentation. I'm going to show you the essence of it.

I'm going to tell you a little story. This what I call the "Lasker Story." Albert Lasker was a partner in an ad agency in the early 1900's -- The Lord and Thomas Agency. His partner share in 1909 was $50,000. That was a lot of money in 1909. He knew how valuable this whole subject of advertising was, because, even without knowing what advertising really was, he was able to make $50,000 in 1909, which is a huge amount of money. He knew the answer to profits was defining what advertising was. If he could do as well as he did without knowing, imagine how well he could do if he knew the answer. He happened to be in a meeting with Mr. Thomas, the head of the agency, and a note came up from downstairs from a person from a person named John E. Kennedy. He had previously been with the Canadian Mounted Police. He sent a note up to Lasker, that he knew what advertising was. He had heard that Lasker was looking for the answer and all he needed to do was to send a note to him telling him to come up. Actually, the note was to the head of the agency. Mr. Thomas was ready to throw it into the waste basket, but Lasker happened to be there, and said "I'll see him." He sent a note down, and Kennedy came up and met with Lasker. He told him "I know what advertising is. And I know you've been looking for the answer." Lasker was on the edge of his seat and said "What is it?" Kennedy said it can be defined in three words: "Salesmanship in print."

There was no radio or TV, or the internet at the time. The real meaning of those words for today is "Salesmanship multiplied." Advertising in those days, mail order, print, newsprint, magazine advertising, basically came down to salesmanship. This is a very important thing. People have made millions upon millions of dollars by knowing that advertising is salesmanship in print.

This is the foundation of all good advertising and all good promotion.

In this DVD we are going to take a look at the techniques you need to learn to do salesmanship in print.

The first thing you need to know is that you need to study successful direct response ads. These can be mail order ads, or can be other things. A direct response ad is an ad that has a measurable response. A coupon that gets sent in, an order gets sent in, or a request for information by calling on the phone. The area of mail order early on had developed most of the major techniques for salesmanship in print. Mail order was very measurable. You could not get an order except through the mail and that can be measured very accurately.

The only thing you need to do is study salesmanship. Obviously, if advertising is salesmanship in print, then you need to know what salesmanship really is. Most people are misinformed about salesmanship. They think salesmanship is when they walk into a store and someone has high-pressured them. They identify that as good salesmanship. That's not good salesmanship. That's bad salesmanship. That's not what you want to emulate. You want to emulate good salesmanship. When it's done well, people don't object to it. They welcome it. They buy from it. They respond to it. That's the kind of thing you want to do.

You want to read books about what was learned from tested responses. A lot of that information was developed in the days of mail order because after salesmanship in print was evolved and people knew about it, the only way to really get a good set of statistics of what worked and what didn't was through mail order. Mail order was the primary way of achieving that information.

The other thing I want to tell you about is modeling experts. Many experts have been in the mail order and advertising fields, and today the internet field. You want to find the experts and find out how they are doing it and what they are doing and use them as a model. Modeling experts – very important.

Another thing you want to do is follow to source. When someone suggests that there is a book that they learned something from, one of these experts, you want to go out and get that book and read it and study it. Because that's their source of information.

I can remember the first time I subscribed to an expensive newsletter by Jay Abraham. It was a $500 newsletter in 1987. He was charging $2,000 per hour for telephone consultation. Today he charges $5,000. In 1987 it was a huge sum. I told myself "I want to know not just what he knows, but where did he learn what he knows that he can charge so much to people and get it. Because he's delivering something of value that's worth far more than the $2,000 that they are paying him." Whenever he would mention a book, I would follow up and get a copy. This is follow to source.

One of the books he recommended to me, and that I found that other people recommended was *Scientific Advertising* by Claude Hopkins. I recommend that you get a copy of this. You can go to the website ScientificAdvertising.com and get a free copy of that book there. Everyone ought to have that book. David Ogilvy said that everyone who is involved with advertising should read that book seven times or they should not be involved with it.

Another book you should definitely have is the Robert Collier *Letter Book*. This is a hard copy book that has been reprinted. It's a 1937 book, but the information in it is every bit as good and solid today as it was when it was first written. You can get that at RCLV.com.

Another book you should definitely get is *Ogilvy on Advertising* by David Ogilvy. You can find this in most book stores or on Amazon.

Another one is *Tested Advertising Methods* by John Caples. I'm going to show you an early copy of this book. It is a hard copy version. This also came out in paperback with a similar kind of cover on it. If you can get one of these used, I recommend you get one with this cover on it, because the current one they're selling has some changes in it. They changed some of the ads. Quite frankly, I don't like the changes. I prefer the old ads. But even if you can't get this one, get the current one. Most of the information, 98% of the information, is still as good as the old one. If you can get a copy of the old edition, please do that. It will benefit you even more. The book's pretty inexpensive. You should get a lot out of it.

Another book I recommend is *Test Sentences that Sell* by Elmer Wheeler. You can go to VDT.com and have a look to see if it is available there.

Another book, *The Greatest Direct Mail Sales Letters of All Time*. If you go to Adsecrets.com/GDMSL – you'll be able to find a copy of that. It's got a collection of all of the greatest direct mail sales letters of all time. These are done by experts and they are sales letters that have worked very well and that you can model. That's what I mean by following to source.

The thing I want to relate to you though, is that there are experts and then there are experts. And all of these people you can learn some very good fundamental things from. But when it really comes down to it, the real experts are your customers. Your customer is the person who really determines what marketing works and what marketing doesn't work. You need to measure your customer responses, because, when it really comes down to it, regardless of what the experts say, and regardless of what you have learned from ads that worked in the past, the only true measure of your success is your customer. He is the only real marketing expert you have or you need. We'll get into just how you can make use of that. How you can find out about that.

One thing I want to present to you now is something that was presented in a book by G Lynn Sumner. It's a hard book to get. It's out of print. In there is something called *The 10 Commandments of copywriting*.

1. Learn all about your proposition before you write anything about it.

   What this means is to research your product very well. How can you promote a product that you don't everything about? This is one of the most important edicts. Especially if you're writing copy for somebody else. If it is not your own product, you definitely don't know as much about it as you

should. You need to find everything you can about the product. Try it out. Use it. Be a user of the product. That's number one.

2. Organize your material.

   Get it down in order from the viewpoint of the buyer's interest. Not yours.

3. Decide to whom you are writing.

   What is your market? Who are you writing to? Remember, it is a person, not a circulation or a list. You are writing a letter, not a speech. This holds just as true today whether you are writing copy for a website, a magazine ad, a newspaper ad, a television commercial or a radio commercial. It doesn't matter what the media is. When you're writing, this is the orientation you need to have. You need to decide to whom you are writing.

4. When you're ready to write, keep it simple.

   That does not mean writing down to anybody. Avoid high-flown phrases.

5. Use meaningful words and phrases. Words that stir the emotions, make the mouth water, make the heart beat faster.

   I'll tell you, these are usually simple words. Simple words are the more powerful words. We'll cover that in a little bit.

6. Don't try to be funny. To try and fail is tragic. Few people can write humorous copy. Few products lend themselves to it. Remember, the most serious of all operations is separating a man from his money.

   That applies for man or woman.

7. Make your copy specific. Use names, faces, what happens to whom.

8. Write to inspire confidence and prove your points.

   This is an extremely important point. Prove your points. One or two sentences of number 8, but is probably the most important thing in all of the ten commandments. We will get into this in a lot more detail later on.

9. Make your copy long enough to tell your story, then quit. No copy is too long if it holds your reader's interest. One sentence can be too long if it doesn't.

10. Give your reader something to do, and make it easy for them to do it. Tell them where to get what you have to sell, how much it costs, and why they should do it now. You've written your copy, cash in on it.

That's the 10 commandments. I encourage you to write them down. Keep a copy of it in front of you on your desk to refer to often.

The next thing I want to do is to get into the copywriting process. A lot of people talk about copy and about things to do related to copy, but don't tell you how to sit down and actually do it. I'm going to tell you how to actually do it. I call this the copywriting process.

Where do you start?

I want to show you the copywriting diagram. I want you to see what's going on here. We have a customer, we have copy and we have a product.

The customer must read your copy, must believe what you say, and must act on your words. In this case, buy your product. Then your copy is effective.

You need to write with the customer's point of view in mind. You need to capture their attention, build interest and desire and get action. You need to get a result. Buy the product is prime.

You need to make sure the product is worth more than the money paid for it, and present that argument in your copy. The product needs to solve a problem for your customer.

Start with your offer.

A lot of people will tell you that the headline is the most important part, but I always start with the offer. This is working backward. The reason is because, no matter how good the rest of the sales letter, the rest of the website is, if they don't like the offer, then they won't buy it.

If I wanted to sell you a Hyundai for $100,000 – that's not a good offer. But if I wanted to sell you a Mercedes-Benz that costs normally $65,000 and I offered it to you for $10,000 – that is a great offer.

What is an offer?

Let's take a look at that. The offer consists of a statement of value. What's it worth? What's the perceived value? What would you have to pay to get something equivalent? If I were offering you a set of tapes of a seminar, and the people who attended paid $2,000 to attend, then it would have an equivalent worth of $2,000. If it gave you the ability to earn $10,000 then it would have perceived value of somewhere up to $10,000.

Another part of the offer is how much are you charging? What is the actual value you are going to charge? What do I exactly get? Tapes? Download? Ebook? Software? CD/ROM in the mail. Do I get printed matter? DVD? Audio CD? What EXACTLY is the product?

Another thing is what are the bonuses? This is extremely important part. I have made hundreds of thousands of dollars using this technique -- by really focusing on the bonuses. Some people buy a product simply for the bonuses. I have made offers so good that people have bought the product simply for the bonuses.

Finally, what will I miss out on if I don't act quickly? The person is reading your sales letter, and they get to the offer. If you don't get them to act, they have wasted all of that time. You have them to this point and they don't buy. Of they don't by now and say, "I'll have to think about this. I'll wait 'till tomorrow." When tomorrow comes around, the copy is 24 hours old. They've forgotten most of what they've read. All of the convincing they went through, that told them why this is such a good deal, why they should buy, is now gone and they won't remember most of that. They will be making a decision based on a fraction of the arguments you presented to them. Getting them to act quickly is most important. That's when they are best informed and can make the most informed decision.

Let's talk about our reader. What's their attitude? Here's something that was put out by McGraw-Hill. I like to call him Mr. McGraw-Hill. He's representative of your typical customer. He is saying: "I don't know who you are. I don't know your company. I don't know your company's product. I don't know what your company stands for. I don't know your company's customers. I don't know your company's record. I don't know your company's reputation. Now, what was it you wanted to sell me?" A lot of people forget this. They don't pay any attention to this. This is what you are confronting. This is what your buyer has in mind when you try to sell to him. This is the attitude. How do you break through that?

There are certain techniques we are going to present now that show you how to break through that.

The first thing is **Uniqueness**. If your product is unique, it means you have it and no one else has it. It is a product that is unlike any other product. Not necessarily that you own it, but it is the uniqueness of it. It is different from every other product around.

The other thing is **Exclusivity**. Only you have the product. No one else has it.

If you can combine these two, that's the best of both worlds. If you have a product that is unique, that serves a useful purpose and it's exclusive to you, only you can sell it, then that's ideal.

You can have uniqueness without exclusivity. There can be a product that is unique, but that everyone can sell it, that it's not exclusive. That's still a good situation because it means that it will outperform other products that it's better than, because it's unique. But you can get it from another person.

Whenever possible, try to get something that's unique and exclusive. You can't always do it, I understand that. There are other methods and other techniques. We're going to cover that now.

The next thing I want you to do is in your copy address your buyer directly. Use "you" and "your" rather than "me" and "my." These are words that you can have in your copy.

You want to use simple words, as covered in the 10 commandments. They're the most powerful most of the time.

Another thing is to use short sentences and paragraphs. Make it easy to understand.

Finally, talk about benefits about how the product solves the buyers' problems, rather than just the features of the product. The definition of a benefit is something that is and advantage that accrues to the buyer. A feature is something that is characteristic about the product. You may have to work those in concert with each other. But the more powerful is the benefit. The benefits to the customer is much more important to them. But the features may support the benefits. In concert they work best.

Use an attention-grabbing, interest-building headline. A headline can boost response to your website by 1950%. Your website or sales letter or newspaper ad, or whatever it is. The headline is extremely important. That means that a $100 per week website will generate as much as $1,950 a week with that kind of increased response. A $1,000 a week website will generate $19,500 a week with that increase. I just want to show you the effect of a really good headline can be.

David Olgivie said "on average, 5 times as many people read the headline as read the body copy." This is an extremely important fact to keep in mind.

There are a lot of things we can learn from David Ogilvy. Another thing he said was "on average, ads with news are recalled by 22% more people than ads without news." When you have some news, shout it from the top. People are triggered by something new. "Headlines that offer the reader helpful information attract above average readership." This goes for whether it's a newspaper, magazine ad, a TV spot, an infomercial or an internet site or a radio commercial.

Another thing: "Quotes increase recall by an average 28%." You can't use quotes in a TV or radio ad, but you can use the actual person saying those things in the ad. In newspaper, magazine, or website, you can put quotes around it and the person who quoted it . That's effective too.

"Headlines more than anything else, decide the success or failure of an advertisement." David Olgivie. You can see we use the quotes here to assign this quote to David Olgivie. That's the importance he assigned to quotes.

Photographs attract more reader than illustrations and are more believable and memorable. We will cover photographs later, what their use is, etc. Why am I presenting photographs with headlines? Sometimes photographs precede headlines. The photographs attract so much attention, that they attract the attention before the person has a chance to read the headline. You can actually do harm to your ad if the headline is not positioned properly. One of the things that has been found is that by putting the headline below the photograph will very often increase the response, rather than having the headline above the photograph. The photograph draws the eye's attention to it. They drop down because that's your natural way of reading from top to bottom. You see the photograph, then you drop your eye underneath to read the headline. The other way to do it is to have the photograph to the left of the headline. That works well because you read left to right and top to bottom. If your eye is on the right side of the page, the tendency is to want to go to the left of the page.

How long should your copy be? This is the debate. Usually the people who are not experienced, and don't have the information, the actual facts of the matter, will say that short copy is better. Testing has proven that long copy is better. That doesn't mean to pour on the junk. You can't bore anyone to death. Good solid copy, copy that is written well, will work very well.

Here's an example: It's called "What Everyone Ought to Know about the Stock and Bond Business." It contained 6,450 words and got 10,000 responses. It didn't have a coupon. It only ran one day in The Wall Street Journal. By the way, it was by Lewis Engle. Here's a copy of the ad, so you can see it. There are a lot of words in there. There's no coupon, but near the end of the copy, it mentions how you can get a free copy of a book explaining in more detail. It garnered 10,000 responses and only ran a single day. The copy needs to be as long as it takes to tell the entire story. Don't be afraid of long copy. Be sure that you're saying something that's useful and relevant to the customer. Things that apply and are appropriate.

Where can you learn about headlines? "Tested Advertising Methods" is one of the best books, if not the best book on writing headlines. They've got a lot of headline formulas. I recommend that get a used copy of the fourth edition or earlier. If you can't get it, the fifth and later edition will be ok, you will still have the copy formulas, and the bulk of what you need will be there.

The copy must be "you" oriented. That means you must talk directly to your reader. That's extremely important. I find that people when they first write copy tend to talk from their viewpoint, and the customer doesn't want to know about you. They want to know what's in it for them? Their attitude is: "So what. Who cares? What's in it for me?" You want to address that issue.

One way of doing that is to use specifics. This tends to help focus the person's attention on what you are writing about. They have a chance to evaluate that it has to do with them. Here are some samples of specifics that have been used.

"99.44% pure" – this has a way of sounding more believable.

"$54,985.27" – exact figure is much more believable than $54,000 or "over $50,000"

"How to Earn $87 per hour as a consultant" is more effective than "how to earn over $80 per hour as a consultant." Specifics really sell.

Another thing I find with beginning writers is the tendency to start writing a prelude, and then they get to the good stuff later on.

Here's a quick story about Frank Capra, the famous director. He was working on Lost Horizon which is about Shangrila. They were ready with the film and wanted to test it. So, they tested it with an audience who came in free off of the street. They sat down. They were free to leave at any time. The movie started. They were bored quickly and left in droves. That would have meant a total failure. They couldn't

figure out what was wrong. He agonized over it. He decided to take the first two reels out of the move and start with the third reel. He put the beginning credits on the third reel and skipped the first two reels. They brought another group of audience back it. They were riveted to their seats. They loved the movie. It went on the win the major Academy Awards of its time.

This goes to show you how if you don't put the best thing you have up front, people will get bored, they will leave before they get to the good stuff. So, don't think that they're going to get to the good stuff half way through your sales letter or your website or at the end. They're not. Take the good stuff, the best thing you can say, and move it up to the front. They may never get to the place where you've got your best stuff. So put the best things you have to say at the beginning.

Keep it simple. Very important. Use simple words, simple sentences. The most powerful words are very often simple words. They're not multi-syllable words.

The next thing I want to cover is something that is a fact in marketing and advertising called the lifetime value of a customer. Why is this important to know? This is the value of a customer over the lifetime of their transactions with you. A customer may come into your store and only spend $10. But if they liked doing business with you, if they had a good experience, then they might come in every week and spend on average $10. In a year they will spend $520 in 10 years $5,200. That's on average. That means a lot of money.

That person walking through the door or responding to your first ad, is not just $10, it may be thousands of dollars. That's something for you to consider.

Here's another fact I want you to consider. 80% of major sales occur on or after 7 to 8 contacts. What is a contact? A contact could be a person seeing an ad. That's one contact. If they see the ad the second time, that's two contacts Seeing an ad and calling a telephone number would be two contacts. Seeing an ad and going to a website, would be two contacts. Take into consideration that before people buy something they want to have a significant experience. Why is this? We will get into that in a second.

The main fact you should know is that it is four or five times more expensive to acquire a first sale than for subsequent sales. These two things have a lot to do with each other and the lifetime value of a customer. And why it is that you need to be especially attentive to your copy on the first and the succeeding times you contact your customer.

It also shows you that you want to build long term relationships with your customers. You don't want to just go for the easy, up-front, hit. When you do that, you leave a lot of money on the table. Part of copywriting and advertising is knowing that you want to build a long term relationship with your customer. That means a lot of things, some of which we will be going into. The only to do that is to gain their trust.

How do you gain your customer's trust? The first thing is to be honest. There's a ring of truth when you're honest. When you're not honest, your customer can tell and see through it.

Prove what you say. This is so important. We will be covering this in more detail. Back it up with testimonials.

Over-deliver. I'm a big believer in over-delivering because it tells your customer that not only can they believe what you say is true, but they can count on even more than you promised them.

Deliver solid content. Don't skimp on content. Make sure that it's meaty content. Especially with information products. Also, honor your guarantees.

Go the extra mile. This goes hand in hand with over-delivering. You want to go out on a limb, and do more than you're expected to do. Not just in over-delivering, but in dealing with you customer and support, etc.

The main technique you need to know is Proof. Proof is the main technique. What is Proof? It is the most valuable advertising concept you will ever learn. That's how important it is in your copy.

How do you prove what you say? We will look at this top order down. The most effective way to prove what you have to say is to do it so that the reader can verify it instantly. The reader can say "I know this is true, because I can verify it myself." You might say "If you buy 10 widgets, I will offer you a 50% discount. Which means that you can go out and sell each widget for $100 and with your 50% discount, you make $50 per widget, that means you make $500." This is something they can verify for themselves.

You can give them the figures. You can say "How many customers can you sell?" If you have 5,000 people on your list from your website. From your email, only 20% actually open and read your email, and we know that one in ten persons who come to the website will buy." They can calculate that would mean that 10 people from my list will buy. If each sale were worth $1,000 that would equal $10,000 in sales from mailing their 5,000 person list. That's something they can verify for themselves. This is the best way.

The celebrity testimonial. What is a celebrity testimonial? This would be a celebrity saying something endorsing your product. For some reason people believe celebrities more than they believe non-celebrities. This is an important technique.

The next one is Authority Testimonials. This is someone who endorses your product and is an authority figure. Actual facts, celebrities have a higher rank in believability than authority figures do. Celebrity is considered to be a higher form of proof, even though logically that does not make sense. These two are close together. It depends on the celebrity and the authority figure.

Specific Customer Testimonial. A testimonial by customer and usually city and state that you can quote. This is next down from Celebrity and Authority.

Blind Testimonial. This is a testimonial that does not say who it is from or perhaps with only initials. This is not as believable as having a person's real name.

Just Say It. This is not a good way of proving something. You just say it. But it is better than not saying it at all.

There are other ways: Photos. Photos work very well in proving things. Before and after photos "this is before I went on my diet and this is after my diet." This is very close to self-verifying because a person can see for themselves the difference in a persons' weight.

Showing Specifics. Showing specifics are more believable and are considered a form of proof.

Details. Just listing details have a way of being a prudent thing. Financial statements, and the like. Again, this is very close to the self-verification proof technique. Providing some statements, to that effect, would be proof that you are actually backing up what you said.

These are ways of proving. It all relates to the subject of believability.

This is something that James Webb Young said in the '40's "Every type of advertiser has the same problem. That is to be believed. The mail order man knows nothing so potent for his purpose as the testimonial." James Webb Young was considered by David Ogilvy as one of the greatest copywriters of all time. This is very important.

I want to present to you a formula I have already given you a hint about before. This is a formula that is commonly used in copywriting. People will quote it all the time, and they always get it wrong.

First, of all, the formula is the "AIDA" formula. This stands for:

A – Attention

I – Interest

D – Desire

A – Action

Attention is the headline. Action would be the call to action – telling the people to buy. People generally skip over the Interest and the Desire part.

I searched for good information about this and I finally realized what it really means. The AIDA formula is like a barometer of customer interest. It's almost the reverse of the formula. At the top is Action then Desire, Interest and Attention. So at the bottom, the least amount of interest the person can have is their attention. Grab their attention – that's the least amount of attention you can have. Then build it up a little bit more and it becomes interest, if you ramp it up, turn the volume up, it becomes desire. They really want it. If they really want it badly enough then you turn it up a little more and that turns into action. That's when they buy your product. That's a formula that can be used.

This is how you use the formula.

Headlines attract attention. Sub-headlines attract attention. You want to continually throughout the copy pull the person's attention in. Get their attention. Tell them about things. Build up their interest. If you do this over and over again enough times and in enough ways, it creates a desire for the product. Because you will stimulate their interest over and over again.

People are busy doing other things and you continually have to bring their attention back. Give them a sub-head. Make it easy to read. If you build that up, you will build them up to a fever pitch desire, and that's when you need to ask for the order. You will need a good offer. That's when they will take action.

After you have done your writing, the most valuable thing you can do with your copy is to put it to the test. Test it. Don't assume it will work. Test it with a small expense to you.

Claude Hopkins said that he never really risked very much of his client's money, because he thought it was so valuable. If the ad failed, it did not cost very much, and just replaced it with something better. Once he found something that worked, then it would work so well that it would more than pay for the small cost of doing the testing. Remember that you need to put your copy to the test. If it doesn't work, go back to the drawing board.

Remember all of the things we discussed here. Rewrite it from a different point of view. Go through your copy over and over again.

Most people think that writing good copy and putting good salesmanship in your copy is to write from beginning to end. That's not true. Write from beginning to end but go back and review it. You want to have some time between the reviews. This is part of the creative process. Put it away. Go do something else and then come back to it. When you come back to it, evaluate from a different point of view. Evaluate from the aspect of if it flows well or not. Evaluate it from the aspect of punctuation and spelling. Go through once and see if it really grabs you. Go through and rank each paragraph. Take your best

section and move it up to the front. Check if it all logically flows together. Or do you need some connectors to segue from one section to another. These are all important things that you need to know.

The next thing I'd like to do is show you some successful ads – some successful old ads. Because they take it out of the realm of today and let us judge just the purest reason. These things have stood the test of time and are studied today by people who want to learn how to write copy.

One of the most famous of all time was this one:

They laughed at me when I sat at the piano, but when I started to play" This ad ran for 40 years successfully. I want to point out some things that work well for you and also things that will help you work better. It has an illustration at the top and below is the headline. In these days, when the ads first came, they did not really reproduce photos well in publications this ran in. That was basically newspapers and magazines. They used an illustration. Today we would use an actual photograph. A staged photograph that is basically the same as in this picture. But it would be a photograph, and that would be more believable. "They laughed at me when I sat down at the piano, but when I started to play…" It creates an interest. You can't read that and say: "So what? Next" You want to know. You will see at the bottom right corner there is a coupon. Throughout the ad you will see several sub-heads. There's a section there that says "pick your instrument" in the bottom left there is a little box you can read. In the upper left hand corner of the copy you will see a big "A" that's called a dropped-cap. For some reason, having a dropped-cap increases readability of the ad. This is a typical example. This ran successfully for 40 years.

Here's another one:

"Do you make these mistakes in English?" I find that most beginning copywriters like to put questions in the headlines. I tell them not to use questions in their headlines. It's not a good idea. But I use this as an example of how to write a headline with a question. Most beginning copywriters don't use this kind of a headline when they write questions. But this one works. This is why: it says "Do you make THESE mistakes in English?" How are you going to answer this question without reading the rest of the copy. If you ask the question "Do you like hummingbirds?" The person can say "Yes," "No, " or "Who Cares, let's turn the page." They already know the answer to the question. This headline cannot be answered until they know what mistakes the copy is talking about. The key word is "These." In the bottom right hand corner, there is a coupon for response. You can see there are several sub-heads. There is a picture in the middle. It's easy to read. You can skip through the sub-heads. I want to point something out. Both of these ads are full-page ads and neither one asked for money. They offered something for free. They ran for 40 years successfully.

Here is another ad. This is a predecessor to a famous Wall Street Journal ad that sold hundreds of thousands, or millions of subscriptions to the Wall Street Journal. The letter that did it was based on the next two ads I'm going to show you. These are comparing the "story the streetcar tells" The story about the "trained" and the "untrained" man. The one on the left is the "untrained" man and is crouched down. The one on the right is the "trained" man. He looks very well-to-do and is reading something there. In the Wall Street Journal ad, he would be reading the Wall Street Journal. But this ad is from the International Correspondence School. The story that it tells is that man on the right took an International Correspondence School course, and is now the president of his company. And the other man did not and he's just a lowly worker. They both graduated from the same school. Just using comparison.

Here's another one: It's very similar. The story of two men that fought in the Civil War. This is from the Alexander Hamilton Institute. It's a story about two people one who went through the Alexander Hamilton Institute training and was successful and the other one didn't. You can see they are long copy. They have coupons at the bottom and both of these don't ask you to send money. Very interesting.

Here's one that does ask you to send money. This is more up to date. It was done in the 60' or 70's. This was done by Joe Carbo. He sold millions of dollars of a ten dollar book. This is one version of his

famous ad: "How a failure at 40 can retire a millionaire before 50." You can see it's all copy. There isn't even an illustration here. You need to get a hold of this ad and study it.

I'll show you samples of ads that I've written. These are sales letters. I want to point out some things you can learn from each of these.

Here's one "you can make $75 an hour cleaning computers." The interesting thing about this is the opportunity. $75 per hour. Wow. How much would you pay to learn how to make $75 an hour? Right from the reading of the headline, a person's ready to buy, I think.

Here's another one I did for Jay Abraham.

"Last year during the deepest recession of the decade I made more money than 95% of the Forbes Magazine top 800 most powerful CEOs. This year I'd like to reveal the secrets which made this all possible to a select group of people, like you." See how it addresses the person "you." It's "you" oriented. "If you qualify you can be on your way to more riches and success than you ever dreamed possible." Very compelling headline.

Next one: This is a great on. It's about Lee Kemp. It says.

"With an 11 and 8 record during my freshman and sophomore years in high school, I was just another wrestler. Then I learned something the next summer that changed me forever. In my junior year, I became the undefeated state champion. Since then, I've become a three-time world champion. Many experts consider me to be the greatest American wrestler of all time. Lee Kemp"

With a headline like that, do you think anybody would read the rest of the sales letter? You see, you need compelling headlines. This is why headlines are so important. Here's another one:

"Yes, you can learn to paint works of art that you can be proud of and others will admire."

Here's another one:

"My school teachers said I'd never amount to anything but I raised myself from a dead-end job to making $16,000 a month. $192,000 a year. You can too, if you use my secret."

Wouldn't you want to know what that secret was? I certainly would if I were looking at this.

Here's another one:

"How to sell more dresses at full price in a shorter period of time than you've ever done before."

Now, if you ran a dress shop, wouldn't you be interested in this? This was something that was addressed to a dress shop and it presented a method to them to be able to sell more dresses in a shorter period of time. And at full price.

Very compelling.

Here's another one I wrote:

"Nobel Prize winning MD discovers amazing secrets that can lead to a longer and healthier life for you and your family. Special report and audio tape reveal the shocking truth about your health. Could this be the health secret you've been searching for? " And it goes on. It's really a very compelling letter.

I'm only presenting the first page of these letters. This is the most important part. Because where is the most important part? Up front. In the opening words. Here's another one:

"How to get your athletes to perform their absolute best when everything depends on it. The seven secrets that could make you a winning coach." This is a letter addressed to coaches.

This is the end of our slide portion of the program.

What I want you to know about copywriting is that copywriting is one of the most powerful abilities you can have. It doesn't matter how well you did in school in English, because it's not about English. It's about selling. It doesn't matter how good you are as a salesperson in person. Because through writing you can be a good salesperson, if you just study good sales techniques. Good salesmanship in print techniques. It's a different thing from selling face-to-face. I tried when I was a teenager. I can remember buying this catalog of printing things. I was gout and sell to stores. I walked around with that catalog trying to talk myself into walking into a store. I just couldn't. I couldn't walk into a store and say "Hi, would you like to buy some printing?" Well, I didn't know very much about salesmanship. If I did, I would have done better. But I tried other things. I signed up to sell pots and pans. I walked out the door ready to go try sell somebody. I just couldn't do it. I'm really a lousy salesperson -- in person.

But through print, I can sell effectively because I know the techniques. I've learned the techniques from the masters. And I've learned them so well that I've been asked by many of the living masters to write copy for them or to be part of their presentations or seminars. The true reward of being able to write good copy is financial rewards and beyond. There is a freedom that you get. I work by myself. I no longer write copy for just clients on a per piece, freelance basis. I still do it for partners, or joint ventures. Where I get an equity share of what I'm doing. I write copy for myself. If you write copy for yourself, you will make more money than if you write copy for other people. You will have a more satisfying experience, as well. You can work anywhere in the world. Even before the internet. Because writing copy, you can be any place. But with the internet it's so much easier to do that. Writing copy for yourself will be more rewarding. You have freedom to work the hours you want. To live where you want. I live in beautiful Sedona, Arizona. 300 plus days a year of sunshine. It's wonderful weather. It's like living in a paradise. I've chosen to live here because I can do my business from anywhere in the country or even in the world.

With the internet it's really pretty easy. You can write a lot of money writing copy for yourself. You can also hire yourself out. I don't recommend that. I recommend that you write copy for yourself. It's easy to get jobs writing copy for other people. When you get a job writing copy for other people, it pays anywhere from a couple of thousand dollars on up. It depends on how long the copy is that you have to write and what it's for. Typical professional copywriters on the internet will charge about a dollar per word writing copy. My friend, Michel Fortin is a copywriter who's written many famous ads. He wrote the ad for John Reese that made a million dollars in 18 hours. That was done through copywriting. He got paid very well to do that. You can start out small and charge a thousand or two thousand dollars. Which is equivalent to a quarter per word for writing website copy. As you become more proficient and your results are verified and you become more well-known for delivering results, people will be willing to pay you more money. As you get more business, you can keep raising your price. But eventually, if you can do well writing copy, you should write copy for yourself. Because you write copy once and it can go on selling forever and ever. You can make you a lot of money rather than by being paid once and making money for your client over and over again.

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Skill Set - DVD

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Welcome. My name is Michael Koenigs. Over the next few minutes, I'm going to introduce you to something that is revolutionizing the marketing and advertising world in much the same way that the Internet revolutionized communications.

But first, I'd like to ask you a few questions about your online dreams. Do you have an idea that you want to turn in to money? Would you like to launch your own online business? Perhaps you'd like to make more money, get out of debt, maybe start a new career, retire early, work at home, spend more time with your family, maybe learn the fastest, easiest way to market and sell online.

Now if you already have a website, are you frustrated because your site doesn't convert enough visitors into buyers? Are you disappointed because you can't easily generate traffic to your site? Maybe you're bewildered because you don't know how to rise above the noise and all the junk that's online. Perhaps you're feeling overworked from creating sales copy that takes days or weeks to write, and doesn't generate quality results.

Now maybe your brain is ready to explode from information overload. Well, if you're like most Internet Marketers, you're feeling overwhelmed with hype, you're confused, and maybe not sure where to begin. Maybe you don't have the time or the money to learn or try every solution or tool that shows up out there. You're tired of big promises and poor results, and you're finding it hard to stand out from all the online noise and spam. You need better conversions and more sales, and you'd like to find the newest, easiest, least expensive way to get the results you're looking for.

Well, what if I told you that your websites can convert up to 10, 20, or even 40 percent of web visitors into leads? You could quickly and easily dominate top search engine rankings in your niche, you can stand out from other websites with something that's truly unique, and you can easily and affordably learn a powerful new online marketing strategy and get results in as little as a day. Would you want to know more?

Well, I'd like to introduce you today to *Internet Infomercials 101*. You can learn how to easily make online commercials that sell your product, service, book, seminar, subscriptions, memberships, or you online more effectively than any other technique in as little as a day.

Over the next few minutes, I'm going to show you the fastest, easiest way to make money online. I'm going to show you what are Internet Infomercials, and whether or not they work. I'm going to show you how they work and how well they work.

First, what are Internet Infomercials anyway? Well they're 3 to 5 minute presentations that use the time-tested proven Infomercial formula. Unlike normal web videos, they're designed to get visitors to act. Now why use Internet Infomercials? It's easy, because anyone can learn how to create them in less than a day, and with practice, you can go from idea to a sales page with a video in less than four hours.

Your sales and revenue can be generating in as few as eight hours, and they're cheap, easy, and fast to make. Anyone with basic skills who can use a Word Processor and turn on a Camcorder can learn how to use them and make them in less than a day.

Now Internet Infomercials are for you if you maintain and build a database or list, you sell your own products or services, or you're promoting affiliate products doing joint ventures or thinking about it. If you sell on eBay, Internet Infomercials are perfect, and if you're driving traffic with Google AdWords or you depend on search engine optimization to generate traffic to your site. If you're thinking about starting a business, this is the easiest, fastest way to get going.

So if you want proof that they work, all our Infomercial websites have consistently generated 20, 30, and even 40 percent conversion rates. That is, the number of people who visit, and then opt-in. Now, with the right formula, yours can, too.

What I'm about to show you is an Internet Infomercial webpage that we created for an affiliate. If you're not familiar with what affiliates are, I'll show you that in just a moment. This one took about three hours to create from the time we decided to start until it was done, including the sales page. It generated over $2,000 in affiliate revenue in less than 48 hours and 35.5% of visitors who came to the page opted in and wanted to know more. It was simple and easy to create. Right now, I'm going to show you that exact page.

What's important to know here is this isn't the hottest, biggest, fastest thing. We did it in four hours, and I hope you enjoy it.

Hi. This is Mike Koenigs from the *Infomercialtoolkit.com*. I want to share with you how easy and fast it can be to create joint venture and affiliate videos to generate income. Then I want to share with you a real-life example of an opportunity a newsletter subscriber sent to us just a few hours ago that I think you'll find intriguing.

Here's the quick pitch. This is for a business that most people could never afford to build themselves, but nearly every business and individual needs at least once per year, usually on a weekly or monthly basis. It's as close to zero risk as anything I've ever seen, and it can be set up in 15 minutes. The founder claims he can be generating sales in as little as 24 hours. You don't need any technical skills to run the business, and you can run it completely from home. You don't need a merchant account and you don't need a website.

So what is it, you're wondering? If you provide your email address and name, I'll give you the answer. So go ahead and fill in your information. But don't press the button until you listen to the rest of what I want to share with you. The real point of showing you this video is to illustrate how anyone can harness the power of Internet Infomercials for Affiliate Marketing.

Anyone can learn how to do what I'm doing right now with the Infomercial toolkit, a camera, and a laptop in just a couple of hours. The video you're watching right now was shot, edited, and prepared in less than an hour with a couple hundred dollars worth of equipment. If you press the button, I think you'll be blown away with the simplicity of how you can use Internet Infomercials to generate affiliate and joint venture income quickly and easily, and you can do it without sales letters. No product to create, no licenses, no overhead.

If you're already an owner of the *Infomercial Toolkit*, you know that you've been given all the tools and information you need to do this right now. If you aren't, I'm going to show you how to get your copy right now. Thanks for listening. If you have any questions, send them to me at info@Infomercialtoolkit.com.

All right. The page that showed up, if you provided your contact information is someone else's sales pitch. We didn't create it. All we were doing was promoting someone else's product to our list. This was the result.

Now the results are the most important thing. As I mentioned earlier, we wound up with a 35.5% conversion rate – that is the number of people visited and wanted to know more. These are unretouched screen captures from our web server logs.

Next, I'm going to show you an eBay case study. This is for a product that I purchased for $200 online, and I sold it for $960 six months later. Now the way I did it was with video. You may have heard that old saying before that a picture might be worth a thousand words, but a video is worth more. The key is you can demonstrate your product or service and that's what causes people to buy. Because most buyers, the real reason why they don't purchase your product if they want it in the first place, is because they don't trust what they're seeing or hearing.

The important thing here is people obviously trusted what they saw because I demonstrated the product actually functioning and working. Another important thing is the number of viewers I had just for this listing was over 480. Now the results were fabulous. The number of bids we got were more than 20 and, of course, the income generated was fantastic. All this was done with three simple videos that took about 20 minutes to make from start to finish.

Another important thing that happens is you get seen. If you have your own Internet Infomercials and they're online, people start to see you. They get an opportunity to meet you and you may have an opportunity to meet what we call a 'big whale.' Now in the world of Las Vegas, a big whale is someone who spends a lot of money. This is somebody who spends more than a $1 million a year at a casino. In our world, they're people with big budgets and they're willing to spend it to get results.

So as soon as we launched the *Infomercial Toolkit* and our videos were online, we were getting calls from all over the world. The exposure you get is invaluable. People feel comfortable with people they see in video. It's an opportunity for you to experience and have a relationship.

Next, you get media credibility and publicity. So if you have an opportunity and someone talks about you, or you send out some press releases, people have an opportunity to see you, meet you, and get to know you.

Finally, the recognition and value you get is also invaluable. Right now, when we go into seminars, people already know who we are. They feel as though they have a relationship with you and they say, "I saw your show online." It's as if they're watching a television program. That's the power of Internet Infomercials.

Another great byproduct is the search engine's level. If you go out right now and type in the key word Internet Infomercial in Google, over a million results will show up. We dominate nine out of ten of the listings. This is because when you upload your videos to free video hosting services, the search engines find you, and index you, and point back to your website. And it's free.

The next thing that happens is people come to your site pre-qualified. They may have watched your video, saw it, liked what they saw, and are willing to open up their wallets and buy. This is an unretouched email we got from an order online where someone found our goofy Internet video online and purchased a product worth more than $900. This is not uncommon.

Another thing is, as I mentioned earlier, you can dominate search engine niches. This is a couple of photos from *Google.video.com* in some areas and categories we own. Our results show up in the top ten listings on a regular basis.

Next, I promised you that I would share with you the fastest way to make money online, and you've actually already seen it. That is called Affiliate Marketing. This is where someone pays you a percentage of the sale in exchange for generating a sale. The beauty of this is that there are no fulfillment worries, no support worries, and when you create an Internet Infomercial page much like the one I showed you earlier, you can be generating income in as little as a day.

Now, if you're wondering how does it work? I'll give you a tiny snapshot just to give you an idea of a hypothetical. Now let's say you created an Internet Infomercial page just like the one I showed you earlier. And, if you took some time and had a little bit of practice you can learn how to make them in as little as four hours, like we did. Now that particular site generated $2,000 and that was just within 24 hours.

So this may be an uncommon example, but I want you to understand the concepts. Now what if you took the time and you created just two Internet Infomercial sites per week or eight per month, and you got

similar results, that would be $16,000 the first month that you're online. That, again, is the power of the Internet Infomercial for Affiliate Marketing.

Now the next slide is about Google video ads. Right now, if you go to Google and you see the little advertisements that show up on the right hand side, they're called sponsored listings or sponsored ads. People are basically writing classified ads to show off and advertise their products. But Google is adding video ads. Initially, they're going to be showing up on content partner sites, not on the main Google site, but before long they'll be all over. What's important about this is ordinary people like you and me can create their own Internet videos and make them available worldwide in a matter of hours. That is incredibly powerful and it's so big that Google has its eyes set on a $90 billion a year industry, and that is the advertising world. Television advertising specifically.

Now what will the future bring? Well, right now there are more phones than computers worldwide. Over 60 million phones in the U.S. alone are video enabled. Your ability to send content to them is just around the corner. Soon, people will be able to click a buy now button and order your products after just seeing a video.

You have access to a worldwide marketplace. Google TV is inevitable. So niche content, maybe a little show, maybe your Internet Infomercial can be made available and people can watch it on their TV sets. That's IP TV and it's happening all over the place.

Next, broadcasting is irrelevant. Video iPOD's are proof of this. People are now downloading programs and content, and watching them. This is niche material. You can create content that appeals to a very narrow audience that you couldn't afford to broadcast to with normal media. That again is the power of creating your own Internet Infomercial content.

Next, Internet Infomercials are for you if you want to save time, create sites faster, easier, and cheaper, get results in hours instead of days or weeks, and save huge dollars in creating sales pages of all the old style media. Most importantly, you can convert more visitors into buyers and drive traffic with the search engine optimization that's built into the process.

My personal favorite is, this is fun, it's a lot of fun to learn how to create your own Internet Infomercials, put them online and see the results. It happens fast and it's a blast to do.

Now the biggest question we get all the time from people in many of the surveys that we send out is, are Internet Infomercials hard to make? The answer is 'No.' Anyone with basic computer skills can learn how to make them. The key is learning how to convince a viewer to take action. That takes a well-organized and well thought out sales message. I'll show more on that in a moment.

Are they expensive to make? They don't have to be. You can make them for as little as $100 or even less if you already own your own Camcorder. With a little know how, you can experiment free. Again, there are places where you can host your video absolutely free of charge.

What equipment do you need? This is a basic outline. You need a Windows or Macintosh computer, a webcam or a DV Camcorder, you need video software, but fortunately you can get it for free or very cheap. You can get high-quality professional recording and editing software for as little as $50. You need some basic lights, but that can be cheap – under $50, a microphone, headphones, a web browser for Internet access and a couple of cables and a tripod.

Now, the next big question people ask all the time is compression and hosting expensive? Well, a few months ago it was. But Google Video came out and then made all of these services absolutely free of charge. As of now, there are over 40 other quality video hosting services and more than 180 that exist online that host your video absolutely free of charge. The benefit to all these is you get built-in traffic and search engine optimization.

What do the experts say? Everyone out there, if you're paying attention to the media right now in the Trends, Business 2.0, Business Week and New York Times are all saying Internet Infomercials or Internet Commercials as some people call them, are the next big thing. Video is here. Broadband is in over 70% of Internet-equipped households in the U.S. alone. Worldwide in some countries it's even higher.

Further proof of this, as I mentioned earlier, is Google. Look at what they've done. They have taken a stance and they've gotten involved in a business that is responsible for generating over $90 billion a year in revenues, and that's the television advertising world. But what they're bringing to the market is accountability, something that television has never truly had before. You're going to know how many people watch your video, how many click and how many people buy. You'll know exactly what your costs are in acquiring new customers and generating sales. That is a big thing.

What does this mean for you? You may be the small guy, someone just starting out. First of all you can advertise with the most powerful medium, that's video, worldwide in hours in ways that weren't affordable to anyone except for big players just a few years ago.

Next, if you know how to use a word processor and an Internet browser, you can learn how to make Internet Infomercials. You don't have to be a techy or a genius to do this.

What's involved in producing your own Internet Infomercial? Well, the steps are, first you set up your equipment. You plug it in and you turn it own. You write a script. I'm going to show you how that's done in just a moment. You shoot your video, you edit it, you export it or save it, then you upload it to one of these free video hosting providers and then you put a video clip on a website.

Now if that seems or sounds a little overwhelming, just bear with me. It doesn't have to be. The big secret is, it's not about the equipment. A lot of people are all worried about the equipment and the software. It's about the story. People pay attention to the story.

So what is the story and what is the secret formula I mentioned earlier? Well, it's based on something called AIDA. It's a psychological selling technique that's been around a long time. A stands for grab your perspective customer's attention. I is generate interest in your message. D is create desire for your product or service, and A is get them to take your intended action.

Now altogether, once you've created your video, you put this on something called the squeeze page. That's the little screen that you saw earlier that had a video playing in it with a name and an email box. If you don't know where to start, we have a neat little tool – it's called *Easy Scriptwriter*. It's a simple, fill-in-the-blanks tool that actually writes your scripts for you. All you need to do is copy and paste and answer a few questions. In a matter of minutes, this thing generates a script that's ready for you to read.

What happened here in this page is I'm showing you the result of a script. There's a button that shows up. It says, view in teleprompter. What that is, is when you click on that, a screen appears on your computer monitor and scrolls to text so you can read it. Now what does that look for and what is a teleprompter? Well here's what it is. It's a little piece of software that when it runs, you actually put your camera right above your computer monitor. You click your button to start scrolling the script and you read it. What's important is it actually looks like you're talking to the camera so it feels completely natural and very professional. This is what newscasters and presidents use when they're reading their speeches and talking on the air.

I'm going to walk you through the process of producing an Internet Infomercial. As I mentioned earlier, you plug in your equipment, you set it up and you turn it on. Next, you write a script using *Easy Scriptwriter*, then you shoot your video. All you're doing is you're just reading the text as it scrolls by your screen. You do some basic editing that's no more difficult than word processing. Then you compress or save your video, you upload it to a web server and put your video clip on your website. That's as easy as copying and pasting. From there, that's it. You drive traffic to your web page and collect paychecks, if

you're doing Affiliate Marketing or a joint venture, or you're generating traffic and money from your own products and services.

Now let's review one more time. This is not about the equipment. It's not about being a techy. It's the story. Storytelling is the key to selling with video. Next, you select a product or a service that you want to sell, either as an affiliate or something you already have. Then you create your script with *Easy Scriptwriter*. We do all the work for you. You shoot your video, you upload to a free hosting provider, then put the video on your website and drive traffic to it.

We surveyed thousands of people and asked them, "What's preventing you from using Internet video right now and creating your own Internet Infomercials?" Here are some of the most popular responses. Some people say, "I don't know where to begin." Hopefully, after watching this video, you've got a good idea on what's involved and how to do that right now.

The next thing is, "I don't like the way I look on camera." Instead of me telling you about that, I'm going to share with you what a pro, a gentleman named Joe Sugarman, who is the creator of some of the most successful Infomercials on TV, including the Blue Blocker Sunglasses that sold over 20 million pairs. I'll let you hear what he has to say about that.

> Sometimes people are nervous because of the way they look. You can take this person that says I'm fat, ugly, and so forth. Well, there are people who will stop viewing, stop on your channel simply because you are ugly, fat, and old. This is so unusual. Look at my tie. I wear very colorful ties when I'm on QVC. Why? Because they're turning channels and all of a sudden they see something unusual, something as wild as this tie, they're going to stop and spend a couple minutes. During that couple minutes, I'm hoping that they're going to be so interested in what I have to say that they're going to stick by me.

Now the next thing people say is, "I'm not technical." I'm here to say that anyone with basic skills who can plug in a Camcorder, turn it on, and use a word processor can learn how to create an Internet Infomercial in as little as a day.

Next, "I don't know what equipment to get." Well I covered that briefly in the basics, but one of the things that we provide our customers is a complete system that shows you exactly what to buy and where to get it.

Next, "I don't know what to say." That's the beauty of the *Easy Scriptwriter* software. You just fill in a couple of blanks and it generates the script so you can just read it.

Finally, "I want someone to do it for me." Well, this is a tricky one and it's very valid. Sitting down and making the time in creating your first Internet Infomercial is a little bit of work. You do have to learn some skills. But, what most people find when they go out and have to hire someone and find someone to create it for them is they find out that they end up doing all the work anyway. They still have to write the script and educate someone about their product or service. Then, they have to approve the talent. The talent is never going to be able to tell your story as well as you can. That's what is important.

If you're your own business owner, if you have your own product or service, chances are no one knows it better than you. Then you have to approve the video and edit it and go through that process. If you learn some basic skills…in the old days people would say, I don't want to write my own letters. I'll have my secretary do that. Those days are over. Now where technology is inexpensive and easy to use as it is, anyone can learn these skills. In my opinion, this is as valid and as important as writing your own email and creating your own letters.

Finally, if you missed putting a website on line and making money when the Internet was brand new, this is the next big online opportunity. Do you want to miss it one more time?

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

**Info Product
Blueprint**
1st Edition

Skill Set - DVD

Mike Filsaime

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Ken McArthur:	We're talking to Mike Filsaime the founder and creator of *Butterfly Marketing* and lots of other product launches. We're going to talk tonight about launching products and how you go about doing that.
	So tell us about some of the crucial elements of taking a product and actually putting it out there for people to buy
Mike Filsaime:	Well, one of the important things that you want to do, I think is very important, and I like to use the Hollywood structure with it. If you can imagine, I don't think you would ever be driving down the street and just be looking one day and say "Oh, when did George Lucas put Star Wars out? I didn't know anything about that."
	I think so many people do that with their product – is that they just put it out on the market and they say (knocking) "Hey, do you want to be a joint venture partner? Here's my product." (knocking) "Hey, do you want to be a joint venture partner? Here's my product." There is no momentum.
	I don't care how good *Stars Wars* would be or anything like that, it's just not going to have that buzz. When you see what George Lucas has done going back into the 70's, he was really the creator of the big buzz by leaking out a year ahead of time. People were lining up. I remember the Fox theatre a little bit north from here. The line went around the building twice for a movie theatre and that was before the multiplex. But even now, the last one that went out, I remember people were lining up with sleeping bags 2-3 days before the premier of these movies to get into something that they could buy 3 days later, or a week later, but they had to be online…they had to be the first to be there.
	That's about creating buzz. So I think that it works just like that in Internet marketing. You can't just…I think sometimes people just get so caught up with creating the product that when they finally get it they are just so anxious to get it out that they are afraid to say, "Let me spend another three weeks preparing a market for this product." It makes all the difference. With *Butterfly Marketing*, if I would have launched the page and never told anybody about it and then started reaching out to people and saying, "Hey Ken, I got a new product. Do you want to take a look at it?"
	"Well what is it? Can you send it to me?"
	"Well, it's a $997 product..." the sales would have started coming in drips and drabs and it never would have been as successful as it is now. We were able to do 200 units in 16 minutes. For a $1,000 product that's $200,000 in sales in 16 minutes. So when you start looking at it like that, it's really crucial to set up the pre-launch and I think that is what a lot of people really should focus on.
Ken:	It's really interesting that you mention George Lucas and the fact that he really did put a shift in the whole movie industry because up to that point movie premiers maybe had been small events for the premier, but they hadn't been real event marketing kinds of a thing where you build it up so that the event is almost more important than the movie itself.
Mike:	Right. I just went to see the *Batman* movie about four months ago. It's a Marvel Comics movie. In the *Batman* movie, which is probably in the summer of 2006, they were talking about Spiderman 3 which was 13 months away before that movie was coming out and they were already showing teaser clips. So they are announcing their date. They are saying 'May 15th Spiderman 3 comes out.' It gets people talking, "Wow, I can't wait."

They starting hitting the websites and the buzz starts creating.

So it is very important to announce that intention at least two months. A lot of people think that the pre-launch actually starts the day the pre-launch starts, which really isn't the case. There is a pre-launch to the pre-launch. That's actually feeding out to your JV partners and saying to them…in other words, we launched the product on January 31st. The pre-launch started on January 1st, but I couldn't have just started the pre-launch just by saying, "Hey guys, can you start mailing out?" I started that on December 15 of 2005 and started telling my members, "Sign up. Here is how it is going to work."

I had an entire sales letter at Butterfly Marketing.com, I think it's /jvinvite.htm. On this, there was a sales letter written for JV partners on December 15th and it said, "This is the price of the product. This is what it is going to include. It's a physical product and we're going to ship it and it comes with this and it comes with that. We will pay 50% commission and we'll pay on this date, you know, put bonuses together for it. If you use multimedia and Camtasia videos and things like that, I'm going to get it to you so you can review it."

So I had to almost pre-launch the pre-launch to get these guys ready so that on January 1st and January 2nd they were all aboard to start blitzing the email promotions for the actual pre-launch, the public pre-launch.

Ken: I love the way that you use video as part of that whole launch process for the JV partners, too. So you gave them a whole idea of exactly what was coming up, what the potential problems were and addressed all of that information in advance.

Mike: Yeah. I found that 70% of people like video, are very audio and visual type of people, but we do need to remember there is still 30%, but you can't please everybody. I've seen stuff with video products that say, "I hate video. Why can't you just write it out so I can print it and read it?"

So what I tried to do was address both, but I'm a video person. If you have a 30 minute video, sometimes I'll watch the entire 30 minutes and get all the details with it, pause it, answer the phone, but get back and watch it.

So, what I did there is I wrote out on a legal pad the launch date, the price, the bonuses, the bonuses that I'm going to pay everybody, how the launch is going to go, the teaser projects that we're going to have, and then I just had that legal pad in front of me. I started with the video and I said, "Hi guys, I'm sorry it's very late. I'm a little tired right now. I have been up all day preparing, but I got some notes here."

Because I didn't want it to be scripted, I didn't want it…if I hesitated, I wanted them to know I've got some notes here that I'm going to read off. There is about 10 or 12 different things I'm going to go off so let me get started. "The launch date is going to be January 31st." I just went through, I looked at the bullet, and then I spoke about it. I looked at the next bullet and spoke about it. I think it was like a 21…

Ken: Yeah, it was.

Mike: …or 29 minute video selling the JV partners. But if it's going to be that big, it has to be that big from the beginning. Everybody has to buy into your vision. I remember talking to John Reese. He just sent me an email recently. He says, "Mike I remember when you spoke to me eight months before you launched Butterfly Marketing about it. And I hear these things all of the time," he says, "but I'm really proud that you had the vision and you

really brought that to the marketplace. It was a pretty big thing that you did."

I love to see like what Sterling Valentine did and guys like Michael Cheney, that really get it and they picked up on these things and a lot of credit of course to Jeff Walker with *Product Launch Formula* to help us understand the importance of product launch.

Ken: I still remember in the process with Sterling Valentine, we went through your entire video and your entire layout and we said we've got to cover these areas with our launch partners and make sure that we don't miss anything, to get as comprehensive as we could in addressing the concerns that the partners would have.

Mike: Yes, Sterling did a great job. I'll give my blog. I don't know if Sterling's is still up or still public, but mine was at *ButterflyMarketing.com/jvblog* and you can see a chronological outline of the events starting from my very first post to the members with the videos. There were a couple of different videos. This is a blog just for the JV partners that led them through. You can actually almost get into the moment from January 5th, January 11th, January 15th all the way up to the final few days, and then the launch, and then you see the post that happened days after that.

Ken: It's a great outline really for anybody.

Mike: Yeah, it's a great resource. I know that Sterling liked it and you guys did a great job. You actually broke it down into these process maps and he handed it to me, I think it was in Los Angeles, was it? He had this great print out, or maybe or it was at Big Seminar. I forget which one it was, but he had this big laminated thing and I said, "Wow. Look at that!" He had every day of the launch broken out on this calendar that he had laminated. It was great to actually see it broken down where you could see the structure like that.

Ken: You talked a little bit about the JV blogs. Tell us about the importance of that in your launch in particular.

Mike: That came out of a few things. One, it was a frustration that I had. I had been part of different launches like *Traffic Secrets* and *Product Launch Formula* and things with Joe Vitale – usually what we call the big launch – somebody is saying, "I'm doing the launch on this date," and they're gathering the right players around and we're all busy.

I knew that if I'm like this, I know a lot of other people are like this. You get your inbox, you wake up in the morning and you have your coffee and you see 130 emails – and that's what didn't go into the labels and the filters and the spam filters. So you start going through.

Most people, what we do is, we delete, delete, delete, delete, open, alright this is Ken McArthur – save – I'm going to get back to that. Then you go back and then usually you get the chunk of ten emails. If it's important you'll respond right away. Once you break down the ten, you go back to those emails.

Then you start seeing, if you have like three emails from, let's say it was your launch, from Ken McArthur and they're like this, and so and so is in first place…you try to skim and all of a sudden it says, "This is the link that you want to promote." Then maybe you didn't do anything that day. The next day, it's like okay, we're on to the new campaign. Then you see something like, "Oops, I sent you the wrong link."

Ken: Oh, yeah.

Mike: You send that person an email, it's like, "Hey, I've lost touch here a little bit. Can you let me know? Do I send them to the squeeze page or now I send them to the video?" They're like, "Well actually, what link are you promoting, because the one I sent you…" and then it's like, you don't tell them this, but you just say to them, "You know what? I'm just going to wait until the launch day and I'm going to participate then."

I found wanted everybody starts thinking like that, that kills the momentum. So I said to myself, what I'm going to do is I'm going to post everything onto the JV blog and I'm going to have a little intro paragraph or maybe put the email, and then in the bottom of every email I said, "This email is also posted at the JV blog."

I wanted to drive everybody to the JV blog because that way, if I did have a wrong link, I could just change it on the blog right there and then maybe make a little blog post that says, "Note: We made a quick change to the JV link" or something like that. And it was chronological.

Some of the things that we wanted to do in every email…if anybody was a JV Partner, you'll see it also on the blog, the subject line always said how many days and how many hours left. So it would say something like "17 days, 16 hours, 33 minutes" and then an update. Butterfly Update: 14 days, 3 hours."

That way, even if you sorted your inbox and said, "Let me find everything by this guy," you would sort your inbox and then you could actually see in your inbox how it went chronologically.

Ken: That's great. That's great. Another technique that sometimes people use is actually sending varied content to the same link. So you only have one affiliate link so it doesn't get confusing.

Mike: Yeah, that's how we wanted to do it for *Butterfly Marketing*. Some people, like you said, they'll give you different links to go as the promotion goes and then you end up sending…I actually had that problem with *Nitro* for Joe Vitale and his product launch.

I actually sent to a completely different product and made like one sale and everybody was making like 70 sales and 17 sales. So yeah, I think it's important to create one affiliate link and then control in the affiliate software where the re-direct goes to. Whether it goes to the squeeze page or whether it goes to a video or to a PDF.

Everybody has got different ideas about it. Here is mine. I think that every promotion should go to a squeeze page. What that allows…Tom and I were actually talking about that. That allows the person that gets to the page to say, "Well, I don't need to opt-in because I'm already on this list." What happens is, if they do opt-it, I think it's up to the person that is launching the actual product to then give them the second video, the next PDF, everything for free. Gather that list and then give it.

Because what happens is you do see some launches where maybe they'll show the video first and then after you watch the video they say, "Click here to get on the notification list." So what happens is…let's say I participate. I will send out a ton of emails, but it's going to this list, to this page where there is a free video and then they opt-in later. But now the next campaign comes up…anybody else can now basically take me out of the game by just emailing the last couple of days for that video and wipe out my affiliate link.

So I like, I like to leave it up to the person that is actually selling the product to…

Ken:	Send you the follow up.
Mike:	Yeah, they should do the follow-up, everybody should be driving everybody to a page that, the only thing that should change is "Opt-in now to get the free PDF," "Opt-in now to get on the live teleseminar that goes on tomorrow," "Opt-in now to…" Then maybe a little blurb that says, "If you've already opted in, check your email inbox for updates." There's many different ways that people do it. I like to have everything going to a squeeze page.
Ken:	So what are some of the other things that make a crucial launch? We've seen a lot launches in the mode of Jeff Walker. He's kind of made a science of it and people are taking off. How do you differentiate yourself now, at this point, with so many large launches coming up and so many people using these same techniques, how do you go about making yourself stand out?
Mike:	I think it is very important to have a clear date and not box yourself into a corner. I was talking with a friend, Mike, of mine. He's launching a product right now. He is hitting the nail on the head. He's doing a great job. We actually did a call about this product and spoke about his previous product that kind of when a little bit flat. He had nine JV partners and only two of them mailed on launch day. And I said, "Mike, what happened? Why did it fall flat?" He said, "Well, actually it was my fault. We were supposed to launch on the 20th. I wasn't ready. I had to move it to the 28th." As you know, people are committed ahead of time. When we say alright your launch day is Tuesday, we have plans on Thursday, Friday… You look at our board in our office and you know, it goes sometimes…
Ken:	Hour by hour.
Mike:	Yeah. So make sure that you set your launch date out. What I would recommend doing is telling it to the world, your entire list, 60 days early. Say, "Something big is happening on this date. I'll tell you more about it." Then the next time you do an email promotion or something like that, do your regular newsletter and then say, always remind them "P.S. Remember I told you something big that I've been working on for the last nine months will be coming out. You're really going to be interested." What starts happening just with that, that two month leg is that people start emailing you. Your peers that maybe you haven't spoken to in three months, four months, and say, "Hey Ken, good newsletter. I saw what you wrote about such and such, but I also saw that you've got something big. What's going on?" "Oh yeah, let me know if I can be a part of that." Then the next important thing is to get that JV invite page setup. It's very important. In my opinion, if you're going to have something this big, you really don't want to be inviting anybody to a big JV with an email – you want them going to a blog or a sales letter talking about it, and then tell them, "Bookmark this page. It will be updated." Because once somebody hits that delete button or the archive button on the email…
Ken:	It's gone.

Mike: …they're never going back to it. Tom Biel, my VP of Operations, he always likes to say "top of mind awareness." You really need to keep top of mind awareness with your JV Partners.

So announce it early, block out that date. I think that's one of the crucial things. Then start aligning your JV partners. Let them know when you are starting and then you can start the full assault.

Ken: You know another crucial thing that comes to mind as you were talking about that is the aspect of live events and promoting products. When we did Sterling's launch, a lot of that was tied in to actually going out and meeting those potential joint venture partners and building the buzz at other events. Part of what we did with *Info Product Blueprint* is we announced this almost a year ago now, or half a year ago, when we started out that we were going to have this project and then we did Sterling's thing.

Mike: Yeah.

Ken: Then we built in a back-end to it, too. So that's another aspect that you can thank about in advance if you know that you are going to have a back-end product coming out after the first one, you can pre-prepare people.

Mike: Exactly, yeah. What I did with *Butterfly Marketing* is I started pre-selling it at events in June. I spoke at five or six events before the actual launch of *Butterfly Marketing* and I was actually pre-selling it for six months. I was really creating a big buzz with it. It paid off.

There was a lot of crucial things that once you have the pre-launch date to the actual launch, you really need to have a lot of things in place to really carry the momentum. You go to ConvertLinks.com. Is that the name of the site, ConvertLinks? Brad Fallon and Andy Jenkins, they're doing a great job providing real content that gets people talking.

Before that, Rich Schefren, with his mentoring program. We worked very hard to get the right type of buzz out there created and he created the *Internet Marketing Business Manifesto* and then he came out with *The Missing Chapter*. One of the important things that Rich and I spoke about, and that I talk to other people about, is it's good to have a plan, but understand the plan will change.

Ken: Yeah.

Mike: Alright. Because what we like to talk about it, it's going to be a lightning bolt. You know you're going to start here – you know you're going to end there, but it's going to go like this. So the campaign will actually inspire where the next step will go. You want to have a campaign and say, 'We're going to start with a PDF, then we're going to go to a video, and then we're going to go to a live call." That's what Rich Schefren wanted.

Ken: Mm-hm.

Mike: The PDF turned out, too, that was so great, but where do I go from here? That was so great, but where do I go from here? So the video had to get moved to this small insignificant part, so the last two days he went to the missing chapter and then that thing picked up even more. Then he was going to have a call. I don't think he ended up doing the call the way that he was originally going to have to do.

So be prepared and understand it is okay to change the momentum of where you're going to go.

When I was doing mine, I started with giving a course away for free. That was to create intrigue in the marketplace, to get people… "What is this course about?" It allowed me to start talking about it. But from there, I didn't know where I was going to go.

Then we went into the leaked chapter, and the leaked chapter had claims about my income that people…somebody sent me an email and said, "I don't believe any of your income claims. In fact, don't even insult me and send me screen pics because I'm not even that good with Adobe, but I can show you how I can make ten dollars look like ten thousand." And he said, "And even if it is real, how would I know it's yours?"

So I said, "You know what? What I need to do here is make it undeniable that these are my income claims. So I created a video of me logging into my PayPal account and going through month after month after month and different things like that. And what was so funny about that is I actually did get an email from somebody saying, "I don't believe you did that."

Given time…

Ken: You could make that up, but no matter what, some people are just never going to believe you.

Mike: Yeah. There was one post in the Warrier forum just two days ago. Somebody said, "Is there a way I can create a way for somebody to log into my PayPal account to see how much money I actually make without giving them access." And everybody says, "No, you can't do that." And I said, "Actually you can. You can set them up as a user, take away all these rights with the exception of see activity." So sometimes you've got to prove things to people in the weirdest ways. Something that I don't recommend. Nobody needs to do that. They're probably not going to buy your product anyway if they…

Ken: If they're that big a skeptic. Yeah, believe me.

            It's really interesting. Sterling and I called it 'catching the big boulders,' because you don't think about how much is going to be coming down the chute at you and so we just devised this theory that what you have to do is you have to catch the big boulders and make sure they get to the right spots.

Mike: Yeah. In my presentation that I did at the last event, basically what I said is, "Here's a bank vault. You've just won a contest. You have 10 minutes." The I put gold bars and I put a bag with coins, nickels, dimes and things like that. And I said, "You've got 10 minutes. Where are you going?" You have to do the most effective things first and that's go after the big gold bars.

            Then if you launch your next project, that's where sometimes…I talk to people about the differences of effectiveness and efficiency and you go onto your next project…there are gold bars here. And over here there are still hundreds of dollar bills in bags with pennies and everything like that. You have to be able to manage and say, "All right, I still should test this headline. I still should test the sales copy." But you know what? Sometimes the gold bars are in the next project." Yes, there's still improvements that can go on here. You can test your PS, you can test your Guarantee, the bonuses, but those things are the

very long tail. It's the big gold bars that you've already gotten, and they're are out there in next project. So that's where I like to tell people to move sometimes.

Ken: Let's talk a little bit about the potential problems that can come up in a launch, because I know there are things that people don't ordinarily think of, especially when you don't plan for success.

Mike: Yeah.

Ken: So what are some of the things that people run into when they do a big launch?

Mike: Well, here is one that I want everybody to welcome and it's a big problem, and you want to be ready for it. It is forum bashing and negative publicity.

          When I was talking with Rich Schefren, I told him, I said, "You have to embrace the negativity for the campaign." And he said, "But why, why would anyone talk bad about the manuscript?" I said, "I don't know, but they will." I said, "Trust me."

Ken: Yes, they will.

Mike: Like Jeff Mulligan, he said at Yanik's event, he was on stage, he said "When you're dealing with ClickBank you're going to have refunds. He said, "I used to go crazy about it. I've decided if you created an e-book for people in Hell on how to get to Heaven, somebody would buy it in Hell and still ask for a refund."

          So there are certain things that you just have to deal with. What I told Rich is, I said, "If you create something worth talking about you're going to have people with different opinions." I've created that. I used to talk about that. "How come nobody's ever…he's not the first one."

          And I said "What you want to do is completely, 100%, stay out of the forums." During your pre-launch you cannot get defensive. You need to have your Generals. You need to have people that either are watching the forums for you or that you can point to somebody, and I'll tell somebody just like this, I will actually send a message to somebody and say, "Look what they're saying about me in the Warrior forum." And then I'll just leave it like that and let them say, "Would you like me to say anything?" And I'll say, "If you think it is necessary." But I'm getting my people out there to post the positions for me

Ken: Sure.

Mike: Usually you don't have to if you've established yourself as a good brand, people are going to protect you. There will always be the jerks. But what I told Rich is, and which he knows of course, "Any publicity, bad publicity, is publicity." And when you're doing a launch, you want that post right back up to the top and you want that controversy, because the next thing that starts happening is you get people like, "So and so, you don't get it. The reason why these things work is because the person that's doing it not only knows how to do it, but he knows how to teach it and the people that he has taught have gone on to have success."

          Well, now the thread goes on fire, the little icon is flaming, and then everybody that is in that forum starts to talk about it and then that creates so many little different things where an email comes, "Hey Rich, what is going on with this program? How can I become an affiliate, too?" It's self-fulfilling from that point.

So one of the things I want to tell people is be careful for the negative press. Don't get excited – get other people to defend you. Don't get emotional. Never post with emotion, which we've all done before and I'm guilty of it and I need to take my own advice sometimes.

Tom and I know that there is a scam website and this guy started something, and negative people that have 750 posts in a scam website, just negative people. They don't go about making money. They are just picking me apart. "Oh, he's a used car salesman. I wouldn't trust anything from that guy" And I'm like, "You know what? The thread is already down here. If I go and respond I'm going to put it right back up to the top for all of these other negative people." Sometimes you just gotta let them die.

Some of the other things of advice of things that could go wrong is…first thing I'm going to tell anybody to do, if you are doing a physical product, in my opinion I think the most important overlooked thing that you need to do is get your graphics done ahead of time. I had no idea how complicated it was to get the graphics for the DVD box, the double DVD box…because the people that are doing the fulfillment don't do the graphics, so they need exact measurements, the side binders, and then the one that goes on the label for the CD-ROM, then the PDF report, the back that you want…

I waited a little bit longer than that and it actually delayed getting to my customers for about two weeks. The guy that was doing my designing went to the UK. He got mugged, he lost his glasses, he was on the plane, he couldn't see without his glasses. It was just a nightmare.

Somebody had told me that and I didn't take that advice – getting the graphics done, getting a picture of the product professionally for the sales page. That was one thing. I'm getting ready to launch and I said to the guy that did my fulfillment and I didn't even have the course yet and I said, "I don't even have a picture for the sales page. Can you take a picture for me?" He actually took a picture on his bed and sent it to me. It was on the sales page for about six hours and people were commenting in the forum, "You know this guy is going to make a million bucks. You think he can…

Ken: At least take a picture.

Mike: Yeah. So I had to do the best I could with another picture when the course finally came in. I had to put it up. I don't know the name of the company, but maybe I'll get with you Ken and we can list is as a resource somewhere for the people. Jeff Walker gave me the name of the company. You actually ship them the product and they actually take that image and put it into a PSD for you or a PING photo, whatever they call it where they remove the entire background and you get it where it is just floating on air and you can put it right on your webpage. So that's important.

Fulfillment issues. I made a big mistake when I launched my first product. Now, you live and learn. I took the advice of my fulfillment company, the first one that I used, that said you don't need to worry about shipping, I'll get it there in two days, international will get there in about four to five days.

Always provide a shipping…make sure, I don't care if you have to pay $10 extra, which you don't, but make sure your shipping company emails the customer with the tracking number so once it's shipped they can go to UPS.com and they no longer fight with you. Because when they say, "I haven't gotten it for three weeks and the product is in the Port

of Australia, that's not your fault technically. I mean, maybe you could find a different way to get them a second copy, but if you're sending them 2, 3, 4, 5 copies and then you'll refund them anyway. You have no one to blame but yourself.

Providing tracking is good, because at this point they know it's at the Port of Australia they'll post in the forum and say, "Yeah, my company, because of international laws right now, my country is being a little bit tough. I can't wait to get it. I'm actually trying to see if I can speed it up," but they no longer blame me for that process.

Make sure that your fulfillment company will take an 800 number. I had a situation where if I had a problem, as you know it wasn't easy for Sterling, it's not easy of a lot of people. You're going from no sales to boom – hundreds of customers overnight. "Now I'm excited and when do you know if I'm going to get it?" Those emails come in and they just stop you from your day-to-day and then you say to the, "Well here's the fulfillment company, check with them." You don't want to get something like, "Shy are you sending all of your customers to me?" If you have a fulfillment company that is afraid of you giving out their 800 number or whatever number it is, then that's a problem. So I recommend SpeakerFullfillmentServices.com. And the one that I've heard even better things about is…it's just that I'm really good friends with the guys at Speaker Fulfillment and so many people use them and do a great job, are Disk.com (Corporate Disk Company) – is probably top notch.

Ken: Great. The other thing that comes to mind, and there were just all kinds of shipping nightmares that people don't think about. I mean, you don't think about shipping to South Africa and the amount of product that is actually ripped off in the freight systems and stuff like that. The other thing that comes to mind there are financial issues – being prepared for success and not having your PayPal account shut off or your merchant account frozen. Those are a couple of things.

Mike: Yeah. I have report. You can't get a domain with the word PayPal in it, thank goodness. I think that is great. I tried and I didn't know that. I tried to get ThePayPalReport.com and anything that you try to get with that will be taken out. So I hyphenated every word and I hyphenated PayPal, so it's 'Pay-Pal,' so it's 'The-Pay-Pal-Report.Com." I have a great report that you can get. It's free. It talks about the hidden dangers of not being prepared with PayPal. I don't want to say the hidden dangers of PayPal, because it's in their Terms of Service and they have a responsibility to their card members to make sure that somebody has an account that's maybe made $100 in the last year and then suddenly does $68,000 in four hours. They have no choice but to shut you off. How does something like that happen?

So we talk about being proactive, calling them, showing them the site without the PayPal button first – because if they have a problem they can't shut you down. If you have the PayPal button on the site and then you say to them, "Can you take a look at this site?" – they can close your account right there for violating their Terms of Service. So don't put the PayPal button – get their approval first.

Let them know what you are looking to do. I said to them, "I plan on doing about…" I knew I had a payment plan, so even we technically we say a million dollars or something, I knew many people were going to be taking the payment plan. So I said, "I'm looking at doing between $300-$6,000." And she said, "How can that be?" And I put it in terms to her in a way that she could understand. I said, "Well, are you familiar with Microsoft Xbox?" She said "Yeah." This was very close to Christmas.

So I said, "You know how people line up sleeping overnight in front of Toys-R-Us waiting and then only a certain amount of people get it and they are going all over crazy?" I said,

"Basically what I'm doing is I have a home study course that is going live. I have only produced 1,000 but we have 5,000 people on the waiting list that are basically in their sleeping bags on their computer waiting to buy it." And I said, "It is going to come off the market very quick."

So, it wasn't technically exactly how it was going to happen, but I wanted her to understand what was going on. I said, "We've created a lot of excitement. There is a pre-list of buyers ready to buy this as soon as we turn the site on." So they noted my account. And in two days, they actually did shut down my account for about 10 minutes. I got to my computer and it had said 'Your account has been reactivated.' I said, "Reactivated? When was it turned off?"

Then two emails before that it says 'Your account is temporarily suspended." So before I panicked, I go back to the reactivated email and it says, "We saw that you contacted us and let us know what was going on. We apologize for the delay." So even with that they have to take a look, how did all of that money come in?

So some of the things that I recommend people do is launch with multiple payment providers. Even if you hate 2Checkout, like I do, I would recommend launch with Authorize.net, 2checkout.com, and PayPal.com, that way you can spread out the money. What I've even told some people is if your PayPal account is not seasoned, and what I mean by that is if you just opened it up last month, then don't use it at all for the first couple of weeks. Launch your site without PayPal and then put it on after the first few days when the payments slow down.

By seasoned what I mean is an account that is at least a year old and does at least $300 to $1,000 in activity, you have more than 100 verified payments and stuff like that. Because even if you've had a PayPal account for years but you have only taken 1-2 payments, and all of a sudden you open it up you are going to have a problem.

I just recently purchased a website from somebody and they have a PayPal account, never got it verified, never took payments from it. I sent them a pretty decent amount of money and all of a sudden PayPal froze that money. And he says to me, "Mike, PayPal froze that money." I said, "Ah, don't tell me this. Thank goodness I sent it in e-check. Why don't you go in and refund it." Because they contacted him and said, "We need you to verify your account. They wanted him to give an address and a checking account where they could deposit money and they send him something in the mail and he gets it. It would have taken 10 days. So he refunded all those purchases, sent me an email today saying that PayPal cancelled his account for "suspicious activity." It's not that they're mean. We call them a necessary evil. In this business you really do need them.

For instance Gary Ambrose and Keith Wellman just did a site where they put Authorize.net option above PayPal and 71% of the orders still came in through PayPal. They're definitely important to have there and they're great when given the choice, but if you're not seasoned with your account I would recommend taking them off. And remember that you can have a very similar issue with your merchant account.

I recommend EPowerPay.biz – check with Jud Smith. He understands Internet marketing, which is a good thing. He knows that he can do $300 today, $300 tomorrow, and $50,000 the next day if the right JV partners are around. If you call him ahead of time just like you would PayPal, you're not going to have that problem as well.

It's important to note that when you set up your merchant account give them your average ticket. Don't say your average ticket is going to be $100. If that's what you set it up as and you're going to suddenly start doing $1,000, $1,000, $1,000 they'll shut you down in about three hours.

You really need to communicate, because let me tell you something, you launch a site like this and you've done everything we've told you perfect this far, and all of a sudden your merchant account goes down, your affiliates are not going to be happy.

And fortunately they'll are understand, but in a way they are being let down. They've sent all of this traffic to a website, all the buzz is there, there is an embarrassment in the forums, people are going to be like "Ha! All these people jump on board and these people aren't even prepared for these things." Unfortunately, that is the good thing about what Ken's doing here with this video is helping you prepare for this.

Don't put all your eggs in one basket. Have multiple merchant accounts even if you have to switch, don't use one, use your primary, but if that has a problem switch to the other. Make sure you call them as well. Because again, this is the worst thing that can happen, is losing your merchant account and then finally, and we can certainly comment on these things, but the other thing that is important is make sure…well, there's a couple of things.

Let's talk about your website.

Ken: Yeah.

Mike: Don't use video in the first few hours. There's really no way around it. I've tried to use iFrames, put it on separate servers, it doesn't matter. I had so much traffic I took my entire web host down. So I could have put it on…all the traffic, all the resources were being funneled to this page. It wasn't all the traffic to the site, it was the videos were just killing the server. So keep that in mind.

I've seen people use a Google video and actually have those things slow down because they're loading so fast right there. So be careful with video the first day. Understand that it's not 20,000 people hitting the website at one time, it's not like they just sit there and go "Ooh! It's 12pm, let me see what the site looks like." They're there at 11:55 going, with the F5 button, refresh…

Ken: Refresh, yeah.

Mike: …"refresh, refresh, refresh, refresh…" and then, you know, you have everybody hitting that refresh button waiting for the site to go live because maybe you did the right thing and you have these fast movers bonuses so they want to be first, and it's just killing the server.

There's a lot of different things that you start realizing. Your FTP, when you want to start changing your sales page to say "now live" and go away from the "coming soon" page, if everybody is hitting refresh you might have a problem getting a connection. It'll say 'time out.'

So what I like to do is have that page already on the server where it says "index live." So now you know how to find my next idea. I just rename it right on the server on my FTP software and it just renames it right there.

Again, all of these different things that I've learned. What I do is if I have the fast action bonuses, I pre-make the pages that say "Index, First 25 Sold Out" and the next one says "Index, First 50 Sold Out," "Index, 24 Hours Sold Out." That way, I don't have to, if it's moving real fast I can just rename it to index, rename it to index, rename it to index and then it automatically just shows up as sold out on the sales page. Because so many different things start going on at that time. If you are not on a dedicated server, you're not playing in this game. So you've definitely got to get on a dedicated server if you are thinking of pulling something like this off.

Call your web host and make sure he is on the phone. Both times that I did it, I was on the phone with Joel, and I use Kiosk.ws, and I'm on with him like this and he's, looking, "looking good… whoa… wow, Mike, it's starting to get bad let me get off the phone," and he starts moving things around and getting me the resources that I need and he comes back and says "I've shut off your webilizer status. I've put your domain on a mirror domain. It's actually rotating the traffic between these two different servers," and stuff like that. So really important. Ewen Chia released his product. It crashed not only his website but his affiliate program.

And here's the other thing. If you're using an affiliate program on your own server like the *Ultimate Affiliates* script or something like that, understand you're getting double traffic to your website because everybody is going to your website affiliate URL and then it redirects…

Ken: To you.

Mike: To you. Yeah. So I would recommend using something like Pay.com or 1ShoppingCart.com or something like that where it's a third-party that's handling it and you just have a single redirect to your server.

              So those are some of the things that can potentially be bad. So definitely make sure you're ready with your server on launch day.

Ken: I've even seen situations where people could swap out domain names or complete pages or…

Mike: Yeah.

Ken: Because you never know what is going to get shut down instantaneously.

Mike: Yeah. That's a good idea. I've never thought of that. Maybe get yourself a .net in case somebody says you've got a spam complaint and there's a problem. So get maybe a different host with a .net and have it redirect that way.

              The other thing I would probably recommend…and that's the nice thing about using the redirect link. It doesn't matter, the domains aren't necessarily on the cookie, on the person's computer, it gets set on the redirect link from the affiliate program. So if you're putting your affiliate software on the same domain installed in the script on your domain then you're in trouble. But if you're using 1ShoppingCart and you've got that problem, you put the website somewhere else, redirect to a new domain, the .net or whatever the case is.

              A couple of other things that I would recommend. This is not a bash against GoDaddy and I'm not going to get into it here, but GoDaddy.com is the only domain registry that will handle a spam complaint. When they do they give you 24 hours to respond. If you don't,

they take ownership of your domain and then you have to email abuse@godaddy.com and it takes about three weeks to get that taken care of. I went through that. One of my affiliates was spamming and they said it's my responsibility.

Every other registrar, and I use NamePete.com, does not get involved in that. Obviously, if you are a spammer they're not going to tolerate it, but if you get these one or two every six months it's not going to be a problem. That's why you need to have a good relationship with your host. Joel at Kiosk knows I'm not a spammer. If he gets one, he says, "Mike, get this guy off your list," and we're going to ban his IP from the server so the guy doesn't sign up again and complain.

So that's important as well, to make sure that you don't use GoDaddy, because sometimes people think it's just the host. The other thing that I recommend is if you are using your own server for your affiliate program where it would be something like ButterflyMarketing.com/GoLive and then I make the link for you and now…Jeff Walker had this problem. He did *Product Launch Formula* and set up single person. So he even went from his own launch. Every one of his affiliates was launching the *Product Launch Formula* domain in their email.

What was happening is you got Reese, Kern, Carl Galletti, Armand Morin, myself, just every name, Jim Edwards, everybody that was a Who's Who was out there. You're basically reaching every inbox in Internet marketing five or six time within one hour, all coming from the same domain. He got blacklisted…

Ken: Spam.

Mike: Spamhaus blacklisted him and Yahoo blacklisted him. None of the emails were getting through. He got in touch with Gary Ambrose. Gary Ambrose showed him how to fix it and everything like that. So what we did for *Butterfly Marketing* is we almost made it mandatory that you did not promote the Pay.com link because we were just going to blacklist the Pay.com if all of those emails are going through within one hour.

So we said, "Make a redirect link with…"

Ken: And you showed them how to do it.

Mike: Yeah. We created a video that said, "Here's how you do it. Most people knew how, but we showed them, make an index page for the redirect, so everybody was promoting from their domain so it would be like JVAlert.com/butterfly and that would redirect and then we didn't have any problems getting blacklisted as well.

Ken: Tell us a little bit about your latest launch because that was a little bit different flavor of a launch. Tell us how that one went.

Mike: Yeah. One of the things I talk about in my coaching program is the importance of a marketing funnel and having a back-end product for your front-end product and having a front-end product for your back-end product. I realized, what if my marketing, boom – hits the market and then I didn't have anything at the bottom that said 'affiliates sign up here,' so it was a closed door affiliate program. So everyone did their job.

Then after that it was like, "So you still knocking it dead with *Butterfly Marketing*?" Believe or not, we're selling about two a week, one a week. And they were like, "Really? That's surprising." I said there's no way to find out about it, nobody is promoting. All of the affiliates did their work and you can't become an affiliate for it. So I've recently changed

that. I said, "The only person that can become an affiliate is somebody that just bought it." And I said, "If anybody just bought it right now, most likely, why didn't they buy it two months ago?" So I said, "It's hard for them to go out and create buzz."

So I said, "What I need to do is create a front-end product, so I created the ButterflyMarketingManuscript.com. I took what I thought was the gold, the strategies of the concept and I put it on the market with ClickBank and created a launching out.

Instead of doing the good month-long pre-launch, I didn't have to because the brand was already established, the product people could already identify what it was, and I already had the confidence in my affiliates. We put up a JV blog at theButterflyMarketing Manuscript.com/jvblog. I had all of my affiliates already in an autoresponder. I had 1,800 customers from *Butterfly Marketing*, or 1,900 that I was able to instantly get 1,900 people to become my affiliates, plus the other 180 people from the original *Butterfly Marketing*.

So I said, "You know what? Right there, these people are customers. They love the product. So yeah, we've got that warm market there, we got the affiliates that already did well, paid them 70% to use *Butterfly Marketing* on the back-end and believe it or not, I mean, this isn't something I talk about publicly, but *Butterfly Marketing* did a lot of money. But after you figured in the refunds, the extra expenses I used in fulfillment, making mistakes and sending out additional courses and everything like that, people buying with subscriptions, which I'm sure Sterling knows not everybody pays, unfortunately. You just can't get yourself all twisted about it. You can try to track them down but, move forward. You can't look at the past. So when it's all said and done, you take a look at the 1.5 million dollars in sales, my bank account, let's say grew about $280,000 to $300,000 – maybe $300,000.

I remember looking, I as like, fulfillment, I paid half to affiliates, the 8% refunds, and then all of a sudden you're like, and everybody look at you as the million dollar man…and guys, I'm not taking anything away from $280,000, but you understand what I'm saying. If you won $1.5 million in the lottery and then all of a sudden the government left you, after all taxes, with $280,000, nobody is going to feel sorry for you, but you will.

So with *Butterfly Marketing*, with the Manuscript, we structured it in such a way that believe it or not, it was almost twice as successful in profit in eight days that the entire *Butterfly Marketing* launch was in 30 days. So I'm actually more proud of that campaign for a number of reasons.

I learned so much from the first one, that we're sharing with you now, very little problems with the site – maybe a little slow for 10 minutes, fulfillment went out like that, we tweaked a couple of things on the back-end with people couldn't get their passwords for the PDF, but we fixed that all within a day.

Seriously, we were sitting around the office like, "This is just great." Because we set up like a boot camp, like something you would see in *Close Encounters of the Third Kind* where the military was there 24…that's what it was like for *Butterfly Marketing*. I mean, we had everybody in the office working seemed like 20 hours a day, seven days a week. Everybody had their own separate help desk to handle because it was in the forum, it was email, and we were just going nuts and we couldn't get everything we needed from the fulfillment company to answer the phone calls, so it just got nuts.

The second one, Tom and I used to joke around almost like in the movies where you have a cigar and you just like, "Ahhh, life is good" because it just was totally smooth. What we're sharing with you now is what we learned from the first launch that we were able to make work better in the second launch.

Ken: Yeah. Isn't that great? It's really interesting to me because I still remember with Sterling, he would always say as he was going through this whole production push, he'd say, "Plenty of time to sleep on Day 91." And I told him that Day 91 is when Hell starts…

Mike: That's when the real Hell breaks loose, yeah exactly.

Ken: So factor that in if you're going to do a launch. Factor in the fact that it really starts at…

Mike: I've actually spoken to some people. I've spoken with Paulie Sable, I've spoken to Jeff Walker, I've spoken to Rich Schefren, I've spoken to Sterling…myself, we have something that we call 'post launch stress disorder.'

Ken: Oh yeah.

Mike: There's actually a depression that hits in after that launch. Because before the launch it's all about my dreams, it's coming, two more days. It's like going to Disneyland…one more day. Then finally you hit the launch, and it's not about the money, the money is secondary. Of course it's about the money, that's why we do everything we do in our business, but the launch isn't about the money, it's about "I did it!" I said I was going to set out to do something and I did it.

So after you do the launch and the money is there and everything, and now you're dealt with what you just created…

Ken: Now you've just got a big nightmare.

Mike: …is now a big problem. It's tough to get out of bed sometimes in the morning. People always said to me, during that, 'So when's the next big launch?" And I was like…

Ken: You say, never.

Mike: "I don't know if I'll ever do this again." I actually said, "I don't know if I'll ever do something later." They're like, "Come on, get outta here." Then one person asked me, "If you had to do this all over again, would you?" My answer at that time, because of the depression, was, "To be honest with you, I don't know. I don't know if it was worth it."

With some of the stuff you're learning here it's going to definitely alleviate that depression, but because you know, you don't have the goal anymore, it's been established. All you can do now is take care of the support requests and everything. That lasts about a week to 14 days, sometimes a little bit longer.

Ken: Something you ought to think about though when it hits you. It's not…

Mike: Yeah. Don't do what Sterling said. There is no sleep on Day 91.

Ken: I don't think that anymore. Yeah, that's exactly right.

Mike: One of the other things we didn't touch upon that was very effective was two things – one is the use of fast action bonuses on the sales page, and two is the bonuses for the affiliates and motivating affiliates. I didn't know if you wanted to touch on that

Ken: Yes, sure, absolutely. Let's talk a little about that.

Mike: I said to Jeff Walker… we spoke probably every other day when I was doing my launch and, and I pretty much had a good handle on a lot of things. The buzz was being created, forum threads were going wild, and he says to me, "So what are you doing for bonuses?" So I said, "Oh, I got some bonuses on the page." He goes, "No, no, like fast action bonuses." I said, "Well how important are those things?" I remember his exact words… "Dude, are you crazy? That's everything!" I said "Really?"

And just to let you know *Butterfly Marketing,* $997, *Butterfly Marketing Manuscript* $97. *Butterfly Marketing* sold 200 copies in 16 minutes. We didn't sell 200 copies of the $97 *Manuscript* in 5 hours. I didn't use the fast action bonus there. Again, the *Manuscript* I really did see as more of a long-term project.

I wanted to really splash with the home study course. So when he told me, "Get this done," I was going on a cruise the next day so I sat with Paulie Sable and Carlos Garcia and a couple other people. "What can I do?" "Well, I'll contribute, I'll do this call and I'll do that." We actually said then, when I got home I said, "Well this is the best, this is the second best, this is the third, and then I rated them and put them out there and then I leaked that there were going to be bonuses before the call. I said, "Trust me when I tell you when you see them, you're going to be glad that you saw the sale page. And if you did get there late, you're going to be upset that you weren't one of the first couple of people."

Like the first 10 people got free lifetime access to any coaching program I ever do, which my coaching program is $7,500 a year, so you really can't put a value on that especially if they take action with the success they can have with it. Then they also got free tickets to any seminars that I ever put on. So that was the first ten. Then they also got everything behind it.

I think the first 25…the first 25 got something pretty good, I really don't remember everything that it was, but I think they got a 1-on1 personal consultation with me, plus the *Butterfly Effect* DVD, the movie, I gave that, so the Top 50 got something, and the Top 100…the Top 200, which sold out in 16 minutes. I couldn't get my FTP up for about 45 minutes. So I was getting people that were telling me, "Oh Mike, I'm glad I made the top 200," and I was like, "You're number 560 or something like that," because I couldn't switch the page and say it was sold out.

We had the first 24 hours, the first 48 hours, the first 72 hours, the first 5 days, and the first 7 days. And like the first 5 days was like free tickets to the Internet Marketing Main Event, and the first 7 days would be something like free graphic templates that work with the software and stuff. So that really helped. If you are thinking of doing a launch, make sure you use the fast action bonuses and make sure they know about it before hand, make sure your affiliates know to include it in the emails.

The other thing is motivating the affiliates. One of the things that I always saw as a mistake was having a prize for the top affiliate and that's it. Because other people are just going to lay down and say, "You know what, I'm not going to do this. You're going to sucker me into this thing," no offense to John Reese, I'm saying this in blessing John, "I'm

going to be number 1 for 6 days and then all of a sudden John Reese is going to email on day seven and he's going to just beat me out by three units and I get nothing?" So I always felt that it was important that everybody had a carrot to go with.

So from what I remember the biggest launch prize I that I'd ever seen given away, and I could be wrong, but it's just from my recollection, was *Nitro Marketing* did a laptop for their number one marketer, a nice $1,500 to $2,000 laptop. I said, "Wow, that is great. I would love to win a laptop." So I said to myself, "Well how much would it really cost me to go nuts?" So I went out and I bought a $6,000 – $5,500 tax included – $6,000 Rolex watch. There was a lot that went with just a Rolex. Number one, a lot of people don't like to buy a Rolex. I still don't have a Rolex. I'm still wearing my $800 nine-year old…

Ken: My Timex…

Mike: It's just very tough to go out and spend $6,000. I don't care how much money you have, to spend $6,000 on a watch is tough. As a business investment, as a prize, I was like, "Hey, that top affiliate, I know that just putting a Rolex out there is going to get me those five sales that's going to pay for this watch." So I said, I'm going to buy a Rolex. The number 2 guy got the same Toshiba laptop that I use. It was a $3,000 19" widescreen Toshiba laptop with Harmon Kardon speakers and it was just a kick-butt laptop.

Number…well, I called it the grand prize for the watch, and the first place runner-up was the Toshiba laptop. The second place runner-up was a Sony Vaio laptop, third place was a Gateway laptop, fourth place was what we're filming with here, like a Sony Handycam, and then after that was a 60gig iPod with the video, then the 30gig iPod, a DVD player, all the way down the line. Even the final thing was still something pretty good. It was like a TV with a built-in VCR or something like that. It's all at the JV blog for you to check out. I gotta tell you, that was the most important thing there.

There were a couple things that were important. Number one, you don't want do it for 24 hours and the next thing you want to do is you don't want to do it for 30 days. It is just, you know what, you could probably give me $100,000 or buy me a Mercedes Benz…if it's a 30-day contest and the winner gets a Mercedes Benz and the second place guy gets a trip to Cancun, I'm probably not going to participate. Because I can't go through going all the way back and forth with somebody, and like "Oh my goodness," like Cody and I were going head-to-head and he beat me by a couple of units.

I was doing one with Tellman, and Shawn Casey was doing it to the letter. He was calling me on the phone, "You know why Sterling beat you?" I was calling Sterling…not Sterling, Tellman Knudson, he was calling Tellman, "You going to let Mike Filsaime beat you?"

And Tom sends me an email, and it was a pretty good prize, Tom send me an email and he says, ""Hey, you won. You just picked up another blah, blah, blah, blah blah." Apparently, Shawn called Tellman and said, "There's an hour left." Tellman sends out this ridiculous email with like an hour to go, throws this incredible bonus package together and beat me, beat me out right there. So I got the second place prize, which was still all good. But had that been a Mercedes Benz and trip to Cancun, I would have been just very, very upset.

So I don't think it's right to put somebody out there for 30 days. I think 7 days is enough that if somebody says, "You know what? I'm going to get on board. If I don't get the Rolex at least I get the laptop and vice-versa. But what we did use, and we did it with the manuscript, and Tom is my ghostwriter for a lot of stuff and just puts together some…we collaborate and he puts the copy together, and you never tell anybody what the stats are

– just what place everybody is in.

I remember even asking Sterling, because I gave him the advice, I said, "How many does Cody have on me?" He says Mike, "You know I can't, I can't tell you." Oh man, why did I teach him the ropes?

Ken: But you're close.

Mike: Yeah, but one email to your list probably…so it got me. I went back, and I took one of my lists for *Instant Buzz* and I put together an insane offer.

Ken: It was a great offer.

Mike: Yeah. So what we did is we put that together on the JV blog. What we did is we listed the Top 20 even through there's only prizes for the Top 10, we list the Top 20 and then say anybody in the Top 20 with a couple of good promotions…

Ken: Can move up…

Mike: Can get into the Top 10. Now I get Joel Comm, during the *Manuscript*, because the *Manuscript* was a different set of bonuses. What I did with that was Top 3 guys get round-trip tickets to Las Vegas, get luxury nights in a hotel suite and $1,000 spending cash. Number 4 guys gets everything but the cash, and the Number 5 guy just gets the round-trip tickets, but doesn't get the hotel or the cash.

A side note, I ended up giving everybody the same thing. I ended up taking the Top 10 instead of the Top 5, because they really pulled through everybody. But I had guys like Joel calling me, like sweating, like "Dude, I just went from 2nd place yesterday to third, now I'm in fourth. Now you guys are saying that the guys in fifth, sixth and seventh place can actually knock out the fourth and fifth? Mike, am I really knocked out?." I just said to him, I said to him, "Joel, anything is possible, but you know what, if you send out an email to your list, I can assure you…"

Ken: I'll make sure you get somewhere.

Mike: Yeah, and I'll make sure that you come. And he was like, and he said to me, just like this, "You know what? You guys are good." He says, he goes, "I'll send out the email, but you really know how to play with people's minds." And he sent out another endorsement, and let's say that brought in, I don't know, 40 or 50 sales or something like that.

You know, when you have a back-end in place that makes all the difference. That one email right there could have paid for half of the trips for everybody. So that's why a contest is so important. Drive it out for seven days. Every single day email them, "Out of the gate, around the first turn, down the stretch…" Always have horse racing terms or boxing terms, or something like that. Some people say lefty and the southpaw, anything like that and put little nicknames around people.

Let me tell you something. When you're in first place you want to defend it. When you're in second place you want to knock out that first place guy. Gary defended that Rolex watch, Ewen came in second place, never even knew the difference or what it was. We always said there's always an opportunity. I went and gave Gary that watch and somebody said to me, "So when are you getting your Rolex watch, Mike?" I said, "What are you nuts? You think I'm going to spend 6 grand on a watch?"

Ken: Yeah. When are you going to have your contest?

Mike: Right! Yeah, have a contest. I'd love to win.

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

Info Product Blueprint
1st Edition

Skill Set - DVD

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Ken McArthur:	We're here with Mary Mazzullo and we're talking to her about website photography for info products. So can you give us a little bit of background about yourself.
Mary Mazzullo:	Yes, absolutely. I've been attending seminars and taking photography. I've been a photographer for about eight years, studied under Doug Gordon up in New York. We've done lots of weddings and all kinds of events locally.
	I became interested in Internet marketing seminars and attending them and taking photos and just getting the photos to the promoters. It's a great way to meet people. I met some amazing people. I met Joe Vitale, Jay Conrad Levinson, just some amazing people. Mark Joyner, he was one of the first people I met. Just give them the photos and you get to know them like that. It's a great way to start up a conversation.
	So in the process of that, the promoters began to ask me to start taking photos inside of seminars for them of the speakers on stage and everybody in action, which was great. I've been having a lot fun doing that. Then it just progressed into doing the website photography, the opt-in boxes and the action photos and things like that. It's been great.
Ken:	Great. And now you're looking at doing product photography?
Mary:	Yes. We've also just begun doing product photography, and that's been very interesting for me. A couple of the photographers that work with us in our studio have degrees in photography and know all about it and have been teaching me some amazing tricks to really enhance your products and make them look fuller or more interesting or fresh and cold if it's a bottle of soda, or just some amazing lighting tips. We're very excited about that part, too.
Ken:	So there are really two aspects, I think probably to using photography for info products - at least two.
Mary:	Most definitely, at least two.
Ken:	So one of those would be your standard kind of website photography, things that would go on to the website itself.
Mary:	Right.
Ken:	The other one might be the photographs of the product itself, or maybe even photographs that would be on the printed materials for the product.
Mary:	True. That's exactly right.
Ken:	So let's talk a little bit about website photography, and how photography for a website and using it to sell things is different than other types of photography. What are some kind of tips that you can give us for that?
Mary:	Well, it's very important. There are some really basic things that you've *got* to follow when you're doing photos for your website. You have to think about what kind of background you're going to have on your website. Are you going to have a white background? If so, you definitely don't want to wear white clothes or light-colored clothes. You want to have…like the blue that you have on is absolutely perfect.
	We had Warren Litlock. We took a picture of him in a white shirt with a pink tie, and I just… he's so sweet, but I hated it. I really didn't care for it. So the next day after we took

the photos, they came in a blue shirt with an orange tie, which just made him pop. So we have to think about what do you look good in. If your eyes are blue, what makes your eyes pop? What do you feel comfortable in? What are you wearing when people say, "Gee, that looks great on you"? That's what you want to wear.

Brian Edmondson did a product and it was called…the one where he came in his cap and gown because it was graduation…

Ken: The *List Academy* or something like that.

Mary: Yeah, the *List Academy*, something like that. It was great because it went exactly with this product. So you need to think about what is the message that you want to give on your website. So dress appropriately.

Never wear checks, never where plaids, really stay away from white. Just make it something colorful. Reds are not the best. That's just the colors, then you want to go to the poses.

There are many different poses. It depends on your product. Do you want to look professional? Is it a professional product? Do you want to look more casual? There are poses that can affect that when people look at it. They can say, "Oh, I really like that guy. I trust him." They don't even know that it's the pose, they just have no idea. But the way you place the body and the way you're standing and the way you're looking, the way you're holding either your product or your opt-in box is very, very important.

Ken: It's another part of building a relationship with your customer.

Mary: It's the know, love and trust. Absolutely. They need to know you, love you and trust you and you need to come across that way and your photos.

Ken: If you're going to have a fun product, then you need to look like you're having fun, right?

Mary: You know to look like you're having fun. We did Jim Edwards and Mike Stewart, and they are the red Hawaiian shirt guy and the blue Hawaiian shirt got, and they had a lot of fun. My photographer behind the camera over there shot them and they had a ball. They just had a ball and their pictures really show that. They have used those all over the Internet because they have a great time with what they do.

Ken: Yeah, absolutely. So I've seen different kinds of poses, what really works? How do you achieve a look like that? I've seen people holding products or holding signs and all of those kinds of things. How do you get some of those techniques down? How do you do that?

Mary: We have a whole list of poses. We've gone through and looked at zillions, if that's a word, I don't know. We've looked at zillions of websites, and we've looked at the poses and what they're saying, what they're showing people. We've tried to really choose the ones that we think are the most effective. Then we re-create them in front of a white backdrop.

We use white poster boards, the white foam core board where you can use them holding them in front of you and you can use that to be your opt-in box. You can hold it this way, you can hold it this way, and I'll show you later that we can capture...you can have your website designer put in a capture page where you have the name and e-mail address and

the reason why they want to opt in. You may offer them a free report, whatever it is that you're going to do to get them to give you their name and e-mail address.

But you can also, holding those same whiteboards in different poses, in different directions and different body stances, you can have them represent your product. You can have that superimposed whether its CDs or books or reports or workbooks.

Ken: So you use a program something like Photoshop or something like that to layer that information in? Is that how you do that?

Mary: Right. We don't do that currently. We are working on doing that usually the website designer can take that. And they can superimpose it and lay it right in on top of the white box.

Now this is foam core board. What you need to do when you have your foam core board... that you can see it's a rectangular shape right now. What you need to do is you need to make sure that your fingers are fully extended around the foam core board because if you do this, and your website designer goes to cut it out, he doesn't know what to do with those little tips. They just don't look right. They really don't look right. So you always have to make sure that you, at home if you're doing this, that you extend your fingers fully around.

Now you can hold it this way. You can hold it this way. You can get a much larger piece. We have pieces that are door-sized so that you can peek around them like you're looking at your product or like this.

Another thing is, if you're going to point at your product, it's not good to just use the one finger. People automatically do that, but think about it. When your designer cuts it out, all you're getting is a big fist and a finger and it just doesn't look right. So we usually say, keeping your fingers fully extended, to gesture, just like you would be gesturing to something and that just is a much better look.

Now you can do it in front of it, below it. You should kind of think what is it that you're going to put on here, so that you can place your hands appropriately. If you want to just put the name and e-mail address, then you can just about hold it any way you want to because they can do it anywhere you want, they can work around.

If this is going to be a representation of your book or workbooks, you want to make sure that you aren't putting your hands in front of the title or even in front of your name, because that's going to be important. You want people to know that. You just need to be careful.

Sometimes you can just…for you, you may hold that.

Ken: Oh thank you.

Mary: Sometimes if you're in front of just the white backdrop. You'll just want to do something like…well actually, don't put your front arm in front, put your back arm and do it like this. You can have your product, superimposed right in there.

Ken: So I'm curious, why this arm back further?

Mary: Because you don't want this arm up into the camera. It's a better look. You don't want people looking. People wouldn't know that it was a better look, but when they saw it, it just wouldn't look right so it's better to do it this way.

             Just make sure that your hands are spaced apart appropriately, not like this.

Ken: Like you're holding something.

Mary: Like we are holding something, right. Exactly. Then your website designer can put whatever you need into that space. But we do all kinds of things. We do the standing pose where you're like, like I said, like you're peeking around. In that case you want to make sure that your hands are facing the same way on the board and that you peek around from the middle of it, or that you look like this. Or you can go…"Oh my gosh, I didn't know you were there!" You know, so that you're…there're so many fun products instead of just being, "Oh, here's my product."

             I know that it's still photography, and I know that the website is still, but if you use some enthusiasm it comes through, it really comes through.

Ken: It's almost like catching an emotion.

Mary: Yeah, it is, it's catching the light in your eyes, catching the excitement about your product, the enthusiasm about what you've just put all of your time, your life, your work into and presenting it in the best way that you can.

             I also have a wedding business. I can take this white board rate here and just hold it like this and my website guys could make it into something like that, where I would go like this, "Come to our wedding business and get married."

Ken: Great.

Mary: That's exactly what you can do. You want to make it interesting and colorful. Now this happened to have been a magazine ad, but something that's fun.

Ken: But you could use something that was more readable…

Mary: Absolutely. Well now you can be... now see, this couple is standing right here, but you might want to be leaning against this like you have your arms crossed and you're leaning backwards like you're leaning against this or even gesture, or you could have your photo on this as well. So there's all kinds of things that you can do with that.

             Now on the bigger one, you can do a selection of products, a selection of CDs, a selection of workbooks, where you were holding the poster…you could have a special. If you were running a special on your product for 30 minutes only.

Ken: It could be a coupon.

Mary: Well it could be, it could be a big coupon. When you mention that, when we use the door size of foam core board, which is fun, we do it standing up and we have the body peeking out. We also have a leg stepping out from behind the board, but we'll turn it sideways and people can lean on it and look up.

Some people are realtors. They want you to see, look at this huge check that you just made from the profit of your sale, or this huge check that you made from learning about my course and applying what you learned. You too can have a check like this.

There's all kinds of things that you can do with it. I mean, you're only limited by your imagination.

Ken: So you can do things like lean up against text, a huge block of text...

Mary: Exactly.

Ken: So it almost looks like you're looking…

Mary: Or you can have a huge... like when we have the huge board, you'd be leaning up against that foam core board and then that could be a huge book, your product, your words, whatever it is and you're leaning up against it going, you know, right there.

Ken: Yeah.

Mary: Also, for some of the more formal looks you'll want to, on the foam core board, you can cross your arms and look cross it, you can look forward. We do a lot of different poses like that.

Or if you're sitting in the chair, if you're seated like that and you want to look thoughtful…you could be a doctor. You might want to, you could lean forward and fold your hands, put your elbows on your knee.

Ken: Here I am.

Mary: There you go.

Ken: I'm thoughtful.

Mary: But now just lean forward and just kind of hold your arms in front of you like this, and then just keep your back straight and you're looking directly…

Ken: We're pretty wise.

Mary: Yeah, exactly.

Ken: We're very wise actually, looking.

Mary: But some people, when they're talking, they'll just do different things. Like Robert Kiyosaki, he's done that pose and people love that pose. There are poses where you're sitting down, you cross your arms, you cross your legs, you point up, there's laying poses, there's a zillion.

Ken: Yeah.

Mary: We go through standing and then sitting and then laying.

Ken: So it's a good idea to have a variety if you are doing website shots, to break them up. So how would you break it up into categories? What would you not want to miss? What are your core key shots that you use?

Mary: The core key shots are with the foam core board holding it up here, holding it here, holding it in front of you. Those are absolutely majorly important for your opt-in boxes. I mean, if you aren't trying to capture names and e-mail actresses you can't build your list. You've got to start building your list. The ones where you're pointing to things on your website, standing up there pointing like this, up, sideways and down, it depends on... you could point to your product, you could point to words, you could point to a specific area in the paragraph that you might want to point out. You might want to do it for both sides so that you could use it on either side of your website.

Then there's sitting. You can sit on top of your opt in boxes, it's really, it's kind of fun, or you can point up to the opt in box that is above you. Don't point like that, just like I did.

You just kind of gesture upwards and make it natural. Mostly is to just have fun with it, just kind of relax, don't be too stiff. Make sure your back is always straight because if you're sitting like this, that doesn't look good. Make sure your back is always straight.

Guys, when you have a jacket on. Its always going to wrinkle right across here, so you're going to want someone to come behind you and you're going to want them to straighten that up and tuck it under your backside. Then come and make sure everything is straight, because when you see it in the picture, it's dumb. So make sure that everything looks right before you do it.

Just let your photographer know. The best thing to do is just like we did go through websites that you like, see poses that you like, print them out and take them to your photographer and say, "This is exactly what I want."

We did that and we spent days and days photographing the models in all different poses for people to take to their photographer. We made CDs for people who can't be at the seminars or who just didn't come prepared dressed for whatever it was, didn't come prepared to have their photos taken. So they'll get the CDs to take home to their photographers and say, "This is what I want."

Because people don't know what to say when they go to their photographer, "I want website poses." "Well, I don't really know what website poses are. What do you mean?" "Well, I don't know."

Ken: I don't know.

Mary: I don't know exactly.

Ken: I just want to sell a lot of product.

Mary: I just want to sell a lot of product. But if you go through, you can pull your own pictures and just say, make up your own CD and say, "This is what I want to do. This is what I want to present. This is the image that I like."

Ken: That's great.

Mary: And also my suggestion would be, if you're going to sit down with the photographer, to work with the photographer, take several changes of clothes because you don't want to be in the blue shirt and every single pose. You don't want to be in the black shirt in every single pose.

You may want to be in a business suit or a business look as well as a fun look because if you're an Internet marketer you're not always going to have just one particular subject or product that you're working with. You're going to go with a variety so you're going to want photos to use.

You really should have their photos probably updated once a year, once every two years at the very longest because your look changes, your weight changes, we get a little greyer in places.

Ken: Not me.

Mary: But those particular things change, so you want to always keep a fresh updated look. There are some websites I could point out, but I just won't do it because I could get in trouble, but people have been using their same photos for fifteen years.

Ken: Or worse yet, like mine, you have two photos ten years apart.

Mary: Now that's really bad.

Ken: That's really bad.

Mary: That is really bad.

Ken: I'm going to get my set of photos upgraded right now.

Mary: Oh, I think so. But I mean, people saying that they look great when they were young and thin, and they did, but now there are wiser and have filled and gorgeously and they want to use that look. You don't want to use a look that was 15 years ago, where you look like a kid because you had hair and now you don't.

Ken: Now you have experience.

Mary: Experience.

Ken: That's right.

Mary: And you want to show that in. I have learned a lot.

Ken: So tell us how we can work with products.

Mary: Products, first of all, you have to work on displaying them. Now this is part of a set of workbooks and there are seven of these workbooks, but besides the workbook you also have CDs. Go ahead Ken.

You have CDs, but you see, you can't just put them in somebody's lap and say, "Here, hold this."

It just doesn't work, because look, now…

Ken: Now I look like a cluttered mess.

Mary: Now you have notebooks in hand, so you have to make sure that when you, if you're going to do your own product photography, you need to make sure that this is first of all, shot on a white background unless you have a specific background that you want. If you want it displayed outside, you might have a product to want displayed outside for whatever reason. It may be camping gear, for instance. But you want to make sure that your products are displayed nicely so that they are appealing to the eye so that when your customer comes to your website and they see it, they don't just see that conglomerate of a mess. I have seen photos like that, and it's like, "Okay, what is in that product? I mean, I don't even know what's all included in there."

You want to make sure that there's no glare. I don't know if you can see. Of course, all of the notebooks and everything are shiny and you're going to get a glare if you don't have it lit properly. Soft boxes is what we use and a soft box is just a great big soft box. It's a diffuser. It's a white box that goes around the light that makes it, that just throws the light around the product and doesn't really glare on any of it.

Then you have to arrange it pleasingly so that it's appealing to the eye and so that they can see that there are 10 CDs, there are 10 DVDs that go with the product, they can see how many workbooks there are, they can see that there's also a book that goes with it and also a study manual that goes with it. You want to make sure all of that is displayed properly and displayed well and not shiny. Not shiny. Not shiny is very important.

Then if you have reports, those also have to be displayed. You may want them multilevel, you may want them all flat, you may want them…I can't image that you would, but if you have a product that has CDs, DVDs, workbooks and a notebook, I don't think you'll want them all displayed separately on your website. You're going to want to impact of the whole package that they're getting. You may want them also done individually so that you can show well, you get this this week…if you sent it out, some people don't send it all in one mass.

You need to think about it. You need to talk to whoever your photographer is and you need to plan your shot so that it truly shows exactly what you want to see.

Ken: So if somebody is just starting out with their first info product, they're really on a budget, they don't have much money to spend at all, what's the best way to go?

Mary: That's a lot of us.

Ken: Yeah, right.

Mary: I mean really, when you're first starting out the whole point is to start making some money without spending a lot first.

All right, if you have a workbook like this or even the notebooks like we showed in the DVD cases, the best thing, because lighting can be really tricky as we showed before with the reflection on the fronts of the cases, the best thing to do is get a white background. It could be a white sheet, it doesn't matter, a nice white background that can be as smooth as possible.

Take it outside on an overcast day, because obviously on a sunny day it's going to give you harsh shadows and you don't want the shadows. You want to make sure that you get

as little shadow as possible. A little natural shadow is okay, but you don't want big harsh shadows that you're going to have to work on on Photoshop.

Take your product…and something like this is flimsy so it's not going to stand up on its own. You'll need something behind it. There are things that you can find in office products stores, Staples, Kinko's, Office Depot, those things – it's a foam core board and on the back of it are little legs that make it an easel so you can set it like that, and it's going to be smaller than this. They have different sizes. Then you can take your product and you can set it in front of it so that it'll hold it up. Then you can do the same thing with…even if you have to get a lot of those and cut them down, or you may be handy and you may have something around the house that you could use. Even a little easel that you would set a picture frame on in your house, take it and turn it around backwards because you don't want the little feet from the easel coming up on your product.

Ken: Right.

Mary: But you could take it and turn it around backwards and lean it against the easel part and that will work. But make sure it's an overcast day. Take it outside. Take your digital camera and then just keep checking your photos and really study your photos to see that there's any glare or anything that needs to be changed, the angle…you want to make sure that all of your angles are going to be close to the same. You don't want them like that.

You want it to look as neat and professional as possible if you're doing it yourself. So make sure that the angles are all the same on your notebooks, your workbooks, your DVD cases, your DVDs, whatever your product is that you're showing. just try to make it as uniform as possible. You can get some interest. You can do it at different levels if you want, just play with it. Or if you're not comfortable with it, don't play with it, just make it just like any other product you would see online.

But an overcast day with your digital camera... and get a friend to help you if you're not good at arranging things, get a friend you know who has a good eye to be there with you to help you do that.

Ken: To see what it looks like.

Mary: To see what it looks like.

Ken: That's the final judgment there. If you come out with a great picture you're all right.

Mary: Absolutely. If you come out with a great picture you're all right, that's the whole thing. Just play with it. It's not as hard as it sounds. It can be if you make it, and it can be if you have a lot of product. If you want to display DVDs or CDs in front of the cases that that's going to be tricky, that's going to be tricky, but just play with and have fun with it.

Ken: That's great.

InfoProductBluePrint.com
your blueprint for creating and launching
a profitable info product
1st FLOOR

Info Product Blueprint
1st Edition

Skill Set - DVD

John Di Lemme

Info Product Blueprint was created by
Kenneth A. McArthur

Alysan Delaney-Childs, Project Manager and Editor
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Michelle Alvarez, Design, Layout, Copy Editor
Ben Blakesley, Audio Editor

Copywriting

Copywriting is the secret to massive riches on the Internet. The key though is you have to be able to understand how to write copy, how to create the client to purchase your product.

You may be saying John, why should I listen to you. Well about five years ago I was exactly where you were sitting. I had an idea and I had a vision. Five years later, our Alexa ranking for our site, which is www.FindYourWhy.com, take a look at it. Our Alexa ranking is in the teens. That means we have one of the top sites with the most traffic and the most hits because I know how to right copy. I write very emotional copy. We move a lot of product over the Internet. We have numerous databases because writing copy is the key.

The first step is you have to get the end in mind. What is your goal? What do you want to do with your business? As I teach at FindYourWhy.com, you have to know why you want to the income on the Internet and why you want to engage that client. What are you going to do? That's the whole goal about 'How To,' step-by-step. The copy for any product is the fuel to launch your business. Most people can't write copy, they right it like they right a letter to their family. That's not what it's about.

Overview of copy is the ability to take a product, and then you've got to take it step-by-step-by-step, and you always have to personalize it. You always have to personalize it. You always have to put your story, because the first lesson that you ever learned in life and remember is 'Show and Tell.' When you're in school and someone tells you the story, first they show it to you and then as they're showing it to you they're telling the story. You have to take that kind of mindset in writing your copy.

And one major million-dollar nugget right now, do yourself and your future financial status and a major favor. Do not ask anyone you know who is an author, do not ask anyone you know who is an editor or someone like that writes for a newspaper about your copy. They don't have a clue. I tell the truth because marketing copy and writing copy is different from any other animal you're ever going to attack on the Internet to write. You have to make sure that you're writing and reading effective copy. You have to read copy that is effective and then you have to write copy based upon that, basically it has to be mirroring and modeling effective copywriters. The personal touch is the key. People always go, "Why should I talk about myself?" It's not about you, it's about the stories you can share.

So let's say, as we said a few minutes ago, that your end story in mind is you want to have, like my mission was to have the number one personal development CD on the Internet today. And we do. It's called *Find You Why*. It's a personal development CD.

Let's say that you have a 'How To Tune Up Cars' manual. Let's say you have 'How to Make the Best Cup of Coffee in the World' e-book. You have to write to your client. You have to write to the person who is interested in your product. Don't try to satisfy everyone. Try to satisfy the person who is in need for your product. My marketplace is someone who wants to overcome fear, get out of procrastination, cross the bridge of self-doubt into confidence. I teach people those principles. So I don't care about the people who don't read my material because they're not in my marketplace.

A lot of people try to satisfy people who are not in their marketplace. That's why what you want to do is literally write the copy to yourself first and ask yourself, "Would I invest in this product? Would I buy this product?"

You always want to use testimonials. If you take a look at any billion dollar infomercial it's all about testimonials. They start off with testimonials. You can start to use these three or four connectors. First off, let me tell you a story about somebody who was just like you, and then tell a story. And matter of fact, let me tell you someone else. And matter of fact, let me tell you somebody else who was sitting exactly where you were sitting and tell the story again. You can write a very profitable copy by literally just telling stories.

In the P.S., just put P.S., you can grab a hold of this product… x, y, z, whatever the product is by clicking here and taking action right now. Stories and testimonials are the key. But you have to get in you zone. When you're writing copy, I write my copy…I have written millions of dollars worth of copy around a table at a protein bar at a health club. I do all of my writing, and one of my success habits is I exercise every morning, I exercise my mind and my body and my spirit. I put my iPod on, I listen to my mentors and then when I'm done, I don't get on my cell phone or I don't go to my emails, because I get aggravated and frustrated with people who are idiots that email me and get me out of my zone. I'm sure you can relate to that. So what you want to do is stay in your zone. When you're writing your copy, you've got to be in your zone.

Ask any athlete when they say well they're in their zone, they're hedging a game. When you're writing copy, the most important part of your business is writing copy. But you have to make sure that you're modeling and mirroring successful people.

My web copy has created a lot of controversy. I get a lot of negative emails. That's good. I'll say that once again. When you write excellent copy, you stir up people, you start to make them look themselves, you start to have them question themselves and that's what copy is about.

Getting back to what I said a few minutes ago is getting in your zone. When you sit down to write copy, take a blank piece of paper and a pen and at the bottom of the copy, your ultimate goal is an order. I want you to write down whatever your product is. If it's a $997 tutorial online system training system, $997 e-book or $27 CD, whatever your product is, put your product there and build your copy backwards.

I will say that again. You'll not hear that from anyone that's never written success copy. I write my copy from the bottom up. How do you build a building? From the bottom up. What's the most important part is the foundation. The most important part of your copy is the P.S. and how you sign your name. I sign my name, 'Creating 1,000 Millionaires, John Di Lemme.' Now I know people who want to become a millionaire, and want to be creative – they're going to list to what I have to say. Whatever you want to do has to go in your signature line and your P.S. Right? Once again, what you want to mark, and write from the bottom up. And as you're writing copy, put bullet points down – put bullet points about your product, about your service, about you and about testimonials.

I'm going to give you five specific bullets you'll want to fill in – these are million dollar 'How To's,' and believe me, this is the most profitable day of your life that you're watching this. If you choose to implement this system, your entire life will change. Five points: the P.S., your name and the signature, testimonials, the story and your intro – introduce who you are in the beginning, go through your stories, testimonials, signature line and your P.S. Get into the person's heart. Then what you want to do is then as we say connect the dots, it's a very powerful, teaching as a young child it was called connect the dots, then you literally take the dots on your piece of paper and you connect them. Then you read it to yourself and then you actually sell yourself. When I read my copy, I get so excited that I want to invest in my product. I'll say that again, and I'm not kidding, I get so fired up when I'm speaking and closing, and remember you're all a closer. You have to be able to open up a relationship because when one door closes, another one opens. You have to open up relationships through your copy. It has to be so good as you're reading it, I can't wait to get a hold of it – this product and/or service will change my life and/or increase the balance of my checkbook – increase my profits, launch by business.

That's why it is so important to keep copy simple – very, very simple. Do not try to convince someone, just converse with someone and speak your product to them. What you want to do…I absolutely believe in mentors, I absolutely believe in coaching – is make sure that somebody that is coaching you has won the game of copy. I have won the game of copy. I can press one button and do tens of thousands of dollars of sales of a product, plus I'll receive a couple hundred emails.

For every $2,000 or $3,000 you do online, if you're not getting ten negative emails, you haven't done a good enough job. I'll say that again, if you do not get 10 to 20 or 30 emails for every few thousand dollars of business you do online, you're not creating enough controversy. I have copy based around something

called 'I am so mad,' that I believe that everybody looks like the walking dead. I wrote copy, literally, I went into a shopping store, a food store, and I met someone who was so negative. I asked her how she was doing. She looked like she was dead. I asked ten other people, they were dead. I went to the protein bar inside a health club where I exercise. I went there, worked out, I took a notepad and a piece of paper. That copy has created over seven figures of business online and it's a true story from someone behind a bakery shop that looked like the walking dead. And it works.

So whatever your product is, write it as if you are an emotional about it and tell some personal stories about it, and make sure that you write the copy and never believe it is too long. Long copy is fine. You can keep writing copy.

At this point, what I'm going to do is give you an assignment. I want you to make a decision today too, as we said earlier, go to the bottom of your piece of paper and write down the end result, exactly what you want to do. I'd like you to start to write the bullet points about your product and about your service. You've got to brain spell. Once again, do not consult with somebody who doesn't have a clue what they're doing about writing copy.

Then you want to start putting emotional words into it, adjectives, descriptive words. First, you have to expose the pain. My product in personal development coaching, 97% of the people are dead broke at the age of 65 and the number one reason why is fear. Some of you will be full of fear to do this. I teach how to overcome fear. So I teach people about how to explode through fear, how to overcome fear, how would you like to absolutely explode through fear? How would you like to instantly explode through fear like a stick of dynamite? How would you like to explode through fear instantly? Use key words – instantly. This right here is going to be worth a million dollars to someone. The word 'instantly' in the subject line or 'instantly' in any kind of copy you're writing. Overcome fear instantly. Increase gas mileage by 75% instantly. How to sweeten a cup of coffee instantly.

Those kind of key words will be able to empower your copy. What I suggest is put 17 key words along with your five bullet points. Take your five bullets and your 17 key words and mix it all together and you'll have million dollar copy. What do you mean, John, 17 key words? Well this is what I mean.

I'm going to use my product. I would say procrastination, self-doubt, over commitment, launch through it, demolish it, increase profits, eye-opening, mind-blowing, procrastination taking, millionaire making…those are key words to put in through your copy. You've got to put yourself in the mindset of the people who are reading this. Your product. Do not try to satisfy the people who are not your clients.

That's one thing, as you start to build your business, is so many people do not understand that. They don't understand that you try to satisfy everyone – satisfy your market. Because what you can do, as we say, is market to a very small percentage and you'll live in a 3% range. I'll say that once again. Market to a very small percentage and you will live in the 3% bracket – 97% of people are dead broke at the age of 65. I don't care what idea you have, unless you decide today to get emotional about your copy and write key words, key words that will move people to the next level. You're not going to move your 3% profit bracket. This is a very crucial time in your life. You have to start to spend some time, as we talk about in your zone. Take 15 minutes per day and put a date on when you want you to complete your copy.

Let's say you want to end it the end of the month. Let's use an example. It's November 1st and November 30th your goal is to have your copy done. Start off and invest 15 minutes per day, 30 minutes per day, the same as you brush your teeth each day, invest, because when you invest you expect a return. I can guarantee you if you invest each day in writing copy, step-by-step, bullet points, telling a story, sharing testimonials and putting them in there. Then for anyone who does have a product or service and your business is launched, ask your current clients right now for testimonials. Give them a bonus. Give them a downloadable e-book, give them a little online video, given them something in the mail, mail it to them, whatever your ability is to either email or mail out, give them a bonus and send it to them for a testimonial.

The key is to get a customer who is sitting exactly where that person used to be and now that person is a user of your product. That's the key and most people do not do that. Testimonials sell. When we're talking about attention span, the key is the only way you're going to keep attention span for your readers and for the people who are potential clients is the mindset of 'What's in it for me?' I know people are stuck in procrastination like quicksand. Some of you may watch all of this, get the entire tutorial, watch all of the DVDs and still go nowhere because you're stuck in procrastination land, you're stuck in quicksand.

I use the word quicksand a lot in my copy about procrastination. Understand that. You have to go through it and keep the reading level and attention spam like you're having a conversation with someone. How does that sound to you? Could you imagine? Could you imagine you living the life you've always dreamed of? What would you do? Would you live in a house of your dreams? Could you imagine 1 o'clock in the afternoon putting suntan oil around your pool, hanging out with your family and friends, owning your life, owning your future? Well make a decision today, own my product and your life will never look the same. P.S. Take action now. Specifically, right now jump on over to this website and make a decision today to own this product.

I've just spoken copy I've written numerous times. You have to do that. You have to keep their attention span by giving them the dream. I'll say that again. You have to keep their attention span by giving them the dream. Their dream to you is for them to use your product. Whatever your product can do, you have to make them feel like and imagine the benefits of their product by writing bullet points. Copy is an art. I'll say that once again, copy is an art. You become an artist. You fine tune it each day.

I fine tune my copy. I just had a young man who was marketing magazines. He's a 7 or 8 year old kid in a school marketing magazine. I took the copy. It took me not five minutes to take it from 'blah' to he's going to be the number one closer in the school selling cookies and magazines. All I did was I spaced it and I used it very key word right now to keep their attention span. I want to tell everyone right now – the word 'plus.' Put that in your web copy. Tell a story and then take a space in the copy and put plus, tell another story, and then put over and beyond that, and then another story.

 Key words once again keeps the person flowing. You have to keep someone's attention because whenever you're watching something, people subconsciously will say, "Now you've got my attention." I'll say that again, the subconscious speaks to your checkout carts, as we say on the Internet world when they're checking out, inside you it says "Now you've got my attention."

When you've got their attention, you've got them one step closer to going into their wallet and getting out their credit card to invest in your product. That's the bottom line. You've got to get their attention. If your copy is boring, it's not going to happen. Stir up your copy by keeping people's attention – understand that. Keeping people's attention is the key. Most copywriters don't know what they're doing. Now I'm talking copywriters. I don't care if someone is an editor.

I had an editor one time of a major magazine tell me what I wrote is never going to work, it's impossible, it's not going to happen. This one specific copy I wrote for my *52 Key Life Changing Manual*. It has done hundreds of thousands of dollars of business and does it all the time, because we set up the copy and then it's like printing money. It's like going into Kinko's and printing money. You're literally printing money when you have the right copy.

It's a process. It's an art. The art is that you've got to fine tune it each day. That's why we say 15 minutes per day for 30 days, starting off with the P.S. and going from the bottom up. Because the strongest buildings in the world have the strongest foundations. The best copy in the world are the most powerful P.S., P.P.S, P.P.P.S and P.P.P.PS. I always tell people, when you've got good copy, through another P.S. in the bottom of it and your sales go up by 15% to 25%. Experiment on that. That's the key.

That's the key to when you want to really start to launch your career and start the process. In the beginning, you have to write your copy and then you have to build it each day. You can't rush copy. That's something else you also want to really put into your mind, because you can't rush writing copy.

You have to write the copy, experiment and then write it again, experiment. And once again, do not have anybody around you give you advice who has never written copy, because copy writing, if you notice copy writing to me is a verb, it's a consistent process. I am always writing copy. When we go over to the U.K. a lot, the United Kingdom has the best headlines ever. Headlines is what gets your copy written. You always have to have a phenomenal headline.

Now I'm going to jump right into very specific insider secrets about how to write powerful and profitable eye-opening, life changing, family changing, future empowering headlines. That alone is a headline, by the way.

Headline is the key. As I said, when I go to the U.K., the U.K. is famous for headlines. That's what you want to do. People go, "Who's the headliner in a Broadway show? Who's headlining that show?" Your headline will market and sell your copy. Experiment with headlines all the time. Key words with headlines – 'How To' is very, very important. You can put '…and she used to be broke just like you.' That's a million dollar headline – '…and she used to be broke just like you.' '…Ed, he was stuck in procrastination quicksand just like you.'

Who is stronger in your life – you or your good ol' friend fear? Headlines are the key. Look at, when you're checking out on a grocery store, look at the headlines of all of those famous magazines that we know that all the stuff is not real, but everybody buys those magazine every day because of the headlines. They buy the magazines because of the headlines. 'For the first time ever, a three-headed frog wins a marathon.' You've seen that on those magazine and people buy them. People what, John? They buy the magazine because of the headline.

Start to become a student. The majority of you are building your business part-time. You're at lunch on your regular job having a dream of building a multi-million dollar business. Go to the grocery store with a little note pad and pen and write down the first give headlines that get your attention. Tweak a few words, a few key words, put it on the top of your headline here, put the headline here, make sure your headline ties into the P.S., and you'll have a multi-million dollar sandwich because the top and the bottom will sandwich it together.

Start to do your homework. Start to see ads that are consistently and constantly running. If they keep running the ads, guess what's occurring? They're creating profits. Why do you think infomercials with fitness equipment always have 'before' and 'after' shots? You have to have a before and after testimonial. You have to have a 'before' and 'after' headline. 'Can you relate to this? Is this you? Were you like this… This is the most important letter you'll ever read, only if you open it. Don't open this letter.'

I use a very major, a very profitable powerful headline where I say, "Don't open this." Guess what everybody does? Opens it. Or I use the word 'urgent.' Urgent messages go right to your market. If you're marketing a product for people who are car enthusiasts, 'Attention all 1950 Chevy car enthusiasts.' That's it. Go to your market. Don't say, "Hey, if you're into cars,' get specific and exact with the title of your product because it all ties into your headline and your P.S, your bullet points and your key words. You have to tell a story about how your product and service will impact somebody's life by writing it out effectively. When you get effective copy, always tweak it by making it longer, by adding another testimonial in. I have an email that I send out, all I do is change the date – it's the email about how to Find Your Why. If it's January 1st, it's one day into the new year. How are you doing in the progressing of Finding Your Why? It's actually a 7-page email. Every time that I want to just literally produce an income, I just change the date - 181 days ago the New Year ball dropped… 146 days ago…, 362 days ago the New Year ball dropped… That is an email that consistently works and it prints money because all I do is take the template and change the days from the New Year. Remember, I'm speaking about goals and dreams and aspirations. Everyone sets them at New Year's and they fail by the fifth day of the new year.

So I take the email, what you're going to do is this little template is literally going to be your million dollar template for you – a headline, key bullet points, your signature, your name, a P.S. and then key words. I

want you to make a commitment today to get emotional. I want your to stir up your database. I want you to create controversy, because controversy is just like conversation. When you create controversy, there is conversation. That's why 97% of people watch the news all day – it's because it's controversial. Why is it all the talk shows, people beating each other up on stage about stupid stuff – it created controversy.

Take the same successful mindset in the marketing world and put it into your copy. But copy is a process. I'll say that again. Copy is a process. You must be always ongoing with that process. You must consistently, each and every day, get into your copy, write your copy, tweak your copy and invest…I suggest, you're watching this, you invested in Ken's tutorial. I suggest for you to invest 30 minutes per day, every day you brush your teeth, invest in copy because this is the key to unlock your riches forever. This is the key that will enable you live in the house of your dreams, drive the car of your dreams, be able to set up trust funds for your children.

The bottom line is I have produced results in writing copy. I am a copywriting expert. These tips I just shared with you, one tip, one nugget can change your life. I know it can.

Make sure you only get your copy reviewed and looked at by mentors and coaches such as I that have written copy. I could on for five hours about it because I've seen more people write copy the wrong way and then quit their dream.

If you're watching me right now, you invested in your dream, stick with it, stay committed, tweak your copy and consistently make copywriting a habit. Make sure you always tell your stories.

Keep people's attention span by telling the truth and your key words, keep them very personal, stay in contact with your readers and before you know it, you will cross into the 3% bracket. You will become a seven-figure earner online and offline, you will have an Alexa ranking in the teen and before you know it, any time you want to go on vacation you press one button, change a few words in your copy and before you know it you are printing money like a print shop.

Believe me, if I can do it, you can do it. The only difference between you and I is time and I was willing to be a student. I was willing to listen to others who have done it.

In closing, let's recap and put all of this together. Let's tie it all together. Here's the bottom line for what it's all worth to your life. What I just gave you was five or six closing statements to copy. Also, closing to our time together today. I look forward to seeing you at many upcoming events. I know that I'll be sharing a stage with Ken at the jvAlert coming up in San Diego in October. I look forward to having lunch with you. I look forward to having a cup of coffee. Bring your copy, lay it on the table, one word, one pen, one piece of paper and a cup of coffee could be the day that could change your life.

Believe me, I am an emotional copywriter. I believe if you have an ethical, moral product that will change people's lives, you are stealing from people's lives by not getting your product in their hand. The only way you can product in people's hands is by getting them to read your copy and taking action. It all comes down to you starting to write the copy the right way.

Once again, let's finalize. Let's recap. In closing, take action now. Once again, I'm closing you. With these words I just said, is what I do when I speak live from stage and when I write copy. Take action and I look forward to seeing you at the next upcoming event. Before you know it, your entire life will change because you grabbed a pen, took a piece of paper, put some bullet points, some key words, a headline, a P.S. and you stuck with it.

Go for it. Have the best day ever.

**Info Product
Blueprint**
1st Edition

Skill Set - Audio

Skill Set – Audio

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Ken McArthur:	We're talking today to Rick Raddatz. Rick is the founder of Xiosoft which he founded in June of 2002. Rick is a Microsoft veteran. He actually worked for Microsoft over a twelve year period, helping to design, develop and market such products and groups such as Visual Basics, MSN, Microsoft Research, Sidewalk.com and MSN shopping. He now runs a group of sites including Marketing Makeover Generator, InstantAudio.com and InstantVideoGenerator.com. He's had a really interesting career. Multi-millionaire at 28, broke at 32 and now he's back and going like crazy. It's great to have you here, Rick!
Rick Raddatz:	Well, Thank you. I'm glad to be here talking about how to make money on the Internet. It's one of my favorite subjects. I'll be glad to answer any questions you have and see where it goes.
Ken:	Well, let me challenge you right from the beginning. Why should our listeners care about audio and video on the web?
Rick:	Audio and video on the web, they actually solve the number one problem that information marketers have. That's because there's actually a dirty little secret. We've talked about the dirty little secret in information marketing is that, the same information is sold in the bookstore for $12.00, on a CD rack for $15.00, on e-book for $27.00, as a work kit that you bring home for $300 or a seminar for $2,000 but it's always the same content. So, what makes the difference?

The difference is how well you can get your point across, how well you can deliver the benefits. Audio and video on the web, they are basically essential tools at this point to help convey the benefits of your information. If you do a poor job conveying the benefits, you can only sell your information for $12.00. If you do an outstanding job explaining your benefits, establishing credibility, building relationship, showing emotion and passion, confidence in your product, confidence in yourself, if you can do those things you will make millions of dollars with the same information, but it's all about delivering the value. That's what audio and video could help you do. |
| Ken: | Value is a real interesting quality there. The way that it is presented make such, a huge effect on the pricing that you can have, on the results that you can deliver, and also the way that people learn |
| Rick: | Yes, learning is important. Our brain is an amazing thing, of course. Some people learn best by reading, some people learn best by listening, but the truth is that almost everybody learns better when you have both things happening at the same time or at least at different times, you have different mediums hitting you. That has shown to increase retention and comprehension. That's basically what's key to making these sales.

If people are confused about anything, they don't buy. So clarity of message, clarity of call to action is important. Audio and video help with that. It really, it comes down to the higher price point you want, the better job you have to do. So you want to use all the tools available to you to reach everybody the way they need to be reached. |
| Ken: | Absolutely. Let's talk a little bit about that. How can you add audio and video to a website? How do you actually do it? How does that work? |
| Rick: | Well, audio and video on the web, basically behind the scenes there's an audio file some place up in the website some place. That audio file has to be played through your website. There's a whole lot of ways you can do this. The best way is called Flash audio or Flash video. That's a product. You don't need to worry about it too much, but that's the |

best way, that's the way all the marketers will agree, is the best way to deliver the audio or video because it gives you as the marketer control over the experience.

You don't have any ads for other services, you don't have any pop ups, there's no install issues, none of that kind of stuff. The key technology here is Flash. You don't have to be a technical developer to use this stuff. That's the whole point of the services that we've created here. Imagine if you can call over the phone and record a voice message, then that voice message is available to you on your website, you just cut and paste it wherever you want on your website or maybe you email it to your webmaster and they put it on your website.

It's really as simple as making a phone call and then emailing your webmaster. That's how easy it is these days to put audio on your website. Video is the same way, only you have to have a camera, you have to have a webcam. So you have a webcam and a microphone on your computer, you hit record and you record your video. Then you just cut and paste that video, that little special web code there, and email it to your webmaster and now your videos is on your home page.

Ken: It's really interesting. I mean the cost of doing this kind of stuff has come way, way down. It used to be that you had to have a lot of expensive equipments to do video on the web. Then the bandwidth issues were a huge issue, too. So technology has really changed a lot in just the last few years.

Rick: Oh yeah. People are calling this era now web2.0. That's because a lot of people, during the first Internet boom and bust, things were very expensive, there were new, people were experimenting on all levels. Well, we've learned a lot in the last ten years or so now. There's a whole lot of ways you can host your website for five dollars a month. The video bandwidth is no longer an issue, people have high speed access, and your customers who have money, they have high speed. It's the people that don't have money that don't have high speed.

The good news for us marketers is that we can pretty much count on all of our best paying customers having high speed and video is not a problem. Now, the good news about audio is that it works no matter what. It will work if you're in Costa Rica or the Sahara Desert, I don't care. Audio works so well over the Internet that really there's, even if you're in a modem, it's perfectly fine.

You mentioned the cost. The costs have come way down. We are now in an era where the tools are no longer the issue. You really get a chance to buy the right tools instead of inventing your own. You get the trust, the reliability, the quality of those tools that you're using, whether it's hosting or just organizing, et cetera. Then you get to focus on your marketing message.

Ken: Yeah. That's really the best use of your time for sure. Flash…you mentioned Flash. Do you have any idea of what the universalality of that is now on people's computers? Is that a fairly universal type of a thing now in most…?

Rick: Yes. It's totally universal. Flash has been pre-installed on every computer chip since 1995. It's really not an issue at all. In fact, audio and video both work on very old versions of Flash. You don't have to even have the newest version of Flash to work. The actual numbers hover around like 98.7%, or something like that, of machines that have the right version of Flash installed. Honestly, as far as I can tell, that last 1.3 percent, those are servers or your corporate machines that are running in the back office that come pre-installed with minimal software. Those aren't actual consumer machines. Every

consumer machine that I have ever seen has Flash installed.

Ken: That's pretty amazing. Let's talk about the best uses of audio and video for online marketing. What are the best ways that you can use them?

Rick: If you think about what is audio and video, it's just another basic form of communication. If you go into a sales meeting and you're trying to make your pitch, you use your voice, you use your motions, your gestures. These are basic forms of communication. Sure, you can just hand over a written presentation like a website is, but that's not as persuasive as you getting up and speaking the same exact content.

            So, the answer to your question is, every place where you have text, every place where you have a photograph showing something, you could also have audio or video describing the exact same thing, mentioning the same bullet points, the same benefits, the same call to action. The content doesn't change. The marketing rules don't change.

            This is just a new medium for you to deliver the same content. Where do you put it? You put it on your home page as a welcome message. You have video or audio testimonials. You put it on your order page, you put it on your opt-in page. You can record interviews like this one or other content and put that on your web page as kind of a mini-infomercial whether it's audio or video, it doesn't matter.

            You can have audio or video in your emails. So, really it's not a question of where do you put, it's where don't you put it? You can put it everywhere.

Ken: That's interesting. Actually, you can duplicate that content, too. In other words, you can put things into a written format and then also deliver it via audio or video, too.

Rick: One of my recommendations for people is that when they build a mini-site, they want to opt people into their list to help build their list, which is very important in the information publishing business, you almost want to just read your headline. Your headline is the most important thing on your...historically your text only web pages, right? The headline, the marketing goals are the same – to captivate your audience to get them to want to read more. So actually just reading your headline is actually a great way to start off on your audio.

Ken: It really sounds like there's almost an unlimited number of ways that you can use these types of things. If you were going to try audio or video in just one place, where would you put it?

Rick: Okay, just one place...

Ken: Yes, that's tough, though.

Rick: How about if I give you the top three?

Ken: Okay. That sounds great.

Rick: The top three are going to be the three key interactions that you have with your customers. Number one is going to be the opt-in page. That's the page where you have nothing else on your page except a call to opt-in to your list, to type in your first name and email address. On your opt-in page, that boosts the opt-in percentage on average about 80%. We have facts to back that up. We'll talk about that a little later on.

The second place that I put it is on the actual order page. People don't go to the order page the first time to order your product. They go to the order page to kind of get a preview of the order page. They want to see what the fine print is, they want to see what the price is. So that's why they're there on the order page. That's why most people leave the order page without buying, they're not ready yet. If you have an audio or video on your order page giving them the quick list of benefits and the call to action, taking away their concerns by having a great guarantee, they're hearing your voice say that, they trust that. We found about an average of a 30% increase in sales by putting an audio or video on your order page.

The third place I'd put your audio or video is in your emails. I won't put it in every single email because that's probably asking too much of the recipient. Every now and then maybe once a week. What I do is I have a weekly newsletter and that goes out in a video. Once a week just have an video or audio newsletter so that you can really build that relationship with people. They can get to know you and feel that they do know you and trust you and then they're ready to make that purchase decision down the road.

Ken: That's really interesting that you mentioned your newsletter. That's a great newsletter by the way, the video blogging kind of a situation because it gives you a lot of your personality. I mean, I remember one where you were sitting there at a motorcycle event. It just really gives you an interesting flavor of Rick Raddatz.

Rick: Yeah, I mean, video especially allows you to play with the video. It allows you to show different parts of your personality by the backgrounds that you choose to film yourself in, by the gestures that you used, the way you hold your head, your body and move your arms and so on. Whenever I go on a trip, I send out a newsletter every Wednesday, but even if it's not Wednesday I film myself for the next week's issue in a different location. People kind of see that I'm moving around, I'm doing stuff. They get to know me and they get a sense of me.

I'll be launching a new product pretty soon, I always am. So, when I do that, people will pay attention to it, they'll at least evaluate it and that's really all that you can ask for from your relationship. Is that people get to know you and trust you, so the next time you have something for sale, they will pay attention and at least evaluate it. After that, it depends on your headline, your sales pitch, your audio et cetera, to close the sale.

Ken: Yeah. It was really interesting the point that you made about people that go to the sales page actually get ready to make the purchase and then abandon it. That's a huge percentage and most people don't realize how many people actually go through to that sales page. Go through the whole process, are ready to place that final credit card information and push the button and then have second thoughts and leave.

Rick: It's like, they're going to that order page intending to leave it really quickly, right? They're planning on going there, scrolling down and hitting the backspace, right? That's what everyone does. So really what the audio does on the order page is it slows them down. At just about that moment when they go to the order page it slows them down. Now I'm a really fast talker and so I have to slow myself down, too. When they get to the order page, your audio gets their attention and then it gives you time to slowly deliver your benefits and your call to action, your credibility, your guarantee, et cetera, in the order that makes the most sense to you. So now you are controlling the conversation. You're controlling the sales pitch.

That's pretty unique on the web. On the web historically the visitor is in control. They're deciding what page to go to. They're deciding whether or not to read your copy, to scroll down, to click, et cetera. The audio actually puts you in control because it's actually rude

to interrupt someone when they're talking. My mom uses that with great effect for her. She'll talk, she'll get two-thirds of the way through a topic, change topics and then get two-thirds away to that topic and change topic. She'll go on forever and never bubble back, that's my mom. I love her, that's who she is.

You can use that same psychological trick in marketing to not go on and on and on…I tend to do that, too, I am my mother's son. But on the order page you have control of the sales pitch now. You can deliver the benefits in the right order and close the sale right there, the first time they come to the order page.

Ken: That's really interesting. You would mention the aspect of slowing people down because you don't often think that that's what you're trying to do when you're motivating people to make a sale. You don't think about slowing them down, but just giving them a chance to really absorb what you're thinking and what the process and the value is there. That's a great tip.

,Rick: A good example of that also is on our *Marketing Makeover Generator* product. That product helps you build these opt-in pages, they have split testing and audio and video and more. It also has an exit survey. The exit survey is kind of like an exit pop up, right? We found a way that it's actually unblockable on most browsers. Most people, when they get to the exit pop up, what's the first thing they do?

They close that exit pop up. I think by this point in time people psychologically, they're so ready for pop up that their mouse is moving towards the "x" button before they even see what the content is on the page, right? They're that quick, within a split second they're closing that button. If in that split second an audio message can say, "Wait, before you go I need your advice. What's the number one reason why you're leaving us without giving our products or service, whatever, a fair try."

That's not what they're expecting. They're expecting a sales pitch and instead you're asking for their advice. Why do you want to know why people are leaving your website?

Ken: I guess that they would help you to identify objections for one thing.

Rick: Absolutely! For example, on our *Instant Video Generator* product, the number reason that we learned from our exit survey why people were leaving our opt-in page without opting in is they didn't have a webcam right now. So we changed the marketing a little bit to talk about how easy it is to get a webcam. So that increased our opt-in rate. You will learn things from an exit survey that will help you change your marketing copy, because it's all about evolution right? It's variation plus testing equals improved results.

You need to have information to know what things to try differently and the exit survey is key. Honestly, an exit survey only works if you have audio because you get people's attention – it slows them down. That same effect that we just mentioned works on the order page.

Ken: That's really interesting. It's amazing what people have as objections that you would never think of.

Rick: Yeah. I think it was John Reese that I first heard this from but I'm sure it came from many people before him. The way he phrased it was, "the customer is the only genius in the room." What he meant by that is you might be a very smart marketer, you maybe great at psychology of the sale, you maybe a natural sales person, that's all good. That will get you going without even trying too hard. But now you have your website, can you improve it?

You don't know until you test it. You have to test and measure it. The person who gives you the answer is the customer. They either buy or they don't buy. They opt-in or they don't opt-in. If you just count up that event, if you count up how many people opt-in, how many people visited and do the division, you know that headline A works better than headline B.

That's why we have a split tester built-in to *Marketing Makeover Generator* because split testing is the only way that you can improve your conversion beyond your natural normal ability.

If you think about it, when you just make a guess and you do the best job you can, well overtime your sequence of guessing, all of your guesses over time, are going to average out to your average ability. That's just a mathematical certainty. Over time, you will be your average self, right?

Ken: Yes, right.

Rick: In marketing, you want better than your average self. You want to test headline A versus headline B and see which one, by luck or whatever, got the phrasing just right and closes more sales. There are things that on the average work better than they don't. I mentioned before that I would talk more about some of the statistics we have from our customers. We have thousands of people using the *Marketing Makeover Generator* product for creating opt-in pages. Some of them don't use audio, some of them use audio and some of them use video. So we have text only, we have audio and we have video. We can compare what works better.

The average opt-in page by our average customer that has text only gets a 13% opt-in rate, which is actually a pretty good rate. And I think it's because of the split tester headline. But, if you add video onto your opt-in page, they help sell the opt-in, the average video converts at 19%. So what's 19 divided by 13? ...it's a good number.

You're getting 70% more opt-ins by adding video on your page. Now if you add an audio, the average...one of my customers, we have thousands of customers…the average person who is using audio on their opt-in page is actually getting 21% opt-ins. Audio is actually beating video, which might surprise some people. We have both options available, it's your choice. Either audio or video dramatically beat text only.

My advice to people nowadays is basically to use audio on all of your web pages where you're trying to the have a call to action – where you have an opt-in form or an order form or you want to send people to a certain event. Whatever you're trying to do, if you have a call to action and you almost always do in marketing, a single call to action, that's where audio is going to be the best. Not only does it convert the best on average, as we just talked about, it's also the easiest to do. You just make a phone call and cut and paste, as long as you happen to have one of our services.

My recommendation is to put audio on all of your sales letters and so on, on the order pages, and then use video for what we're talking about earlier, the relationship building effect of having a newsletter. So use video for your newsletters where you're building a relationship and then use audio to close a sale.

Ken: That's interesting. The other use of video that I've noticed that works really well is when you really have to demonstrate something that's visual in nature, that you need to show people.

Rick: Absolutely! We have one customer who runs kind of a science kit website. He has all these different science things that kids can buy and do experiments at home. He has this thing called 'Instant Snow' or something like that. You mix these two liquids and all of a sudden all this white powdery stuff just kind of flies out and it kind of explodes out of the beaker that you put them in, or the glass.

Ken: Bob's going to love that one.

Rick: It's a very interesting thing but there's no way you can describe that in audio. That's something that you have to show on video. I agree with you. If you have a product or a service that needs to be demonstrated to show its value, then absolutely, video is the key for that kind of product.

Ken: Let's talk a little bit about audio and video email. You mentioned that before. What can you tell us about the ways to use those?

Rick: Well, the first thing is to understand how it actually works from the receiver's point of view. It's all about how your customers are receiving your messages. What they get is they get an email that says, "You have an audio postcard," or "You have a video postcard." Then they click on that link and it kinds of pops up. It's the same way that you might send a Hallmark greeting card online or any of these online greeting card companies. So you send out that email. It's a simple text email. So it gets through the spam filters okay, and then the recipient click on the link and up pops what we call a video postcard. It's basically a little mini-website that we help you build. Now, it might have your audio or video on it. It will have maybe a list of bullet points. It will have a call to action. That call to action link could be a link to your website or whatever. It could even have an opt-in form on that too. That's okay.

As far as some tips for you…number one, I would say if you've never sent an audio postcard to your list before, you might even want to kind of pre-launch your first audio postcard just to develop even that much more interest in it and awareness of it so that people aren't surprised when they get it. The way to do that is simply you send them an email saying that XYZ or whatever you're talking about, then you say, P.S. Next week I am trying something new. I'm going to send you an audio postcard. I can't wait to see what the effect is. I want to hear from you after you get it. It's a very conversational and very interactive kind of thing. The P.S. is the most read part of a letter, they say, who knows.

You might even send two or three e-mails saying that next Wednesday we're going to be sending out this audio postcard. So now next Wednesday comes, people are expecting to get all your postcards and it has turned into an actual event and they're going to reply to you and interact with you or your team. So, you really got them involved in the whole process.

Ken: That's great, that's great. Let's talk a little bit about the quality of online audio. What's the best way to keep your quality high with audio?

Rick: With audio the phone is actually going to give you the easiest way to get a pretty good quality audio. A lot of people assume that phones will be bad quality audio. We're recording this message over the phone right now. Really the quality of audio almost is irrelevant. It's more about your own ego and pride and maybe your show of professionalism. But in terms of actual sales, the quality of the audio won't make a difference as long as they can hear you without distraction.

The phone is actually going to be the easiest way to get a great quality audio because the phone, believe it or not, actually has a lot of advance technology in it these days. They help normalize the sound and compress the audio in the right way so that it sounds good over the web, but it actually magically works out pretty well. But if you want the absolute, best quality audio, then you're going to want to have a microphone hooked up to your PC or Macintosh. Then you can record…there's a whole lot of software out there. You can go to Best Buy or Circuit City or whatever and buy a whole bunch of different audio editing packages for about $70 or so. You can record it that way and edit your audio and then upload it to our service, or you can actually record from your microphone that you buy directly into our service.

Now that takes care of the audio quality as most people think of it, but there is also the quality of your sales pitch. Meaning that if you sound like you're reading copy, if you sound like you're actually reading a book and it sounds fake, well, that's going to hurt your sales, right? That's going to make people think that you are not real. It's very important that even if you have written out copy, that you either not read it when you're making the actual recording, you just have it in your head, or you want to really focus on sounding like you're reading it naturally. That's actually pretty hard to do.

Ken: Yes.

Rick: Some hints for you would be that, number one, standing up actually helps because it kind of frees up your diaphragm muscles and it changes the way your muscles all work together. So standing up while you're recording is one thing you can do. A second thing you can do is actually move your hands around a lot. My wife taught me that. She's a voice professional and she actually has a Vocal Performance Master's Degree and she sings opera. So she has a lot of advice for me on vocal performance. But if you actually move your hands around, it's just one of those psychological feedback loops, it helps your brain kind of smooth out the sound and you're going to be sounding better and smoother even if you're reading copy.

Something else to do is just focus on changing your voice inflection or having fun with the text. That's going to help smooth it out. Especially, I do this wrong most of the time, you actually want to end your sentences on an up-beat, so that you're sounding more positive about what you're doing. What I always do is, I always make a point and then wind down. So I'm not the best at that one, but my brother who is an actor in L.A…you've actually seen him in the movies like *The Mighty Wind* and *The First Daughter*, he was one of the frat boys there…so he actually knows what he's talking about. He told me that tip about ending on an up-beat so that you always sound positive about what you're doing.

Ken: That's fantastic! I have to practice that one for sure. My laid back style will get to me here.

Rick: Yeah.

Ken: Those are some great tips. Anything else that you can think? Just in terms of actually doing the audio yourself. Most of the people that are doing this will be non-professional.

Rick: Sure. You can hire a voice professional, too. For about $100, they'll record a two or three minute message for you. They're used to doing that for all the radio stations in the world. Now that web audio is more of a bigger thing for marketing, more people are used to doing that as well. We actually have six or seven different audio professionals that know our service, they handle new recordings everyday for our thousands of customers. You can hire one of them or hire your own. If you could just go on Google and type in "voice over," is the term in the industry, or "voice professional." You'll find thousands of people

with different voice types. You find the voice type that you like the best and you can have them record it for you. That's always a way to go.

Another thing is that, if you're recording a sales pitch by yourself, that's one way to go, but if you have a partner or a key industry luminary, you can actually do a two-way phone conversation like we're doing right now and record that as your message. That dynamic conversation actually adds some things that you can't get on your own. It adds a little bit of conflict, a little bit of suspense about how is the next person going to respond to that comment he just made. That can add interest into listening to your audio as well.

Actually, if you have to deliver a lot of points in your audio beyond maybe a minute or two, that's where you want to think about having a second person. Probably not three or four, but maybe a second person on the phone with you while you're doing a recording.

Ken: That's a great idea because conversations are so much more natural, anyway. I mean, it's easy for us to talk to each other, it's like a natural thing.

Rick: Exactly. I could deliver the same content by myself just speaking and it wouldn't be anywhere near as interesting as having you represent the customer with questions and challenges and so on. So, this kind of a conversation, especially for longer form of audios you may want to do that.

Now we didn't talk about video. For a video, a lot of the same things as with the audio, you want to make sure that it doesn't sound like you're reading it. On our video hosting service here we do have this webcam recorder and we do have a teleprompter built in. So you can type a long sales pitch and it just scrolls up the screen like the professionals do and you can go ahead and read that.

The trick there is you actually want to sit back a little bit from your computer because a webcam has kind of a wide angle lens. If you're too close it's magnifying all your movements, kind of like looking in the back of a spoon. You may want to sit back a little bit and then sit up straight, and when the webcam is on top of your computer and as the teleprompter is right on top of your screen there, the person watching you is going to think that you're looking right at them. They won't know that you're reading a teleprompter. The main key is, again, to be animated and not move your head as you're reading the line font.

Ken: Like you're reading.

Rick: Yes. But if you can't do that, what I do on my Wednesday Minute is that I know the topic and I know the key points ahead of time. I don't know how I'm actually going to deliver them. I leave that as kind of a surprise for me and the listener and the viewer. I might start the recording and go for thirty seconds and then I'll screw up a word or I'll realize, "You know what, I can phrase that better," and then I'll go back and record it again, but again I'm not using a script. I just start over again and I have the first sentence down because I've said it three times now, then I'll get a little farther, and I get a little farther, and then maybe after five, six or seven takes I'm done with my two-minute video and it's ready to go out the door.

Now, I'm not the perfect speaker, I say 'umm' and 'aah'" a lot, I speak too fast and I don't enunciate. Honestly, I was actually in speech therapy until I was in seventh grade. My mom told me one time that she actually cries whenever she hears that I'm up on stage talking or something, because when I was five years old no one thought I was smart, no one thought...because I couldn't communicate. When people tell me now that I say 'umm'

and 'aah's' too much, my response...I don't tell them this too often, but I just say, "You know what, I'm not worried about it. I'm just happy to be able to talk to you."

That's an important point to everyone listening here. You don't have to be a professional to sell because what are you selling? Yeah, you're selling your product, but really in most cases for small businesses, you're selling yourself. If you're honest with yourself and they see that, that you are a real person with faults, with strengths and so on, focus on your strengths but don't worry about your faults. Don't let your faults stop you or your lack of ability here or there, just go for it. You will get better over time.

If you look at my first Wednesday Minute versus my last Wednesday Minute, it's actually a big change in just nine months here. So don't let your fears stop you from doing these things you need to do to make millions of dollars on the web.

Ken: I imagine even for you, it's feeling more natural as you go along as you have more experience. It's just like speaking in front of a crowd. It's the same kind of a thing. You just pick up those skills and run with it, and the practice helps out a lot.

Rick: Yeah. I've spoken at a number of forums now. The first couple of times, boy, I was definitely shaking. I couldn't allow myself to have a piece of paper in my hand because my hand would be going up and back and forth like that up on stage, like "That poor guy has Parkinson's. Let's buy a product!" So yeah, that was my first couple of times speaking, but now that I was over in the U.K a while ago, now I'm just having fun with it.

Yes, practice does...maybe not make perfect but practice makes comfort. You will get comfortable with this after you do a few. I hear Stephen Pierce talking...the first time I saw Stephen Pierce was in an L.A event. I traveled to L.A and he's up there on stage and he was saying, "You know what? If you can't get up on stage and stand up on a chair and shout to your audience like a Baptist preacher with passion, with energy, with confidence about your product or service, then you're in the wrong business. You don't have the right product or service or something is missing because you should be that passionate, that proud, that promotional about what you have to sell."

That really struck me. From that moment on I've just gone for it, regardless of my skills as a public speaker or as a marketer. You show that energy and that passion. You will learn over time and you'll get the sale.

Ken: People appreciate that genuine passion and enthusiasm about your products and services. If you're not proud of it then they won't be interested.

Rick: Yeah. One of my customers was doing a seminar…he's big in the MLM world. He was doing a seminar for MLMers online about how to close their sale. They have a pretty hard sales process. You've got to go up to a stranger and start a conversation and get them interested in how to represent some goofy vitamin, right?

Ken: Right.

Rick: What they're talking about is the thing that closes the sale, nine times out of ten, is not the benefits of the product. It's really how much confidence do you have in yourself and in your product. You show that confidence by the way you handle yourself, by the way you speak and so on. You're going to get people saying 'No' to you, but you're going to attract over time the people who like who you are, right?

Ken: Right.

Rick: So really, if you just be yourself…the easiest person to be is yourself…so, if you just be yourself on the web, in audio, in video, you will attract people who like that, who identify with it, who respect it. You're naturally going to find a positive audience. The people who think you're an idiot, well, they're going to leave. If you get big enough on the web or any medium, you will find people who think that you're an idiot. Just accept that. It's going to happen.

            One email I sent out...the same exact email, one person wrote back saying, "Rick if this is all you have to offer, just give it up." The next person says, "Rick this message changed my life, it changes the way I look at everything, it's wonderful, thank you, thank you, thank you." Same message.

Ken: I get the exact same thing. I mean, people telling me almost I'm God and other people that tell me that I'm the worst thing that's ever walked the face of the earth.

 Rick: Yeah.

Ken: I'd take all of that with a huge grain of salt I think.

Rick: The truth is some place in the middle. I'm a big proponent of actually allowing yourself to be proud of what you've accomplished as a producer in the world. This is one of the topics I've talked about on the Wednesday Minute. There's a lot people who will bring you down for whatever psychological reason they have going. Almost the media does that, too, with the assumption that giving away all your wealth is good. Like Bill Gates was evil up until about three years ago when he started publicly giving away all of his money. Okay, now, he's good. Right? Well, the truth was Bill Gates only had $43,000,000 in the bank, because he created 43 trillion dollars worth of value for businesses, helping other people doing all kinds of things all around the world. He has that money because he's helped people by delivering his product and service. You have to believe that your product and service...we're getting away from audio video here, but this is about the psychology of business.

Ken: It's great stuff.

Rick: You have to believe in your product and service that it's helping the world and because you're helping the world, it's okay for you to keep your money and spend it as you will, including giving it away to charities that you believe in. You keep it, spend it, whatever you may want to do it, but be proud of the effort you've put in to producing it. You've earned it and you have the right to keep it and be proud of yourself.

Ken: Yes. That's great thought. Alright, I'll bring you back on topic, how is that?

Rick: Okay.

Ken: We're seeing more and more audios and videos on opt-in pages. What's the story there?

Rick: Well we talked a little bit about that with the *Marketing Makeover Generator* product. The reason you're seeing more and more audios and videos on opt-in pages is I think that you're seeing more opt-in pages. Way back early in the web, no one knew how to make money. I was at Microsoft in '95 when the web was just exploding. People were finally hearing about it.

Ken: Yeah.

Rick: The conversation all through out Microsoft was, "How the heck do you make money on the web?" Nobody knew but we knew we'd make it somehow. At Microsoft – we're the leadership position here and no one knew how to make money on the web. So people tried a bunch of things and we had the big boom-bust cycle. We've learned some things now.

            The phase one was this chaos, phase two was the invention of the sales letter, basically the two-page website – sales letter and order page. That's the invention of the two-page sales letter or two-paged website. That was the best thing you could do. People tried all kinds of variations. That was the best thing for years.

            About two or three years ago, I think it was, people were doing it earlier but it really became popular to basically have a three-page website. The first page does not sell your product. If you think about it, if people go to your sales letter they're learning a lot. They're learning a lot about who you are and what you have to offer. They're learning enough that they think that they can make a decision about you. If their decision is, "Nah, not right now," well they're gone forever, aren't they?

Ken: Right.

Rick: So what the trick is, and this has been done for forever in sales, but we've finally figured it out in the web, the trick is to get the lead. In direct-mail marketing you send out the postcard, you get the lead, then you send out the sales letter, right? Same thing on the web. Duh! It's the same process. The opt-in page is like the postcard. You're just hinting at the benefits. You're not delivering any of the value, but you're telling them what they can do with your information.

            This is especially powerful with an information product because you can give away the first three chapters or the first DVD. People perceive that give-away as a huge value and a genuine offer. It's not just kind of a trumped up bonus special, you're offering them one CD out of the six, or you're offering the first three chapters out of nineteen. They will appreciate that genuine offer and they will opt-in for it.

            Especially with information products, but really with any website, what you see nowadays is a three-page website, the opt-in pages first, followed by the sales letter, followed by the order page.

            Now let's talk about the opt-in page. The best opt-in page in the world, what does it have? First of all, it looks professional, right?

Ken: Right.

Rick: Second, it has to have a headline. You can't skip the headline. Number three, it probably has some bullets that just kind of hint at the benefits. It has an audio or video, we know that now, right, because you get an 80% more opt-in rate than if you don't. So it has audio or video, it has an opt-in form that ask for first name and email address for sure, because that's very simple, and maybe optionally asks for a phone number, maybe optionally it asks for kind of a little..."I can help you make money. What will you do with the money?" Will it be going on a vacation or buy a big RV, give it to charity, pay for college, get out of debt? You can ask maybe a little survey question there. It doesn't overwhelm people, but

it helps you understand who they are. If they leave without buying, you want to have an exit survey.

Ken: Right.

Rick: I should say, they leave without opting-in. If they do opt-in, you want to stick that e-mail address into an auto-responder so that you can send out an automatic sequence of emails to sell them on yourself or on your service. You want to also be able to send out bulk email whenever you choose to, to promote special events.

All of that is centered in the opt-in page. Now there's only one service, I'm proud to say, that actually does all of that stuff and that is the *Marketing Makeover Generator* product. I think you have a link for that. That's what we do.

I forgot the most important thing. How would you know which headline or audio is the best one to use?

Ken: You test.

Rick: Yes, test. So it has a built-in split tester as well. That, I think, is the most important feature of the whole thing. Split testers have been around forever. I invented this service in part because I'd go to all these seminars, everybody on stage, especially at this one seminar I was at, which said to test, test everything. Well you get back home and people don't test anything. They know they should.

My father is a CEO of a multi-multi million dollar fund-raising company and I was talking to him about testing and he says, "You know what, we just don't have the time."

Ken: Yeah.

Rick: You can be successful and not test. That's true, but the most successful people, they test. Tiger Woods, the best golfer in the world, do you think he practices?

Ken: I guess, yes.

Rick: Do you think he practices more that the number two player? I think he does. The same is true with Larry Bird back when, whenever, and Michael Jordan. The best marketers in the world, the most successful people, they aren't the best because they know more, they're the best because they have the discipline to test more. They know more because they test more. That's the bottom line. We have all that built-in. So now all of that is in one package.

You asked about audio and video in the opt-in page. The most important thing, to answer your question fully, is you have to be willing to have that three-page website, opt-in page first, then sales letter, then order page. Many, many, many people listening to this call right now are going to think to themselves, "You know what, I get the sales letter / order page thing, that makes sense to me. I'm afraid to put the opt-in page first. That's hiding my sales letter. People won't see all the good things I have in my sales letter and so they won't opt-in.

My challenge to you today is to get you to at least test it and see what happens. Almost every single case that I've ever seen…it can be thousands of customers here and we have testimonals to prove it, on the sales letter they might get like one percent of the people who visit there to buy, right? If they put an opt-in page in front of that sales letter,

maybe 20 to 30% will opt-in, if they really have a good opt-in page. Maybe only 13% will opt-in if they have a bad one.

Out of those 13%, those of the 13% that formed kind of your core potential market, those are the most qualified leads. That group of people still contain that 1% that would have bought on their own. So what happens is your sales don't go up, but they don't go down either. Putting an opt-in page first, hiding your sales letter, doesn't change your conversion at all, typically. It may make it up a little bit or down a little bit, but what happens is the same people pass through, the difference is it builds your list and it allows you to sell that additional 12% of your rough traffic there via the autoresponder sequence and the bulk emails later on.

You're building an asset while you're not hurting sales. That's why you want to have an opt-in page first, not because of the link with sales but you have that confidence that it won't decrease sales. You have to know why you're doing it. You're doing it to build your list so you can sell them later on.

You might close one-tenth of the people on your list over the next year. Well, that means that you doubled sales because your list represents 13% of the people who are coming to your website instead of 1%. If you close one-tenth of that list, you're closing now twice the number of sales you're doing, so you've just doubled your business by having an opt-in page. Who doesn't want to double their business?

Ken: I don't know anybody.

Rick: Yeah, there you go.

Ken: You mentioned audio testimonials. Tell us about the easiest way to collect audio testimonials.

Rick: Well, the phone is the easiest way. Just give them a phone number to call.

Ken: Yeah.

Rick: Now the question is, once they call your phone number and leave a voice mail, how do you get that from your voice mail on to your website?

Ken: You hold your phone up to the microphone.

Rick: Yes. I was actually doing that until one day I figured you know what, "Wait a minute, I have a record by phone service. I should make a testimonial hotline." That's what we did. That was actually the first feature I had in the product. I was actually doing a record by phone service for a different niche market, then I realized, "Wait a minute, people need testimonials with audio" and I kind of took my business away from this other thing I was doing into kind of a business focus, to help business people put testimonials on their website.

Then I realized, "Wait a minute, people want to put sales pitch on their websites, too, and on their emails." So, that's how we created the service. That was back three and a half years ago now, I guess. What we have for you is, if you become a member of our service, you get along with membership a toll-free testimonial hotline and your own private extension. So you can have people...you can put it on your business card, on your invoices or whatever. You can have people call in on that number, hit the extension

number and then record your testimonial for you and then boom you have an audio testimonial. That's the easiest way, is to use our testimonial hotline.

The best way to actually make that all happen, psychologically, is two things. Number one, in your autoresponder sequence for new customers, actual customers, a week or two or three after they get your product, have your system automatically send a request for testimonial. Say, "You know what, you've had the product for three weeks now. I hope you're really enjoying it and I hope it's doing everything I promised. If it is, and even if it's not, I want to hear from you. So please call this number and leave your testimonial, positive or negative."

By doing that, you're giving them freedom to be themselves, right? Because you want an honest testimonial. Some percentage of the people will call on that number and you'll have a constant stream of testimonials coming in, because it's automated and the request is automated and the audio testimonials are going to be more credible, more persuasive, more engaging, than a text testimonial will ever be.

Now, we also have one other way of collecting testimonials.

By the way, I said I would tell you two ways of requesting testimonials. One is the automated way. The second way is by having a contest. I guess a third way is just whenever your support person has a good conversation with someone, ask for a testimonial there. That's a powerful way, too. You can even do a three-way call and dial a phone for them.

The second way I was talking about is a contest. You want to launch a new product, you go ahead and maybe give people a free copy of it or whatever or a free taste of it, or maybe if it's similar to what you're doing already, you can have a testimonial of your current product. Or maybe you've just launched the product and now you want testimonials for it. Whatever the situation is, you email your list and you say, "The top three testimonials are going to win a free copy or my next product…" or whatever you want to give away.

That will get people to take action and the action they take will help your sale. It's a great way of...I've done testimonial contests where I've gotten a hundred testimonials in two days. It's been great. If you want to see some testimonials I have for the *Marketing Makeover Generator* product, or I'll give you the link offline here, you can have a link on the page and you can show people the power of true audio testimonials. We have hundreds of them on this page and it really shows you just how powerful testimonials can be.

Ken: Great, great. Here's a question for you. A lot of people are just starting out. Are there ways to do all of this on their own or do they need to purchase your services? What is the situation there?

Rick: Well yeah, the truth is that there is a thousand different ways you could put audio or video on your website or emails. There's lots of tools that cost $100 and you can do it forever. There are some tools that can help you do it for free. My services cost about $30 a month for the services that we provide. How can we do that when you can do it for free? Well, the truth is we make it simpler, easier, faster, and because it is easier you'll do it more if you have our service. So you will end up making more money because you're doing it more. There's a kind of a little loop there.

But if you have more time than money, if you're just getting started out and you don't have the ability to pay for anything, and I've been there, too. I lived on credit cards for a few months as I was doing my own service ready to go. If you don't have any money at all, I guess the lowest cost way is really to just go in on Google and do a search and find some instructions for how to record an audio and put it into flash and put it up on your website. Now, that's a little bit technical, so if you're not technically inclined you're not just going to mess around with all that. Except for that one situation where you have no money, an automated service like mine, whether it's mine or someone else's, it doesn't matter, is going to help you do it easier or faster and will respect your time. So, the real question is, do you have more time than money or more money than time?

Ken: Yeah, and that's an interesting equation. The other thing is the fact that you'll actually do it if it's easy.

Rick: Yes, I have people that have bought the $100 package from someone else, and that's okay, and then they come to me and say, "You know what, I'm coming back to you because I thought I could save money forever by buying a one-time package, but the truth is after I bought it, I'm not using it because I can't record by phone, I can't just cut and paste, I don't have a testimonial hotline and creating emails is harder." So they could do it with that product. So if you are constrained on your budget, then honestly I think the best bet is probably one of the $100 products.

Ken: It's interesting because I can be a testimonial from that regard. I've probably got five or six programs sitting around on my computer that can generate audio and put it up on the web and I don't have to pay a cent for them. And yet I signed up for your service and finally got audio up on the JV Alert Live page.

Rick: There you go, yeah. The truth of the matter is whether or not the people listening to this conversation here buy my product or not, that's not going to change my lifestyle. My focus on this call is to convince people that audio and video on the web help you sell products. That's the bottom line. That's the whole summary of this call here is that audio and video help you sell product.

            Now it's up to you to decide what's the best way to do it. We have a way, there's other ways, there's the free way. You decide, but do it somehow because it does change your businesses. Like I said, however much business you have, it doubles it, by getting the opt-in and starting the whole process. Audio doubles that opt-in rate and that's the key to growing your business.

Ken: Yeah, absolutely. Well this has been a wonderful conversation. I really appreciate you being here. Is there anything that I forgot to ask you that I should have followed-up on?

Rick: Well, I think you've been pretty complete. I would say...going back to one of the middle questions there, is the first thing you want to do is put audio on your opt-in page or your order page or send out an audio postcard. Use audio on your website, use video for your newsletter. Don't forget on that opt-in page. That's important to growing the asset value of your business.

Ken: Thank you so much for talking to us. I really appreciate it.

Rick: I was glad Ken.

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your blueprint for creating and launching a profitable info product

Info Product Blueprint
1st Edition

Skill Set – Audio

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Ken McArthur:	We're talking to Mike Enos today. Mike has sold over $809,000 on eBay, shipping over 15,000 packages all from his house. He's received eBay's prestigious Platinum Power Seller award for achieving over $25,000 in monthly sales. He was even invited to give presentations on finding product to sell at "eBay Live" in Orlando, Florida. He's been written up in *The Washington Post* twice. He's helped thousands of people to start their own successful eBay selling businesses. He's actually got over 50+ five star feedbacks that have been left at Alexa.com for his site PlatinumPowerSeller.com. Great to have you here, Mike.
Mike Enos:	Great to be here, Ken. I'm excited about eBay and I love being able to teach people how they can also get a nice profit stream using eBay themselves.
Ken:	That's great. Today we're talking about information products and how to sell those products on eBay. So, give us a little bit of an idea on how you get started. Because to be honest with you, this is something I've really underutilized. Although I've actually purchased things on EBay, I'm a complete neophyte when it comes to setting up an account and actually doing selling. So how do people get started with eBay in the first place?
Mike:	To sell on eBay, for one thing, the wonderful thing about it is that it handles the traffic for you. In starting your own website, that's always a difficulty for a lot of people, is how to get the traffic. That's the beauty of eBay is that the traffic comes to you. Everybody in the world knows about eBay. So that's a whole piece of the puzzle you don't need to do because eBay takes care of it for you.
	When you go to eBay and you sign up you become a member and you choose your own ID that you use. The eBay system is in that everybody starts off with a zero rating. The way you know or you build a reputation is based on that feedback rating. So everybody starts at a zero.
	Every time there's a transaction, if it's a positive transaction, both the buyer and seller give each other a score. If you get a positive, your score goes up by one. If you get a neutral, it stays the same. If you get a negative, it goes down by one.
	What's interesting to know about the feedback system is that you can only get a point from a unique person. So if I were to have 10 transactions with you Ken, and you gave me 10 positives, it only increases my score by 1. Some people don't realize that. But that's an important point. Later on I'm going to teach you a trick to get your feedback up fast.
Ken:	Great.
Mike:	When you go to join eBay, right on eBay's website there are some nice little tutorials on how to sign up, how to get started and the basics of searching eBay. The basics you can find right out there from the website.
Ken:	Yeah.
Mike:	But once you sign up, the problem is you're at a zero. What you want to do is you want to get your score up to at least, I tell my students, at least to a 10 before they go to sell anything. You can build your feedback score both by buying and by selling. It doesn't matter which you do. So what I tell people to do is go on eBay, and you should know how

to buy, if you've never done that, just to get your score going. So buy things that you really need – it might be toner, ink, labels or things for around the office. It's so much cheaper to buy on eBay than you're going to buy at your local office supply store.

Ken: Sure

Mike: Now, if that doesn't work and you still need to buy something, then I tell people to go buy information products on eBay. There are a lot of products you can buy. It might be a recipe or something that's of low cost, sometimes less than a dollar, and there's no shipping cost. So for $10 you can easily get your feedback score from a 0 to over 10. It really makes a big difference. Zero is a flashing headlight – watch out, a newbie. People are much more comfortable with somebody that has some kind of feedback other than getting a zero. So that's a good way to start.

Ken: That sounds great. That really makes a difference. I think, I know that I'm nervous when I take a look at something like eBay – you just wonder what you're getting into or who you're dealing with, so those kind of feedback scores probably make a big difference.

Mike: It really does. The numbers are kind of interesting. I actually did a survey to my list before. I asked them how likely you would be to buy one item from a person with a zero feedback or a 10 feedback. There was a huge difference.

Interestingly, when I asked them the same thing between somebody with a 500 feedback and a 5,000 feedback, there really wasn't much difference. The point being, if you've got 500 feedbacks you're legit. If you've got 5,000 feedbacks, you have bragging rights, but it's not really that much more…

Ken: It doesn't really make that much more difference after you've got the basic track record.

Mike: Yeah, and that's what it is. But again, the first ones going really amount to a lot, really add up – 100 is a really good number, too. It's just the triple-digit thing that really…people view it differently.

Ken: Interesting. So how do you get started? Let's say that I've got an information product that I want to sell on eBay and I know how to put up a basic listing. I know that there's just thousands and thousands of things out there, especially in the info product category.

So how do you differentiate yourself? How do you make your sales happen as opposed to 5,000,000 other people's offerings?

Mike: Well, it's good if the information product that you're going to sell in the first place does not have a tremendous amount of competition.

Ken: Yeah.

Mike: Would it be your own product or would it be somebody else's product that might already be sold?

Ken: Yeah, well obviously, the product comes first.

Mike: Sure.

Ken: I tell people that the best thing that you can do as far as creating any product is to create something that has real quality to it. Because quality is something that is actually a fairly rare commodity and people take notice when they find it.

Mike: There's no doubt about that. A lot of the products out there are just horrendous. That hurts both those who are the marketers, but also those who are consuming the information, too. There's nothing worse than shelling out some money and getting a bogus product. Something of little value to you.

Ken: Yeah.

Mike: If it's a good quality product…I don't know if you want to…you're probably going to cover in the other courses about how to the marketing and decide what to sell, what to work with. So let's say that the product that you have, you maybe have a few competitors. It's your own unique product, but somebody else is already selling something like it.

               What I would do is I would go and check in the…look up your competitor. Maybe it's horse training, I don't know. Our subject today, we'll say horse training. Go and see what other people are selling products like that on eBay. You can check on the completed auctions. On the main page on the left-hand side there's a yellow background box. One of the check boxes is 'check completed auctions.' That allows you to see a 60-day history of what has sold on eBay.

Ken: That's great.

Mike: So now you can see what your competition is doing.

Ken: And you can also see exactly what's selling.

Mike: Yes. And what's not selling.

Ken: Yeah.

Mike: It's good to know that before you really put too much effort into it. The problem with eBay is it's all keyword driven. Sometimes people approach me that want to sell on eBay and they have a very visual object that they want to sell, like artwork. How would I sell this? For example, somebody had a 3-D piece of art that had butterflies that were made out of leather, mounted on a piece of wood. I'm like, "Ouch, that's going to be really tough," because people don't go typing in '3-D leather-made butterfly' to find on eBay.

               So it's all keyword driven. Remember, people will find it by keywords. eBay does have categories, but the numbers show that people don't really search by category for the most part.

Ken: Yeah.

Mike: Maybe some very, very small nichey areas, that's possible, but not usually. People will do by keywords.

               So let's say we have our horse training knowledge product that's going to be coming up there. You want to differentiate from your competition. I'm going to list a number of ways that are very easy to do that.

First of all is in the ad itself. In your description of the product, if you can include any testimonials – wonderful, especially if they can be an audio testimonial, that's more wonderful. If it can be a video testimonial, that's *most* wonderful. The reason being is very few people ever do that. A lot of knowledge product ads on eBay are horrendously ugly.

Ken: Yeah, I've noticed that one.

Mike: Right? So what does that tell you right off the bat?

Ken: Unprofessional. I'm not sure I want to deal with this person.

Mike: Exactly. If you can just have a nice looking ad, first of all, you're going to be above your competition. Secondly is to have testimonials by audios – even better, by video is best. Just by doing that in your ad you're going to be head and shoulders above your competition.

If you have a very quality product, even offering a money-back guarantee will do a huge thing. People say "Oh, but I'm scared. What if everybody returns it?"

I'll tell them, "Just launch it five times with that auction and just only give a money-back guarantee for five people and then change it and see what happens."

Quite often, that will give them the security to say, "You know What? I sold all five and nobody sent it back."

Ken: Right.

Mike: You've got to realize that well, you probably would have sold one without the guarantee so you sold four extra. Even if one comes back, you're way ahead of the game.

Ken: Exactly. Exactly.

Mike: A lot of the principals of marketing on a web page are the same on eBay. So tat's one way.

Now before they come to your auction ad, you need to get them there, especially if there is competition. A great way of doing that is when you posted the eBay auction, you can also put a display image on the side of the auction title that comes up. You ever notice that you search for anything and you have all of these little thumbnail pictures that come up on the side?

Ken: Yeah.

Mike: Have you ever noticed that most people use the same exact picture?

Ken: Yeah.

Mike: That makes no sense. That's what most people do. "Well everybody else uses the picture of this little iPod. I'm going to copy them."

Ken: Right.

Mike: No, no, no, no, no. You have to make yourself stand out. You want to have the most eye-catching type of little display thumbnail that you can over there.

Ken: That makes a lot of sense.

Mike: Myself, what I normally do is I'll use something with a bright yellow background to catch the eyeball, and I'll use either bright red, green or blue text on top of that and maybe it says 'free shipping and handling' or shows a picture of a penny, or something to grab their attention. That's going to make you stand out far beyond the competition in the area and get them to your page instead of somebody else's auction ad.

Ken: That's almost like a mini-headline for it. It's another aspect that just like the headline, it should be designed to grab their attention and get them to read the next parts.

Mike: Exactly. Of course, you've got to put a lot of work into the headline, knowing what keywords to use and there's also a subheadline, like a second headline that you can use. The only problem with that is eBay can get pretty expensive when you start adding all of these features. You want to be careful and you want to watch that and you want to follow the metrics of it to make sure it's worthwhile for you to do that.

Ken: What's a typical upgrade? So these are upgrade costs that you get in connection with your basic listing then?

Mike: Yeah. With eBay you have a basic listing fee, for listing an auction, and then you have a final value fee. When you sell the item, you pay another fee. Some people don't realize that when they first start on eBay. You have to pay a listing fee no matter whether the items sells or not. If you're not careful that can really add up.

            You can launch an ad for less than $1 to over $100, depending on the options that you choose. If you want to be in a special category, get highlighted on the front page, or bold, a second headline, a whole plethora of different choices you can do.

Ken: Boy. So little up-charges everywhere?

Mike: Oh yeah. That's how they get you. They keep getting charges. They've got to figure out what works.

Ken: So what's worked for you in terms of using those upgraded features? Which ones are good and which ones are not?

Mike: The only one that I will normally use is the display image on the left hand side. I can't remember the official term for it. The gallery image, I believe they call it. That one I believe is $0.25 per time to use it. If you have a lot of competition, it's definitely worth it. Overall, it seems to be a good idea to use it, especially if it's eye-catching – you're not copying what everybody else is doing.

            I know some other people who have been very successful in highly competitive areas if they're using a secondary headline. I think it depends on the price point of what the item that you have, too, is.

            On average, if you're listing an auction on eBay, the last numbers I saw, the average closing rate is between 40% to 45%. So you've got to keep that in mind that if you're doing okay, you might close one out of three auctions. You've got to count what your fees are for the other two also.

Ken: Right, right.

Mike: So that's something to keep in mind with it. Now it it's a low-end product, it's one thing. If it's a higher-end product, then you have more leeway, of course, with the fees – you have more options.

Ken: So are the basic listing fees just set on a flat rate or are they a percentage kind of situation?

Mike: Yes. They're actually, they're a little bit of both – flat fees and there's a percentage.

For example, when your eBay fees, when you have a final value fee, it's actually a certain percentage of the price of the item below $25, and then another price above $25. Your listing fees to list the items – it depends on what your starting price is for inserting in the auction.

For example, you may have a $100 item. If you list at $100, it's going to cost you a lot more than if you were to list it for a penny and let all the auction activity go and raise that up to $100. But, if the item didn't sell, of if the item sells for $50 when you wanted $100, then that's kind of expensive, too.

Ken: Yeah. It's almost like trying to beat the house at some of these casinos. You have to be a master mathematician at this I think.

Mike: It's always constant experimentation. That's what I see.

Ken: And when the bottom line comes down, you have to test, test, and test and see what works. Right?

Mike: Yes, and that's a huge thing for doing it.

Some people are very successful. I know some people that are selling knowledge products on eBay and they've been selling the same item forever and ever and ever. Great ads. Actually, one gentleman sells, he sells a course for teaching how to do camcorder lighting, how to get the best lighting when using a camcorder. It's a $50 program. He's been selling it for years and he sells two or three a day. It's been the same ad for a long time, but it's an excellent ad. He actually has video in the ad and he shows before and after. It's just a wonderful thing. It's a hot product. There's not too much competition.

I think it's three DVD's that he sends out.

Ken: Isn't that interesting. So that's a perfect kind of a situation, because if you're talking about… the profit margin on that is probably pretty decent. If you're doing two or three a day, day in and day out, 365 days a year, that's a lot of money.

Mike: It sure is. And how much work does it take to send out a couple of CDs?

Ken: Yeah, right.

Mike: A lot of people when they think knowledge products, they think it's just e-books.

The advantage of e-books, especially now that eBay has changed their policy, that you can automatically deliver an e-book. They have a delivery system, so if somebody at 2:00 am buys your e-book, they pay with PayPal, they're automatically given link so that they can

immediately download it. That's a wonderful thing. You have no fulfillment. They get their e-book immediately. You can say "Oh look, I made money and I didn't have to do anything."

Selling physical products, a lot of authors don't do that. I think that's a missed opportunity for a lot of them. You've probably noticed this yourself in other parts of your course, the return rate on a physical product is much lower than the return rate on a digital product. The perceived value is much higher, too. Especially if you deliver more.

For example, I sell my e-books both as a download, but also on CD. For five dollars more, you get the CD. I'll have some audio interviews and additional products that would be too much to download, but is ok to put on a CD. It gives them something to hold in their hand. A nice CD or DVD. It can really add a lot of value to them. You're much more likely to get them as a return customer because their getting so much value for the money.

Ken: Do you see larger-ticket items in terms of information products on eBay? What's the range of pricing for information-type products, both physical and downloadable?

Mike: You can find information products for less than a dollar. It's a good strategy for some people. For some people it's not a good strategy. Going all the way up. eBay is a good market for selling and buying used high-end knowledge courses. Someone may have bought a course on how to trade options, or stock market investing. It's just gathering dust for them. They paid $300 or $400 or whatever for it and somebody else wants the same course -- they can make a lot of money doing that. Some people focus on just selling used information courses. But you have to keep in mind, that eBay primarily is a great deal for people who want a great deal.

Ken: So pricing has to be a huge factor.

Mike: No matter what. The two things on eBay: Pricing is number one and convenience is number two.

For example, Where would you go retail to find a replacement keyboard for your laptop? It's near impossible. But you go to eBay and you can find it – convenience.

Also, for most things, pricing. That's really what drives eBay. A lot of people actually have a different pricing schedule for eBay from what they have on their website.

Ken: Are prices typically lower on eBay? Do people price their products lower for eBay than they would on their website?

Mike: Some people do that. A lot of it comes down to using eBay as a loss leader. In order to get attention, to get you to order the first time. You will come back to the website for more products, or more training.

Ken: So you can use eBay as a list building tool?

Mike: A lot of people miss the boat on that. They will say "I don't know what to sell. What can I sell as a knowledge product on eBay?"

What I tell them they can build up a list. People are always giving away viral e-books. You can always get those. So you get a book with affiliate links and just give it away, or sell it

for a dollar to cover your fees. So now you have a name for your list. If they click on your affiliate link, you're getting paid to build your list.

Ken: It's almost like a pay-per-click situation.

Mike: Yeah. The way to do that is to list a low price e-book, your listing fees are minimal. You final value fee is minimal too. If it can be auto-delivered through the eBay system, you will have no work involved. The point is that you get the person's name. A lot of people will do this approach, will do the book for one e-book and get one name. I want to show people a really cool way to magnify results for that.

Ken: All right.

Mike: What you do is to come up with a white paper or additional e-book or something for free. Whether it's a list of affiliate links, a list of websites…

For examples, we want to sell a book on dealing with diabetes. What we want to do is build an e-book to sell for a dollar. But have something of value that a person will want for free. With eBay you cannot put a website or link directly on your auction page. But everybody in eBay can have an "about me" page. This is kind of like your own private web page within the eBay system. From you about me page, you can direct to anywhere in the world you like from eBay. They don't like if you're directing people to buy product that competes with eBay. So be careful with that.

If you're building a newsletter list, it's the perfect place to do it is on your about me page. In the ad for the "beating diabetes" e-book, you can say,

"I've put together a resource for where to buy your insulin products for free, blah, blah, blah, It's free if you just click here." Make it stand out, poke them in the eye, grab their attention, and link to your about me page. Now you can grab their name. Even if they did not buy the product.

If anyone uses pay per click or other methods, you know how valuable it is to get a lead for your list that's highly targeted. It's very, very valuable. You can use a low-end, almost free product, just to grab their eyeballs, to get them to your about me page and sign up for your newsletter list. That's a very powerful marketing technique to use eBay that very few people take advantage of.

Ken: And these are buyers, too. These are people who are actively looking for a product.

Mike: They're looking for a solution for a problem.

Ken: And it's targeted to you because they put in the keywords that brought them straight to you.

Mike: Exactly. The information you have might be something about some hobby you've come across. A medical problem or solutions that you or a family member has had. Just anything that's valuable knowledge. To get that name so you can keep going after these people – that's huge. Instead of a one-shot deal where they have to be sitting in front of a computer, you have a seven day period that your e-book is listed and they happen to come across your auction. Once you get their name you can keep marketing to them.

Ken: Is there a science to how long you list your products for? How long your auctions are for? Or the timing of these things?

Mike: The general rule is 1 day, 3 days, 7 day, 10 day auction. What tells you how long you have it listed for is how popular the item is. I think its 10 cents more to have a 10 day auction over a 7 day. For example, if I have a product that I only have one of, it is a unique item, I will list it for 10 days. I want it to be in front of eyeballs as long as possible. Usually what happens is at the last few hours you start to get heavy bids on it. If I have an item that is not moving that fast, I will make it a seven day auction. If I have an item that I sell almost every one that's listed, I will make it a three day auction.

For example, I had an item that I sold almost a thousand, if not more – digital shipping scales. For a while I would sell two or three a day. At that time, eBay only allowed you to have 10 simultaneous auctions at the same time for the same product. So I would list them for three days each. I would launch one in the morning, one in the afternoon and night. I would launch one at 10:00 am, one at noon and one at 10:00 at night. So, at all times I would have nine of those active on eBay.

Ken: So, you're basically rotating your listings, so it's always going on.

Mike: Yes, just like the search results at Google. If you're not on the first page, your likelihood of being seen goes down dramatically. So by launching in the morning, the afternoon and night, whatever somebody's shopping schedule is, they have a good opportunity to see my product on the first page.

Ken: I see. So they list these chronologically from the last offer that's been put in?

Mike: Yes, most people will see … you can sort, but by the default is the auction that closes the soonest is at top.

Ken: So if you have a highly competitive kind of an item, how do you end up pricing them? Do you just go for the lowest common denominator? Do you have to have the lowest price to get the sale?

Mike: No. A lot of it is the marketing. It's all in the perception. Now if you have a product that's close, you might want to look at your competitor and see how and why is my product better. How can I make it better? One way that I've thought of that works really well is, I have a tool I market called "F.A.M.E." It's an acronym for "Feedback Ad Maker for eBay." What it does is collects all the feedback you've received and categorizes it by product. Let's say you sell widgets, and e-books, and shoes. It will categorize those. Then you can sort them out and grab the best feedbacks. "This is the greatest widget ever" "This guy is Dr. Widget." All of these super feedbacks. It will make a table that you throw inside your ad. We've seen that just by doing that, showing feedback, specific item feedback, you get between 30-40 percent raise in price and sell a lot more.

Ken: You know that's something that's true of all testimonials. The more specific that you can possibly make those testimonials -- telling how those products have changed people's lives, how they specifically do that -- makes a huge difference in the results or the effectiveness of that testimonial.

Mike: Which makes sense. You're putting your buyer's hat on. That's the same way we'd feel if we were buying a product. A lot of feedback is very generic. "A++," "Great person to deal with." Very generic. To get the feedback that's very specific to the item, a person looks at it and says "Wow, this person really knows widgets, he's the widget king. This other guy's also selling a widget, but I'm more comfortable, because everybody's happy with him. "

That's a way to get more bids and a higher value.

I actually did that with another item, not a knowledge product. It was a networking item. Back in the old days when you plugged things in your USB port for a wireless network. I would get it from one supplier. Somebody else was selling. He had the ugliest, thin ad. It was so ugly. He was selling this item and getting about $25 for it. I was getting $65 for the same item.

Ken: Because of the presentation.

Mike: Yes, because of the presentation and because I had a ton of specific feedback on it. I contacted the guy and said "Look, how many of these things do you have?" I think he had around 300. I actually bought up his stock for $25 a pop, and sold them for $65 on eBay. That's the power of presentation. It really goes a long way.

Ken: So, is there anything specific in the presentation of products for eBay that makes it simple and clean as opposed to any other web page? Or is it the same thing?

Mike: That's the cool thing. If you look at any good seller, they normally have their own personalized template which is a very clean format. But they normally use that one template for anything they sell. It always has the title at the top. It will have as many pictures as necessary, not any more. It will have a good descriptive text. Then they say their policies – what the shipping costs are, what their return policies are. If they're a little more advanced, they make sure to include testimonials and their contact information.

If somebody were to go and see what other eBay sellers are doing. Not just the competition, but just other eBay sellers that are doing very well moving a lot of product. Just copy the format…I should not say copy. Just have a healthy respect for the way they have it set up. And make sure to include the same items in your template. Don't go copying other people's templates – you'll get in trouble.

Ken: Isn't that so true? If you want to know how to do anything, find people that are doing really well. Find people that you would respond to their ad. See what elements they have, and break it down into the core elements that they're using to get their business. Obviously, if you're attracted to it, other people will be, too. Although, that's not always the case, is it?

Mike: No, but for the most part it will work. Even if it's a whole different area. Somebody may be selling a physical item, but I could go look at that same ad and say "Wow, that's a great idea" or "he's doing this" or "he's doing that" that I could apply to my knowledge product, too.

Ken: So what other kind of tips in terms of making yourself stand out? We've really talked about presentation. We've talked about testimonials. We've talked about having a quality product to begin with. Are there other things that I'm missing here that we really need to take a look at if you want to stand out in the crowd? There's a lot of stuff on eBay.

Mike: There really is. One of the ways to make yourself stand out is by adding audio to your auction ads. That's been proven to make a big difference. Here's the problem. Should it automatically start when they come on the auction page, or should they have to push a play button? The answer is "it depends."

It's one of those things you have to try out. On eBay, a lot of people are insomniacs so they're up at midnight and are cruising ads. If suddenly a voice or music comes booming out when they go to an ad, they're not going to be too happy with that.

Ken: It may also have to do with the age factor. I noticed that in one of the promotions that we just did on the web where we had a lot of audio stuff that was upbeat. When some of the older customers hit it, I'm talking about in age ranges. That bothered them a lot. But then the feedback from some of the younger customers was incredibly positive. They were really inspired because somebody took time to do the production value. It's a little bit generational, too. Or what product you trying to sell.

Mike: It really is. The young people, they're used to going to flash-enabled sites, where rock music starts playing as they're looking at something and things are flying across the screen. The older people want all the cans on the shelf lined right. It's a whole different mentality. It's a whole different audience.

If in doubt, put a play button and maybe have graphic "Hey, here's an important message." And then welcome the person and say: "Hi, this is Mike Enos, I'm glad you stopped by. You know I've sold over a thousand of these widgets. If you look down, you'll see a lot of testimonials from people who think it's the best place to buy widgets. I hope this information is what you're looking for. If not, feel free to call me on my toll-free number." Something simple like that is going to give someone so much security. If they want a widget, chances are that you're going to sell it just from doing something simple like that.

Ken: That was a great presentation that you did. Just as a sample template. Including your phone number so that people can call you up and get right to you and have that confidence. People are obviously going to be a lot more confident if they can actually talk to somebody on the phone. They feel like there's a live person on the other end. If they actually respond they feel a lot more confident to put in a bid.

Mike: That you're really going to be there. That you're really human.

Ken: Yeah.

Mike: Some people say "Oh, man. I would never put my phone number. Don't you get all these kind of crazy calls?" I've had my phone number easily accessible both from my PlatinumPowerSellers.com website and my eBay. I've probably gotten five wacky calls in the last six years. It usually someone who calls me at 3 in the morning for some stupid reason. Its midnight out on the west coast. But very few problem calls.

Ken: If you're doing this as a business, it's worth putting up a business line.

Mike: Even what you can do now is use Skype. eBay bought out Skype. You can allow people to Skype you. Even instant message you. The nice thing about Skype, if you go for their other package, you can actually get another phone number so you have a direct phone they can call. You can even get voice mail so it won't tie up the family phone line. If you don't have a secondary line. It's very inexpensive.

Ken: A lot of new possibilities as far as technology. How does video work for eBay? What are the results? Have you tried to use video on your ads?

Mike: Yeah, it works excellently. It really makes your items stand out. Depending on what you sell. For knowledge products, I don't know if video will do as much. It could motivate the person emotionally if you're telling them the story of why the product is going to help them

and benefit them. For a physical product, it makes a huge difference. Especially if you have an item, for example, I've done consignment sales and have sold a small front-loader tractor for a company. We went and filmed it while it was running and then did a dub-over track.

He described "Look here, the piston's really sharp. It's got this number of hours on it. "Video makes a huge, huge difference.

Ken: You can actually see it and demonstrate it. I was talking to Rick Raddatz on another call. Rick has done a lot of testing just in terms of websites with video versus audio. They have massive results through some of the programs that they've got. They found in a lot of cases, actually audio pulled better. We talked also about the fact that you can really demonstrate on video, where you can't do that for things that are particularly visual. You can't see what somebody's talking about.

Mike: Rick's the man for that. He covers both audio and video. He has some good experience with that.

            Video is getting so much easier to do. To create and also to stream. It's getting more compact, especially with FLV format. It's amazing what you can do with it. Just to make yourself stand above your competition, it makes a big difference.

Ken: Yes, it sure does.

Mike: But before doing that, I would make sure that you use a pretty template that looks nice. That you don't have snowflakes coming down or a clock that follows my mouse running across it.

Ken: All those things that scream amateur.

Mike: Yes. Exactly. If the big fellows on eBay are not doing it, then you should not do it yourself. We don't care that you know how to make things blink on the screen.

            It's not professional. But that can go a long way for doing that. In fact, if you say, "Aw, I don't have HTML skills, so I can't do this." A lot of people advertise on eBay for template design. So just type in template designer or designer on eBay and you'll find people on eBay for a very reasonable price.

Ken: So, they will do that specifically for eBay then?

Mike: Yes. So it's very inexpensive. It's a great investment to make. You can use the same template over and over again. You can brand yourself with it. Once you do it, just use it over and over again. Great investment.

Ken: Yes. I noticed that I was doing some purchasing on eBay for audio equipment. I was seeing the same things over and over again. You begin to get a sense of who the real pros are in a particular category.

Mike: And that's what it comes down to. You want to be perceived as being the pro in your category. It's just so easy to do it. You don't have to be a giant brick and mortar store. You just have to have a nice looking auction page. It's really not that much effort to put a good impression forward.

Ken: How do you handle things like fulfillment and things like that? Do you do that yourself? Or how does that work?

Mike: We do that in-house currently. My organization is myself and my office manager, and a right-hand man for other jobs. My office manager handles the whole eBay business at this point. She does all the shipping. We have UPS daily pickups. We drop things off at the post office when she goes home. We have CD and DVD replicating machine. We prefer to do it all in house, just because you have more flexibility using that method. If we were selling a couple hundred products a day, that would be a different story. We have multiple products that we sell a few of a day, so it's easier just to do it ourselves.

Ken: That's great.

What other elements really differentiate a professional. Somebody that you know and trust?

Mike: What they do after they sell the product.

Ken: Customer service. That's a huge issue. Let's talk about that for a bit.

Mike: Most eBay sellers have zero customer service. They just get the sales, send it out, and you never hear from them again. Very few people even have a newsletter list based on that. Of course, it depends on what you're selling. If it is very "nichy," and it would lend itself to that. For example, pet supplies or pet toys. That's wonderful because you know your audience has an interest in that.

I sell a lot of liquidated goods besides knowledge products. Like dehumidifiers and scales. I don't think there's really a dehumidifier club of the week. "Great, my new dehumidifier newsletter just arrived."

Ken: Hopefully, they last a few years, so you don't have to come back and get another one the next day.

Mike: But to follow up afterward, and build a list from that. Even if you don't have something. Somebody buys a product from you on eBay, and maybe you know an online seller that has a great sale going on. Why not use an affiliate link and say "Hey, I know you bought this widget from me. Did you know about this site: widgets-r-us and they have this great big promotion this week. Blah blah blah…Here's a link. Go check it out for yourself."

A nice thing like that, even if it's not an affiliate link. Just like you would do normal marketing to your list. You want to give them what's beneficial and show them offers that they should hear about.

Ken: That sounds great.

Mike: Another thing, too, would be to give a coupon for their next order – ten percent off. Or putting a freebie in there, some people do that.

Ken: A lot of people, when you're shipping a physical product, miss the opportunity to include something in there that's an up-sell, a cross-sell, a coupon, that kind of thing.

Mike:	Anytime you get a credit card bill in, there's always advertisement for somebody else. Even totally off the wall. I get my credit card bill, there's an offer to buy flowers, or a mortgage, or whatever. What in the world?
Ken:	There must be a reason why they're doing that?
Mike:	Oh, yes. They're making money doing that. It's just a numbers game. If you send out a million of anything, you're going to get some action from it. If you're selling something that's pet oriented, and you have some other kind of pet offers that you can include as affiliate offers or other products you can tell them about, yes, put them in the box. It's a wonderful way to add additional income streams.
Ken:	That's something we don't always think about. We don't have to create all of the products that we sell. Once you have a customer in a particular niche, they're going to want other products in that area. We can sell all kinds of things as back end products that are related to our product that we don't have to produce ourselves.
Mike:	Especially if you use that product in your business or your own interest. If you have the same hobby – pets – and you have a pet item -- that's wonderful. "I just want to tell you about this product I've been using for two years." That's what happened to me. I sold digital scales because I used to use the bathroom scale when I first started. Have you ever tried to weigh something on the bathroom scale? You have to put your head on the floor to see the glass because the box covers the window. This is insanity.
Ken:	It doesn't work very well.
Mike:	No, it doesn't work at all. I bought a nice quality scale and I used it myself. Oh, another thing, too. If in your pictures you show, do not use the same stock photography that everybody else uses. Take you own pictures. Hopefully, showing it in use. That's what I did with the scale. I showed it in my shipping room. And that I had shipped over a thousand items. "Don't worry, you're not getting this used one, but a brand new one in the box." Blah, blah, blah. You can vouch that the item is a quality item because you use it yourself. That works well, too.
Ken:	Yes. Absolutely. You know, talking about back end products, I know that you go out and find products. How do people find relevant back end products they can sell on eBay? If I'm in the pet area, how do I go about finding products that I could sell?
Mike:	There are multiple ways. You mean to sell on eBay itself?
Ken:	Yeah, to sell on eBay itself, or for any other purposes, I guess. Once you get them you could sell them both ways – directly or eBay, right?
Mike:	That's the tricky part. If it's an item that's unique and you have a unique source for it. I'd say pets are a very tricky market because it's very crowded. What you want to consider, would you be better off promoting somebody's affiliate site? Or would you go hunting for deals? There are a lot of sites that do that. If you use this coupon, you save so much. Actually, you might be able to give a person a better deal by one of those crazy "use

coupons at pets-r-us.com" affiliate links. Some of these corporate players have such deep pockets, that quite often they sell loss-leaders. You might be better off making a commission rather than competing with them on the item.

Ken: Yeah.

Mike: For a physical product, if it's a new physical product, you're probably better off finding very nichy or a very small manufacturer or supplier of the item. But that's a tough market on eBay because you're going to find a lot of competition. That is the death of most eBay sellers. They want to sell what everybody else is selling. I tell them, never do that -- you're not going to make it. It's a lousy way to make a living.

Ken: There are people who have it down to a science and have been doing it for years and years in those really crowded markets. I would imagine.

Mike: Yes. That's what I've seen. The mentality that a lot of eBay people want to sell what everybody else is selling – that's what I should do. No. You should do the opposite. You want to sell an item that is hard to find in a retail chain outlet and that there are not many people selling on eBay.

            "But everybody's buying MP3 players" or "I want to sell DVDs on eBay"

            Q: "Why do you want to sell DVDs? "

            A: "If I only make $2 each and sell a hundred a day …."

            Q: "But don't you know how hard it is to ship 100 packages a day? And you're only getting paid $2? Wouldn't you rather ship 10 packages a day and get $50 each? "

            A: "Yeah"

Ken: So what other questions am I forgetting to ask you? Things people don't think about?

Mike: What they don't think about is -- don't treat eBay as a one-shot deal. But think of eBay as a beginning of obtaining a customer or a least an interested person that you can return to for additional marketing purposes. Otherwise the eBay fees can quickly kill you if you're not selling a product. But if you're using it to promote yourself or other people, it works great.

            The "About Me" page is extremely underused, and having newsletter list extremely underused by eBay sellers.

Ken: I can't imagine selling anything without building the list and thinking about back end products and thinking about other ways that you can sell to the same people. Because it's so much easier to sell to people that you've already sold to.

Mike: Exactly so. Especially in a niche area, you can do that. At eBay Live I was speaking to a major seller in eBay. He had a customer list of over a 100,000 different customers. And he's not doing any mailings to them. He says "I know, I know, I should be doing it. I just don't have the time to do it." So, I'll be working with him to help him to exploit that, because it's a very, very good list that he has. It's a great way to monetize that.

In this world, if you sell a quality product and give quality service, and do it at a great price, people love you for it. So much of life is a hassle. If you have somebody who knows what they're doing, you want to go back and buy from them again.

People say, "I don't want to bug them." You're not bugging them, you're supplying them a service they need. They don't have to worry about it. They know that if they place the order, then two days later, it will be there. That's a wonderful thing.

Ken: Yes, it is. If you have quality products and can deliver them with real ease of use and provide a service for your customers, then you are doing a disservice if you don't get that information out.

Mike: Exactly right. Another thing, too, Ken. A lot of people on eBay focus on low price. When you focus on low price, you attract a certain type of person. That type of person is chronically unhappy and a complainer.

Ken: I've noticed that before.

Mike: Yeah. You sell products for thousands of dollars, they never complain – "where is it?" But you sell a low cost item people complain. You sell a VCR for $1 on eBay and it had a scratch – "You didn't tell me it had a scratch."

I know a lot of eBay sellers who will start selling cheap stuff to get their feedback ratings up and they'll get nailed with negative feedback from these crazy people. Just avoid that. You want to be careful selling very low end products on eBay.

Ken: You get a bunch of poor feedback from people who bought things for a dollar.

Mike: I seriously know people who want to quit eBay because when they first started they did that. They think that instead of throwing things away they will sell it. And then they start getting negatives. Don't sell cheap stuff – throw it away – you're better off.

Ken: Yeah – it's not a junk yard.

Mike: You can sell broken stuff on eBay. People don't realize that. If you have a broken laptop you can sell it for a lot of money. People need the parts. And the parts are very expensive for electronic items. Broken PDAs. Broken cell phones. That's different

Ken: You just tell them it's broken.

Mike: Yeah, you just tell them it's broken but it's great for parts.

Ken: That's great.

Mike: I've done that before. It's amazing. I've sold some items on eBay "It's broken but good for parts." And people pay it because it's $300 for a screen, but they can buy a whole used laptop for $150. But avoid old VCR's and stuff like that.

Ken: You've given us some great information. If people want to get a hold of you, I know that they will have questions. People that purchase this course. What's the best way to get a hold of you?

Mike: The best thing would be to visit my site PlatinumPowerSeller.com

Or if they want to call the office it's 800-788-6057 and it's Mike Enos PlatinumPowerSeller.com

Be sure to check up at Alexa.com I take a lot of pride in that, That I have over 50 five-star feedbacks. It's real easy to get people to take time to complain. But for people to take time out to give somebody a compliment like that. To take the effort, to me, it's just so special that people were willing and able to take the time out to do that. To show that they enjoyed some of the knowledge that they got from the website or some help. That's something I really take pride in.

Ken: And well you should. That's a great thing to look for.

I appreciate you talking to us. You've been of great service to people here today. I really appreciate it.

Mike: My pleasure Ken. Thank you for having me as part of your course. Take care.

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Blueprint**
1st Edition

**Skill Set –
Audio**

Lori Steffan and Jeff Ward

Info Product Blueprint was created by
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Alysan Delaney-Childs:	My name is Alysan Delaney-Childs and you're listening to Info Product Blueprint. Our guests today are Lori Steffen and Jeff Wark. They have the honor of being our guest and sharing with you what you can do to easily and simply develop content for your information product and also your website.
	Both of them come from a very interesting background. What I'd like them to do is share a little about that. Lori, Jeff.
Lori Steffan:	Hi, how are you tonight?
Alysan:	Great. Glad to have you here.
Lori:	It's great to be here, thank you.
Jeff Wark:	Thank you, yes.
Alysan:	So tell us something about you and how you got here.
Lori:	Well, let's start out with how we got into information marketing. What happened was when Jeff and I were dating, we took a look at our life and took a look at the thing that we wanted to do and accomplish in the rest of our life, and what we started doing was looking around for a business that would suit our lifestyle. The decision that we had made is that we wanted to do a lot more traveling. So we were looking for a business that was portable. We were searching around and everything that we found was going to tie us down to one location. So we actually made our lifestyle decision and our goals first and then went looking for a business that would suit those goals and that's how we got into Internet marketing. Because it was a very portable business, we'd be able to do it from wherever we were traveling to. The only problem with that was we didn't know a think about the Internet or about marketing. My background was in construction. I was a senior project manager for a mechanical construction company and I worked on-site running mechanical construction work. I ran multi-million dollar jobs every year. I'll let Jeff tell you a little about his background.
Jeff:	I'm more of a hands-on person. I've been a machinist for 20 years and I've worked several jobs before that. I worked as a hardhat diver, worked saturation diving, worked as a mechanic, so basically I worked with my hands. I was a high school dropout. I wasn't good with English or anything like that. Matter of fact, I pretty much started working when I was thirteen years old and was actually hooking out of school when I could get away with. The Board of Education kind of got on my nerves a little bit, but I didn't like school. I never passes an English class in my life. I just went to work. I'd rather work than went to school. So, _____
Alysan:	That's a big, Jeff, when you talk about your background, that's a pretty big jump from hating school, hating writing to being a content specialist.
Jeff:	I know.
Lori:	It's a very big jump. We were laughing just a little bit ago because when we first starting looking at the business we had the opportunity to go to a seminar at Atlanta. We went down to Atlanta and listened to some of the Internet marketing tips and some of the different speakers that were there and we really enjoyed the atmosphere and the people that were involved in it. We actually signed up for a coaching program to get started in the business and then we got home and I would say that's really when it hit Jeff that all of a

sudden we were in an information business. An information business required reading and writing.

Jeff: I was scared to death. I couldn't believe it. I had no idea what we were getting into. Then when I realized I had to do some reading and writing, it was like 'fear city' came over me then. I was like, 'What did I get myself into?' It was bad.

Lori: Well, we laugh about it because Jeff and I are both skydivers. Jeff has been skydiving for 30 years, so when you know that a guy that likes to jump out of airplanes and is really into extreme sports as his palms start sweating, you know he's scared.

Jeff: It was terrible. It was really bad.

Alysan: Lori, I know you have a story of how you kind of nudged, persuaded, encouraged Jeff to get going. Can you kind of share that with us please?

Lori: Sure. The first thing that we did is I got Jeff to do some keyword research. Now understand that Jeff had never used a computer except to fly his flight simulator. Of course all that involves is a joystick – you don't have to use the keyboard to do that. He had no idea how to send an email or check an email. When I say we didn't know anything about the Internet, we really didn't know anything about the Internet.

                    The first thing that I did is I showed him how to get to some of the keyword research sites like Overture and some of the other ones and showed him how to type in keywords and he started doing some keyword research. That was his first step into the Internet marketing.

Jeff: One word at a time.

Lori: One word at a time is really how he started.

Alysan: After he did the keyword, what did you have him do?

Lori: After he got used to the computer a little bit, felt like he could hunt and peck around the keyboard a little more comfortably, then next thing that I asked him to do was to write a blog. His response was…

Jeff: What's a blog? I had no idea.

Lori: So I explained to him that a blog is like an online journal. Quite frankly, I didn't know what a blog was when we started this and I had only recently learned it, so I was trying to explain to him what it was. We set up a blog at Blogger.com and I showed him how to log on. I said, 'Just go in and just write a couple of sentences on a subject that you know about and don't worry about the spelling or your grammar. Just speak from your heart and just write a couple of sentences. That's all you need to do.'

                    So that's what Jeff did. He came home from work everyday and he sat down and logged into Blogger and he wrote a couple of sentences. And what he did is he took action. He overcame his fear and just sat down and started writing a couple of sentences. Every day when he came home from work, he was very diligent about logging in and just writing a few sentences at a time.

                    Then what I would do is I would take a look at it before he hit publish, which…

Jeff: Thank God!

Lori: When you're writing a blog, what you do is you log in and you create what they call a 'post,' which is basically anything you want to say. You just type in the things that you want to talk about. You can hit 'draft' or you can hit 'publish.' He would save them as a draft and then I would go in and I would read them and I would just correct his spelling mistakes and then I'd go ahead and publish them. But he was doing the actual content creation at that point, just a couple of sentences at a time.

Alysan: Okay. Well let's take a step back. If we're having someone who is starting out, when you talk about keyword research, let's talk about that. How do people find out to do it, why do you do it, what are you looking for?

Lori: What you're doing is if you have a niche that you're trying to find out if it's a popular niche or what people are interested in the niche, take a look at, really what a keyword is is the word or the combination of words that somebody types in when they're doing a search.

               If they go to a search engine like Google or Yahoo or any search engine, what they type in that bar that they're searching for is actually a keyword, whether it be one word or a combination of words. So if you knew something about the lawn care business, people that are searching for that term would go in and type 'lawn care' and search Google or Yahoo, whatever search engine they're using would return them a list of different sites having to do with the keyword.

Alysan: Okay.

Lori: So the flipside of that is that you can go in to Overture, and there are some other resources out there that you can actually type in your idea as a keyword and you can see how many people have searched in the past month on that particular keyword and you can tell whether there's a lot of people looking for your subject or whether there's only a few people looking for your subject. You can determine what the most popular terms are.

Alysan: Now why is that important, that you need a lot of people searching for it?

Lori: Well, you want to find that sweet spot. You want to find the spot where there's enough people looking for it that it makes it worth your while to create a product. Because if you're going to take the time to create a product, you want to make sure that you have a market, enough people interested in the subject that would be prospects for buying your product.

Alysan: Is there a magical number of some set point that you use as far as determining whether there's enough people out there looking for it or not?

Lori: That's one of those things that falls into Internet marketing debate.

Jeff: Yeah. Absolutely. If you're doing a niche and you look up a keyword and you're showing a million hits on this thing, you might want to stay away from that because it's just a lot of competition out there. We do use numbers, but it does depend on the niche. But we don't, we try to stay at least hitting at, what is it, about 65,000 to 90,000 or something like that is what we like to see.

Lori: You know, I would say 40,000 to 80,000 is probably a good range, but I don't want people to be totally beholden to that because there are certainly people that are doing quite well in niches that are smaller than that.

Alysan: When you talk about that, let me just interrupt for one second. When you say 40,000 to 80,000 is that on one word or is that on a group of words that are related?

Lori: I would say that that is on one word, but you can also take a look at…like if you're searching on lawn care, which we pulled up for a case study for the call today, last month there were 59,733 searches on that particular term. And what the keyword tool will give you is a whole list of keywords that have your term in it. So the second item is Scott's Lawn Care, and that's 8,120 searches.

            So you want to take a look at the numbers on your main keyword and then you also want to take a look at the searches on any derivatives of the keyword.

Alysan: Okay. Now what else can keywords tell you about? I mean, it tells you the words that people are looking for on a particular subject. What else can it tell you about the market?

Lori: Well, it's real important to get to know your market. It can give you an idea of the different people that are searching for it, it can give you different topics, so as it specifically relates to content, once you have a keyword that is a niche you want to take a look at, you can get the list of keywords and you can go through the keyword list. It will give you 100 at a time. You can take a look at those keywords and actually come up with some topics to create content on.

            So in the lawn care example, you could write about or create content about the general term lawn care, but you could also take a look about creating some content specifically on Scott's lawn care, organic lawn care…there's a bunch of different searches in there for lawn care services. So there's obviously a lot of people out there that are looking for lawn care services and something content wise that would specifically target those people would be a good idea for your list of things to write about.

Alysan: Okay. When you talk about getting to know your market better, how would I find out using keyword research more about my target market? When you talk about age or their sex or those types of things, how would I find that out using keywords?

Lori: Well, doing keywords, it gets to be a little challenging, but you kind of want to take a look at who is taking a look at that particular keyword. You can go to some of the sites, like in addition to typing it in to a keyword tool, you can actually go into the search engine itself and type in the keyword and what the top sites are. Then you can take a look at those sites and you can see what kind of market that site is catering to. You want to give some thought to what that market is, like an average age. Like lawn care is not a subject that is particularly going to appeal to a retired person living in a retirement community where they have all of their lawn care services taken care of. So you try and narrow down an average age. What is the average age of a homeowner that is actually doing their lawn care? And is that person male or female, predominantly? You want to take a look at their location, so most of them are probably going to be in the suburbs as opposed to city dwellers. You just try and take a look and get to know your market as much as you can. If they're doing lawn care, then they're probably a homeowner so they a little higher economic status than another market might have. You try to get to know their likes and dislikes. You can also do that in searching on your keyword terms, taking a look at the sites and see if they give any particular feedback on products. Just get to know what they like. If Scott's lawn care is the second search term, then you know Scott's lawn care is a lot more popular than some of the other types of lawn care.

Alysan: Okay, that makes sense. So basically you're using the words as kind of a jumping off point to go explore and then doing some competitive marketing analysis?

Lori: Correct.

Jeff: Yeah.

Lori: And as it relates to content, it's so important to get to know your market as well as you can because when you're creating that content, you want to picture in your mind the ideal prospect. So if that ideal prospect is a 40 year-old male who lives in the suburbs and has a white-collar job and makes an average income or above average income, and he likes Scott's and he dislikes bugs, then you can picture that person and you can create that content just focused on that person. That helps you to build a lot more personal content base.

            When you're writing to one person, or creating content or speaking to one person, it's a lot more personal, you build a lot more relationship than trying to picture this great big group that you're writing to.

Alysan: Doesn't that get into the value of using also a niche or a target market because it's always easier to go after a specific person rather than going after the whole world?

Jeff: Right.

Lori: Right. You want to get down into the niche, but then within the niche you actually want to take a look at who your idea prospect is and specifically write to that person.

            We have some friends who are actually in the relationship business. He says that whenever he creates content, he has a specific visual image of a person that he writes to and it makes his content very personal.

Alysan: It surely would. That way you're talking to someone, it makes it much more valuable.

            I understand where you're starting with keyword research, but what if I have no clue? Where do I start?

Jeff: That's the fun part.

Lori: Well, are you talking about somebody that doesn't even have a niche or are we talking about somebody who has determined what their niche is, but don't really know how to start to create content?

Alysan: Let's start with someone who doesn't have a niche and then take it over.

Lori: Well, I would say they start right where Jeff started and that is basically to come up with a list of potential niches, and that's just a matter of brainstorming and taking a look around you, whether it be noticing things in the stores or looking at magazines or looking around the things at your house, listening to the news, reading the newspaper, and just to start to generate a list of ideas of what potential niches there are, and to take a look at what you're passionate about is always a good place to look. What are your hobbies? What are your sports? What are your likes and dislikes? What do you know something about? What do you follow? Then you want to take those keywords and actually do the keyword research and see if there's a market for it.

Alysan: Okay, so if I found out there's a market, what do I do next?

Jeff: You're doing good.

Alysan: Well see, I followed the first couple of steps of your system. So how do I take that from a keyword in which I know I have a lawn, I know someone wants to use Scott's on it and I know what my market looks like? What do I do from there?

Lori: Have you ever heard the term 'the money is in your list?'

Alysan: Yes.

Lori: Well, we apply it not just to a subscriber list, but to an idea list. The money really is in the list. A lot of people get hung up with the blank page syndrome. They go, "I'm going to sit down and write content." Then they stare at a piece of blank paper or a blank computer screen for half an hour because they're trying to be creative in front of their computer. So what we say is to create a list. One you get past the keyword research is the place to start. You can actually take your keywords and start with them. Use them to start making a list. You can either create a journal or write it on your computer, record it into a digital recorder, however method is best for you to capture those ideas. Like I said, we start with the keyword list and we would read through the keyword list. We talked about a couple of them so far, but just glancing through this case study that we pulled up – organic lawn care would be another one that we would put on a list of ideas, how to start a lawn care business would be one, lawn care problems, new lawn care because there's a different way to take care of a new lawn versus an established lawn. You want to start jotting each of these down. What we say is start with ideas that come to mind and topics that come to mind and then start adding to that list with facts. You can do a little of research and find out…I don't know the numbers, but let's say, like I said these are just made up numbers, but let's say 52% of those that own lawnmowers own John Deer. People love facts. How popular is Trivial Pursuit, you know?

Jeff: You can visit...like if I was going to do lawn care, just as we were sitting here talking, I'm starting to think about it. I'd go down to Sears and I'd find out about their lawnmowers. Ask one of the salesmen a bunch of questions about what kind of lawnmowers he has and what to do, which brands are better than others. Then I might go to Home Depot and get in there and start talking to somebody about lawn care. I might not really know that niche real well, but I tell you what, if you went around and just started asking these professionals that work in different places, you'll become an expert at it very quickly.

Alysan: So you don't necessarily have to have a degree or something like that to be an expert in the topic then, from what you're saying.

Jeff: No, not at all, not at all.

Lori: No, there's lots of ways to gather information and be involved in the niche that you are not the expert in. With Jeff's example, the other thing I would say is don't just talk to the salespeople, talk to some of the customers. People are actually pretty friendly if you just start a casual conversation. If you're pushy or rude about it then they're not going to be friendly, but if somebody is standing there looking at a lawnmower and you go up and you say, "Hey, you looking at a lawnmower, too? What kind do you have now and what don't you like about it? What do you like about this one?" And you find out a lot about where people are coming from. They might say something like, "Yeah, I really like this

lawnmower, but I don't know whether I should get the one that mulches the grass or doesn't mulch the grass." Well, that's a topic you could put in your list.

Alysan: Oh, that's really simple. So just from a conversation you can find those things out and give you topics to later use for content.

Lori: Absolutely.

Jeff: Exactly.

Alysan: Wow, okay.

Lori: Add to that list of ideas, constantly. In addition to facts, benefits is another good thing. What benefit would people get from using your product or visiting your site? What are the benefits of one particular type of lawn care over another, as an example. What kind of questions people have. We touched on it just now about asking customers in the store, but if you already have a website, if you have a 'Frequently Asked Question' place on your website, that is also a resource for content.

Jeff: That works real well – forums and things like that.

Lori: If you don't have one, then create a link on your site for people to submit questions and find out what their questions and their problems and their frustrations are because that's a great resource for creating content.

Alysan: Okay, well that's a good idea. Any other ways you can think of as far as generating some ideas on that list that you're talking about?

Lori: A couple of others…one would be a history of whatever your subject is. Since we're using lawn care as an example, a topic for content would be a little history of it. When did people start mowing their lawns what they did…the old rotary motors that didn't even have an engine on it. Those are all different kinds of ideas for content.

            Then another way to do it is get together with a friend of your that isn't necessarily in to the same subject and start sharing with them what you know and get your friend to ask you some questions. Because a lot of people know more than what they realize and a lot of them just don't know what they know.

            Especially if you're in a niche that is a hobby to you or that you are particularly passionate about, you probably know a lot more than you realize and you just think it's common knowledge, you think the whole world knows it because it has become so engrained in you. And really the only way to draw that content out and to realize that not everybody knows that is to sit down with somebody who doesn't know a whole lot about the subject and start explaining it to them. So you could have lunch with a friend or grab a cup of coffee with a friend, make a good time out of it, take your digital recorder and turn it on so you don't have to worry about taking notes and just sit there and have fun, talk about your niche.

Alysan: Wow, I never thought of using that as a example, but that's a good one.

Jeff: I was going to add something when you all were talking before about your keywords. You go into the Google search, say for lawn care, and you want to find out how many websites are out there, well if you start looking at the first two pages of website, what I like to do is find out what these people aren't telling you. In other words, here I see lawn care, Scott's lawn care, and then if you come down the list a little bit I see one that says lawn care tips.

So to me, after looking at this whole list I see one thing that shows me that there is a tip out there. So what I'm going to do is I'm going to go into the websites and I'm going to find out are they just places I can buy lawn care stuff, like stores, or are these people really giving me some information? Now if they're not giving me a lot of information but I know people are interesting in lawn care, that tells me right there that I have something that I might be able to contribute to the people that have lawn care.

Alysan: So you're talking about piggybacking on to something?

Jeff: Exactly. Just piggyback right on to it. Because if you do know this niche, you might be a lawn care expert because you might have been doing this for five or six years and you know a lot about lawn care, but yet when you go look at the websites they're not telling you anything about lawn care itself they're just showing you products. Well automatically you have an information product right there, and you wouldn't even think about it because you know it so well. You wouldn't even think about it, but yet you have an information product right in your head right now.

Alysan: Now how all do you keep track of all of your ideas? What do you do? Because I'm sure inspiration strikes at any point in time.

Jeff: We have fun with that. This is where some of the fun begins because we write everything down. One way that we like to do it is we keep these big cardboard pages that you can buy. What are they, about 3 x 4 or 3 x5 or something like that. We have magic markers, different colors, and every time we start brainstorming or if we're working by ourselves and we come up with something we go over to that and we write something down. We just write all over it. It doesn't have to be in a particular or anything like that, we just write all over it or we draw a picture on it if we come up with idea. Then either at the end of the day or the end of the night, whenever we want to, we'll pick that up and we'll see what each other has done. Now for us it's because it's two of us, but if you did it by yourself it doesn't matter. You look at the end of the night and look at everything that you wrote down and then you kind of look at that and you can say, "You know, I could probably write a blog on this or I could write a good email or an autoresponder." There's a lot of information when you write things down. So write everything down.

Lori: If you're not into writing it down, carry a digital recorder with you or as inspiration strikes and you don't have anything handy but you got your cell phone, call home and leave yourself a message.

Jeff: That way you don't forget it.

Lori: Those little nuggets of inspiration that come are really, really valuable so don't let them go, find some way to capture them. Then we keep a file folder and we just take the different ideas that we jot down and we put them in a file folder and save them. When we're creating a piece of content we pull it out and we're not starting from a 'blank page syndrome.' We're pulling it out and we've got a list of ideas that we could sit down and write a little or a lot about.

Alysan: That's a great one to use, that's a great tool. Thank you.

Jeff: It works very well.

Alysan: Let's talk about blogs. You've talked about using a couple of sentences and doing that. How does it come about? What do you think it adds in terms of developing content?

Lori: I think it's an incredible tool for developing content. So many people are kind of, I don't really know the right word…intimidated or just a little put off by the idea of creating an information product. It seems like too big a task at first. So it's nice to be able to break it down into a little more manageable pieces. A blog is a great place to do it because not only are you creating the content as you go, but because it's on the Internet and it's already promoting your site, you're creating the things that the search engine likes and creating content that they come back to the site regularly because you're posting new content.

Jeff: You start creating your own personality in your blog. That's real important because people get to know you that way. Once people get to know you and they like you, they'll come back. You don't have to be real difficult with it or anything. Just write down what's in your heart about your product just like you would be talking to your friend, just write it down.

Lori: The Internet is very conversational as opposed to a lot of other mediums are a lot more strict in their terminology or their wording. The Internet is very informal, very conversational, so what Jeff's saying about writing as you're writing to a friend is very important. It helps you build that relationship with your list and with your customers. What you want to do is you want to take the blog, and like I said before, it's simply a tool for creating short little posts or short little spurts of content. If you've been making this list that we've been talking about you have a whole pile of content to choose from. You just go in and you look for one that strikes your fancy that day and you simply go in and write a couple of sentences about that particular topic and publish your post.

Jeff: So if you're listening to the call and you don't have a blog yet, you need to go to Blogger.com and sign up. It only takes a few minutes to do it and once you have it, you just keep posting.

Lori: Once you're a little more familiar with creating blogs you might want to branch out and explore some of the other software available, but for the person just starting their first blog, Blogger.com is definitely the easiest to get in and get set up. It's only a few steps to go through.

Alysan: Good. When you do that and you've talked about using the blogs and then somehow expanding it, what do you do to expand it and how do you make that into something more?

Lori: Well, that kind of goes back to our story where telling you about how Jeff was absolutely petrified and sweaty-palmed over creating content, and we started with a keyword research. Then what he started doing was creating a blog post every day. So he would simply go into Blogger.com and he would write a few sentences every day. Then after he had done that for a while, what I did is I went in and I copied and pasted the posts that he had written and I actually put them together into an article. So without writing another word, we had an article.

Alysan: Wow.

Lori: Yeah, it was great. I just took that article and I submitted to the article directory. I actually did that with a couple of different articles – submitted them to the directories – they got accepted into the directories and people picked them up. So one night I came in and I said, "Hey Jeff, take a look at this." He came in and what I had up on the computer was some different websites that were actually publishing his article. I told him, "You've written articles in here, they are, they've been published." And he was like…

Jeff:	I said, "No way! There wasn't a way that could happen." She said, "Read these." And I said, "Yeah, okay. You had to have redid everything, changed it." Because when you can't write real well, it's bad. So what she did was she made me read them. She said, "All I did was correct your spelling." And I said, "Okay, I'll know just because I know how I speak." So I'm looking at these things and it was actually my stuff that I wrote. I couldn't believe it. And then she said, "Not only now do you have articles on the website, but you're a published author now." At that moment I could see all of my English teachers turning over in their graves right then. It was absolutely wild because as soon as that happened…it was really strange, Alysan. You know how you have sometimes people talk about having a light come on in their brain or in their head?
Alysan:	Yes.
Jeff:	That's exactly what happened. I mean, I could never, I never knew what that really meant until that day or that moment had happened. It was like a light came on in my head and my whole life completely changed from that moment. It was really weird. It's hard to explain because you know, you go through some weird stuff in your life. But now I create products all the time and content all the time. I love doing it. And like I said, I'm a high school dropout. I have no English experience at all and it's like, it's just unbelievable to me. So that's why I get so excited about teaching this is because I know if I can do it anybody can.
Alysan:	Well I think as you said, you took that label that you couldn't do it off of yourself and put a new statement about yourself that you can do it because you've proved it.
Jeff:	Exactly.
Lori:	The other thing that he did is he took action.
Alysan:	Yes.
Lori:	He was absolutely, in his own words, petrified with palms sweating when he sat down at that computer to do keyword research.
Jeff:	I got thousands of jumps out of an airplane and I've never been so nervous in my life when I had to find out, when I found out I was going to do writing and had to do a lot of reading. My hands were literally soaked. I could not believe it. I was a nervous wreck. I wanted to do a business, but I didn't realize I was going to have to do so much reading and writing and it terrified me, it really did.
Lori:	And that was just with starting to keyword research, that he was just absolutely that scared. But he was committed to the business and his dreams and his goals overcame his fear and he took action and he sat down every day and typed in a couple of keywords and did the research and that helped him get used to the keyboard and feeling like what it was like to sit in front of a computer and type. That's just such a big, big step, is to actually sit down and take action no matter where that first step is for somebody. For Jeff that first step was a word in the keyboard.
Jeff:	Absolutely.
Lori:	For other people it might be writing an article, or maybe they've already written articles and now they're trying to do an e-book. But wherever that first step is, or wherever that next step is, take action.

Jeff: Yeah, you've gotta do it.

Alysan: Jeff and Lori, you have one phenomenal quote right there. When you said that you have to
                have a dream that's big enough to overcome whatever you need or have to learn and then
                take that step.

Jeff: Exactly.

Alysan: That is really awesome.

Jeff: Sometimes I really believe that the American way, you know how we were always brought
                up – you go to school, you go to college, you get married, you have children, you go to
                work – this kind of thing? People do that for so long and it's engrained in their mind. They
                don't think they can do anything else. It's such a lie. We lie to ourself so bad and I proved
                that a person that doesn't have the education and doesn't have the knowledge of
                computers and things like that can still go out on his own, I mean, of course, Lori to help
                me, but go out on my own and have an Internet business and create products. And that
                tells me one thing… that I don't care what anybody says anymore, I don't care what
                anybody tries to tell me. I'm a no-nonsense type of person because of all of this. They can
                do it. The problem is they have to do it. A lot of these people, they go to these seminars,
                that we love going to, and then they get all fluffy inside and they feel good and they buy ten
                different products and things like that. Then they go home and when their boxes come
                through the front door it paralyzes them. They don't know what to do. Because what Lori
                said, I took action. It's exactly what I did. I wasn't going to let something like this beat me.
                I never let skydiving beat me or any other sport that I've done extremely, and I wasn't going
                to let this beat me. I'll just tell everybody out there if you want a different lifestyle and this is
                what you want to do, you can not let anything stop you. I don't care what anybody says, I
                don't care how you feel, if you really want to do it you'll do it.

Alysan: That sounds good. Lori, let's go back to some nuts and bolts.

                On the articles, how long should an article be?

Lori: An article is usually about 500 to 1,000 words. Different directories have different
                requirements, but that will pretty much cover most of them.

Jeff: Yeah.

Alysan: You had mentioned to me when we were talking earlier that if someone has a hard time
                kind of sitting down that there's another way that might work for them.

Lori: Absolutely. After we had gone through this process…and as you can tell we're pretty
                passionate about the fact that people can do it and they do have a product inside of them.
                And we had gone through this process, a step-by-step process, which is what we teach
                people to do. One of the things that we got was a digital recorder so that we could capture
                ideas when we were driving or if we were in different places we'd have a means without
                carrying a pad of paper around all the time to capture these ideas. We were going through
                the book on how to use the digital recorder and we found a mention in there of some
                software that does voice-to-text. So we explored that further and we ordered the software
                and really that was just a tremendous bonus to our content creation process, because Jeff
                had learned this process and now he could use the voice to text and actually speak the
                content and have the software type it up for him. So now he had learned the process of
                how to create content and now he had a tool where he could create it all that much faster.

Alysan:	So voice-to-text is kind of like having your own personal secretary.
Jeff:	Heck yeah.
Lori:	Yes it is. It's a great piece of software and what you do is you load it in to your computer like any other software, you open it up, it has a headset that you actually plug in to the computer and you turn it on and you actually start speaking into the headset and right in front of your eyes it will start typing it up for you.
Alysan:	Magic!
Lori:	It is, it's like magic. It was golden when we found that.
Jeff:	I love it.
Alysan:	I imagine. Now you also mentioned article directories. What's an article directory?
Lori:	On the Internet there are different sites that their main purpose, or part of their purpose, is to provide a database of articles. Basically, what they do is people that write the articles submit them to the directory and then other people that are interested in using the articles as content on their website can come in and get a copy of the article and use it for content on their website with the requirement that credit is still given to the original author. If you create an article and you submit it to the directory, somebody else comes along and says, "Hey, I like this article." They put it on their website and now it's got your name, your information and a link back to your website in the article.
Alysan:	That makes sense. So how do you go from an article to the next step?
Lori:	Ken talks about his Russian doll theory and really it's like that. It's a building process and you start with one small piece and you build another piece. So you start out with a keyword. You take that keyword and you building that into a few sentences. You take the few sentences and you combine them together into an article. Then after you've written a few articles you can combine them into the book.
Alysan:	Wow. That sounds like, as you say Jeff, almost anybody can do it.
Jeff:	Yeah. The neat this is, too, all these articles and these blogs that you're writing, you can multi-task these things, you can use them over and over again, creating emails, creating blogs, creating e-zines. It's the same content, you're just changing it around and using it and reusing it.
Lori:	Once you start creating content, even if you start with a blog and you consistently every day or three or four times a week consistently post to your blog, you will build up this, what I like to call an 'empire.' It starts out very small with just a couple of keywords and then grows into sentences, but once that compounding effect starts going and you have the content that you can multi-purpose and you can take the content that's in your blog and combine it into an article, you can take pieces of it and put it in your autoresponder, and you can get a lot more use out of it. So it actually kind of creates a compound effect. You're both creating new content and creating other uses for the content that you've already created.
Alysan:	Well certainly for people that are time pressed, that's really a bonus then.

Lori: It definitely is.

Alysan: Wow, okay. When you look at this whole process, how do you encourage creativity?

Lori: Creativity is such an important part of it. Any type of writing or content creation…there's a lot of ways to create content that don't involve writing. We talked about the voice-to-text and there are certainly other methods, but any type of content creation is a creative process. So even if you are writing a very technical piece, like when I used to write specifications for buildings, even thought that's a technical content, the actual content creation process is creative. Marlon Sanders actually, he once said that the only thing from his Master's Degree in psychology that ever earned him a dime was to learn that "creativity comes from your child ego state." He, along with others, are big proponents of this mental attitude of making it fun because you really need that atmosphere to be fun in order to get your creativity flowing. A lot of people will try and sit down at the computer and not only do they have that blank page syndrome, but because they're sitting at that computer every day doing tasks, doing work things that are very methodical, mechanical – they're going in there checking email, you do this, you do that, you open the email, you read it, you send an email…it's work-related and it's not creative. You've kind of got to step away from that. Maybe take your laptop and sit on the back porch even. Just change your atmosphere. Don't try and create necessarily create right in front of the computer – use the recorder. Change things up a bit so that you actually get that creativity side flowing because when you're in your adult state you're very technical. It's very hard to come up with creativity. That's why…you ever have that feeling where an idea pops into your head at the wildest moment?

Alysan: Yes.

Lori: That's where it comes from because you're finally in a relaxed state. A lot of us have it when we're driving or we're in the shower and that when those ideas pop to us. It's because we're not in a task-oriented situation, we're not sitting at our computer where we have a certain set of tasks to do.

Alysan: Okay, well that makes sense.

        Now I understand that both the two of you have very, very different ways of arriving and how you do things for work styles.

Lori: We do. We actually work in two separate rooms because of it. When we're brainstorming together we're great. We just sit down and shoot ideas back and forth. But when we're actually working and we're creating content we have very different ideas of the atmosphere for that.

        For me personally, I like peace and quiet. I don't want any noise around me – any disturbances. I just enjoy that serenity. It really gets everything flowing for me.

        Jeff is totally the opposite.

Jeff: Yeah. I like noise so I turn the TV on or the radio. I like the radio on, too. It just helps me create what I want to do. With Lori of course, she likes it quiet so we're in two different rooms, but it all depends on you. It all depends on the individual, what they like to do. A lot of times we'll just be out goofing around. Like we'll go down to the park or something like that and be taking the dog for a walk and we'll start brainstorming together and writing things down as we're walking. So it just depends on the individual and how they like to be and where they like to be in their surroundings and things.   Some people like to go down to

Starbucks. They'll be sitting out there drinking their coffee and things, or Latte or whatever it is they drink, and sit out there and write.

Alysan: So basically what you're saying is there's no right way and there's no wrong way?

Lori: Absolutely. You have to find the way that works best for you, and that's a matter of testing, which is a word in Internet marketing that we all know and if we don't we'll learn it quickly.

Alysan: That's the truth.

Lori: It is true. You just experiment and see in different atmospheres whether your mind frees up and starts popping ideas or not. It's not something that you force. That's why we say you've got to make it fun, you've got to make a game out of it and laugh about it and celebrate your successes, no matter how small they are. Just get excited, because that all contributes to freeing up your mind and getting those creative juices flowing.

Jeff: One of the things that we like to do, especially together when we have a client that is having a problem – they have a niche and they just can't come up with anything, what we do is either get them on the telephone or if we can meet them in person that's fine, but we'll just sit there and start a 3-way conversation and just starting asking questions to them. You can have a friend do this – just start asking you questions about what you do and how'd you get into the Internet. Just like you were doing with us, like how we got into certain things. Next thing you know, what we do for people is actually sit down with them and create products for them. We help them. They do it, but we just draw it out of them.

Alysan: What you're saying then is someone has the product in them, they just have to draw it out?:

Jeff: Absolutely.

Lori: Absolutely, no doubt about that. Jeff was talking a little bit ago about how we're all brought up and educated, and I think that one of the things that we feel and are taught is that growing up is kind of growing old. There's this certain thing that when you become responsible you're not supposed to be having fun anymore. The only way to be serious is to be grim. It's really not your…growing up is being responsible for the things that you should be responsible for. It doesn't mean growing old. To me growing old means that you stop having fun, you stop allowing yourself to laugh and I don't think they're synonymous, but I think in our society that appearance…it's become accepted that it is. That if you're a responsible person then you aren't out on a hike in the park in the middle of a work day. But being on a hike out in the park in the middle of a work day might be the best way for you to generate some ideas.

Alysan: Well that's a good point, because as you say, we've all 'learned' to do things a certain way. It's much like you write, you sit at a desk, you have your pencil, your paper, your computer, whatever you write with there and as you're saying, that might not be the best way for you.

Lori: Right, and probably isn't, because for most people sitting at a desk with a pen and a paper means that they are doing something technical, not creative.

Alysan: Okay. So what you're saying as far as the content, we have to look at our creative side and letting that part loose?

Jeff: Yeah.

Lori:	Absolutely, and when that starts to flow, don't stop to edit, just let it go. Don't worry about spelling or grammar or, "Gee, I could have worded that better." Just keep getting the ideas down whether you're handwriting them, whether you're typing them, whether you're using voice-to-text, whether you're recording. No matter what your methodology is, let those ideas flow. You can go back tomorrow and do the technical part of spelling and tweaking the wording, but if you stop in the middle of that creative flow to worry about spelling or phrasing something better, you actually shut off that creative flow.
Alysan:	That's a good point.
	Let's recap. So we're starting out – we're going to start with our keywords. The important things about our keywords we have to know is what?
Lori:	The important things to know about your keywords are what terms are people in your niche searching on, what are the words that they're using when they type in the word into a search engine.
Alysan:	Okay, then our next is using an idea list. When we do an idea list, what do we need to know about that?
Lori:	Add to it as often as you can for as long as you're in the niche. Anywhere you can pull an idea from, put that one the list, whether it be ideas, topics, facts, benefits, questions, any little tidbit of idea is a golden nugget and should be on that list.
Alysan:	So as you say, you're going for the gold because the money is in your list.
Lori:	Yep.
Jeff:	Exactly.
Alysan:	Okay. So we take our list and we start a blog. What do we need to know about that?
Lori:	Well, once you have a list you have a place to pull ideas from that you can take those ideas and just expand upon them with a few sentences and create a blog.
Alysan:	Okay, we've taken our blog and then we're ready to take the pieces of the blog and put them together and form them into an article.
Lori:	Right. You go in and you blog, ideally every day, but at least three or four times a weeks and you will build up that base of content and you're also going to get better at creating it. Because if you practice it every day or several days a week, each day you're going to get a little bit better at it. You're going to take those pieces that you've created, copy and paste them into a text editor and you're going to put them together to create an article.
Alysan:	Then when I create my article, I'm going to do what with it again?
Lori:	Well, there's lots of different things, but one of the things that you can do is you can group your articles together and create your first e-book out of it.
Alysan:	What's a way that most people could get to use our e-book?
Lori:	You can take the articles and put them together, like if we go back to the lawn care. If you've written several different topics on lawn care tips and you've written several different articles on organize lawn care, several different articles on bugs in your lawn, then you

would group them together and you can create the chapters out of it. You would use the text editor to put them all into one file and create an e-book from it.

Alysan: Okay. So we've got e-book. How do we protect our work?

Lori: Once you are the original creator and you have put it down into a format so that it's out of your head and into a format, whether that be a digital file or a printed file, you are the copyrighted owner of a document that you have created. Now, I don't claim to be an attorney so I'm not offering legal advice, but you are the copyright owner of your original content and you are able to go ahead and put a copyright symbol on that and you can use your website name or you can use your name and just mark that your material is copyrighted.

Alysan: So we've got our book written, we've got this, how can I be sure that I'm really good enough? Maybe I should wait until I've really got this down.

Lori: Don't wait. Take action.

Jeff: Take action.

Lori: You're always going to get better. I'll bring up the name of another well known Internet marketing, which is Terry Dean. Terry says when he goes back and reads some of the first articles he wrote, he cringes, because he is just like, "I can not believe that's mine." And he said some of the first articles he ever wrote are still on the Internet after all of these years. He just is like, "I can't believe that's mine," because he's gotten so much better at writing over that years, at creating content, and that's the case with everybody. None of us are going to hit home runs without batting practice. You might get the occasional person, but for most of us we're going to work our way through it and you're just going to get better and better at it each time. So if you wait to be perfect, you're going to be waiting forever.

Alysan: That's a good point. Jeff, do you have anything to add to that?

Jeff: I just think that when people are trying to be creative and they want to do…see, once you start doing those blogs, do them as a building block. You start with your blogs and then you can make your blogs into e-zines, your news articles which are smaller than a regular article, or if you want to do to it as a membership type of thing you can write short little stories and then create that into an article. My biggest tip for people though is get started doing something – don't make excuses. Just start writing things down and start posting them on their blogs and you'll see, you'll automatically start seeing it. You might not believe it right now, but you'll see for yourself that you're actually creating things step-by-step and just start putting things together.

Lori: That sense of accomplishment of having made that first step and then that second step…

Jeff: Oh yeah.

Lori: …helps build upon itself. Like we were talking earlier about Jeff's process of starting out with keyword research and then blogging, and then like I said, I took the blogs and put them together for him but he wrote the content, he created it, and so it really was his articles. But that sense of accomplishment that he got out of finding out that his article had been accepted and published was such a turning point in his life. It's really one of the reasons we're so passionate about helping people to create content and our beliefs that people really do have products within them and they just need to get them out. But he wouldn't have reached that point in this life, that turning point, if he hadn't sat down and

started with just keyword research.

Alysan: So as you say, it starts with the first step.

Lori: Yes, it does.

Jeff: Yep.

Alysan: Anything you would like to add as far as closing remarks?

Lori: You have it within you. Take the steps and if we can help, we're glad to help you create content. We are very passionate about it. We love it. Our website is QuickContentSecrets.com and we welcome you to join our subscriber base and we'd love to share some more with you.

Alysan: Lori, Jeff, thank you so much for sharing tonight. We appreciate it. We appreciate your giving us the steps to developing content for not only our website, but also ideas, blogs, articles, e-books, and obviously published books at some point in time the way you're going.

            We thank everybody for joining us and appreciate your time and effort. Lori, Jeff, thank you so much for sharing.

Lori: Thank you so much for having us on the call. We really appreciate it.

Jeff: Yes, thanks a lot. We appreciate it.

Alysan: Take care. Good-bye everybody.

Lori: Goodnight.

Jeff: Bye, goodnight.

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1st Edition

Skill Set – Audio

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Alysan Delaney-Childs:	Hi. Our guest today is JoAnna Brandi. JoAnna is the President of JoAnna Brandi and Company and the publisher of JoAnna Brandi's Customer Care Coach. Her websites include CustomerCareCoach.com and CustomerRetention.com. With over 16 years experience, JoAnna has shown employers, business owners and employees how to help create the perfect customer caring environment where employees are motivated, the customers are loyal and the competitors are nervous. JoAnna, that sounds great. I think we're ready to make our competitors nervous. Welcome.
JoAnna Brandi:	Thank you so much Alysan. Me too, let's make the competitors nervous. The competitors get nervous when your company provides a customer experience that leaves the customer feeling positive and upbeat, really happy about doing business with you and anxious to tell their friends.
Alysan:	That's what we want, because if that happens then we make money.
JoAnna:	We make money because the customers are then becoming our sales force, the customers are then our marketing team. When customers are really happy they want to tell other people about it. The web has made that possible, too.
Alysan:	How do we take the web, which is known to be impersonal at times, and provide customer service?
JoAnna:	Well, I think, I'm going to rephrase that question. How's that?
Alysan:	Okay, that's fine.
JoAnna:	Let me explain. I've been in business for 16 years now just in the field of retention and loyalty. One of the things I do, I have the sort of fundamental belief and I had to prove it to myself, one of the things I do when I go out and speak to groups is I ask the question, "When do you go to a customer service department?" Invariably, almost everybody in the group says the same thing, "Either when I have a problem or a complaint." So I've come to the conclusion that as we think about service in our lives, it's reactive. It's something that happens after something else goes wrong.
Alysan:	That makes sense.
JoAnna:	Doesn't that make sense? I think that when you talk to people about, "Gee, let's provide some proactive customer service," that something goes on in the brain like an oxymoron that says 'How could you be proactive about something that's inherently reactive?" So I've solved the problem by moving the word out of the way and by taking it up to another level. To me, it's not about customer service, it's all about the customer's experience.
Alysan:	Ooooh, that sounds good.
JoAnna:	Yeah, and in fact, I think it was Jerry Gregoria, the former CIO of Dell Computer(s) that announced to the world at a meeting on day that the customer experience was next competitive battleground in business.
Alysan:	Ooooh, and we'd like to be first on that battleground.

JoAnna:	Yeah, well I actually like to think of it as a competitive playground, but that's my own source for wanting things more positive. But I mean when you think about it, when you think about what the web has done for us, the web has given us the opportunity to pretty much buy anything we want, anywhere in the world without a middle person.
Alysan:	Yes, and at any time we want, too.
JoAnna:	And at any time we want, so the web truly has put power in the hands of the people that buy instead of the hands of the people that sell. That's been in the works for a while, but the web really cemented that shift. The power is in the hands of the people who buy. Because of that, the whole business marketplace has become more competitive. There's pretty much nothing that you can sell me that I can't find somewhere else.
Alysan:	That's true, and compare.
JoAnna:	And compare, and compare prices and compare delivery and all that kind of stuff. So it's really shifted the relationship the customer has with the seller. It's put the power in the customer's hands and the customer feel very empower now. The customer wants it the way they want it. So what's happened is unless we're looking at…quite frankly, customer don't want to be serviced. Cars are serviced. Do you want to be serviced? Do you want to go someplace and have the people that are there feeling that they're servicing you?
Alysan:	Really, no.
JoAnna:	No, you really don't. You want to go somewhere, even if it's on the web, you want to have an experience that tells you that those people care about you and care about your business. That's why I'd like to kind of bump the discussion up to the customer experience.
	Here's my definition of that. The customer experience is the sum total of the feelings that you evoke during any interaction at any touch point in the organization. So that could be the web, that could be the telephone, and if you're just talking about the web that could be the landing page. There's so many touch points on the web. The success of that experience is really based subjectively on the customer's perception of the value that you delivered.
Alysan:	So even I'm the developer of a particular business and I think it's an awesome site, looks great and is beautiful, if you as my customer don't like it, it doesn't matter.
JoAnna:	It doesn't matter. It doesn't matter. It's all about the customer's subjective perception of the site. Now in addition to having an offline business, I have an online business and I deal with customers all the time. Frequently they'll call up and they'll say, "There's something wrong with your shopping cart. I've been doing x, y, z and it's not working." And I'll say, "Wow, I'm really sorry to hear that. Let me get on the site with you and let me see if we can make it work." Or I'll say, "I need you to call so-and-so, I've got something that helps back me up with this kind of thing." And you know what? Nine times out of ten it has nothing to do with the website. It has to do with the way the customer is entering the information or where they're entering it, or that they're trying to use the Discover card and we don't take a Discover card. Those kinds of things.
	Now, what the customer has said initially though, I listen to as true, "There's something wrong with your shopping cart." You know, there's nothing wrong with my shopping cart, it's user error, but there is something wrong with my shopping cart in that customer's eyes.

Alysan: That's true.

JoAnna: I react that way. So if a customer has had problem getting an order in, in any way shape or fashion…and my gosh, if they pick up the phone and call me, I'm sitting here going "Halleluiah" because they're not abandoning the cart. They wanted to buy something bad enough that they called me so I inevitably say to that customer, "You know what, I am so sorry that this is not an easy experience for you, that I made it hard for you today, that I'm going to put a gift in the box for you. I either add a package of postcards which are worth $16, or I add a book, a real book, that has a price on it that they can see that there is a value to me for them letting me know what they discovered.

Alysan: So it really sounds when you're doing this JoAnna, that we're talking about actually planning this whole experience before you ever design the site.

JoAnna: Oh designing, not planning, designing. It's a function of design. You not only design the site, you design the experience.

             Let me go a little deeper into it because there are lots of different customer experiences. Let's look at it this way, there's the invitation experience, and that's where you're invited into the site to look around. There's the greeting experience, there could be the ordering experience, there's the finding out where things are experience, there's the 'oops, I have a problem' experience and there's the buying experience. There's lots of different levels of experiences. So you might, if you're designing that experience…what we've tried to do is design the experience so we're inviting them to take a quiz, we're inviting them to get engaged, because engaged customers are more likely to buy than customer who don't engage with you. So we invite them to take a quiz, we invite them to subscribe to a free newsletter, we invite them to visit the library. There are ways that you can invite them to be part of the community.

             At each one of those steps, you want it to be easy for the customer. You want it to be easy to register. When I first opened a website, I have…actually I still have it on one of my websites, I have a full guest registry. So in order to get my free report on loyalty, my free whitepaper, in order to get that, you had to give me a lot of information.

             But you know what? In today's world, nobody wants to give you that much information.

Alysan: That's true.

JoAnna: Now, they don't want to fill out all of that information. They want to make it easy. So we make it easy for them. All you have to do is put your email address. Now does that cause situations for us down the line? Yeah, it does, because we don't really know that much about our clients. So we've made it a two-step approach. We make it easy for them to get the newsletter, but then in the autoresponder, if they choose to give us more information, we invite them to share with us a little bit about who they are, what their title is, what their function is, what kind of company do they work for, and what are their biggest challenges. Because that says right away, "Okay, you gave me something, you gave me your email address and I really care about who you are and I want to write these newsletters so they matter to you."

             So there's the way that you communicate through your website and through your autoresponders and through your emails, is a way to tell the customer that you care about them and their business.

So I'd say that the first thing you want to look at when designing a site is, "How easy is it to use?" Because years ago, and I'm sure you remember when the web first appeared, for many of us it was, "Oh wow, look at this." We would call each other and say, "Go look at this site, go look at this site." It was like you went to an art gallery and you were browsing. It was like there was a piece of art over here and there was a piece of art over here.

The web has been around long enough now that it's just an appliance. It's a way to go get things done and it's no longer what it used to be. People don't spend an evening surfing the web.

Alysan: No, they use it.

JoAnna: No, they use it, it's a tool. It's a tool. So we need to make that tool really, really, really easy to use and 75% to 80% of your success on the web has to do with your navigation. According to Amy Africa, who is a dear friend of mine and also probably one of the most important web people out there, she owns usability labs and she works for all the big companies. The users come in and they track them. They track their blood pressure and they track their heart rate and they track their eye movement. She probably knows more about how people use the web than anything else. According to her, 75% to 85% of your success is all about your navigation.

Here's how she's explained it to me. You could walk into a supermarket anywhere in the country and you can be assured that the milk, the meat and the produce are going to be on the outside. And you can be pretty sure that if you're looking for a box of cereal it's going to be in the middle somewhere.

Alysan: That's true. I've never thought about it that way.

JoAnna: Yeah. I never thought about it either until she explained it to me. People are coming to your website and you get a big what, couple of seconds before they decide whether or not they're going to stay to begin with. The most they'll wait is 22 seconds for them to make up their mind as to whether or not they want to be there with you. So they look at it and there are certain things they're looking for. Their eye is going to first go to the upper right-hand corner, so if you've got a special, it better be in the upper right-hand corner. There eye is going to travel…she calls it a C-navigation. Their eye is going to travel around to the left and down and they're going to look for your browse site, or here's what's in this site, or here's how you get around. You're going to look for that on the left now because that's how most people did it and that's how people got used to seeing it. If you don't have it there now you get confused.

Alysan: Right.

JoAnna: The other important piece is the bottom navigation because 25% of the people go to the bottom. It's like when you're using a magazine, half the people read it from the back forward and the other half read it from the front backwards. It's the same thing on the web. People look at it differently.

So you have to make sure you make it very, very easy to find the critical things that you need. People go online to get somewhere faster and easier than going in the car.

Alysan: That's true. What would be, do you think, critical elements of an invitation for that phase for someone?

JoAnna:	I think critical elements of an invitation is some visual appeal certainly, something that welcomes them on the site, something that says, 'You've landed here, welcome. We're happy that you're here."
	Certainly your autoresponders are absolutely critical. Instead of just saying "Thanks for subscribing to our newsletter," which a lot of them say, really personalize it. This is the beginning of your conversation with the customer. The one that we have says something like, "I'm thrilled and excited that you've chosen to join our little community."
	You know what? Your choice of words…you should use your personality in your autoresponders, you should use your personality on your website whether you're an individual, a sole-proprietor, or small company. Your company has a personality and that should shine through.
	You should be thinking about what would you do if you were inviting someone to come into your home or inviting someone to come in your store. Is the website giving the impression, a picture of you on the front perhaps with a smile? That's one way to invite people in.
Alysan:	Well, that makes it personal and takes away from the techie edge of it, that's it a machine you're dealing with and there's no one that could ever help me if I ever needed it.
JoAnna:	Well, and that's another thing. I think one thing that I look for on every site that I go on, is that I want to be able to find a phone number. You know, a very large percentage of people that go on the web are going on the web to find your phone number. They use it as a rolodex now.
	So all of your contact information should be on every single page. So you should be able to find a phone number, you should be able to find an address because sometimes somebody wants to call you, but if you're three time zones over, they don't want to call you at nine o'clock in the morning their time zone. So they want to know where you are and they want to know what your phone number is. Just make it really easy for them to find those kinds of things.
	If you're a site where people placed an order and they come back to check on their order, make sure there's a little box right there because not everybody that comes to your site is going to be a first-time visitor. Welcome back your customers by making sure it's very easy. If they're checking on an order, they can put their…'Questions about your order? Put your order number right here" or however you track the order number so the don't have to go searching. Put as much as you can over the top of the fold so they can get a quick birds-eye view of what you're about without having to scroll down.
	Other things you can do to make things easier for the customer, to make the whole experience for the customer…perpetual shopping carts. We as the site owner, we can't even imagine why someone would walk away from our shopping our cart in the middle of buying something from us. Because we'd like to think that they're so focused and they're so attentive, they just read our special offer and they want to go there and buy. But the reality is the phone rings, the baby cries, your boss walks into the room, something happens and you have to leave your shopping cart right in the middle.
	Keep a perpetual shopping cart so people can come back. Give people the opportunity to email the shopping cart to themselves so they can remember what's in it, they can figure out what they were trying to buy when they had to go somewhere else.

Put your products, if you've got products, put your products on the front page so they can see what those products are. Not all of them, eight, nine, ten, eleven of them are nice to put on the front page.

Make it easy to buy. Every place that you have a product description, a picture of the product, put a little click button that says, "Click here to buy now." You shouldn't have to go and work too hard. When you're in an actual store, you don't have to move from room to room to room to room. When you see something that you want to buy you pick it up and you get to the checkout counter fast. I think we have to look at what makes it easy for customer.

Another thing I think we have to look at is what makes it special. What makes it special for the customer? Can you personalize it for them? Do you have a way, when someone is returning, can they log in? Can you personalize an email? Can you personalize your 'thank you' letters?

You want to always say there's a real person behind the product. What I find so funny is that people don't think there are people behind the products. Occasionally, when someone calls here and I answer my phone, they're like, "Oh, oh, I'm sorry, I didn't expect you to answer the phone." I'm like, "What?" "Well, this is you? There's a person behind the product?" "Yeah, I wrote it."

It's so interesting to see people's reaction because they've gotten so used to dealing with the web. So remember, I think we have to remember always that the web, every interaction that somebody has is going to evoke a feeling in their body, and with every one of those feelings, we're causing a physiological response to happen.

Alysan: You know I was thinking, when you talked about answering your own phone and doing that, one of the things that I know some Internet marketers do is if you purchase from someone, particularly a first purchase and it's more than $100, and that's just a arbitrary number they chose, is they will call the next day and say 'thank you.'

JoAnna: I think it's marvelous. I think it's absolutely marvelous.

We send postcards. We don't always call and say 'thank you,' but very often we send, we use our own postcards, just as a simple 'thank you.'

I really would like to say to people that you need to have a process. Even a small company can have a process. I fall through the hole of my own process sometimes when I travel. But we like to make sure that we thanked the customer in some way, so a 'thank you' note is appreciated, a phone call is appreciated or a personal email.

Like I mentioned earlier, we have an autoresponder that invites people to tell us a little bit more about themselves and one in every eight or ten people, eight, nine, ten, somewhere in there, actually write back to me after the autoresponder and thank me for asking and tell me something about their company. Every single one of those emails is answered personally. People are really surprised. I don't write a novel. I write a paragraph or two reflecting on what they told me. I 'm always commenting on what they told me. So for instance, somebody last week said, "I work in an MRI center and my challenges are to keep the staff happy…the patients aren't too happy...to keep the staff motivated and happy." I was able to write back to her and say, "I really understand that environment. I

have a client that has some MRI centers and I understand the challenges you face and I know for sure that I'll be addressing some of those challenges in the email newsletters that I send out."

So that was just another way of touching customer in a positive way. And very often, I will get another email back from the customer that says, "I can't believe you replied."

Alysan: Again, there's a human being there.

JoAnna: There's a human being. I think that's the one thing we have to remember. It's not about human 'buyings.' I mean, we think of when we think of the web, it's a machine that sells stuff. They're not human buyings, they're human beings. We have to remember that each and every time we touch them in a way they don't expect, and kindly and nicely. I'm not suggesting we over mail our list now. But every time that we have one of those interactions there is a person or 'call me if you need me, here's my email address, here's my phone number.' That is so, so important.

I just finished working with a publishing company and reviewing their website and their web process gave me all of the don'ts, don't do this. One of the direct marketing pieces, now this is snail mail, one of the direct marketing pieces that the publisher sends out says, "And if you ever need me, or if you ever have feedback, positive or negative, I want to hear from you." And then he says, "My phone number is on the masthead of every publication."

Now, "hello."

Alysan: Yeah, what does it take to just cut and paste and put it in there?

JoAnna: Why didn't he…it's sort of like, "I want to hear from you, but I want to make it really hard for you to find my phone number so maybe you won't actually call me." Customers are not stupid. We see through that. So if you're going to say to somebody, "I want to hear from you," write your phone number down right there. Make sure that anyplace on your site I go to, I can find a way to contact you.

I'm also an Internet buyer. I'm also an info product buyer. I just have been trying to contact a gentleman who will remain nameless for the purposes of this conversation, who is a great Internet marketer. I saw him speak last year. The guy makes $8 million a year and he's a big hoo ha. You know what? One of his DVDs that I ordered doesn't work. I have been emailing him off his emails, you know how he sends emails every day trying to sell me something else, which I buy occasionally. I've been emailing him. That didn't work so I have now gone on the website. What do you when you have a problem? Click here. And I clicked here and it sent a letter to him. I haven't heard from him. Now I want to tell you that my whole opinion of his products, of his company, of his whole story is lowered several notches because he's not as smart as he thinks he is because he didn't' make the provision for maybe there's a problem with the product. He didn't pre-think it for me.

So you can make your customer feel special with all of those upfront emails, but you also have to make your customer feel special if there is a problem.

Alysan: I think what you say is it does go down to planning and it's to plan that not only things are going well, but also plan that there are problems.

JoAnna: Absolutely. You must have a recovery strategy. There's no difference between customer care on the web and customer care in real life because in both you need to say, "What happens if something goes wrong? What happens if the customer is having a problem?"

You have to pre-think it. You have to have a strategy in place and you have to make sure that strategy goes off without a hitch. I think that's another place that people fall through the hole.

Alysan: I think on some of these you can even come up with semi-standardized responses to use.

JoAnna: Sure you can. Sure you can, and they can be semi-standardized and all you can do is pop in there and put something relevant to what their particular situation is and make sure that you apologize. Not an error has occurred on this page. If you want to do anything about it, please send an email to error@...you know, come on.

Alysan: Yes.

JoAnna: If you want people to leave the site, well then keep up that. People don't have time for that anymore, they don't have patience for anymore. As far as I'm concerned it's a sign of utter disrespect if you are not taking care of those little details. Will it happen once in a while? Sure it will, it happens to all of us because there are thousands of touch points on the web. Thousands of those moments of truth on the web. You have to monitor those things rigorously. Is it going to fail one in a while? Everybody is human, but at least if you have that plan, if you've mapped out those touch points, if you've done everything you can to lessen the chance that the customer will fall into a black hole or a dead end, then you're ten steps ahead of the next guy.

Alysan: It really, it does get down to the planning because what you're talking about is developing a long-term relationship with a person who becomes your customer.

JoAnna: Absolutely. That's it. It's a long-term relationship with a person and that person has a body, and when you do things that frustrate that…what happens to you when you go on a cart, when you go to buy something and you have a problem with the shopping cart and you don't know what's in there? Or you put something in there and you can't get it out of there or there's supposed to be a discount of 20%, but when you put the discount code in it doesn't work? What's going on inside you?

Alysan: I have to admit that happened to me just recently. I had done a shopping cart, had a coupon to use and their math was wrong. It was take $20 off $100 and they came up with $90. I'm thinking I know I'm not a math wiz, but you know, $100 minus $20 doesn't give you $90. It wasn't with tax, it wasn't with anything. And I thought, I abandoned the cart.

JoAnna: Yeah.

Alysan: And I had planned on continuing shopping so they lost $200 right there.

JoAnna: Exactly. Now interestingly enough though, here's a couple of things that they could have done. When you abandoned that cart, it could have triggered an email. I spoke to somebody last week who has this all set up. It's a company called Sparrow and Jacobs, and she has this all set up. I did a little interview with her last week. Six minutes. Six minutes after you abandon that cart you get an email that says, "What happened?" I think she calls it a 'lonely cart.' She sends the lonely cart letter. "We're lonely over here. You lost us. What happened?" It's every interesting. She has a series of emails set up if someone abandons the cart and it actually increases her yield. Her yield has increased, I think she said between 12%and 17%. And Amy's statistic is that you can actually increase your sales about 25% off of abandoned carts if you have a strategy for recovery. So if someone had instantly sent you an email and said, "We're really sorry that you felt you had

to abandon the cart. Can you please tell us what happened and why you left?" You might have taken a moment to say, "I really wanted to buy your product, but your math is wrong."

Alysan: Uh-hm.

JoAnna: That they would have been alerted to the problem. The would have had the opportunity to fix the problem. You would have felt good because you would have said, "Well, at least somebody is watching." The problem again with the web is there's this sense of "Is anybody out there?"

Alysan: That's true.

JoAnna: Have you ever been on the phone with somebody, especially when you call customer service somewhere and they're obviously doing something to fix the problem, but they're so quiet that you don't know that they're there and you go, "Are you still there?"

Alysan: Yes.

JoAnna: That comes from a bit on insecurity that we have when we're on the phone because we can't see someone so we don't know if they've left us, we don't know what they're doing. When we train people that are doing telephone service and telephone sales we train them to make sure they occasionally say, "I'm working on that order right now. My system is a little slow so it may be a little quiet for a moment, but I'm right here with you." Because reassuring the customer is very, very important.

That's another thing that I think, we have to make them feel special, we have to invite them in, we have to greet them, we have to make sure that if they have a problem we respond quickly. But we also have to make them feel secure.

That means things like your Privacy Statement being very visible and very easy to read. Every time you ask for an email address, state right there, "We will never use your name for…" – state it right there so they can see it. Have your full Privacy Statement available so they can read it.

If you're sending out emails, you know, something in the beginning that says, "You're getting this email because…," especially if you haven't sent an email in a while. Because there are some people that don't do their marketing on a regular basis and they go, "Oh man, we haven't sent a letter out in like a really long time so let's send a letter out to all of the people that bought last year." Well, the people that bought last year don't remember that. So unless you state up front, "You're getting this email because you're on a list of people who bought products from us last year," people won't even remember that they were your customer.

Alysan: Or even worse, they'll mark you as someone who is sending out spam.

JoAnna: Then that can put you on a blacklist, can't it, or something?

Alysan: Yeah.

JoAnna: I mean, I don't know all of the particulars of that.

Alysan: Yes, and your hosting company for your website can say, "Gee, we don't want you doing business here."

JoAnna: Yeah, so there's a whole range of repercussions from doing this poorly.

Also, when you send something out, letting people know you can unsubscribe at any time, letting them know right away that they can take care of that.

You know, it's funny, it's irritating whether it happens on the web or off the web. My assistant Amy has been trying to get off of somebody's list for I think she said she sent them maybe six emails already and she's starting to get furious. And you can see where people get really, really angry. We know for a fact that their blood pressure goes up. We know for a fact that they go into the 'fight or flight' behaviors when they're frustrated and when they're angry.

Make it easy to get off that list. If someone is writing to you saying, "I've been trying to get off your list for weeks," get on the phone with them if necessary. Have a conversation with them. Maybe they used a different email name to subscribe. There are reasons why you can't get people off lists, but sometimes you need to have conversations with them to find out how to do it.

Alysan: Mm-hm.

JoAnna: Every Friday in front of my door, a Spanish newspaper shows up in an orange bag. We have called the Palm Beach Post no less than six times trying to get them to get this company to stop delivering this newspaper. I don't read Spanish. I have no idea what it is, but I know it's a sort of a Spanish version of the Palm Beach Post.

It's the same level of aggravation. We get on the phone every single week to call someone and to get us off…we've even tried putting signs on the orange bag and propping it up in front of the door on Friday saying we didn't want it last week, we don't' want it this week.

Alysan: And it still keeps coming?

JoAnna: And it still keeps coming. Well that's the same level of aggravation that people feel when you keep mailing to them and they don't want to be mailed. So make them feel secure. Make them feel that you care about them and that you respect their privacy. That's really important.

When you've got the forms, sometimes when you're filling out a form it's got those little check boxes, the permission boxes, don't have them check to say, "I want to get emails from you. I want to get emails from your friends. I want to get emails from everybody you know." Let people be adults and if they do want to get those emails, let them check the positive in the box rather than check the negative.

Set your system up so that if you go to a second form and there's something that happens on that second form, like you forgot to put your phone number and it brings you back to the first form, let those boxes don't get checked or unchecked depending on…because that's a thing that some people do so it changes back to the default setting. You know what, every single time that happens, the feeling…remember we were talking about the customer experience being feeling…the feeling I get is that they're trying to pull something off over my eyes. You know?

Alysan: Mm-hm.

JoAnna: Don't try to pull something off on me. I just unchecked those darn boxes. I don't want to come back to that form and find them checked.

I want to feel secure. I want to feel respected. These are trust issues. Don't try to trick me into getting more of your mail because I don't want your mail and I'm not going to do business with you again if you send me your mail. So you really need to know.

Another thing that my assistant…my assistant Amy is so funny because she keeps having some really bad customer service experiences. I keep telling her that's because she's supposed to be writing about them. So maybe we'll get her write about them soon, but she…

Alysan: See, she could do an info product, too.

JoAnna: She could, oh, I keep telling her that, but maybe if you tell her Alysan she'll listen to me. She's wonderful and she really…because she focuses on this every day, she proofreads everything I write, she works on her website every day, so she's acutely focused on how to deliver great customer care. When she doesn't get it, it really makes her angry.

She used a web company to order some sort of a stamp for her son's Bar Mitzvah. There's hundreds and hundreds and hundreds of details to put together a party like she threw for his occasion, and that was one detail. She needed them because she needed to get the invitations out by a certain date so there was a time element involved here. I think she ordered them…I think it was a postage stamp that had a particular logo on it that she was looking to buy.

She ordered them. When they didn't come when she expected them she went on to the website and it said, "Put your order number in." She put her order number and it came back and said your order was canceled.

Now she's a couple of days away from when she has to do this mailing and she's being told her order was canceled. There was no explanation. There was no phone number on the site. There was nothing on that site that said, "Here's what you do if you have a problem."

So she had to go to the directory assistance to find out where they are to get a phone number and to call them. When she called them she found out that they had tried to call her to tell her that there was a problem, but she didn't answer the phone and they weren't able to reach her. And what probably happened was when she saw the caller ID that said 'Unknown Caller,' she didn't pick up the phone.

Alysan: And they didn't leave her a message either.

JoAnna: They never sent her an email. So my advice is, if there's a problem with an order, you make sure that you email, that you phone, that you send a fax if you have a fax number. If someone is trying to purchase a time-sensitive product from you, especially because it's for a special occasion, you need to let them know there's a problem.

This was truly a case where, I mean, what an irresponsible vendor this is. No phone number on the site.

Alysan:	Well you brought up a lot of good points. So let's just recap for a couple of seconds.
	We're talking from the very beginning you offer an invitation with visual appeal, making sure that you engage the person so they become a customer. Then making sure that they feel welcome, that there's a person there with a greeting experience.
JoAnna:	Yeah, yes.
Alysan:	Then making it easy to find out the information they need to do or use on your site with navigation and search capabilities. Then if they're going to order, make it easy. Make it simple so it's understandable, that they don't have to go back and forth or wonder what they're doing. You mentioned things such as a perpetual shopping cart, any of those types of things.
	The other thing is the buying experience, making sure that it's simple, that they get a 'Thank You' note afterwards, that they know what they ordered.
JoAnna:	Also I think, and I don't know if I mentioned it in the buying experience, that's really where they have to feel secure. Because what we know from the usability labs is that as soon as you start moving your cursor toward the icon for the shopping cart, your blood pressure goes up and your temperature goes up.
	So it's an anxiety producing experience. You need to do everything you can to relieve the anxiety. That might look like making sure that it says, "This is a secure website," and put the symbol on it for a secure website, or you have a money-back guarantee.
	Those are the places when people are buying that you have to pay attention to because it becomes an issue of anxiety and security.
Alysan:	Those are all good points, because I know it makes it easier. I feel more assured when I'm looking at a site that says it's a secured site.
JoAnna:	Absolutely. An assurance is huge on the web, huge, huge, huge.
	When you think about the customer's emotional needs, that…and every customer has business needs and emotional needs, but that's a very big emotional need, is the need for assurance, the need to feel safe.
Alysan:	I think you then got in to the fact that no matter how good our business is or how good our product is, at times there are going to be problems, for the customer to have a way of getting in touch with you easily. Whether it's the contact information with the fact if they do go to the email that says 'problem,' email the form, that they actually get an answer – it's not lost as your assistant's was forever.
JoAnna:	Yeah. And I'm still waiting to hear back from the guy who sent me the DVD. It's so far it's lost.
Alysan:	In Cyberspace somewhere.
JoAnna:	Somewhere in Cyberspace. I'm wondering whether or not I'll see my DVD. But you know, I will eventually pick up the phone and call. But by then, will I be an angry customer or what?

Alysan: Oh definitely.

JoAnna: Yeah.

Alysan: The thing is, as you're saying because we're human we know things are going to happen in any business. We know there's going to be a problem. But if you tell someone oops, this happened, or there's going to be a delay in shipping or those types of things, people can understand if they know what's happening.

JoAnna: I think people are really understanding when they know what's happening.

             You know who does a great job? Printing for Less. We've used them for a number of projects and they're so proactive. Once you place your order you get an email, they introduce a whole team of people to you – we're the Glazier team. The emotional response is, "Wow, they didn't just give me an account rep, they give me a team." So, every step of the way, it's like the Nordstrom's thing where they move you from one department to another, they take you by the hand. I mean, that's really what you need to do here. That's a great example of how can you take someone by the hand the walk them through every step of the experience, making them feel like they're cared about and cared for.

Alysan: Yeah. That really brings it to a certain point, JoAnna, because when you're talking about it you're saying, "How can I make them feel reassured?" Well, if you're talking about a team, you're talking about having more than one person there. Even if it's your spouse, your partner, whatever, you still have a team you're working with even if you're a one person operation.

             Because if you look at it, the Post Office is part of your team for mailing. UPS is part of your mailing. If you're doing it, your hosting company. So actually you do have a team, everybody has a team. It's not this one little person hiding in cyberspace. So I think that's a very good point to bring home.

JoAnna: It's very true. I think part of that team effort needs to be making sure that you have a good relationship with whoever is hosting you, making sure that you have a good relationship with all of your vendors. That way, when there is a problem, you're going to be taken care of. Especially if you're working in the world of actual…we're talking about info products, but some info products are tangible, they come on CDs or they come on cassettes or they're books, where things have to be shipped from fulfillment centers. You're absolutely right. So having a good relationship with all of your vendors is really critical to making sure the customer gets what they need.

Alysan: Well, I think it's as you say, that customer experience goes also the other way, too, with your vendors. That's also developing that relationship there because if they have a good relationship with you, then when something goes wrong, they'll jump through more hoops for you.

JoAnna: Exactly. Exactly.

Alysan: …for doing that, and that's so important. The reassurance of a customer, making sure that they know that there's a money-back guarantee…all of those things. Then they don't have buyer's regret. They don't say, "Oh, I want to cancel the order. Oh gee, maybe it isn't going to work" and they won't send it back.

But you've brought up a lot of good points. Now, how do we keep this customer experience going? They've bought our product, what do we do to maintain this?

JoAnna: Well there's actually lots of things you can do. You can take a look, and again, it's also going to be product dependent, but you can take a look at is your product something that is…is it a consumable? Do they have to keep buying it? Can you send them a reminder? Did they buy it to give as a gift? If that's the case, can you keep their gift list for them? Is it a seasonal buy? Did they buy a promotional item that they're going to use at a trade show and will they have more trade shows next year?

The more that you can find out about how people use your product the more opportunities you'll have to connect with them again to either sell them more of the thing you sold them or sell them something that is related to that.

So this is not…customer retention on the web is horrible. It's very, very expensive to get a good customer in the first place. Web businesses, because they don't perceive themselves to be getting into relationships…web businesses tend to think of themselves as transactional as opposed to relational. I think people have to understand these are relationship-bases businesses.

You've got a high probability of selling me something again if you personalize, if you somehow try to understand a little bit more about me, if you give me the opportunity…Amazon, of course, has done a great job. You can put a wishlist up there. You're going to go back every time somebody says, "Oh, you should buy this book" or "You should see this movie" and you're going to keep your wishlist at Amazon. Well you could keep your wishlist somewhere else, too.

What are the kinds of things that you can offer so that you can actually learn more about purchasing behavior? Do you sell the kind of product that has a group…do you get a discount for buying more of the kinds of things that you sell? If so, and I'm a small company, can I get a gang of my friends together and take advantage of what you've got to sell?

There are lots of different ways to engage with the customer in a way that you're gathering information and then you can use that information to be more proactive and more supportive of what the customer is trying to do.

Alysan: Right, because we all want to make sure that we have a long term customer and we can continue to meet their needs and sell them additional products.

JoAnna: I think it's beyond meeting their needs. There use to be…we used to talk years ago, I think it was Tom Peters, when we were talking about excellence he said, "You don't meet your customers' needs, you have to exceed your customers' needs" and he was right, but he does say that anymore.

Because really in today's world we have to anticipate our customers' needs – we have to be ahead of the customer. We have to figure out what they're going to want long before they want it.

I just did a survey on my list. Well-meaning people around me and people that advise me said, "You're asking a few pretty hefty open-ended questions in this survey. What happens if you get hundreds of responses back?" I said, "It'll take me a couple of months to read them."

But the reality is because we ask…I have a, let me explain a little bit. I have a list of people that subscribe to my free product and then I have a list of people that purchase my coaching, my mastery coarse in customer care coaching.

So I have two levels of customers. One is a level of customers that have not sort of committed themselves to buying in to my highest price product, but yet they by books occasionally and things like that.

Because I make it easy for them upfront and only ask for their email address, I'm losing contact with who is out there. So I just sent out a survey. I asked people what matters to them. What are the challenges that you're facing in the next year? How do you feel about this? What are your opinions about that? And yeah, I got a lot of responses. It'll probably take me two months to read all of the responses, but what more value. If people are telling me what's on their minds, then I can begin to look for the kinds of answers that they're going to need in the future.

Alysan: And that gives you some idea of where you can target your products and your services to do with them.

JoAnna: Exactly. Exactly. Because for me to sit here and come up with, "Oh, I've got this great idea for a product." You know, I've learned from experience that you can have the greatest idea in the world, but if the marketplace doesn't see value in it they won't buy it.

Alysan: It's true. It doesn't matter whether it's free, $5 or $1,000.

JoAnna: Doesn't matter.

Alysan: If they don't want it, they won't do it.

JoAnna: It doesn't matter. So anything that you can do. And let me tell you in today's world it's so easy, Alysan. Survey Monkey has made…it's not the only service out there. There are several services like them, but we just…Survey Monkey has make it easy and inexpensive to do a poll. It's not…what I did is not technically a survey. It's not scientifically valid and all of those kinds of things, but it's a poll.

I'm asking people questions and it's not coming directly into my email box so I'm not getting burdened with, "Oh my God, what am I going to do with these hundreds of emails?" It's going to a place where the information is organized, where I can pull it out as I need. I can examine one question at a time. I can see what these hundreds of people have had to say. To me, that's worth a fortune.

Alysan: Well it is.

JoAnna: And interestingly enough, I know, because I know some of the people that routinely answer the kinds of things I send out there, I know that it makes the customer feel good.

Alysan: Well you're listening.

JoAnna: Yeah.

Alysan: I think we all want to be listened to and heard.

JoAnna: I think so. I think so. So I think as we, as we look at this idea of customer service on the web, I think to start with, let's reposition it. How can we create the most positive customer experience possible?

When a customer is experiencing a positive emotion, it sets off an avalanche in the body of biochemicals that actually make us healthier, that actually build our immune system. So when you have a really good experience with someone and you go, "Man, that was easy," or "Man, that was cool," or "Wow, I really enjoyed that," or "Oh, isn't that nice, they sent me this nice thank you," when you walk away with that kind of a feeling, because you always walk away with some kind of a feeling, you're actually increasing your customer's health and well-being.

The reverse is true. When a customer has a negative experience, when they get stuck in your shopping cart, when they're cursing at you or their blood pressure is going up, you're shutting down their immune system for six to eight hours.

I know this, I'm a happiness coach actually. I'm an authentic 'happiness coach' and I study with Dr. Martin Seligman, who is known as the founding father of positive psychology. So I've been studying the science of happiness for the last two years. So it's very interesting because when you study the science behind these emotions you really figure out…when you deliver a great experience you add to somebody's well being and health. And when you deliver a really awful experience, you hurt them, you make them sick, you shut their immune systems down.

When you put it in that light, you begin to realize that we have a responsibility to treat people well, to treat people kindly. We look at the planning function very differently. The design of the customer experience, whether it's on the web or on the ground or in the air, it doesn't matter. The design of the customer's experience with the customer's well-being in mind is what we need to focus on.

Alysan: And the steps you've talked about are very simple steps. I mean, we're not talking about having to be a super techie or to be a psychologist or a psychiatrist to do it, it's genuinely taking someone so they go through it step-by-step, feel cared for throughout the process and making it easy for them throughout the process.

JoAnna: Absolutely. It's a consciousness about the customer experience that we all need to adopt. I think it's all forgotten in the technology of it. I think we forget that there are people…it's been an enlightening experience for me to have the kind of in-depth conversations I've had with Amy Africa about the user labs and really understand how the human being reacts even to the subtle cues, that when the person that's getting the shopping cart, their blood pressure goes up and they lean forward and their feet, their heels come off the ground like they're going to run.

Some of the other things that they've observed is when there is something that delights them and makes them happy, their little feet jump up and down. They're actually capturing this kind of thing on video.

To me it's opening my eyes so much to what happens on the end of the other machine. The machine out there is really me in the world. Their computer, they're experiencing me through their computer.

I just want to put smiles on people's faces. So I want people to be smiling. I am not going to tell you that I have done all of these things yet. I'm not going to tell you that it's easy to do. I am going to tell you that no matter what you do, as long as you're doing something,

it's important. As long as you put a plan together and every day or every week or every month you do whatever you can to execute that plan, to implement that plan and make it easy for your customers.

You can't do it all at once because it does involve hundreds of details. But the important thing is that you sit down…get a group of people around you, don't do it alone. If you're a sole proprietor, whatever you do, don't do it alone. Invite a couple of people over. Talk to your friends. Put together a mastermind group. Find someone to talk about it. Because you know what happens when you…I've been in my own business for 16 years now. You spend too much time alone, you start believing your own baloney.

Alysan: Yeah, and you start not only believing it, but you don't see another person's perspective.

JoAnna: No. No, especially when the people that you deal with…now let's think of the people that we typically deal with – our assistants, we hire an assistant to help us if we're large enough to do so, our web developer, our copywriter…all of whom have a vested interest in saying, "Oh yeah, that looks good, because they did it." So that you're saying to the developer, "That looks kind of good" and the developer goes, "Yeah, I think it looks really good myself."

Before you know it, you're reinforcing the fact. What you need to do is constantly ask the question, "How would the customer feel about it? How would the customer react? How is this going to impact the customer? Is this easy for the customer? Does this make the customer feel special? Does it make the customer feel valued?"

Some people don't mail enough and some people mail so much that they're annoying the heck out of their customers. Maybe you want to give the customer the option. I love the option.

I think Mike Angier does this so beautifully. He's got SuccessNet and his people want to hear from him. He's built a strong relationship and he mails very frequently. What he's done recently, he give you the option – do you want to get the mail every day or would you rather me send you all the news on Friday?

Now isn't that a lovely idea?

Alysan: It gives people an option.

JoAnna: It put the control right back in the hands of the customers. Because remember, the customer goes on the web for a few reasons, but one of the reasons the customer goes on the web is we really believe we can do it better. We really believe that we can take care our ourselves better on the web.

When Federal Express first gave people the option to track their own packages I laughed. I said, "Now what people is going to want to track their own package when they can call up and have somebody do it for them." Well boy was I wrong. Because most of us would prefer now to track our own packages.

Alysan: I think that brings it up with things are going to change. As you say, you've got to change with the feedback, you've got to change from your customers and you've got to change with the times. If the expectation is different, then you have to change your customer experience to meet those expectations.

JoAnna: Absolutely. And you know Alysan, in every area of life things are going to change, and when things change, expectations…you really, you're very wonderful at boiling everything down to the concise point, and that's it.

The expectation changes. Who affects your customer's expectations? Everybody. They have an…look at what Amazon did. Amazon raised the bar really high, right? You can have a relationship with Amazon without doing too much clicking or talking. I can buy a book in 30 seconds flat.

Alysan: That's true.

JoAnna: I can click here and they've got all of my information and they keep my credit card and two days later the book shows up.

Alysan: You don't have to drive, you don't have to look, you don't have to do anything.

JoAnna: No. No, you know. That's the thing. We don't know who is setting the bar for our customer's expectations so we have to be aware of everything that's going on out there. We have to take a look at what other people are doing. We really have to be willing, like you said to change, we have to be willing to be flexible.

It takes a long time to build a website. Again, I can draw from my own experience. I've made many, many, many mistakes. Sometimes you finish building the website and you think like, "Well, I'm done now" and you're reluctant to make any changes, but sometimes in the time it takes you to build a website something you're doing is no longer convenient for the customer, easy for the customer. You have to be…I think there needs to be a willingness to be flexible, a willingness to change. And like you said earlier, a willingness to listen.

Alysan: Well certainly you've given us a lot of things to think about JoAnna, that we take it in small steps, it's not going to be perfect from the beginning, and as long as we acknowledge to our potential customers and our existing customers that we're working on it, people are going to be fairly understanding.

JoAnna: That's been my experience.

Alysan: So as long as we start doing something and take that first step, we can make it easy for someone. We can make it easier so that they will feel comfortable and they will feel special. If they do feel special and they do feel secure, they'll buy from us.

JoAnna: I think the one thing that we can…you know Alysan, that in business we don't spend a lot of time talking about emotions. But the conversation that I bring up with everyone that I work with and talk to is the fact that loyalty is an emotional attachment.

What really makes a business profitable is not having to go look for new customers all the time. What really makes a business profitable is to have a loyal group of customers, understand what their needs are and continue to develop the kinds of products that they want so that you can sell to that group of customers over and over.

When you have a good relationship with them, you can ask them for the names of their friends, you can ask them to bring a friend, you can do a promotion where the friend get a discount. You can do that kind of a thing, buy one get one free, buy one get one for your friend.

You can do all of that when you've built the emotional bank account with the customer. When you've done all of those little things right and you've built that…I call it an appreciating cycle. It goes way beyond customer satisfaction.

When you add enough value to the relationship and you do it consistently and the customer knows they can come and they can expect that you'll be adding and delivering more value, they come back more, they have a tendency to tell more of their friends and you have the opportunity at hundreds of touch points to keep reinforcing why they should come back, why this relationship is good.

Alysan: Wow. You have given us so much JoAnna. I really appreciate it. We will have not only customers that have high emotional bank accounts, but I know with what you've given us for information, we'll have good financial bank accounts for our business.

JoAnna: That is the bottom line, isn't it?

Alysan: Well, it is. We go into business to be a business, not to be a hobby. You've certainly given us the tips and strategies to make it a profitable business if we choose to do so. As you said, take a step, do it and it can happen.

JoAnna: Absolutely. I love…Peter Drucker is one of my…he passed away last year I think at 95, right. And he's, as far as I'm concerned, the best management guru that ever existed. I like to hearken back to what he says. We go into business to create customers.

So when you think about it, if that's the reason, we're in business to create customers, the money comes when we create the customers. We're in business to create value for customers. The money comes when we do that over and over again.

Alysan: Well you certainly told us and showed us how to build value and how to develop customers and we really appreciate you taking the time and sharing the information with us. Thank you so much JoAnna.

JoAnna: Oh it's been my pleasure Alysan. It's what I…this is where my passion is and it's what I love to do in the world so thank you for giving me the opportunity. I really appreciate that.

Alysan: Thank you.

Info Product Blueprint
1st Edition

Skill Set – Audio

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Ken McArthur:	We're talking to Mike Ambrosio. Mike's been online several years, starting out as a web host and a script installer. That's a challenge for you. It wasn't until he attended his first event which was a simple breakfast that changed his focus to Internet marketing. He made contact with other online marketers and subsequently went on to form several JVs and watched his business take off.
	His latest site, which is MrOverdeliver.com, was the result of many contacts that he's made since. Mike was able to build a list of over 5,000 people from scratch in just 60 days and continues to grow all the time.
	His income has also seen a jump from several hundred per month to more than $5,000 a month. That's not doing too bad, Mike.
	It's great to talk to you.
Mike Ambrosio:	Well thank you. That was very nice. I'm having a lot of fun with it, so what can I tell you.
Ken:	So tell us a little bit about how you got started. Sounds like an interesting story.
Mike:	Well, it all kind of started by accident really. I'm not a big television watcher. Five, six, seven years ago I was very deep in debt so my wife and I, we really had a very simple life – go to work, come home and really do nothing.
Ken:	Yeah.
Mike:	So we were able to scratch together some money for a computer and I just started out surfing the net and just playing around and just kind of drifted from one thing to the next. I decided I really wanted to get into something to make money.
	Because I have a technical background from my offline life, that's kind of where I focused my attention, which landed me with web hosting and script installing. I actually got into web hosting to pay for my own website host, for hosting my own sites. Because I ended up discovering reseller hosting. So that's how I did that.
	It did okay. I made some friends online and they were kind enough to kind of give me a shot as a web host. I built up a small clientele, pulling in a few hundred dollars a month, which again just kind of funded by online activities really.
Ken:	Yeah.
Mike:	Then I got into script installing because I was just fascinated by scripts. I'm not a programmer. I don't have a desire to be one, but I do get a kick out of a challenge. My first script that I ever installed was because, really, I couldn't afford the $100 fee that they were charging, so I taught myself. That parlayed into a script installation business.
	Because back then, you can get $100 an install. Nowadays it's like $20, so needless to say I moved away from that because it became too much of a job.
Ken:	Yeah.
Mike:	I instead wrote an e-book called Install Your Own Scripts and sold that instead.

Ken:	So you took some of that…
Mike:	I'm now out of the script install business.
Ken:	So you took some of that knowledge that you built up about installing scripts and used that. That's great.
Mike:	Well yeah. I also have a desire to help people when I can, and that's the best way I know how, is to help people to learn to do things for themselves. Whatever I can do. I enjoy it because I've been helped so much from other people so it's kind of a payback for me.
Ken:	That's great. So what was the next step?
Mike:	Well, I happen to be perusing a particularly popular Internet marketing forum, one that begins with a 'W,' and there was a post about 'get togethers' for offline masterminding or meeting. A particular marketer by the name of Mike Filsaime hosted a brand new site called MarketingBreakfast.com where you can just put in your zip code and find all the marketers in your area within a 50-mile radius or something like that.
	It turns out he was one of them and he was putting on a breakfast. I said, "I've got to go to that. It's only about an hour and a half from my house, so I'm going."
Ken:	Great
Mike:	So that's what I did. I went to this breakfast out in Long Island and listened to Mike put on a little presentation for about two or three hours. I met a couple of other marketers, including Cody Moya and a few others. We had a great time. We got a great lesson out of it. That's where I first heard of Butterfly Marketing, coincidentally.
Ken:	Yeah.
Mike:	So we listened to Mike put on a great presentation. By the time he got finished I was just absolutely in love with the idea of doing internet marketing, to some degree --,creating products, and things like that. Up to this point, I was trying to build a list, and having absolutely no success whatsoever. I was putting in maybe four subscribers a month. That's not an exaggeration.
Ken:	Yeah.
Mike:	Listening to some of the things I learned that morning, set me on a different path.
	I also ended up making friends with Mike, on a personal level, which was nice. He happens to be a very good guy. He was always looking out for me. He invited me to my first seminar in July of 2005. That was also his first speaking engagement. My first thought was "I'm not going to a seminar. You hear about these things. What do you really learn? No. Forget it. "
	He said. "No, no, no. You really have to go and this is why. You email a lot of these guys to try to set up JV's. If they don't know you, they're going to ignore your emails. If you go and talk to a lot of marketers that are there, they can put a face to your name and things change."
Ken:	Yeah.

Mike: So, I thought "Ok… Why not. Mike's invited me. He's very successful, I'll go for it." So I did. He was absolutely right.

I took a digital camera with me. There were 13 speakers. I got pictures of me with every one of them. Also quite a few marketers in the audience. One of which happened to be Jonathan Mizel. I didn't know he was going to be there. He was there as a guest.

It was an actual treat. I got to talk to him for about 45 minutes. Right then and there I was sold, hook line and sinker, on the idea of events and seminars and networking with other people that understand what it is you're doing online.

Ken: Yeah.

Mike: That's where it began.

Ken: That's really interesting because, part of the trick is what I call the "get out of the basement" syndrome. My office happens to be down in my basement. I sit down there with about 11 servers and a bunch of equipment -- computer monitors and stuff like. It's really, really good to get out of the basement and actually meet people face to face.

Mike: You know, up to this point, I'd been doing this for about five years. Although my wife supports what I do, she humors me, but she never understood it. I can talk to her and watch her eyes glaze over – "oh, that's real nice dear." I don't blame her.

It was really nice to get together with people who understood what it was that I was doing. I was like a kid in a candy store. "Oh, I'm doing this, and this, and this."

It was a life-changing experience on that level. Now I had a whole new mindset and a whole new set of ideas, simply from going to a seminar.

Ken: It's interesting to me. Now you're at the stage here in your cycle. Let's call this your many-life-cycle here. You're seeing what other people are doing. You can actually see that people are doing things that you could possibly do. You're starting to try to put some of these ideas into effect.

I think seeing somebody else do a project is absolutely crucial in actually getting one done yourself.

Mike: Yes. Big time. I agree with that one hundred percent.

Up to that point, I had started I can't tell you how many projects and finished but one. My first script launch, I worked with another partner and we had put together a fly-over script, where you could create your own fly-overs. This was back when those fly-overs were first starting to become popular because the old pop-ups were starting to be blocked more and more.

We did OK with it. We sold it for about $15. That was my real first taste. I probably made $1,000 in three days and was very excited. I did not really learn enough to do simple things like capture their names.

So, that's how you learn.

Ken:	Exactly.
Mike:	After that, I got so enthralled with starting projects, but never actually to finish then, because the next one came along that was the greatest thing since sliced bread. I would drop everything I was doing to work the next one. That was a mistake.
Ken:	Yeah, we call that "The Bright Shiny Object" syndrome. So you go after whatever's bright and shiny.
Mike:	That's so true.
Ken:	So, at this point, you've started out. You've put out your first product. You've made a few mistakes like not capturing leads. Were you starting to build up your list a little bit? How did you go about about building your list to the point it was viable?
Mike:	I had my own newsletter where I tried to give good content with a couple small ads. I used to get a lot of compliments on the style of writing I had and I was putting out good content. The bottom line was that I wasn't doing enough. I was sending out emails between out every four to six weeks.
	I was actually very afraid of sending them out more often. I was afraid I was not saying anything worth listening to. I was afraid that I was over marketing to my list. I did not really understand what I was doing. So subsequently, I saw very little in response.
	For example, I would put ads with links and get zero sales.
	When I was putting a site that I needed beta testers for – I put out a request to my list that I needed 10 beta testers. Within fifteen minutes, I had three phone calls and sixteen emails volunteering. I knew they were reading, but I could not get them to buy.
Ken:	To buy.
Mike:	Exactly.
	Starting in September of last year I went to my second event. I learned more about building lists using free membership sites in the style of – again referring back to Mike Filsaime. I've patterned things I'm doing after what he's done because he's had great success with it.
	In January of this year, I made a commitment to myself to focus on list building because I knew I was missing the boat. After wrestling with a few ideas, I came up with my MrOverdeliver site. This is really a big collection of products, many of which were contributed specifically for this site by other marketers. Of course, there were also a lot of products that I've bought rights to. I launched this about March 28. Within the first 60 days I had a list of over 5,000.
	The second thing I learned, almost immediately, was that you have to mail to your list consistently. I did. I started mailing at first once a week – thinking that I did not want to over do it. I started to mail twice a week and I started noticing even better results in terms of conversion on some of the products I was marketing as an affiliate marketer. That's when I started seeing my conversions go up.
	The interesting thing about MrOverdeliver, and the other thing I learned, was about

training your affiliates and giving them the tools at their disposal to use.

When I launched, I had only two JV partners actually do a launch for me. I did none myself because at this point the list I had was basically dead. I did not even bother emailing to my old list. It started really with two people marketing for me and then the people they brought in continued the marketing for me in that it had the viral effect.

I do some AdWords campaigns, but very little.

To this day I have not ever advertised my own site. It's all been built on the affiliates that have come in and a few friends that have done mailings for me.

Ken: So how did you get your original first two Joint Venture partners?

Mike: One of them used to be a hosting client.

Liz Tomey is her name. She's actually done quite a bit over the last several years. We've spoken over the phone a few times. We've done a few small things together. I've promoted some things for her.

She was excited. She donated a few products to the site and when it came time she did a mailing for me.

The other one was a gentleman named James Grandstaff. He had just gone fulltime online from a successful product launch that he did which was the result of attending seminars and events. The same basic thing that I went through.

Ken: Isn't it interesting how that works.

Mike: It is. It's the little things that you do that might not look like much today, but turn into something later. James' list was ultra responsive. I think on the first week he put 700 members into my site with quite a few sales.

Ken: Wow.

Mike: I'm very thankful to people like that who have done this for me.

Of course, through time, I've done a few other things, held special promotions and giveaways to help bump up the membership.

The interesting thing is that I've never actually promoted my site or advertised it anywhere on my own. Everything has been done by my affiliates. Which I'm very thankful for.

Ken: That's great.

Tell me a little bit about how you think somebody could emulate the type of stuff that you're doing?

What are the things that you did right and what are the things that you did wrong?

Mike: Early on, the things that I did wrong – one of which I touched on, was not building a list and marketing to the list.

I think it's very important that when you do build the list almost from the very beginning -- this was told to me many times in the past, and I just never listened to it, and that was – whatever you're going to do just be consistent. If you're going to mail once a week, then mail once a week. Don't do once a week for three weeks and then skip two or three weeks. You have to stay consistent. You're essentially "training" your list or members to expect emails from you.

That was one thing early on that I was doing very wrong. But I've changed that and the results have been staggering.

Building a list in and of itself seems like a daunting task, which is one of the reasons I hesitated for so long. I did not feel like I had anything to say as a marketer. I was so new back then. I lacked confidence. I think that's always an issue with people when they start out. Especially when they're coming from backgrounds that have nothing to do with marketing or business. Like myself.

My entire background is technical. This is a complete change from what I used to do. Obviously, getting some confidence helps.

In building a list, I found what really helped propel me into doing it the right way was making contacts with people offline. Again, here we go around in circles, you're trying to go online to make your income, and I ended up going offline to make all my contacts with people who are online. I found that if you just reach out to people, you don't have to go to an event, you don't have to spend thousands of dollars. On a marketing forum, for example, just put out word: "hey, is there anybody who lives in, Pennsylvania, near this town, or New York or wherever. Within a fifty mile radius, I'll drive to meet you and we'll have lunch." For $20 you can sit down with 1, 2 or 10 people. We've done lunches here in the New York area with 10 or 15 people.   We go to Ruby Tuesday's and spend $20 apiece and have a four hour sit-down session. We brainstorm, and talk about ideas and form up JV partnerships. Before you know it, you're working on a project or you're getting people to help you with your project. They help you bring people into your list.

I think that a large part of the success of MrOverdeliver was because of that. It was forming partnerships, forming friendships and relationships. Them helping me out and me helping them out. Because of my expertise with scripts, that was a big tradeoff. "Can you install my scripts for me and I'll do this for you?" Sure, no problem.

That's important, too. Don't be afraid to utilize your own skill to help somebody else. Reciprocity is what it is. Eventually, things will come back to you.

I think that's how I've based a lot of what I do online right now.

Ken: That's absolutely true. It's really interesting that you mentioned just getting together with a group of friends. That's the original way that JV Alert Live, the whole series of conferences we do now, really started out.

A couple of marketers in the Philadelphia area decided to get together: Frank Garon, Mike Merz, Andy Jenkins, and a couple of other people and I just met for lunch at a restaurant. We had a really nice time just talking, sharing ideas and stuff. I decided to put out to my own list to see how many of the people who were in the immediate area would like to get together for lunch. I sent out a simple email that said basically, If you would like to get together, let me know. If there are two or three of you we can meet in my basement. If there are five or ten of you, we can go out to lunch. If there are 30 of you, we'll go get a little conference room. The next thing I knew there were people flying in from Seattle. We

had to upgrade it a little bit. It's great just to be able to meet with other people. People are really responsive when you want to get together and share interests. Everybody does not understand this business. You can't walk down the street and say "I'm do internet marketing" and have people warm up to you. They think instantaneously, you must be in the world of spam, or into pornography, or something like that to be making money online.

Mike: No, that's very true. That's the one question I get asked all of the time, when I explain to somebody that doesn't do this that I have an online business. "Oh, you're into porno sites?" No. I kid you not. That's the number one question I get asked.

You can't explain it to them that easily. I have a brother who, whenever he comes over, he wants to know what I do. I bring him into the office and show him my PayPal account.

He's enthralled: "How do you do this stuff?" I tell him the first thing he has to do is be ready for it. If you're just curious, I'll tell you what you want to know. If you really want to know, if you really want to learn, come back when you're ready. That's when you really don't see the people anymore. If they really are interested, they start coming back. It's something that you really can't explain or teach just sitting down in front of your computer for an hour. It does not work that way.

There is so much I've picked up over the years, that I did not intend to learn, that I did not set out to learn. You just pick it up.

Ken: Yes.

You've worked with a lot of top level people. People like Mike. It must be a great experience to work with him. Give us an idea of the kinds of things you learned from Mike and how he works with other people.

Mike: I've said this before, and I'm a staunch supporter of Mike.

The first thing I noticed about Mike is that he truly believes in giving. Obviously, we do this to make a living, to make money. But that's not Mike's number purpose all the time. He thinks "what can I do to help somebody?" He does it on a second thought: You need this? Here, take it.

He's given me products. He's given me paid levels to his sites. I don't ask.

That's the kind of thing that I look at and wonder why he's being so kind to me. I think that's just his nature. That's just his way.

I actually had a hard time accepting things from Mike in the beginning. It's not in me to take free stuff. I want to pay or work it off, or do something.

My return to him is to defend him in the forums when things get heated and to help him out with his Butterfly Marketing support forum. I don't get paid for that. I make videos to help people with installations. I make videos to help people to understand how to use certain modules in the Butterfly Marketing script. I answer a lot of private messages for his members because they can't get their mind around something. I help them get clear, or fix their sites. I've helped many people, including Willie Crawford, on his launch day with last minute issues on the Butterfly site just to make sure their launches went smooth because I developed such an expertise at it. That's how I repay Mike for the kind of kindness he shows, not just to me but I can't tell you how many more people. I can list a whole bunch right off the top of my head and I'm sure I'm not scratching the tip of the

iceberg. That's the one thing I learned from him. You give, and it comes back to you ten-fold. Without a doubt.

Ken: You don't even have to think about what you're giving. If you just have that giving nature, people recognize that all the time. It's a kind of person you want to deal with. It's the kind of person you want to be. Everybody knows who's not on the up and up and who isn't a giving person.

Mike: Without a doubt.

Ken: It happens all the time, instantaneously. It's just amazing.

Mike: That's so true

Ken: If you're going to be online, the cream rises to the top, I think. I know that there's a few people that last for a little bit by the brain cells that they've got and they just flash by. If you want a long-term career on the internet, and you want to be an internet marketer, the decent people rise to the top, I think.

Mike: Without a doubt.

            That was said about you, as well, when I was talking to Tom today. So count yourself in that one.

            Tom Beal is another good example. He's another giver. He and Mike teamed up because they both have that same giving nature. They're like-minded individuals. They make a great team. That's a great example.

            At a seminar I went to last year – I'd been emailing back and forth to Willie Crawford at this point, several times for a couple of years but had never met him. I got an opportunity to meet him and sat with him in the hotel lounge for a good hour just talking. He's another one of those big-hearted, good guys. "What do you need, what can I do for you" kind of attitude. That's terrific.

            When I see people who don't have yet that level of success, downing guys like that, calling them "these gurus" that network and don't want to bother with us little guys. It's not true. These guys want to help anybody. You just open your mouth and say "I need a little help. Can you help me out? I'm willing to work with you. I'll trade you something." Anything. These guys will go to bat and do what they can for you provided that you're the kind of person to take that advice and actually put it into action and not just be a taker.

            That's important, too, when you're forming your relationships. You have to be willing to give something in return. You have to be willing to take what they give you, be gracious and put it into action. I think that's the biggest thing. That's what their repayment is. They give you something, they watch you take it and run with it and do something good with it. That's what they like to see. That's what makes guys like Mike and Willie happy and that's why they help people.

Ken: I think so too. It's really interesting. I think that we have a tendency to discount what we're talking about. Yet, this is what the core of success is all about in lots of different ways. Not just in internet marketing. We think that there's a magic bullet, that you can just twist people in a certain way or say the right key words to them, and they'll instantly

become your joint venture partner. But, it's really all about building long-term relationships and value for relationships. Actually putting something into it and investing in that relationship and taking the time to develop it.

Mike: Oh, without a doubt. The proof was in the pudding for me after the first seminar I went to last year. I was pooh-poohing the idea of attending to Mike. I was a reluctant attendee but ,by the time it was finished, I was a complete convert. Mike invited me to his next seminar in September.

At that time I was at the $200 a month level. I told him that I had just blown my seminar funding for the year. He said, "No, no. Here's what you do. Email the people who were at the seminar and tell them that you are going to do a fire sale. Ask them to contribute a product and do a promotion. Now that you've met them in person, you've traded pictures and traded business cards, you'd be surprised at the response."

I took me about a week to work up the courage to do it. I emailed them one at a time. There were 13 speakers. I sent out 13 emails. I got 10 responses. They said "Absolutely. When are you launching? What would you like? Pick from my product list." I even had three of them specifically create a product just for me, just for my launch. So, I had an exclusive.

Ken: Wow

Mike: That's how surprised I was by it. Wow! Did they just do this? Pinch me.

I did my launch. I did, I think $16,000 in two days. That was my first big score. That was my first big success. I was completely floored.

That's when my wife's glassy-eyed look started turning into a look of "wow, what are you doing? This stuff really works." Now she's a helper. All of that from going to a seminar And in between speakers, breaks. taking some of them to lunch, buying them a drink but being genuine and not being a pain in the neck. I think that's important as well. They were all very gracious. They were all very human and down to earth. I was pleasantly surprised by all of that. Back then, I thought "ah, they're just gurus who associate with each other, and don't want to get to know you." Nothing is further from the truth. That is the biggest lesson I learned from that first seminar.

Ken: That says a lot about you, too. Those people responded to you. That means that you're a genuine person who's really willing to give. That's why you got all of that in return.

Mike: I think that definitely goes around. It's got to be a two way street. I think every relationship is a built on a give and take. It has to be both parties, whether it's parent and child, friend to friend or business partners. I really think it's got to be a two-way street at all times. That's the only way that they work.

Ken: Absolutely. It's been really been interesting to talk to you. Anything I've missed about your rise here that you'd like to talk about?

Mike: Oh, that's a good question. I think once you start forming relationships, it's also important to maintain them. I email a lot of people that I've met over the last year and a half, from time to time, just to say "Hey, how are you doing? Is there anything I can do to help you? Are you having script issues? Do you need some extra hosting?" Whatever. Just to let

them know that I appreciate the fact that they've taken the time to speak to me, that they've taken the time to contribute a product, or do a mailing for me, or whatever they've done for me in the past. I think it's important that they understand that you're sincere.

You can spot insincerity a mile away. What goes around comes around. I watched "The Secret." I think everybody's watched that by now. It's so true that what you put out is what you get back. I think that's the most important thing I've learned from this.

Ken: The people who are listening to this are going to want to get a hold of you, if for nothing else so that you can fix all of their script ills. What's the best way to reach you?

Mike: You can go to MrOverdeliver.com – there is a free member's area where you can sign up. There're lots of great products in there. You can reach me through there. Or Mike at MrOverdeliver.com.   Feel free to contact me at any time. It's always a pleasure to meet new people. I don't care if you're a guru or not. That's the fun of this business. The vast array of people that I've been able to speak to and have the pleasure of talking to. From all over the world – which is great.

Ken: Yeah, there're some really great people out there.

I really appreciate you taking the time to talk to us. I'm looking forward to doing more and more with you.

Mike: Thank you.

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

Info Product Blueprint
1st Edition

Skill Set – Audio

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Ken McArthur	We're talking today to attorney Bob Silber. Bob is a consultant, speaker, author and adjunct professor who teaches business, e-commerce, intellectual property and Internet law at a major university. His clients include best-selling authors, high paid speakers, the Internet's most successful marketers and upcoming business owners. Bob created the law firm of B. Robert Silver, which continues to advise and protect authors, publishers, experts, speakers, Internet marketers and their creative works, intellectual property and businesses. During his 25 year legal career, he's mastered little-known laws which protect information product creators from running afoul of government laws and incurring civil and criminal penalties. That's a nice thing to do. He's got is Doctorate degree from Nova Southeastern University Law School. He's a trial lawyer practicing all state and federal courts and he accepts a few select legal cases, but devotes most of his time to speaking, consulting and Internet projects. We're really happy to have you here, Bob.
Bob Silber	Well, thank you Ken. It's my pleasure to be here. Always a pleasure to be on a call or a conference or a seminar with you. Thank you.
Ken:	Bob's going to talk a little bit about the what I consider to be one of the scariest topics on the Internet, which is the legal issues involved in creating and launching an information product. If you aren't careful about what you create and how you launch your product, you can end up in places that you really don't want to be. Luckily Bob is here to tell us how to avoid some of the common pitfalls and make sure that we're on the top of the heap instead of breaking rocks in somebody's chain gang or something.

So what are the main legal areas that we need to be concerned about when we create and sell information products, Bob? |
| Bob: | Well, tonight we're going to talk at some point about disclaimers. I always start with my disclaimer and that is that whatever we talk about tonight, the information that you get, is for educational and informational purposes. It is not legal advice and it's presented 'as is.' There is no attorney-client relationship created even though we'll be taking questions. Anybody that has any questions, that's great, we'll answer them, but again there's no attorney-client relationship created and we'll go from there. |
| Ken: | Okay, great. |
| Bob: | The two main things that we need to concern ourselves with with an info product, obviously we're talking about Internet marketing, marketing on the Internet with a website once we have the product.

So with the product itself, and with the website that you're going to market it with, the two biggest concerns are going to be your website copy, your sales presentation and your website legal documents. Now again, that applies both to the product itself…for example, if your product talks about earning money in any way you're going to need an earnings disclaimer. We'll get to the documents that you need.

You mentioned that' it's scary, but I like to think of it as scary in a good way, Ken, and that's because there's no reason for anybody not to be FTC-compliant, and that's simply following the rules and regulations that the Federal Trade Commission has in place for all marketers. So we need to follow those just like everybody else does.

The key is to know what to follow and then become compliant. The FTC website Ken, is FTC.gov and there's a wealth of information over there if you want to spend the day or |

two days or three days over there reading everything and finding out what they look at and what they don't look at. It's time well spent.

So, with that in mind, as I said, in addition to legally acceptable ad copy there are basically four things that you need to add to your website to be compliant with the Federal Trade Commission rules and regs and also various state laws, too. They need to have all the 'magic legal words' as I call them. As we go along tonight I'll give you some examples of some problems that have arose with businesses doing business on the Internet because they didn't have the proper wording. So it's a good place, as I said, to visit the FTC site and just learn about what you need to do to become compliant.

Now the four documents that I recommend to have on your website are Warranties. In that warranties statement you're going to have Disclaimers, Choice of Law and Choice of Form statements. The reason you're going to have the Warranties and Disclaimers statement is that the law gives you certain rights as a marketer, which is unusual, because usually the consumer is what the law concerns itself with. So you have certain disclaimers that you can put in place and you should do that and take advantage of the law.

The second document is your Earnings disclaimer. Again, you would only need that if you were talking about your product or service allowing people to earn money.

Then there's a Terms of Service Agreement, and that's commonly referred to as a TOS, and a Privacy Statement. California recently passed a law that anybody doing business in California is required to have a Privacy Statement.

So those are the four documents Ken, that you need.

Ken: So you need each one of those documents for your website itself. Then I guess you need earnings disclaimers and that sort of information also for putting within your product itself, right?

Bob: Correct. Within the product itself and on the website.

Ken: So when you look at FTC compliance, I've heard some horror stories and you've probably heard lots more than I have.

          What are the core things that we're looking at that we want to make sure that we avoid?"

Bob: Alright. The things that you want to look at beyond the four legal documents that I mentioned, the next biggest problem, or certainly the problem on the same level, is website copywriting – your sales presentation – your sales copy. In there, you want to be careful of making any performance claims, earnings claims, comparative claims with other products, which can be done, but there are certain rules and regulations that you need to make when doing that, testimonials, endorsements from other people is another area that needs to be looked at. Use of the word 'free' in your marketing presentation. Basically, when you're making any statements or claims such as performance claims or earnings claims, you're going to need a disclaimer.

Ken: The whole topic of testimonials is interesting to me. I think that it goes into a lot more technicalities than I would have realized I guess, is the way I want to put it. Talk to us a little bit about the difference between a good testimonial and a bad testimonial from a legal standpoint.

Bob:	From a legal standpoint, the testimonial that you get from a client or somebody that used your product or service may not be usable on your website. Here's how you have to look at that. Testimonials obviously have to be true. Somebody sends you a great testimonial, Ken, you can't just throw it up on your site without investigating it. The law puts the burden on you to investigate that testimonial and make sure that's it true. So if somebody says, "I used your product and the points that you gave me in your product allowed me to make $10,000 this week or this month," you need to know that's true before you put it up there.
	But let's say that you investigate it, you find out that it's true and you want to use it. You need to put it up on your website or in your product with a disclaimer. The reason for that is that the law says that everybody, most consumers, aren't necessarily going to be able to make the money that the testimonial says that they made, that that person made. So you want to put a disclaimer in there basically saying that, "This may not be typical. You may not have the same results," etcetera, etcetera. So no only does it have to be true, but you need to disclaim it and you can't leave an inference, either an expressed statement or an implied inference, that somebody is going to do as well. The law doesn't allow that because everybody is different.
Ken:	Do you have to put that right with the testimonial?
Bob:	Great question, and the answer to that is the FTC requires it with the testimonial.
Ken:	Wow.
Bob:	Now, there is a law that they allow if the testimonial is lengthy, then it doesn't have to be placed right there with the testimonial. So if it's a lengthy disclaimer, which I use, you can put it at the bottom of the website in a disclaimer, but you want to make that disclaimer in a link that's either a different color. If it's a hyper-text link it's already going to be in blue so you're covered there. You want to put it in a larger font. You certainly don't want to hide it. That's one of the main problems that people run in to. They put it into a light text that you can hardly read. They don't want people to read it. You want just the opposite. You want it…the law requires it to be noticeable and in a different color text or a larger text and to stand out.
Ken:	Wow. So you really have two issues going here, especially when it comes to sales letter for things like info products where you have kind of a conflicting interest going here. You want to sell it, you want to make the people comfortable about buying it, and at the same time you need to make sure that they're educated about the risks and that they know what their responsibilities are and what they're getting themselves into, right?
Bob:	Yeah, exactly. There's a balancing effect that you need to address in your sales presentation with having the proper disclaimers, and also being able to write a compelling sales letter, a compelling presentation that is FTC compliant.
Ken:	How do you go about balancing that thin wire kind of a thing? I mean, I know that you sell information products and you must face this same issue yourself when you go to write a sales page. How do you deal with that kind of an issue?
Bob:	Well, what I do is I have researched all the cases and what the FTC looks for and basically, which anybody can do, you train your mind to use legally safe copy. I'll give you some examples that will help you.

Ken:	That'd be great.
Bob:	And we can go from there. Once you see what I'm talking about as far as an example, you can train your mind to do the same thing and you can write just as compelling copy following the law as you can violating the law.
	One example then…these examples all came off of a top marketer's website that is a client of mine that will remain nameless. He paid me to go over his website sales presentations so that he was…he wanted to be FTC compliant. I think you'll agree that the changes we made really don't have a chilling effect and that we're saying the same thing basically, but one is legal and one is not.
	The first example I'll give Ken, is there was a statement on the site that he said, "You can duplicate exactly what I've done."
Ken:	I can see warning flags on that one.
Bob:	Yeah, exactly, because the FTC says nobody, the average consumer is not going to be able to duplicate exactly what you've done. So not only do you need a disclaimer, but you need to reword that. What I suggested was, "You can duplicate exactly the system I've used." So he's giving you a system in his information product and people can duplicate that, but that doesn't mean that they'll get the same results.
Ken:	Right.
Bob:	So another example that he was using is he said, "You don't have to do anything because your computer takes the order, processes the credit cards, delivers the product and then deposits in the money into your bank account."
Ken:	I'd like a product like that, but I don't think it's exactly possible, right?
Bob:	Yeah, exactly. So the problem there is although we can have an automated business, it just doesn't do everything that that statement is inferring or implying, or actually it's an expressed statement which he shouldn't be making. So in order to keep the gist of what he's saying, the better statement is, "Once you have your system set up, you don't have to do much at all because your computer takes the order, processes the credit cards, delivers the product," etcetera, etcetera.
Ken:	So I think maybe some of the checkpoints are you have to really look at those sentences that you're writing and say, "Is this the truth in all cases?"
Bob:	Absolutely.
Ken:	"Does this apply to everybody?" when you're making general statements like that.
Bob:	Absolutely. That's a good test.
Ken:	Yeah. If you can imagine somebody that can't do it, then you know that you're in trouble.
Bob:	Right, exactly, because that's how the FTC looks at it. One of the rules that you should know is the FTC does not care about us a marketers. Their only concern is the consumer. So that's just the way it is. They're a consumer protection agency.

Ken: So can we start a marketer's protection agency?

Bob: Yeah, we should. We just wouldn't have the power that the FTC has.

Ken: Yeah.

Bob: Another statement that he made was, he was talking about earning the money and he was basically saying, "Working just a few hours a week." Now, you know, everybody doesn't have the same intelligence level. So if you look at that statement that you said, "Is that going to apply to everybody working just a few hours a week?" Obviously, some people take longer to do things. So the better statement is "Working the hours you want." Do you see where that's a better statement?

Ken: Yeah, because…

Bob: Working the hours you want, then it becomes your choice and you're still giving the presentation that you want to.

Ken: Exactly. That's just like I tell people on their projects as we're working through new projects. I tell them that they timeline that they need to set is the timeline that works for them.

Bob: Yeah, exactly.

Ken: So for some people that may be a 90-day time period, for other people they may be much more comfortable taking longer on it.

Bob: Right. That's just common sense. And the other thing we touched on already besides the expressed statements, you need to be careful of statements that imply that the consumer will do the same thing or be able to do the same thing. You don't want to leave an inference unless you have a disclaimer.

So for example, if you made a statement "Today, I earned $843 on the Internet and you can learn the exact system I used," that statement is really an inference that if you buy my product you're going to be able to do that, which is not true, so you're going to need that disclaimer that says basically all results are different and you may not make any money, etcetera, etcetera.

Ken: Well that makes a lot of sense. A lot of this sounds like it's common sense if you really take a look at it from the consumer standpoint.

Bob: Exactly. That's right.

That's the way to…when you do your sales presentation, I wouldn't necessarily worry about this stuff on the first draft, but you do you first draft sales presentations then you can go and refine it and just as you said, you look at it from a consumer standpoint and see what impression you are left with. You certainly are going to be able to refine it, follow the law and still have a compelling presentation.

That gets back to what we were talking about earlier with the testimonials. You don't want to leave an inference that the people, the consumer is going to be able to do exactly what the person did that gave you the great testimonial. So your testimonials must always reflect the honest opinions, findings, beliefs, experience of the endorser, but along with that, besides being true, you're going to need a disclaimer there. And also, it goes without

saying I think, that you don't want any representations which are not true or are going to be deceptive. There's no disclaimer in the world that's going to cure a false statement.

Ken: Right. Exactly.

Bob: So you need to investigate, as I said, and make sure that what this person is telling you is true because you're responsible for that testimonial as if you wrote it yourself.

Ken: The same sort of thing is true to an extent then when you develop and affiliate program, isn't that right? You're responsible for actions that your affiliates may take, too.

Bob: Yeah, that's a great point. You need to be aware of what your affiliates are doing. For all of my products now I'm so concerned about liability for what the affiliates may do that's going to come back and cause me problems is that I used a closed affiliates program, meaning that somebody can apply and I'll look over what they have to say and invite them in if I think they're going to follow the law. Obviously, if I'm doing a JV with you Ken, I know you follow the law. I don't have to worry about that. But just putting an open program up on your website where you have somebody coming in, some kid from Tokyo or Timbuktu or somewhere in the U.S that is just going to try and make a few bucks and start spamming or something, you're going to pay the price for that.

Ken: That's right.

Bob: So you need a strong Affiliate Agreement in place on your site. You're somewhat protected if you use ClickBank or a third-party processor.

Ken: Because really they're selling the products themselves.

Bob: Right, exactly. If it's your own product and your own program, you need a strong Affiliate Agreement in place.

Ken: Absolutely. You know, a lot of people…I take a look at my site and my products and I think I could hire Bob Silber for the next hundred years and he could go through all of my web copy and stuff like that, and if I had the money to pay him he'd be one of the richest people in the world.

          So how do we keep our legal costs to a reasonable level and how do we find a good lawyer that really specialized and knows what they're doing with regards to the Internet? I think that's really a specialty that you don't find just walking into Joe Blow family lawyer.

Bob: Well, that's absolutely true. Like anything else, whether it's word of mouth or somebody that's done business with somebody, somebody that is respected in the field that you know practices in the field, that's how you have to do it.

          I'll give you a good example that I always use. Mrs. Field's Cookies had a privacy statement. I mean, Mrs. Field's cookies is a giant corporation. Obviously they had their lawyers draw up the privacy statement they used. Another one is Hershey's website, another giant corporation. Hershey's chocolate, on their website they had their lawyers draft a privacy statement. Apparently, they used in-house attorneys, or whoever they used was not familiar with the Internet and the FTC came in and said that their privacy statement did not comply with the law and fined Mrs. Field's Cookies $100,000 and Hershey's chocolate $85,000.

So that's a good point that you bring up. You need to do your due diligence and know that the attorney that you're going to use practices Internet marketing.

Ken: Yeah. So if you're on a budget, the key things that you would want to make sure that you had an attorney go over…I'm thinking that there are some things that are a larger priority than others and that there are some things that you just want to make sure that you have somebody go over, and there are other things that just in the course of being practical, you need to take on yourself to do the homework first.

Bob: Yeah, exactly. It's like outsourcing anything. If I want to do a sales presentation, I think I'm capable of putting together a compelling presentation. Maybe some people aren't, but still, the time it takes me to do that, I'd rather outsource that. It comes down to whatever budget we're on. Maybe I can't afford a copywriter and I might have to do it myself, but how do I know that I'm doing it correctly? Well, I don't want to pay Bob Silber because I can't afford it or it's not in my budget. So if you make that choice, then you need to go over, like I said, to the FTC.gov website and spend some time over there and read their rules and regulations. Learn about marketing and learn about what you can't do and what you can do. It's just a choice. It's a choice that you need to make. Do you want to spend the time yourself? You may be forced to because as we were talking, it may not be in your budget so you need to go do it yourself. It's not rocket science. It's just putting in the time to read over the rules and regulations over there.

Ken: You bring up a great point though. Even if you do have all the money in the world and you're going to hire a top-notch lawyer, it's a good idea to do that homework anyway for anything that you outsource. You should know something about what you're outsourcing so you know whether or not you're getting value for your money and your getting the thoroughness that you need.

Bob: Right, exactly. Since we're talking about informational products, I'll tell you besides having the proper document and having the sales presentations compliant with the FTC rules and regs, the next biggest problem that I have from clients, in representing clients is where people have gone over to Elance or RentACoder or one of those sites and hired somebody to do their web design or their sales presentation and maybe took the lowest bid or didn't due their due diligence Ken. I represent some major marketers because they do outsource a lot, that have really had problems with copyright infringement.

One major marketer outsourced his website and the photos on there, the web designer that he used from Elance or one of those programs, just stole the pictures from somebody else's website. You know who is liable?

Ken: Right.

Bob: The marketer. In the U.S., there is no immunity for innocent copyright infringement. So even though this was done by somebody, it was done on his behalf, and he was liable. That was a costly lesson. So you hire people to make products for you, maybe an e-book or something – you need to do your due diligence and basically know who you're dealing with. Just because you have a ghostwriter doesn't mean that that ghostwriter isn't going to plagiarize or steal somebody's copy from somewhere else.

So these are all things that could be nightmares that you yourself can prevent just by doing a little due diligence. You need to know about these things. That's why it's important that you covered this in your product Ken. I think it's just important for

everybody to know. We can all learn from other marketer's mistakes. I'm the one that people come to when it's too late.

Ken: Right, right.

Bob: So you need to be aware that these things can happen.

Ken: So in terms of things that cause the most problems that you get, because you get people coming to you when they have a problem, what are the biggest problems then that we haven't talked about?

Bob: Well, the biggest problems that we haven't talked about, I think, is it's important to maybe just reiterate the three that I just did talk about.

Ken: Yeah. Absolutely.

Bob: One is the copyrighting needs to be FTC compliant. You need to have the proper legal documents on your website with all of the proper little 'magic legal words' as I call them. And you need to know if you've outsourced anything, web design, copyrighting, you need to know that it's a legitimate person that's not going to be stealing the images from somewhere else or stealing the copy. Even if it's a paragraph or two, you just can't do that.

            So there are the three things that really I see that are the biggest problems. The other things are that some people turn to licensing for their product and basically there, if you license a product you should have an attorney with it, draft your license. You can't in your contract or your agreement or your license, you can't set a mandatory price that it must be sold at. That's called price fixing.

            So there are a lot of legalities depending on what you're doing Ken, with the product, but the biggest three are the ones that we've talked about so far.

Ken: You know, you mentioned copyright infringement. One of the things a lot of people don't think about is when they develop a website and it has software involved or when they actually contract out for a software program, people don't realize that a lot of those components and the elements that people use to build those websites are in turn licenses from somebody else. If they don't have the proper licenses and they don't transfer to you, then you can get in a lot of trouble that way, too.

Bob: Right. Exactly.

Ken: So just something that you want to make sure that what you have, you own, and you have the rights to use it.

Bob: If you want to now we could jump back a little and I can go over some of the Federal Trade Commission tests…

Ken: Yeah, let's do that.

Bob: …alright, the tests for having compliant copy. The FTC, when they look at website copy or advertising copy, and again, the FTC is the main policing agency for the Internet, but they're the main policing agency for all media including television, radio, print, magazines, whatever. If anybody has a sales presentation, they need to be FTC compliant. So it's

not that the FTC is picking on Internet marketers, they're not. They go after offline businesses, brick and mortar businesses.

Ken: Sure.

Bob: One of the examples that I give is that if you're watching a television advertisement for a new drug, you'll see a disclaimer come on that it causes diarrhea and projective vomiting and basically the side effects are worse than what they're trying to cure. It's obvious they don't tell you that on television to sell more product. They're telling you that because the FTC requires certain disclaimers, offline or online, so don't feel that we're being picked, we're not. It's scary as we said in the beginning, but you need to, just like if you had a offline business, a brick and mortar business, you need to know these things or have somebody that is familiar with them.

Ken: Right.

Bob: Getting back to the FTC test. One thing that you need to train yourself to look at in your copy is when is a representation, omission or practice deceptive. In other words, in your copy, what does the FTC look at? They look at a statement…is the statement you make, and these may be some things that some people want to write down…is the statement that you make in your sales presentation likely to mislead consumers? That's one thing that you need to look at, and affect the consumer's behavior or decisions about a product or service? So if it does, then you need to make sure that the advertising tells the truth and doesn't mislead in any way. You need to change it around until it's not misleading. Again, it can be misleading, the FTC can consider it misleading if relevant information is left out. In other words, if the advertising claim implies something also that isn't true.

Ken: So it's not enough to just say the truth and leave out the fact that if you don't do x, y and z that you're going to die?

Bob: Right, exactly. FTC doesn't like that.

Ken: Yeah.

Bob: You know, but basically, as marketers we're responsible for the claims that we make about our products and services. It's just something that we need to be aware of. You have…third-parties are also liable in this chain. There's really a chain of people and it goes both ways. Like JV partners, either way. You're responsible for what your JV partner does and vice-versa.

Ken: That's an excellent point. A lot of information products are built on joint ventures.

Bob: Yeah.

Ken: So can you talk a little bit about how joint ventures can effect you legally?

Bob: Yeah. Joint ventures, basically there are two types that we do Internet marketing. One is the casual joint venture where I send you an email Ken and I say, "Look, I have a product. Do you want to send it to your list?" Well, I'm responsible for what you do in that joint venture, but I know you Ken, and so I can relax a little because I know you're not going to be out there spamming and doing these practices that are going to cause us problems. So I don't need a written contract with you. I may say you get 50%, mailed to your list, of any sales.

But you can't do that with people…

Ken: People that you don't know and trust.

Bob: …that you don't know. You're taking a risk. You're at risk if you're dealing with people that you don't know. There's enough legitimate marketers out there that have been around a while that are not going to cause you problems and you certainly lesson the risk by dealing with them.

Ken: Yeah. That makes a lot of sense, makes a lot of sense. And of course, I guess there are much more deeply involved joint ventures where you're really forming entities and stuff like that, but that's a whole, another subject.

Bob: Right. What we were talking about is just the common one where I send you an email or you send me an email to do a joint venture, but obviously if it's a joint venture that's an in-depth joint venture, let's say I want to have you form a membership site with me to sell some service or product. Then even though we know each other, that's something that you want to get in writing and put in writing just for the protection of both of us, you know, if something happens to me or something happened to you, that's something that needs to be in writing because you're investing a lot of time, effort and money into.

Ken: And we don't always remember what we say we did anyway.

Bob: No, there's no question about it. That's why you have things in writing.

Ken: Let's review the basics here and the key points that we want to make.

So I think we talked about things that need to be on the website: website disclaimers, earnings disclaimers, privacy statements and those sorts of things.

We talked about FTC compliance and making sure that you look at it from the consumer standpoint and that you say things that are accurate and fair and not misleading. I think those are crucial takeaways that people can latch on to and put down in a checklist – to go through your whole site and see. Am I being misleading? Am I going to imply something that's really not true? Is this applicable to everybody that does this if I make a statement that somebody can do something, can everybody do it? That sort of thing.

We need to do some due diligence up front and we can keep our legal costs to a reasonable level if we actually do some homework on the front and take a look at the things that are key and do some of the work beforehand.

Then you should take a look at finding a good Internet lawyer that specializes in this that other people have found deliver the type of results that you want and are the type of people that you want to deal with.

That will make a big difference, I think, in somebody who is just starting out creating information products if they just take those basics away. I think you've got some great stuff here.

Bob: Yeah, I think you just gave a great overview. That's exactly what we need to be aware of.

I think the biggest trap that we fall into, all of us, is that we know that we're not out to scam anybody, we're running a legitimate business and we see ourselves as legitimate marketers, so it's easy to fall into the trap of just saying, "Look, I'm not scamming

anybody. Let me go out there, sell my product or service." But you need to be aware of the rules the regulations. Just like driving a car. If you get in the car and you're speeding you're going to get a speeding ticket. So you need to know the rules and regulations that the FTC looks at so even though you're a legitimate marketer like Mrs. Fields Cookies or Hershey's chocolate, you need to know what their rules are and follow them.

The fines and all that they levy can be scary, but there's no reason to be scared. You go over to the site, spend some time at FTC.gov and learn about what you need to know, about what you should be doing.

Ken: Yeah, makes great sense.

If people want to get a hold of you or have specific questions, maybe they have larger problems than we're considering here, what's the best way to get a hold of you, Bob?

Bob: Go over to my website, which is BobSilberLetter.com, that's B-o-b-S-i-l-b(as in boy)-e-r. A lot of people think I say 'silver,' but it's Bob Silber, 'b' as in boy' B-o-b-S-i-l-b-e-rLetter.com and they can also sign up for my free newsletter. In every issue I go over a factual case that they can learn by example, just like we've done tonight.

Ken: Yeah, you have some great examples in that newsletter…

Bob: Thanks Ken.

Ken: …of things that you would not expect. Great reading.

Bob: And over there is my email address and contact information.

Ken: Fantastic. I really appreciate you talking to us…

Bob: My pleasure.

Ken: …and your advice and thank you very much.

Bob: Thank you.

Info Product Blueprint
1st Edition

Case Study

Case Study

Info Product Blueprint was created by
Kenneth A. McArthur

Alysan Delaney-Childs, Project Manager and Editor
Dan Giordano, Workbook Manager and Editor
Michelle Alvarez, Design, Layout, Copy Editor
Ben Blakesley, Audio Editor

Info Product Blueprint
1st Edition

Case Study

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

Yanik Silver

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Ken McArthur:	We're talking to Yanik Silver. Yanik Silver is one of the legends of the internet. He and I were just talking about how we started out around the same kind of timeframe. He's had an amazing life.

Actually, his father started out as a Russian immigrant who came to this country with about $356 in his pocket and started his own business. That entrepreneurial spirit, I think, was caught by Yanik Silver because he's really done a lot of amazing things. He's launched a bunch of different information products, everything from e-books all the way up to an amazing series of life seminars and events, lots and lots of things that he's gone through. We're going to pick your brain tonight, Yanik. It's great to have you.

Yanik Silver: Yeah. Pleasure to be here, Ken. I'm glad we could finally hook up on this.

Ken: Yanik and I have had kind of a relationship, over the years, that's been kind of off and on. But being a couple of dinosaurs, he's a much younger dinosaur than I am. It's kind of like the old days when we get together.

Tell us just a little bit for those people who are new on the internet, give us a little bit of your background and how you started out on the Internet and how things developed for you.

Yanik: Yeah. Absolutely. It was actually back in 2000. Believe it or not, Ken, in '99 I didn't even have an email address.

Ken: Is that right?

Yanik: Yeah. So when you were talking, you started in '97. So that was actually a little bit before me. I assume that some of my other friends who were way back and pioneers who I really looked up to. Those guys all started around that same time or maybe even a little bit earlier.

But for me, I kind of feel like I started late. But now that you mentioned it, I guess I've been around for awhile online. Six years is almost like, I don't know, what is that? Kind of like dog years in the Internet. So it's been awhile.

I've literally woke up at three o'clock in the morning with an idea. My wife doesn't believe this story. I've said it so many times. She's like, that's not the way it happened. But I swear this is the way it happened. I woke up and tapped her on the shoulder and I'm like, Miss, Miss, Miss 2:10. It's three o'clock in the morning, mind you. I said, Miss, Miss, Miss, I have this idea for a great product. It's going to be called Instant Sales Letters. She's like, Yanik, just go back to bed. She swears she didn't do that, but she doesn't remember much when she's sleeping.

So I woke up and I jumped out of bed, and registered a domain name. As I said, the rest is history. I made about $1,800 the first month on that product, and about $3,600 a month the second month, and then it went up to about $9,000 within four months. That's when people start hearing about that success. Then they start asking me how did you do that, and what did you do, and how did you do it so quickly? That's when I started teaching some of the stuff that I was doing.

Ken: That was a pretty amazing launch. Then you went on to do things like 33 Days to Online Profits, and *Instant Internet Profits*, and *Auto Responder Magic*, *Million Dollar Emails*, a bunch of different things.

Yanik: All kinds of stuff. I've been pretty prolific, tried to be anyway. You know the funny thing is, this is one of the best things about the Internet is, I didn't even pay any attention really to my main first flagship site. And just on front-end sales, last year I went back and took a peek at the end of – I'm sorry, at the beginning of this year. So for last year, we did about $200,000 on that first product still, which is five years later, six years later – it's pretty crazy.

Ken: I'm just guessing that you haven't had time to pay a lot of attention to that, either.

Yanik: Well, if I made time, I'd have time to pay attention to it. But I just haven't made time for it. No, I haven't done anything with it probably in a couple years. I did just change a Pop Up on it today, so I can't say I haven't done anything on it. When I say I changed a Pop Up, just so people know, I'm a total techno dunce. I've said it before and some people are like, "Oh yeah, come on Yanik, sure. You've got all these internet businesses and doing real well. You've got to know what you're doing."

           And I swear, I'm a complete techno dunce, Ken. I outsource all my tech work. So if anyone out there listening is a techno dunce and wants to admit it, they've got somebody else that they can look to for guidance, and that's me. It's totally the way I am. Literally, I was hanging out with a bunch of my friends in Vegas who are all much more technical than I am. They start talking about something SEO related. Literally, I was on the couch and they're like, "Oh my God, look at Yanik. He's snoring."

Ken: You're not into the finer details?

Yanik: No. They're like, he's not, he's not bullshitting. It's true." Non-technical.

Ken: That had to be pretty exciting for you. The first big thing to take off. I still remember my first couple of bucks that came through. Somebody actually subscribed. I don't know if you remember, Yanik, but when Affiliate Showcase launched it was kind of an interesting experience because I was working with a guy that you know, Jim Daniels.

Yanik: Right. Yeah.

Ken: We were going to test this whole platform, and Jim accidentally sent an email out to – well he was going to send a test message to 2,000 people to just kind of test things out. He 'unselected' instead of 'selected' those 2,000 people and sent it out to, I don't know, I think it was 158,000 people at the time.

Yanik: So only 2,000 people didn't get it?

Ken: Yeah. It was only 2,000 people didn't get it. Then it took off. But that first shock of actually having a check come in the door, a notice come in the door that I actually made some money was pretty…

Yanik: Oh, absolutely. I still remember my first customer's name.

Ken: Oh, do you?

Yanik: I remember where he lived, because I wasn't even ready to accept orders via credit card. Our credit card hadn't even been set up to work with the online shopping cart. We got, I don't know, a couple orders. I remember waking up, jumping up and down because I got $20 in my email box, and then I couldn't even process it because the credit card thing wasn't working right.

But yeah, you never forget those first ones. That's what really makes it real. It kind of solidifies it in your gut that, yeah, maybe this stuff can really work.

Ken: Yeah. That's an interesting thing. Now you started out – a lot of your early stuff had to do with e-books and things like that. Tell us a little bit about the process that you went through to start out with some of your e-book products. How did you do that?

Yanik: Well the very first thing was sort of an e-book but more of like a digital download type thing. That was the Instant Sales Letters. I actually specifically didn't want an e-book. I firmly believed that the questions you ask dictate the answers that you get. I don't have exact word-for-word, but it was sort of like this question, something like, "How can I create an automatic money-making website that makes me money while I sleep that creates a tremendous value for people and that is not an e-book?"

At that point, I wanted to differentiate myself from other people out there who just had e-books. That was when I woke up at three o'clock in the morning with that first product idea.

But e-books, I've got nothing against them because a lot of times I teach my students to do that first because it's a real easy quick step. It's something that they can create very quickly, that they can start making money with quickly, and start just solidifying, and just really realizing that this process works.

Ken: Isn't that a big part of the whole thing? It seems like to me that people can study and study, and learn and learn, and never do anything. But once they actually go through the process, no matter how simple it is, no matter how basic the product is, once they get through that process once, they can do it over and over again. They can fine tune it and take off from there.

Yanik: Absolutely. Yeah. My friend, John Reese has this thing that, you know, if you can make a dollar online then you can make $100,000 online because it's the same process, just multiplied.

Ken: Yeah. Exactly. So if you were advising somebody who is going to start out and create products today, what would you advise them to do as first steps?

Yanik: That kind of depends.

Ken: There are different options, I know.

Yanik: Yeah. There are a lot of different ways to go. I would definitely recommend your own product as one way of getting out there just because you've got so much control over it. You've got better profit margin. Now it is a little bit harder than just becoming an affiliate or doing something else like that, or doing AdSense, or any number of things, selling on eBay. But I think the rewards outweigh the additional risks or the additional effort involved in it.

What I advise my students to do is start off thinking…kind of categorizing and chronicling everything that they've ever done in their lives – so every job that they've held, every skill that they have, everything that people come to them and ask them for. Then also go down and make a list of all your close friends and associates, all their skills and expertise because you can always kind of leach off your friends and use them as the content providers.

Also think about what are you passionate about? What do you get excited about? What do you know about? So not necessarily you don't have to be an expert in it. People

always get bogged down thinking well, I've got to be this world-class expert. Let's say they want to do a product on golf, which is a great marketplace. They think, "Well, I've got to be like a Tiger Woods type player for anybody to believe anything I say and for my product to be worthwhile."

And that's not true. If you're better than, I don't know, I'd say 75%, 70% than most people, you can be the expert yourself.

Also a lot of it comes from proclaiming yourself as the expert. I have a book here on my bookshelf that I've read a bunch of times. I don't like the title, but there's one section in there I really love. It's called Winning Through Intimidation by Robert Ringer.

Ken: I've got that book.

Yanik: Yeah. Great book. Actually I had the chance to have dinner with Robert maybe last year or a year and a half ago. It was pretty fun. He just came out with a new version of it, I think To Be or Not to Be Intimidated. But you know, one of the sections in there is called the Leap Frog Principle. He always has these principles or different things like that. So the Leap Frog Principle essentially says that you don't have to wait for somebody to anoint you an expert or to make you the Grand Puba.

A lot of people are waiting around hoping, waiting, praying that somebody's going to come up and essentially Knight them, pat them on the shoulder and say, "Go forth. You are now the golf expert."

If you proclaim yourself to be and you can back it up with either your own knowledge, like I said, it doesn't have to be anything incredibly stellar knowledge, it just has to be better than most people, or you can go out and almost be like a publisher. Most publishers are not grand experts in every single one of their topics that they publish on. They simply go out and find people who are and market for them. So there's lots of ways of going out there.

Ken: Yeah. You know it's interesting. You mentioned Robert Ringer. One of the things that I remembered from years and years ago, and he's been around awhile, was The Expert From Afar kind of a thing. That's one thing that we actually have on the Internet that makes it really easy to be from afar.

Yanik: Yeah. For sure. I'll give you a perfect example of the expert from afar, my dad's business. I used to do all his advertising, copywriting and marketing for him. They still have ads that I wrote back in maybe '98 or '97 that are still working for them. But my dad would not ask me about advice on Internet Marketing or anything like that because I'm too close.

Ken: That's really interesting.

Now you've done some work completely outside of the Internet marketing field, too, in terms of products. I've got a little note here. I don't know if this is accurate or not, but it says that your original information product was dedicated to helping doctors attract more elective procedures so that they could have more patients.

Yanik: That is correct.

Ken: It's still up?

Yanik: It is still up. It's been revamped. Yeah. It went kind of dormant for awhile. But yeah, that was my very first information product where I kind of realized that people will pay for

information and not just for the hard cost of your material, because I was selling a binder along with at that time, actually a diskette, which I call The Patient Attraction Toolkit which had pre-dawn ads for all kinds of different procedures like liposuction, or breast augmentation or Blepharoplasty which is an eyelift. So all kinds of things like that.

It cost me about, I don't know, $40 perhaps for hard cost materials and I was selling the kit for about $900. That was my very first information product. I remember that doctor's name, too, who finally ordered on the deadline on the order form where I got 10 leads. We got one order finally. I was just jumping up and down until I realized that I didn't have a product to give him. I just had an outline for it. So I was just testing it out.

Ken: Isn't that interesting? I'm guessing that you're not an expert on liposuction or any of those other procedures.

Yanik: You do not want me performing liposuction on you. I'll give you a great rate, but probably not a great result. No, I'm definitely not an expert at that. My background was my dad's business, medical equipment sales and service. So I worked a lot with doctors, well pretty much 24/7 with doctors since I was 14 doing telemarketing, then when I was 16, cold calling on doctors. So I got to know a whole lot of them and different specialties.

Originally, my product was for dermatologists who wanted more cosmetic patients. I think I was ahead of the curve because we didn't get quite enough of them. Then I expanded it to plastic surgeons and other doctors. Then the Internet, my fascination with the Internet came along and that business just took off. So essentially, I put the doctor business on hold, on indefinite hold.

Then I teamed up with one of my apprentices maybe a year and a half ago and revamped it. Now it's a very high-priced 'done it for them' service which is pretty much if you look at a scale, a continuum, e-book might be on one end of a continuum and a complete 'done it for them' service on the other end of a continuum. This is about $7,500 to join and, I can't even remember, I think about $4,000 a month to be a part of it.

Ken: That's a great example of taking some of the experience that you had even as a teenager, and being able to leverage that experience into something that you could develop into an information product.

Yanik: Yeah. You'll be so surprised, Ken. Actually, you probably won't be surprised, but some of the listeners might be surprised about what sells really well. I mean, I have customers who are doing six figures with potty training, doing six figures with Salsa dancing, with guitar lessons…let's see. I could go on and on.

I have a woman who's selling very well, selling to a tiny little niche of obsessive-compulsive type people who have a very specific disorder that she cured herself of.

So there's pretty much anything, as long as it fits a of couple guidelines, will work as an information product.

Ken: The other thing is that when you really study Information Marketing and Internet Marketing and have those skills in your skill set, and you take that to a different type of market, then things are a lot more wide open for you.

Yanik: Yeah, absolutely. Perhaps we'll get to…I think we're going to talk about the launch process today. If you use that launch process in another marketplace, you just crush it.

One of my friends, I don't think he wants to be named, but he did this in the dating world. He did, I don't know even know if I'm allowed to say it, but I will, but he did a million dollars in 30 minutes in the dating world. So you can really do extremely well when you use some of these skills and apply them in other places.

Ken: Well let's talk about some of those crucial skills that really make a difference in putting together a product and then launching it, because that whole launch process has become a real science over the last six years or so.

Yanik: Right.

Ken: So what are some of the techniques that you would start out with? If you're just starting out and you want to go beyond the average e-book, so to speak, how do you go about achieving that?

Yanik: Well the first thing is researching the marketplace. By that I mean, if you're going to sell an information product let's say to somebody on something like chicken recipes. It's going to be pretty tough to sell them a high-priced chicken recipe workbook for $1,000, then a seminar on how to make the best chicken for $5,000. I think you're going to find pretty slim pickings there. So the first thing you do is consider your marketplace.

One of the easiest ways to have a real profitable product is to look at things that can have a return on investment for people. So that means making money-type products. I have a guy who is speaking at my next Underground Seminar who's doing real well with really unusual niches. One of them is he's teaching people how to make money Alpacas. Do you know what an Alpaca is, Ken? Have you ever heard of them?

Ken: Yeah, sure.

Yanik: Okay. I didn't know what it was.

Ken: It's a llama-type animal.

Yanik: Exactly. I didn't know what it was until he told me about it. So it's a course on how to make money with Alpacas. He's doing real well with it and a bunch of other niches. But that's one of the things to look at when you're considering marketplaces, is can I sell something for essentially $10 and provide someone with $100 return because then it makes your argument pretty easy. It could be something really odd like this Alpaca thing, or it could be a stock market type course, or it could be even how to make money cleaning other people's homes. All kinds of things like that. That's an easier sell.

Then you might want to consider other marketplaces where there's a big passionate audience. Golfers are a perfect example. Those are people who spend a lot of money and are very passionate about their sport almost to the point of being rabid. Surprisingly, they share a lot of the same demographics as tennis players, but tennis players are sort of cheapskates compared to golf players. They won't spend money on the latest tennis gadget, or grip, or tennis gear or whatever.

Ken: It costs a fortune to do golf in the first place.

Yanik: Oh yeah. Absolutely. So those are the kind of marketplaces that you want to look at and think about if you're going to be creating an information product for them, or if you're going to be creating just a little $10, $15, $25 e-book. So you want to think about what your back-end potential is. So look at it more strategically.

Then other things that are real critical, in my viewpoint, are product creation. That can be pretty simple to somewhat complex, depending on how far you want to go. Product creation can be very simple as far as, let's say I just wanted to create a product on, I don't know, just pull something off my shelf here…let's say we want to create a product on swimming.

It could be as simple as getting somebody to do almost like a gorilla type video and filming you in the pool. Then it'll be done and you can sell the DVD and that's it. If it was a different type topic, it's probably harder to do one on swimming, but a different topic, you can even interview somebody or have somebody interview you, transcribe that, and then you're done. You've got a report. You've got a manual, something that you can sell along with the audio and it can be done in an evening.

People make it too hard. They like to say, "I'm an author," or "I'm writing something," or "I've been working on this for four months or six months." You know what? That's just BS. You don't need six months to finish up something like that.

Ken: Isn't it interesting that we have this whole industry built around one of the original kinds of information products. The book, you know, that has these horrendous margins on it which a person works for years, and years, and years and can gain little but some credibility and a financial reward.

Yanik: Right.

Ken: Yet we have huge industries around that. And yet, at the same time, a person with that kind of skill and that expertise that can write a book on a subject can turn right around and turn their knowledge into multiple products in multiple formats. The format itself can make a huge difference in the bottom line.

Yanik: Oh man, don't even get me started on book authors and publishers because they're just missing out on an extreme fortune. They don't realize they're an information world and not in the world of selling books. It's just crazy.

Actually the guy who did that Million Dollars In 30 Minutes, he wrote a book on the same subject of picking up women. I was in Vegas with him, too. We were talking about his book deal. He told me, I think he made, I might have the numbers wrong, but it's something like either $50,000 to $100,000 on the book royalties which, for some people, they're excited by that. But he spent like four months working on that book.

Then for this Info product that he did with a friend of mine, he made significantly more. Of course, he had to pay affiliates and so on. But still, he made significantly more in a half hour than he did toiling away for months and months.

So product creation is important, and then figuring out different ways that you can essentially take the same material and deliver it to people different ways. Some people like to be taught the written word. Some people like the audio material. Some people are more visually-oriented. So you can even divide up your material that way, and you can make more money just doing that with the exact same material. So product creation is one thing.

Strategically thinking about the back-end, like I talked about, thinking about what else you can offer your customers. Something else that I made a big mistake by not originally including, and I've since modified it, is I never used to have a monthly type continuity product. You know, you've got that built in with Affiliate Showcase which is great. You wake up at the first of the month and you know that you've got whatever, x amount of people paying you x amount of money, and you are free to do whatever you want that month.

Ken: Well that's my whole reason for getting into business, Yanik, is that I didn't ever want to be fired anymore. I get fired every day now, but when you've got 60,000 people in a membership site, it doesn't hurt quite so bad.

Yanik: No. It doesn't hurt so bad at all. So yeah, that's something that even though I knew about it, I just never really applied it. I've quickly grown this newsletter that I'm doing into real nice residual for me, which is great to see especially on slower months. So that's one thing.

Ken: And that's something that people don't really take into consideration because it may not make you as much money at a time as a big product launch. But it's great to have that continuity to have it month-by-month and know that it's not going to go away. All of the subscribers to Affiliate Showcase are not going to go away tomorrow. We may have gradual trends and stuff like that, but at least there's time to correct and prepare for those kinds of things.

Yanik: Absolutely.

Ken: With a huge launch type of a product, everything is centered around a very tight timeframe, and you may have large outlays for partners and stuff in that timeframe, and for physical products you have physical outlays for the product itself. So that's a consideration.

Yanik: Yeah. Absolutely. The other critical…

Ken: Those things work well.

Yanik: Right. The other critical skill that I was going to mention is copywriting. I think that's probably the most important skill you can possess or at least learn well enough that you can hire somebody and know if they're a good or bad copywriter. It's really, really critically important because it gives you the ability to leverage yourself and deliver a perfect sales message essentially to millions and millions of people if you want instead of one-on-one selling them.

It doesn't have to be a long form sales letter like you see all the time. But sales copy can take the form of pretty much everything from your littler paperclip ads to a banner ad that you might run, to a small display ad in a magazine to, of course, a long form sales letter.

Ken: Even things as mundane as customer support can turn into sales letters and profit centers, you know?

Yanik: Oh absolutely. Great point.

Ken: I didn't think about that.

Yanik: Yeah. Absolutely. Yeah. That's a great point. And just this skill of copywriting, I really think it's very learnable. You don't have to be a super creative type. You don't have to be

like a John Grisham. Everyone gets worried about that they have to be a great writer, and truthfully, it's not about writing. It's more about conveying the essence of your sales proposition in print or over some kind of media really.

Ken: There's also the element in writing a sales letter of putting yourself into that sales letter, having a personality or something about you that reaches out and connects to other people. So the best copywriting that you'll ever see is a very personal kind of thing.

Yanik: Yeah. Absolutely. People, for some reason, they turn on like this corporate 'we speak' whenever they're trying to write sales copy. That's the worst thing that you can do because people want to buy from other people.

So you want to convey your personality and you want to make it personal. It's all about like me and you just sitting down for a beer, Ken, and me telling you what's so great about my product or service. That's the same kind of way that you want to convince people on your website.

Ken: Yeah. I still think back to a conversation that my brother and I had. My brother's a big corporate bigwig at a think tank. He works at the top of a huge building. They advise people like IBM, and Compaq, and all these different computer companies, and stuff like that.

Yanik: I'm sure you've got some interesting Thanksgivings.

Ken: Yeah. Absolutely. But the funny thing is that when I was first starting out, I would tell my brother these ideas, and he would point out very carefully that I'm trying to make myself more than what I am. I was trying to appear like a huge company with my great business ideas when, in fact, I was a guy in my basement, working out of my basement. He's a corporate guy.

So if it works in the corporate world to be yourself and to be who you are, you know to be a real person, then you can imagine how much more that works on the Internet when we're really dealing with entrepreneurs and people that are wanting to do things on a smaller scale maybe.

Yanik: Interesting. So he told you to go and just be who you are?

Ken: Yeah. He basically said, you've got to be yourself. I told the same thing to my daughters when they talk about stretching the truth or something like that. When we stretch the truth, people know who the liars are in the crowd, you know?

Yanik: Right.

Ken: You may not be able to identify the lie or catch you in the lie, but they know who the liars are. You know who stretches the truth and we know who shaves the truth, you know?

Yanik: Yeah. Absolutely.

Ken: So if you're out there and you're honest and straightforward about the person that you are, you'll find people coming out of the woodwork to help you be the person you already are anyway.

Yanik: Yeah. Absolutely. Actually that's one of my favorite psychological hot buttons that I use a lot in my sales copy is, reason why… and also that is another one, telling the truth is

another hot button. Believe it or not, for some reason people want to make up something or they want to come up with these whacky, I don't know, regular reasons that they're doing something. For instance, if somebody lowers a price, it's not because they're such a nice guy. There's some reason for it.

If you tell the people why, surprisingly they'll buy way more than any other time. The reason why doesn't even have to be all that serious or all that compelling. Like I've done sales where it's almost like, "Hey, help Yanik clean out his basement sale." But I've got a picture of me in my back room up to my neck in boxes. I called it Save Yanik's Marriage Sale.

Ken: Yeah. I remember that.

Yanik: Yeah. That did pretty well. I can't remember the exact numbers on that, but it did really well and it cleared out my whole basement and made my wife very happy.

Ken: Yeah. And isn't that interesting that just a simple thing like that, you know just being honest and straightforward, is something that sticks in my mind? I don't remember how long ago that was, but it wasn't just yesterday, you know?

Yanik: No. It was probably two years ago maybe, two and a half years ago.

Ken: Yeah. I remember that campaign. I can see the picture in my mind.

Yanik: You can see the picture of me with the boxes?

Ken: Oh yeah. Absolutely. It was just funny the way that those things work. Putting your personality into things, I mean you've always done that. I've seen some great pictures of you doing some pretty crazy things.

Yanik: Yeah. That is my true personality. I try and tell people, almost like your brother's advice. Be who you are. For me, I'm the adventurous type person and I really get off on all the adrenaline-junkie stuff. So I love that stuff. My customers like to see me doing all kinds of crazy things like running with the bulls.

Ken: They can live vicariously.

Yanik: Yeah. Or they just want to see what Yanik's up to next. I did an exotic car road rally just maybe two months ago. So all kinds of stuff and that all gets documented. But it doesn't matter if you do that stuff or don't. You have other things that you do and let people see that you are a true person. They really come to, they just resonate with you. People love when you talk about your family and just things that make you real.

Ken: Oh sure. Absolutely. Everybody has a story to tell.

Yanik: Absolutely.

Ken: You sit down to any person on earth and just spend the time to get to know them. It sounds morbid, but if you went to funerals all the time, you'd be amazed by the lives that people have had. I mean people that you know intimately and you think you know everything about them, if you go to a funeral, you'll find out things that you never dreamed, a whole other life that they had.

Yanik: Yeah. I just went to my stepmother's retirement party today actually, this afternoon. There's about 50 co-workers. Probably at least 20 of them gathered just for free cake. But 30 of them were there for sure because they wanted to see her off and wish her well. A couple of them made speeches, and it was really interesting just hearing about the way that she's been there for 21 years and the impact she's had on all these people.

Ken: Right. We all have impact.

Yanik: Yeah.

Ken: Well let's talk a little bit about the launch process and the best way that we can launch products to get the attention that we need to actually sell things that are valuable.

           I think one of the key things is first you've got to have something that is valuable to other people. That's a thing that people don't always factor in, but actually they have to produce a good product, and quality always stands out, I think.

Yanik: Yeah. That's a great point, Ken. What I teach people is, I teach about the big idea or the big hook. We don't have time to cover all of them, but it has to be something different or else there's no reason for you to be in the marketplace. If you're just another me too, then what are you going to do, just cut price and hope that's going to work?

           Especially in the marketing world, things are so competitive that you have to have some reason for being there and some big hook or big idea that you're there. If you look at Instant Sales Letters that I mentioned at the beginning of our call, the big hook for that was, I call it the fish. What that is, is there's the parable – I don't know if parable is the right word – but the story of if you hand the man a fish, you feed him for a day. If you teach a man how to fish, you feed him for a lifetime. Well that's just BS. People want the fish, and they want it handed to them. The closer you can get to putting the fish on their plate, the better.

           Look at Affiliate Showcase. One of the reasons that's so successful, I believe, is it's a fish type product where you've done a lot of the hard work for people. They've just got to go out and promote it. So a fish product is really successful.

           One of my students took that to heart and she had a $60,000 launch sellout in 30 hours because she created a fish product for AdSense which is really hot. So she took that to heart and she kept asking herself the questions, "What else, what else, what else can I do to make it done for the, for everyone." She really took that to heart.

           I had another student who took it to heart, too. I don't know her numbers, but that was her first success. She tried, I think, four or five other products that she released and none of them worked. So she finally decided to create a fish product. So that's one of the ways.

           What you want to think about is how to be different and how to create a big hook that somebody can right away see the big idea for your product. So yeah. Having a good product is definitely the start.

           The next part is lining up. I'm pretty good friends with Jeff Walker. Since his speaking at my Underground Seminar, and then releasing his Product Launch Formula, the Product Launch Formula has become almost the standard type launch sequence in a lot of people's arsenal.

Like we talked about at the beginning of the call, if you're doing this in a different niche, it's going to work probably 10 times, 50 times as well. Though, in the marketing world, it can still work well as long as you break through some of that clutter and you can get people onboard. It just seems like every week there's a new launch going on.

Ken: One every day. You're right.

Yanik: Yeah. So it's harder and harder to break through that clutter and figure out how you're going to get not only partners' attentions, but how you're going to get your prospect and your subscribers' attention. So it's harder and harder. But that's one of the first steps, is trying to line up support from potential partners. The longer you've been in the marketplace, typically the easier it is.

That student I was mentioning, Liz Sherwood, she was brand new. She used the fact that I was endorsing her product as kind of a way to leverage herself and get her foot in the door with some other partners. But she would have, she still would have done very well if I didn't say that I was endorsing her because she had such a good product idea. People were really interested in that.

So that's one of the first things is you start lining up potential partners and endorsers. In most cases, that means giving them some kind of review copy or something that they can see and judge for themselves if it's going work for their list or not.

Then you want to start working up a plan, not just kind of a seat of your pants type thing, but a plan for a release that involves multi-steps and all kinds of things that go on to build up anticipation and bring the launch to create almost an event more than anything else. You want to make the event…tie into a lot of the psychological hot buttons that people should be familiar with or get familiar with, like scarcity and doing that in a way with integrity.

So if you say that the first 50 people will get this, it'll create a feeding frenzy for those first 50 slots and so on.

Ken: That one thing that you mentioned was integrity. That's all part of making this whole thing believable, you know. Everybody's out there and they're nervous already about the hype and stuff like that. So you have to have a way to actually go in there and show people a reason why you're doing it this way and exactly what the facts are around it, and convince them that you're going to stick to those. That's what the situation is.

Yanik: Yeah. The key word, like you said, is integrity. You don't want to be in this business or whatever business you're in for just a quick little home run hit or grand slam hit. You want to be in it for the long haul. That's where the profits come from year after year, being able to bank on your customers, getting your next offer, and being so excited for whatever you're going to release next or whatever you're going to endorse. Your reputation can be ruined real quickly, especially online, by doing the opposite of having integrity.

Ken: Yeah. I think creating value for your customers. That can be something that's built into your launch product success, too. Actually delivering value not only to the people who purchase your product, but people who are part of that initial buildup.

Yanik: Yeah. Yeah.

Ken: So actually giving them something in return for their participation.

Yanik: Yeah. I totally agree. When I was doing a big launch for my Underground 1 DVD's last year, we released different snippets of video that if people only watched those videos, they would pick something up and learn something from there. So yeah. I totally believe that. A lot of people are using now the PDF's. Rich Schefren has done it really well with his release. His PDF manifesto, I forgot what it was called, but in there he gave away some really good information in that PDF. I think he released two of them. He gave some good information to the people who, even if they didn't buy anything, it got them thinking about strategies and systems in their business.

Ken: Yeah. Absolutely. That's really interesting.

            So what are some of the mistakes that people make when they go out and try to develop a launch or product?

Yanik: Oh.

Ken: Not that you'd ever make a mistake.

Yanik: Yeah. Never. Let's see. What comes to mind? One of the mistakes, we've touched on some of them, is not having a very good product. Just being in it for a real quick buck. Not seeing the long-term potential.

            One of the other key mistakes that I've seen, and I try to preach against this as much as I can, like I told you about this continuity, is trying to build something into your product launch where these customers are not just going to be paying a one-time deal, but they are going to be paying ongoing for monthly something or other.

            What I did with my launch for the Underground Seminar DVD's was we bundled in a new newsletter that I was starting, which was called the Underground Secret Society. It's a print newsletter delivered to people's mailboxes. I gave away two free months any time somebody bought those DVD's. After two months it turned around, and they paid me I think it's $87.63 per month after that. So it had an additional built-in revenue.

            I did very well, multiple six-figures in the launch. But then multiple six-figures again in back-end revenue from having the newsletter or something that they can plug people in that delivers a lot of value for them. So that's a big thing.

Ken: Yeah. That whole idea of actually getting people to consume your product is kind of crucial, too. So you can build a back-end into that. I think that the sale goes beyond the point where they just send you their money, right?

Yanik: Right. Absolutely. Yeah. Alex Mandossian is really brilliant at this. He talks about getting people to consume, because if they don't consume what you're selling then they're not going to be ready for a second, or a third, or a fourth helping. So you've got to help them along either via auto responders that nudge them along or something that tells them, "Hey, break this thing open, do this, do that." Get them going and get the power of momentum shifted on your side instead of typically something will sit on the shelf and not get used.

Ken: Yeah. Absolutely. So what kinds of things do you think, Yanik, that I've skipped over or glossed over in the process of basically creating and launching an info product that are really important to people? What questions have I missed?

Yanik: Oh man. We could spend days on it I think. There's so much. I just did a two-day workshop just all by myself. I think it was the same weekend that you held an event. I can't remember.

Ken: That's right.

Yanik: That's why I couldn't make it to yours. This was a $5,000 per head event that I did. It was just me teaching. So I could go on and on for days on the info marketing business and especially the launch process and so on.

A couple more tips or things that we might have missed is…well this is something I learned from Jeff and I think was really powerful, is using a Blog as a sales tool. You see more and more of this now. Once again, it works even better in other niches. But using the Blog, it's almost under the radar. It goes underneath people's sales defenses because everyone has these force fields that they put up especially when they think that you're trying to sell them something.

So a Blog is a great way of getting underneath their radar, their advertising radar defenses so to speak. You can Blog about things that are objection busters. So when I released my DVD's, we would write about are these only for advanced students or are these only for whatever; and then, the answers would be right there. Then you could also build up social proof of seeing other people's responses and comments to the Blog post. That gets pretty cool because it's not just a one-way push type media anymore. It's a two-way connection in a way because other people are joining in the conversation with you.

You release a photo of the product or whatever the case is, these other steps that kind of wet people's appetite for the product and get them excited for it. So when I released mine, they're inside this very cool briefcase, they had a number on them, they're individually numbered. People are like, 'Wow, you know, those are awesome. I just want the briefcase." You've got all these different comments like that, and it helps feed the fire of building up a launch even more.

Jeff did something that was very smart – I see other people doing this now – he offered a contest for his product which is, I can't remember how the contest worked, but it was something like who gives me the best story of why they need my product will win a copy. He got I don't know how many, like 200 responses, comments of people just pouring their hearts out and their stories. So they were selling themselves on the product and selling other people at the same time. That was really, really powerful.

Ken: Yeah. We just did that with Sterling Valentine's launch, you know. He had exactly the same thing where he actually gave away a copy of Joint Venture Formula to the person who wrote in and told him how they would best use it.

Yanik: Oh, that's right. Yeah.

Ken: There were some amazing and inspiring stories that came in of exactly how they would use that product.

Yanik: Yeah. Yeah. When you open things up to your subscribers and customers, you'll be amazed at what comes back. I forgot you were involved with that. That's right. Yeah.

Ken: So it's really interesting. Well it's been an amazing time and a great time for me personally just to touch base with you again. And I appreciate your involvement in this project. It really makes a big difference to me and to the people that are listening here.

Yanik: Yeah. My pleasure. You know what? I thought of one more thing, Ken. I always try to over deliver for you.

Ken: Great.

Yanik: Promotion tools. But everyone gives away promotion tools for their partners and their affiliates. Something that I did that was pretty cool and slick, and I don't know how many people picked up on it, but when we promoted our Underground Seminar and DVD, and so on, when we do these releases, we use links for affiliates that don't look like affiliate links. That's really important because people, for some reason, they don't really like people to be making money off them. I don't know why that is.

Ken: Isn't that interesting? Yeah.

Yanik: Yeah. So if you have a naked type link which means that you, as an affiliate, go out and register a domain name for 8 bucks or whatever it costs now for a domain, and just have that redirected to your affiliate link, you'll do way better promoting a product. I've even gone so far as to register domains for my top partners.

When I was promoting my copywriting course, doing a big launch for it, I went out and registered like 20 different copywriting domains, and let them have those different domains and let them promote it that way. So do it like that.

Ken: Do it like that.

Yanik: Yeah, or the links are words that, in my case, they're spy-related words to stuff like UndergroundOnlineSeminar.com/DoubleAgent or /stealth, or something like that. It tied in with a theme plus it was not so noticeable that it was an affiliate link.

You can do the same thing, like there's going to be a launch coming out – well there's always launches coming out – but one that's coming out and I made my link the word exposed. So the backend of that is exposed and you know that looks like something interesting, alluring, curiosity invoking.

Ken: Yeah. That's great. You know it's really interesting that you mention that because we just had a discussion with Willie Crawford about that in relationship to fire sales and stuff like that. If people don't think that they're the first person in, they aren't going to buy on a fire sale type of a situation, either.

We had the same thing exactly with Affiliate Showcase. Affiliate Showcase is a really interesting example because actually other people can win from your website, because if you don't fill in the links for a particular program, somebody that brought you in can actually benefit from those links. We had an amazing backlash against that from some people who just think it doesn't matter. I wouldn't have gotten this sale anyway. But they don't want somebody else to get it.

It's just an interest phenomenon that we have, as human beings. That selfish factor, I guess.

Yanik: Yeah.

Ken: Well fantastic to talk to you. It's always a pleasure and I really thank you for being here.

Yanik: Yeah. My pleasure, Ken.

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

Info Product Blueprint
1st Edition

Case Study

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Ken McArthur:	We're here today to talk to Anik Singal about the successes and challenges that he experienced during his recent product launch of the "The Affiliate Manager."
	Anik started off as an Internet marketer and affiliate in 2001. He developed his own affiliate system and used those experiences to start *The Affiliate Classroom*, which is a great training center for affiliate marketers. In 2006 he launched his latest product to help train people to effectively promote and recruit for affiliate programs. We're going to talk about that product development and launch experience right now.
	Anik, thanks for being here.
Anik Singal:	My pleasure, Ken.
Ken:	What a great launch you just went through and what a great package. I tell people over and over again that one of the key elements for creating a successful launch is to have a great product in the first place. You outdid yourself on this one.
Anik:	Thank you. We're proud of what we've developed. It took us a long time. I couldn't agree with you more. There's an old saying in marketing: "The product can outsell any advertising." A good product is what you need. Definitely.
Ken:	Yes. The product looks great. You know, one of the things that I've always been impressed with about your work is the packaging – the layout and all the work that you do. Both in the Affiliate Classroom and with this product. You just have a great sense of visual style when you do these things. Very professional looking. How did you go about getting that?
Anik:	It's very interesting that you mentioned that. The retail side of business has perfected that. Presentation sells. It carries a level of authority. If you put out something and it does not look good, people are not going to want to read it. It may be gold in content. It's just not presentable. It's the same reason why people wear suits and not pajamas. It's the same theory.
	I can't take full credit for that. My editor is amazing. She is the one who makes sure that everything looks right. It's also branding. We carry a consistent look and feel in everything we publish and release. We're building brand recognition. People will know what "Affiliate Classroom" is when they see it from far away.
	Writers are writers. If you write your own content, that's great – but you're a writer. You need to find a designer to take the content to make it look good.
	For someone who's just getting started, and doesn't have the budget, the places I started were guru.com and scriptlance.com. There are places where freelancers, designers and graphic people are and they will bid for your project at very inexpensive rates. You can send someone a Word file and say`: "Here's a Word file and a few PDF files from things I like" or "Here's a sample DVD layout that I like. Can you do the same for mine, something similar." .
	That's all it takes. They can put something good together.
Ken:	It's amazing the difference it makes. The whole feeling you have about the product. It's so easy, I think, to get that accomplished. There are people out there who have the tools already. We find ourselves trying to reinvent the wheel and do everything ourselves. We

have that entrepreneurial style, and want to dig in there and do everything. I think you really have to know what you're dealing with. You have to have some of those skills yourself, so you can at least make an outsourcing judgment. But getting a pro can really make a huge difference.

Anik: Absolutely. I couldn't agree with you more.

Ken: Let's back up a little bit. Tell me how the idea for this whole product first got started. How did you start thinking about that? What made your mind click on this one? What were your goals overall?

Anik: The idea was actually given to me by the market.

In January of 2006, there was an event called "The Affiliate Summit" run by Shawn Collins. An excellent event that anyone in affiliate marketing should be at. At this event – about two months before the event, Shawn Collins asked me if I would run an Affiliate Manager Boot camp. Basically a four-hour boot camp on the best practices on building an affiliate program. At that point I felt that it was a great opportunity to brand 'Affiliate Classroom' in front of the right crowd. I'd love to do it. We started selling seats and sold well over 100 seats at $400.

This was not meant to be something that generated revenue, but suddenly this was going to pay for my trip plus some. My entire marketing effort at "The Affiliate Summit."

That was the first little clue I was getting. There seems to be a market here, a need. When I was putting together the information for this boot camp, I was finding nothing much out there. That was the second check-process of the market. At this point, I still did not have an official idea for the product.

We were doing a lot of internal research, because we were training our own managers, and obviously, working with affiliate managers to build their affiliate programs. We were already actually building the product without knowing that we were.

What happened in January was that people were coming up to my booth and asking, "Do you train managers for affiliates?" I answered: "No, we train affiliates." "That's great, but we really need someone to train my managers." I did not just get that once or twice, but it was an overwhelming demand coming to me.

Immediately, the entrepreneur side of me picked up on that. "There's a need, no one's filling it, why not me?"

The event was such a success. Afterward I had massive companies – representatives from eBay, Hewlett-Packard – the largest corporations in the world telling me, this "This is great information "and they would love to have this.

That was where the idea of an actual course was born. It was not me sitting around and suddenly coming up with the idea. It really was just me being observant about the industry and the market and what it was that they were asking for.

Ken: That's a crucial thing that people often overlook. We talk about it all the time. The whole idea of selling water to a thirsty crowd. If you want to sell hotdogs, sell them to a hungry crowd. Those markets are out there, and you should identify what the needs are before

you even think about what your product is. A lot of times we think that in our words, but we don't put it into practice. You're a great example of someone who actually put it into practice. That's great.

So now you have some of the elements. You've taped the actual event that you did. You have some resources here that you developed, The Affiliate Classroom. So how did you start the process of putting it all together?

Anik: The main reason we taped the event was for internal reasons. I wanted to have it to use it to train people who came on board. It turned out that it could make a great product. I was lucky in that we had a tape, but the first thing we did was we sat to down and really thought about the exact needs. We talked to some of the customers of the event. We instituted a survey at the event.

That was a last-minute decision. The event was on the last day. It was actually the day after the Summit was over. I had already seen a lot of demand from people. I quickly made a Word survey and distributed it to everyone who came to the event. In that, we pretty much raised what their problems were. Where they were having issues – in what specific part of affiliate program management. So we could figure out where our focus needed to be.

You have only certain ways of distributing materials. You can do audio interviews, audio lessons, you can do video and you can do workbooks – actual physical things that they should read – and assignments. I really felt that the magnitude of the knowledge needed to run a good program, that every one of those elements was necessary. We then thought that the structure of the process that we want our students to use when they're studying this course, we came out with a blueprint: here's a video here's where that fits in , here are missing elements that we think would be better discussed on audio. Perfect example -- spy ware. There's not that much information on spy ware. To be honest, I'm not an expert, but we knew someone who was. Instead of having him write a document that would take a lot of his time, we had him take an hour of his time and we interviewed him. That's an example of a certain type of information that's better served as audio rather than as written. We took the audio interview and writers created a written document out of it, as well.

More, it was a thinking process to decide who would learn what in the most efficient way. We felt that in order to get the full grasp of the subject we needed all the media possibilities, audio, video and written. We had to think from the perspective the person who was going to study the course and think about the route they would take. Where their needs are. That involved a market survey.

Ken: We all learn in different ways. Some of us learn visually, some of us learn by reading and some of us learn by hearing. Different people have different learning styles. Variety is a very good thing.

You involved quite a few people. Did you go out looking for people to fill these holes?

Anik: We have interviewed over 13 experts for the course. These are not just everyday people. These are true experts in their fields. We talked to Ben Edleman to talk about spy ware. He's the authority on spy ware. We got senior vice presidents from companies like Commission Junction and LinkShare. These are very large organizations. It was not easy to get someone there from those companies to interview. With companies of that

size, you have to deal with their public relations. It is not the easiest part of the process. Shawn Collins, Rachel Honoway, Linda Wood – these are all individuals who are highly respected in the affiliate marketing industry,

Given my exposure to the industry, I had some personal relationships to other people. For example, Shawn Collins, I could IM him and set up an appointment for an interview. For others, I did not know, for example like Commission Junction. I did not know the person I wanted to interview, but I knew someone at Commission Junction. I called them and they sent an email for me to the right person. That email got answered quickly, coming from within the organization. Then I got an interview with the Senior Vice President of Business Development. The great tip I can give is, that if you don't have a big name in the industry, and don't know anyone in the industry – get one person. They will have a rolodex that you can access. They will help you.

Ken: You can get to their competitors and tell them "he's here, you don't want to miss out?"

Anik: I won't use names, but there was a contact that did not seem to respond to me when I sent emails. I sent a last shot: "Listen, I'm only asking for an hour of your time. I think you really need to participate in the course. This network, this network and that network have already submitted interviews." Within 15 minutes I received a response saying "I'm available." setting up an appointment. It works.

Name throwing is often abused. In my case, I had recently had a case that someone had contacted me for an interview on how to do affiliate marketing. I thought that there were only so many hours in the day. I did not know the person. They sent me another email informing me that they already had Rosalind Gardner, James Martell…As soon as I saw that my mind completely changed. "Now wait, if those people are doing it, he must be doing something cool. I want to be involved."

Ken: That's the key thing; just getting the first person can set that example. If you know somebody who knows somebody. There's almost always a way to contact people.

Now you are in the process. You've felt the market out and sensed that need. You've started to collect interviews. What was the next step?

Anik: The product is starting to get put together.

When it comes to launches, there are 8 million things you need to do. The first thing I did was I opened up Microsoft Outlook's calendar feature. I had already made a list of everything that needed to get done. Product production, getting the web page done, sales process setup, merchant account setup, affiliate program setup, who's writing the sales page, who's designing the package, who's fulfilling the package, how do I get them the information and much more. I then decided on due dates for each element.

Product fulfillment. I need to know who's doing the product fulfillment at least six weeks beforehand because we have to work with each other to figure out exactly how I want the product to look. I can't contact someone a week before the launch date. So six weeks ahead was my due date. So that meant that I had to start looking eight weeks before. I knew from my due dates, when to start looking.

Of course, as time went along, some due dates got pushed. But they did help me info the plan. That was one of the first things I did.

Once the product is done, then we move into design. Now that everything is done: audio interview editing. How is the CD cover going to look? How is the actual format of the material going to look? What images am I going to use? Doing research on other people's products that I really like how they look. Find a designer and giving them that information. That was the next step. Once the content was finished, how are you going to refine it and put into presentable format?

Ken: How long did that take? Were you doing pretty much solid production, or were you doing marketing as well?

Anik: The luxury is that I have a chief content editor. Her responsibility was to put the package together. I could spend a lot of time and efforts on the promotional aspects, of putting together the correct partners. I was also lucky to find a great affiliate manager with a lot of contacts. He could really manage the contacts. What I did was get the grunt work done. Contact A needs a promotional letter or a banner. I could be the person finding the fulfillment house. I could be the person doing the other back end stuff. It's hard to answer specifically, because I had the proper positioning of people.

One of the first things I can tell people is that depending on the launch and the product, it's highly advisable to have more than just yourself working on it. It could be difficult to afford it, but there are contractors available who you can bring in on a per project basis who can help you get things done. I think that's very important.

Ken: We started out doing the product launch with Sterling Valentine. He started out by himself. He then added an apprentice who he thought could do the things he could not do. At the end he started to add people like crazy. You don't know how involved it is to do a huge product launch like this.

Anik: I completely agree with you. It does not look like a lot, but when you dive into it, it's not easy. But it does have its payoff. There is a benefit to it. There are a lot of elements. To be honest, for our launch, from the outside it looked like everything was going smoothly. But inside, I was doing backflips. That night before then launch I was working in my office until 4:00 AM, went home and slept for an hour and a half, showered and was back at the office by 7:00 AM. That was my schedule for the two or three nights before launch date.

Did I have the right number of people working on it? No. This was my first major launch. But now I know. The next one will be smoother. There is a massive need for people.

You can actually group the work pretty well. For example, there's a website development effort. You can have someone putting together the website. The content. You can have someone developing the content. Then you could have an Affiliate Manager. You can have someone responsible for all of your partnerships.

Ken: Tell me about the affiliate manager role. Tell me exactly what your affiliate manager did, and how that worked for you?

Anik: The affiliate manager was brought on, in this case, as a contractor. We have internal people who could do it, but the reason I brought this person in was because of his reach in the market. He had a lot of personal relationships that he could bring on board. Doing a market analysis, it came out to be something well worth the investment. What their responsibility was to make sure to handle anything that needed to be done for that affiliate or joint venture partner.

To contact them. Send the initial letter to introduce them to the idea.

To get them signed up. Get them an account.

Find out when they were going to their first promotion. Write them a sales letter or get it written if needed.

Maintain the promotional schedule.

Keep the buzz running

Make sure they stay in the loop in everything. Publish information to them. Keep them up to date as the launch comes up

The affiliate manager's position is to manage the entire communication line that you establish with the people who are going to be promoting the product on launch date.

Ken: Did the do the follow up details after the launch? As far as commission disputes or questions, etc.

Anik: That is something you can work out with your affiliate manager. In our case the affiliate manager's technical responsibility ended after the competition period was over.

            We had a seven-day competition. He was very actively involved in emailing who was winning, who was where. As soon as the seven-day period was ended, he was no longer a part of that. He still to this date, however, if someone contacts him he lets me know. As far as commission problems, we have internal people to handle that. That is something that could easily be handled by your affiliate manager.

            For our 'Affiliate Classroom,' our affiliate manager handles that. Any payment dispute, any tracking issues.

Ken: There are a lot of questions you don't think about until everything hits the fan.

Anik: An issue that comes up before the launch is that joint venture partners will want their own page, or they want a customized system. They want their own autoresponder set up. That means that they always have their affiliate link going out to their referrals. The bigger the partner, the more demands they will have. That's why it's imperative to have an affiliate manager to handle it. You might think that you can take an hour a day to get them on board. That's just the first 5% of it. But once they're on board, that's when your problems start.

Ken: Sterling Valentine had a saying over the 90-day period to his launch. His motto was "Plenty of time to sleep on day 91." I would tell him that hell would start on day 91. Interesting process.

            Let's talk a little bit about fulfillment. What kinds of issues do you have when you need to have your product fulfilled?

Anik: Make sure that you get a great fulfillment house. The best way to get a great fulfillment is to only get it through word-of-mouth. Don't do a search online. Find someone who is having a product fulfilled. Buy a few products, and when the product comes and you love one, call them up and say "I need your help ask them who's doing this? "

I was introduced to someone through a friend. I asked them to send me samples of things that they had done. It turned out that some of the things they sent me were products from people I knew. So I contacted those people and asked whether they were still using that fulfillment house. They gave me very good feedback.

The relationship turned out well. But it took a lot of nurturing, it started out be a baby-sitting process. The first thing we did was a very small project. We were sending out DVDs of the course to the session attendees. So the people who attended the sessions got free copies of the DVD's. And these guys completely messed this project up like you could not believe. They could not have sent out an uglier package than what was sent out. I'm glad you noticed the presentation, because that's my pet peeve. I went crazy. I had 100 people high-class people getting this ridiculous package.

What had happened is that my contact that was the president of the company had passed me on to a rep. I called him and told him that I had a big launch coming and I would only do it if I were dealing directly with him. So, I caught a mistake early on and made demands. I was able to monitor every step of this. My launch went perfectly.

When you deal with a fulfillment house, they come up a lot of questions that you never thought about.

You will send them a Word file and tell them that you want a workbook. That means nothing to these people. They will ask you: Do you want white paper or cream paper? Do you want card stock? Do you what it half? Do you want it coil wrapped or comb bound? Do you want it front and back? How big do you want it? Do you want color? You're going to go nuts. But these are things they need.

But these are things that they need. They need this information. That's how they publish something you like. The first thing you need to do is to work with them. If you don't understand, they will explain it. Ask for samples. You figure out what you want and coach them through the elements. The bigger the product, the more details to work through. You have to go through each part of this.

I spent a couple of weeks doing this, but since one week of launch, I have had not had a conversation with them. Everything has been running on autopilot. They're producing and sending. It's great. It will take a couple of weeks of nurturing.

Never send anything out without getting a review copy first. That's the mistake I made at first. I trusted them and thought how could they mess this up I had given such detailed instructions. It was not until I got my copy from my name on the distribution list that I realized that the order was wrong.

So I went through the process and got a review copy. I went through every part of it and made notes. If I had to make a lot of notes, then I would get a fresh review copy. If it was a few things and I was sure that they understood the changes, then I would not ask for a new copy.

The fulfillment house plays a big part of your launch if it is a physical product launch. They're pretty much the people who represent you in terms of appearance and time to deliver.

Ken: How did you go about integrating between the shipping and the fulfillment house?

Anik: We actually didn't get very technical with that area. We investigated a couple of options. We were using 1ShoppingCart for our transactions. The individual who was assigned to use at the fulfillment house was very familiar with 1ShoppingCart. We could have worked it out that the fulfillment house would log and fill the orders. But I simply wanted a little more control over the transmission of orders to the fulfillment house. I wanted to know a little more than that. So we do that and send them the orders. Entrepreneurs have a little control freak feature in them.

Ken: That's not a bad thing. You can so often lose complete control of everything. There are multiple stages of things you don't think about when people place an order. When you get an approval from a shopping cart system and you think you have the money. But maybe the merchant card does not send it to the account. Maybe it's gone through the account but then is charged back. Maybe they decide five minutes after they made the order that this is the worst decision they ever made.

Anik: It's funny – that happens. Sometimes you get an email 2 minutes after they order saying that they were in a trance, and "Please cancel the order." It happens.

In our situation, we have a billing representative, who every day checks for new orders at 3:00. He then sends the orders to the fulfillment house. I know there are automatic systems available.

Ken: You're not doing a large volume of sales now, right?

Anik: No, I think that's a great point. If you start to sell a lot and you're doing it manually, you'll drive everyone crazy.

If you're selling a high-end item, then the highest volume will be on launch day.

Depending on your shopping cart. There are ways to export your customer information.. We could export the data into an Excel file. This is what the fulfillment house can use to import directly into their system.

We're not getting hundreds of orders per day. If it is a heavy day, we can quickly get an Excel file generated.

If you have a product that is selling 10s or hundreds per day consistently, a) let me know what business you're in and b) get an automated process in place so you can do that.

Ken: Here's another thing about an event-based big launch. One of the things people run into is merchant card situations. How do you prepare for sudden huge boosts in sales? Did you run into any of those issues?

Anik: Luckily, I did not. Thanks to good coaching from different friends. Merchant accounts are something I have dealt with now for a while. It's not an icky area, but when you find the right partner, life is a lot easier. We had had some merchant account problems weeks before the launch. What I did was to pick up the phone and called people who had done big launches and asked them who they were using. I was referred to a bank that was very friendly to big bursts of money coming through. Their rep understands Internet marketing business. He knows about launches and how they work.

You have to start this process a month before your launch with your bank or merchant processor. The people who are involved are, of course your bank, and if you use an agent, the broker. You need to start letting them know ahead of time. This is the launch

date and time. We expect (X) amount of sales. I'm sending you a copy of the product. . I would like a note put into my file that you approve these kind of transactions. Any approvals you need send me paperwork now. Keep a copy of everything you sign, all correspondence. Make sure they write back.

I actually have two merchant accounts rather than one. I have a backup merchant account.

Ken: In case of problems, you can switch them out.

Anik: Yes. If they shut your account down, you can simply log into authorize.net and switch where the transactions go. Instead of losing all my money and waiting another week for approval somewhere else. I think the process needs to start at least a month before the launch date. You need to have some numbers. It helps to be a customer for awhile with a good record.

If you're applying for a brand new merchant account, you can still do it. Let them know you're doing a big launch with partners with big lists. Send them a copy of the product. Even after that, on the day of the big launch, expect the bank to call some of the customers. It's a good idea to put a notice on the thank you page that they may get a call from their Amex or Visa asking if you actually made this purchase. "Please say remember to say yes."

Ken: That's especially true if the credit card transaction comes through as something they don't recognize.

Anik: That's another reason why branding is so important. When they see a charge from AffiliateClassroom, they will recognize the name. If you're billing under "Joe Schmoe" that's something else. When someone gets a phone call, they want to get off the phone quickly, especially if it's your bank. Two minutes later, they may remember the purchase, but they may not call the bank back. You will get into a lot of trouble for it.

It's very important to put the right name in your merchant account application in the "DBA" doing business as. If your corporate name is very hard to recognize make sure that the DBA is the domain name.

Ken: For instance, our corporation is MacArthur Business Systems, Inc., but our DBA includes Affiliate Showcase, JV Alert or any one of a number different websites.

Anik: Exactly. That's exactly right.

Ken: Talk for minute about shipping issues. Did you have any trouble with things like international shipping? How did you set your shipping rate?

Anik: Sure. I have to thank my friend, Mike Filsaime, who gave me a couple of good pointers before I did the launch to make our shipping go smoothly. He had run into a few hurdles on that.

You asked about how to charge for shipping. It depends on the price level you're working with. I try not to confuse people during the ordering process, even if it's a shipping option choice.

We had sent out over 100 review copies and knew what the shipping charges were. I averaged it out and added another 10 dollars for shipping and handling. That covered any

international shipping for the most part. The most part is that it would cost me $10 for some shipments. But it is usually on a handful of orders.

It's critical that your fulfillment house sends the customer an email with tracking information. It is bottom line crucial. If you want to avoid shipping questions. Within two days of the launch you will be inundated with questions about where their package is. "I want to know when it hits Tennessee on its way here." I don't know why, they want to track the package on the way to their door. They want to feel comforted that the massive amount of money they've invested is being used.

If you are shipping international, don't use UPS or FedEx because it's very expensive. Use USPS – the US Postal Service. They do have a tracking solution. It's just a little bit more, but well worth it. If you're shipping domestic, use UPS. They also have a tracking solution. My fulfillment house sent customers an email with their tracking number and at the end of the day sent me an Excel file with the information.

Ken: You need to hang on to that data. A lot of times the merchant will ask you for tracking numbers for those purchases as proof that you've sent the product.

Anik: Yes. Also on charge-backs. Unfortunately, you will get customers who will issue a charge back to you. The merchant process will come to you and contested you about it.. You will win the charge-back notice on that. You can save yourself the cost of the package. Well worth the cost of tracking.

Ken: You have to be careful with international shipping. You have to be very careful with some countries. I know that Sterling got hit with horrendous charges for South Africa, for instance. I've seen on other order forms, that if you're not on their country list, you need to email before you purchase.

Anik: There are certain countries with a very high fraud rate. If you send a large package that looks yummy, the chances of it actually getting to your customer are literally fifty percent or less. We ran into those problems sending out review copies. The fulfillment house told us that these countries had these problems. If you really want to make sure it gets there you need to use USP or FedEx, and your shipping charge is going to be $240.

Ken: People don't realize when they pay $9.95 for shipping what the actual cost is.

Anik: You can easily check these things. These are things that your fulfillment house should absolutely know. If they don't know these things, if you call and they can't tell you this stuff, then it's a bad fulfillment house. Either they're not experienced enough or you're not talking to the right person.

Ken: Especially in the internet marketing. It is so international. There are so many things to know. It takes an incredible amount of expertise to ship these packages all over the world.

We've talked about fulfillment; we've talked about the affiliate program. Let's talk about the launch itself. How did you build the anticipation for your launch? How did you go about publicizing it? How did you go about getting it off to a big start?

Anik: Sure, One of the elements that I've found for building anticipation is a blog. There are two elements actually. First you have to build a sub-list. A list of people interested in your product. For instance, we put up an opt-in page on our domain name AMClassroom.com.

We announced that we were going to launch this course to get a free report, put in your name and email; we'll send it to you.

We built a sub-list that we could start promoting to.. On the back end, we put a blog. Every time we did an update to our blog, we had a reason to email our list. The blog consisted of little snippets to promote our package. When we sent out our review packages, we had some reviews coming back from our partners. Some would say "We're already using this, I love this." So we would publish the testimonials on the blog site. Look some people saying "This, some saying This…" I made some nice videos. The Camtasia videos were posted on the blog. That gave people a reason to come back and join my list. We slowly built the buzz.

We started building the blog about a month before. When you start the blog depends on the price level you are going to charge. For a package that is going to cost $1,000, the people need to be convinced to spend that amount. If the product is priced at $30 - $70, people will not need as much convincing, so you can start a couple of weeks out, and that will be enough.

So you start your blog. But you have to get people to that page. Now we rely not only on our own resources, but also those of our joint venture partners. We will provide them with the affiliate link and tell them to start promoting with the affiliate cookie. You send out a couple of messages and we will build up the buzz and get the people excited about the product. It does involve a few good partners to be willing to promote you a few weeks before the launch.

Ken: For a product launch like yours, how did you go about recruiting your joint venture partners?

Anik: In my case, I already had a lot of contacts in that industry. Anyone I wanted to promote my product that I did not feel I could easily convince to promote it – I interviewed them. I put them into the product. Now that they were in the product, they pretty much had to promote it.

That was one strategy, but I did have a lot of people that I knew. I could ask them who they thought would be a good fit for promoting the product. I called them or emailed them. Then I brought on a great affiliate manager with established relationships that he could bring in.

Basically, we built a large list of potential partners. Between my affiliate manager and me, we had a list of over 300 people that we wanted to target to help us promote our package. Then it becomes a number game. The more people you have on that list the more people you will have promoting your product at the end. A certain percentage will agree. After that it becomes a consistent contact game. You email them. You email them again. You send them snail mail. You do everything you can to put yourself in their face. You try to get a response. It may be 'Yes' or 'No," but you get a response.

One of the key factors behind my entire launch is organization. Everything was done in a very organized manner. Before I contacted anyone I built a list. Between my manager and I we updated that list. Anyone who had been contact, we made a note. "This person was contacted on this date and here's what he said." ,"This person said he was in. He needs a banner." So, we kept and maintained a very organized list so that we always knew who was on board and who wasn't. We did not bug any partners.

Once they were on board it was a process of keeping them up to date, getting what they needed, getting them started and excited about promoting you.

Ken: So now you're sitting with about 300 partners. What process were you going through a week before the launch? When you're just about ready to go?

Anik: To correct that. We definitely did not have 300 partners before launch day. The 300 were the original list. The people we hoped would promote us. The people who would have a massive influence on launch day. We knew that if we contacted 300 we would get X percent of them on board.

The week before the launch is the week to build excitement, Not only for customers but also for your JV partners. By this time, you should be done recruiting partners. It's been done. You've already sent out review copies. The people who are interested have contacted you by now. There may be a few stragglers. We released new promotional resources. We kept in constant contact with them. We released little tidbits for the partners to see. "We finished our sales page, have a look," "By the way, look at what some of our customers are saying." Just letting them know that the launch is coming up. We would publish something seven days out, then on day five, day two and day one.

The week before you start the bug a little bit more… it's coming … and boom! It's here.

Ken: So now you've come to launch day. Any problems?

Anik: No. The main reason is that other people have done this before me and we were able to learn from their experience. We were ready to go with servers. We had about 13 videos on our site. We hit about 560 on Alexa. That's in the top 600 most-visited sites that day on the Internet. We were serving 13 videos and performance was up to 100 percent.

We had an entire admin team watching our servers. We did a lot of load testing on the servers the day before. We just made sure there were no problems on that end. Payment transactions. We were testing our own payment system very consistently. Even during launch.

Ken: That's very important. Before you send anyone to the order page.

Anik: Even during launch I was continually testing and voiding; testing and voiding. If we saw a period of time go without a purchase and it did not seem right, we would put through a test to make sure that there were no problems.

The one thing I messed up in this launch was not putting enough focus on the sales page. The copy was done, but the page itself. We started the launch with a page I was not too excited about. But 30 minutes into the launch we put up a good page with the help of a good friend.

I would suggest that you bump the sales page up higher on the priority list.

Ken: I've made that speech before. With all of my mentoring clients, I tell them to start writing the sales page on day 1 before the product is even produced. Then you start fine tuning it from there.

Anik: The only other thing I might do differently would be to have more elements finished before I declare a launch date. The more I can have done before I announce it, the more time I can spend on the marketing. If the product were done, the sales page done, the

fulfillment house ready to go, then I would have three weeks to do nothing but market my course.

One of the things I forgot to mention about buzz creation. I did a lot of teleseminars. I can't even think about how many I did with different partners. My affiliate manager compares it to running the circuit. As when a new movie is released, say *Mission Impossible*, Tom Cruise is on every talk show on television, radio shows, newspapers. You're building the buzz. That's exactly what we did here. There were days I did five calls in one day.

That's one of the most challenging things about the whole launch. Going through the same content for one hour five times in the same day.

Ken: Yes, and trying to have it sound new and different for every one.

Anik: So, that's why I would like to have more elements of the process completed before I commit to a launch date. So I could focus more time on that. At the end of the day I could go home and not worry about working with the design or the fulfillment.

Ken: So, sales are coming in. What about the after-effects? How did you feel after everything was done? You've gotten through the first week or so?

Anik: Tired. It was really good. Everything went really well.

At that point we switched from marketing mode to customer service mode.

Ken: We should talk a little about that. It's such a crucial element. People forget that the sale does not end at the sale – the point of purchase. You have to make people consume the product and keep them interested in the product or your return rates three months down the road will be huge.

Anik: Customer service becomes key. When someone wants to know where their package is, you have to tell them where their package is. Unless you are very well prepared; you tell everyone that you will ship within 24 hours but it's actually three or four days later the fulfillment house has not been heard from… It's a problem that could happen. I found that honesty is what works the best with my customers. I believe that some shipments were two days behind in the fulfillment. I sent them email: "I did not expect that many to order, I was not prepared, and I apologize. Give me two days." They would write back and say "no problem. Thanks." If you try to tell them "It's on its way" they will catch you.

I bought a product a long time ago and it took two weeks to get it out. He told me he had shipped it two days afterward, and maybe there was a problem with the postal system. When I got it, the postmark was the day after I had talked to him

Ken: People aren't stupid.

Anik: Yes. I'm not going to purchase another product from him.

Be honest with them.

But the biggest thing is that they will have questions about the course. We're doing follow-up teleseminars. We are doing up a follow-up series to get them to interact with us and ask their questions.

First of all, it's good customer service to help them get as much out of the product as had been promised.

Also, I'm working on version 2, and feedback is helpful. Give them surveys to find out what else I can sell to them.

Ken: I noticed that you titled your product right on the cover "first edition" right on the package. I thought that was a great idea.

Anik: The way we look at the industry, affiliate marketing, right now, is that it is growing so fast and changing every day. If we don't update the course within a year, it will start to become out of date. This is really a professional publication. We want this to be the sole resource that affiliate managers are using around the world. There will be a second edition and probably a third, fourth and fifth.

Ken: You've given us some incredible input on the scope of a product launch and creation. I thank you for that. I know that people are going to be interested in the *Affiliate Manager* course, and may have questions for you. What's the best way to contact you?

Anik: If you have questions regarding any of the services we offer, *Affiliate* Classroom or *Affiliate Manager*, you can reach me directly at anik@affiliateclassroom.com or you can contact our support desk at support@affiliateclassroom.com. We will be willing to help you any way we can. One of the things we can do to help you if you are not sure about whether a product fits you or not, just ask us. One of our biggest rules is "If it does not fit you we'll tell you." We are not just out to get the sale. If you think we can help, just let us know.

Ken: Thank you for talking with us today.

Anik: My pleasure.

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

Info Product Blueprint
1st Edition

Case Study

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Ken McArthur:	We're talking today to my friend and wonderful super affiliate herself, Rosalind Gardner. Rosalind's been a member of jvAlert for a long, long time and just a great person that you want to know for sure. It's great to have you here, Rosalind.
Rosalind Gardner:	Well thank you so much, Ken. My pleasure.
Ken:	We're going to talk today a little bit about an interesting project that's been going on now for, I would guess, years called The Super Affiliate Handbook which is a book that Rosalind put together. It's really her own story. The amazing true story, I should say, of one woman with no previous business experience and how she earns $435,000 a year online selling other people's stuff, which is kind of a neat way to do things.
	Rosalind, what I'm going to do is kind of just go through from the very beginning, because what we're trying to do is kind of a case study that tells people some of the different ways that they can launch an info product and have that info product be successful. Super Affiliate Handbook has just been tremendously successful for a long, long time. So I'd like to talk about that whole process.
Rosalind:	Well it sounds like fun.
Ken:	Okay. So tell me from the very beginning how did the whole project come about? How did you come up with this idea, and what made you decide to do it?
Rosalind:	Well okay. Sit down. As per your introduction, I had no business experience whatsoever when I got into online marketing. I, in fact, had been an air traffic controller for 20 years. Then I discovered Internet marketing, and more specifically, affiliate marketing. I learned how to do that fairly well to the tune of $435,000 plus in 2002.
	My business was actually profiled by the late Corey Rudl in his Secrets to Their Success, his monthly website. By result of that interview and that profile, what happened was so many people started getting in touch with me and asking me questions about affiliate marketing. I was emailing back and forth and I found that most of my time was actually going to answering questions and not doing my business.
	So what I did then was I put together a little website and I started writing a newsletter. The newsletter basically responded to people's questions. I was creating kind of a database of information and articles on that website. Then I finally thought, well jeez, you know there really is no comprehensive resource out there for people who are interested in learning more about affiliate marketing. So I collected the materials that I had, and I spent another six months putting everything together the way I thought and the way that I did it. I ended up self-publishing my e-book online. That's how the Super Affiliate Handbook came about.
Ken:	What's really amazing about this, first of all, is just Rosalind and how you distinguished yourself in this whole field. Most people start out with affiliate marketing and they make a few bucks here and few bucks there, and that's it. They think that there's no money in it, and then they kind of go away. But you took this to a whole new level here. So that's part of what you had going at the very beginning. You had a compelling story to tell.
Rosalind:	Absolutely, because I didn't find it particularly difficult. I didn't think it was all that difficult compared to starting an online business where you're actually selling a product and you have to develop a product and hire employees, or create space and stuff like that. I just thought that this opportunity was so available to mom and pop type of operations and sole

proprietors that people really had to know, because like I said, I had absolutely no business experience and yet with only one site, I had made over $400,000. I put $400,000 in my pocket in 2002 and much more subsequently.

Ken: Yeah. Right. Exactly. That's pretty astounding. So how was the process itself in terms of collecting this data? You said that you started out with articles that you'd written in your newsletter. Did you try and adapt that content? Did you write original content? How did you actually develop the structure of the book?

Rosalind: Well, it really was all original content. It was all stuff that I had when I had written back to people. I took some of the articles that I'd written in the newsletters and articles. Then I had separate articles that I posted on the site. I put that all together. I sat down and I looked at it. I thought, okay, well we've got to have a structure here.

So I set to work in creating an outline which really needs to be the very – after you decide what you're going to write about, creating a paper outline really needs to be the very first step so that you put your information out there in a logical format.

I think actually out of everything that is involved in writing a book, that the outline process is perhaps the most difficult. But once you've got that together, it just flows. It just flows because, you know, as long as you know what you're talking about, you should just be able to pick chapter two or point number two that you want to make and just talk about it.

Ken: Yeah. Outlines make a huge difference, and it makes the whole thing feel more structured. That's the way that we learn best is if we have a clear structure to the whole process.

Rosalind: Oh sure. Like I can't start talking about RSS or Real Simple Syndication in chapter one if I hadn't covered all the basics about putting a website together and what affiliate marketing is and all of that other good stuff.

Ken: Yeah. You've got preliminary stuff. Then you've got to think, I would think, about the flow of how these things go. If you've written articles over a period of time, you've got to at least have some stylistic differences, even though you're the author of all the articles. The time and purposes of those particular articles were probably varied. Then you've got to kind of meld this together into a smooth flowing document, I would think.

Rosalind: I think that's the beautiful thing about writing your own book is that you can really adopt your own style. I don't know whether you're aware, but recently I was contracted by McGraw-Hill to produce another book about affiliate marketing, and yet one of their stipulations was to tone down my tone.

Ken: Yeah.

Rosalind: Right?

Ken: Don't make this too salesy?

Rosalind: No, no, not at all. I'm not salesy at all.

Ken: I mean I think of you as a toned-down person to begin with, but maybe I'm just off base here.

Rosalind: Oh. Well I tend to use quite a few exclamation marks. Like I'll use terms like, you know, produce no web crap and stuff like that in the book. In my book, and it is my book and I self-published it. So I can basically say anything I want to say as long as people like it and they recommend it, because a lot of it comes from word of mouth. The sales book has come from word of mouth. So obviously, people enjoy it. Yet McGraw-Hill looked at it and…you have to write for the audience. The new book is going on the shelves, you know, will go on the shelves at Borders, and Barnes and Noble, and Chapters here in Canada, and that sort of thing. It needs to be written in a slightly different way. You can't say, you know, I hate so and so merchant because they did this.

Ken: Because they'll come back and sue McGraw-Hill with…you just lost it or something.

Rosalind: Exactly. Exactly.

Ken: That's really interesting. So that's got to be a real contrast for you.

Rosalind: It has proven to be quite the challenge.

Ken: Great. That's great. So you developed this from articles, and from your newsletters, and from your emails to other people. I think that's a great technique because, you know, I do that myself. That's how we developed our whole customer support kind of function.

                Actually Sid Hale wrote a great e-book about Affiliate Showcase, for instance, based on responses that he posted in the forums and that kind of thing. So you can take existing customer service material and turn it in to something that's actually sellable.

Rosalind: Absolutely. I mean that actually is such a good idea. As a matter of fact, one very famous internet marketer who has a forum, and that's essentially all he has, is his own products that he sells. He maintains a forum. Every week, in his newsletter, he cuts and pastes comments from the forum, and then invites people to go back and make further comments on it so he gets even more information to work with. It's a good thing. It's a beautiful thing.

Ken: It just becomes an editing job at that point.

Rosalind: Mm-hm.

Ken: That's interesting. So now you've got this e-book, right? You're all set. What were your first steps when you wanted to actually go out and sell this thing?

Rosalind: Well I was really fortunate in that I just simply went directly to AssociatePrograms.com, which was perhaps the first affiliate program directory online. It's run by Allen Gardyne or Jardine, I'm not sure how to pronounce it yet. Nobody seems to know.

Ken: Allen is very well known.

Rosalind: So I contacted Allen and I said, well you know you've got this huge list of subscribers who are interested in affiliate marketing and affiliate programs. I've written a book about affiliate marketing. Perhaps you would like to review it and let your subscribers know about it. Of course, I did have an affiliate program. So he would be earning money every time he sold one of my books through his site. So that's exactly what happened.

                He reviewed it on his site. Because I was dealing with ClickBank, which has an affiliate program, and because his audience was not only interested in affiliate marketing, but they

were also affiliate marketers. So they picked up the book and ran with it and started promoting it all over the place. Within a couple of weeks, it attained the top spot in ClickBank's business-to-business category, which then helped further promote it because it's visible to affiliate marketers who are looking for products to promote.

Ken: Yeah. Yeah. So isn't that a great way to start? You know, when I first launched Affiliate Showcase that was one of the big blessings that I had. My co-creator for that project was a guy by the name of Jim Daniels whom I'm sure you know well. We partnered together on that. Just the fact that Jim had such a responsive list of people that knew him and trusted him, you know, with a huge kickoff to that project.

            I think if you want to develop a product of any type, but particularly an information product, if you go to people who have the ear and the trust from the people that you're trying to reach, that's a great way to drive interest in what you're doing.

Rosalind: Before you even begin to write, knowing that there is a hungry market out there and that there are avenues through which you can promote that product when it's finally done.

Ken: Yeah. That's really crucial. Now we talk about that a lot. We talk about making sure that you've got a hungry crowd for the product that you're out there selling. But actually, putting it into practice is a different thing, because what we tend to do is, we tend to go out and follow that bright shiny object syndrome where we're chasing after the newest and greatest or latest idea of whatever looks good to us personally. As some people say, you know, there are things that we would want that nobody else in the world would want. So identifying a good clear market is a crucial thing I think.

Rosalind: Before you start trying to sell tarantulas on line.

Ken: Yeah. Right. Exactly. You may be very in to tarantulas. I wish I could remember the example that Frank Sousa gives. I think it has something to do with hairy worms or something like that, selling them on a street corner.   You may be the world's greatest lover of hairy worms, but if you set up a store to sell them, you're not likely to have a great deal of success. So that's a great thing.

            Tell us a little bit about the ClickBank process. If you would, just give us a little background about what ClickBank is, because the approach that you took with using ClickBank is a little bit different approach than some types of launches. It may be an avenue that other people want to consider.

Rosalind: Well the reason that I went to ClickBank instead of setting up my on merchant account and going through say 1ShoppingCart.com and using their affiliate program to promote my product, was that ClickBank doesn't require a merchant account. I think it cost $50 at the time and may still only cost $50 to set up an account if you are a merchant. It's, I guess, probably the biggest repository of digital products like digital e-books and software, and has a huge, huge affiliate network or people who are selling ClickBank products. So they often go into that network and look for new products that are available to sell. So that's nice, especially if your product is listed near the top of its category.

            Yeah. I liked it because it was really easy. The other nice thing for affiliates of ClickBank is that structuring a link is the same from one product to the next. The only thing that changes with your affiliate link is that you install the merchant ID into the ClickBank hoplink, is what they call their affiliate links.

So it just makes it so super simple for somebody to promote your product. Then, you know, basically hopefully they will do a review of your product or you can set up copy on your own website, you know, to bring them back to your website and show them where there's copy that they can post on your site. Sometimes you'll do an interview with them. It depends on how motivated the seller actually is in terms of what type of information they want to put on their website. Seriously, ClickBank is so simple to set up.

Ken: It's really interesting because you can actually use ClickBank for fairly high-profile launches. I mean Mike Filsaime just actually used ClickBank for his latest big launch which was pretty amazing, because he actually owns payment processors and those types of systems, but ran it through ClickBank.

Rosalind: Well that's actually a really, really good endorsement for ClickBank itself just in terms of using it as a marketing tool.

Ken: Yeah. Yeah. Absolutely. Now I would assume that they would give Mike a whole new fresh set of people that are aware of his product that maybe aren't in your typical "internet marketing" space or something like that.

Rosalind: Sure.

Ken: That gives you a bigger reach, too. So you kicked off your launch with Allen and you've got it building up in the ClickBank affiliate because of the visibility of the ranking. So did you just stop there? Was that all you've ever done on this? I want to know why it stayed around at the very, very top for ages and ages.

Rosalind: I know. I know. It was up there for just probably two and half years or maybe even closer to three years. I just looked. It's down at number 12. I haven't been doing a lot of work to promote the book lately.

Ken: Yeah. But 12 is still pretty good. We're talking how long since the launch now?

Rosalind: It's been three and a half years.

Ken: Yeah. Three and a half years now and it's still at number 12.

Rosalind: Yeah. It is good. It would be nice to be back on the first page. It is on the first page in a few different categories. Actually, what I think I should probably do at this point is introduce it in another couple of eligible categories or relevant categories. So that might be good.

              After the book was published, oh my goodness. Then all of a sudden, it became very visible. What happened was, people like you started to contact me for interviews and to just basically share my knowledge of affiliate marketing with people who were interested. Of course, you have lots of people who are interested as do a number of other internet marketers.

              So the more interviews that I did and teleseminars that I did, the more the word got out, which of course they would promote my book as well. That helped keep it up at the top, I think. Then I started speaking at seminars as well, such as Affiliate Summit which is the affiliate marketing industry's largest conference, Yanik Silver's conference, and a number of others anyway. So that all just helps keep the word out.

              Then Revenue Magazine, which is the affiliate marketing industry's glossy bi-monthly

magazine, asked me to write a column for them. So every month my byline goes out with SuperAffiliateHandbook.com at the bottom, and more and more people get introduced to the book. So that helps it keep up with the book, too.

Ken: That's great. So publicity from the book and the visibility of your book has built you a great backend in a lot of ways for all kinds of other services.

Rosalind: That's been my serious downfall, let me tell you. Always make sure that you have a backend product to offer, in addition to your book. As a matter of fact, the only thing that I've really done as a backend product is to offer consulting services. I do teleconsulting with individuals who have already established themselves somewhat as affiliate marketers. They have a site and they've worked on it for a while and I'll talk to them. But yes, I would highly recommend that people put together another product that they can sell after they have their book, or maybe even produce it at the same time.

Ken: Yeah. I think that kind of planning is great. I wish that we could all do it and think ahead about backend products and exactly what they should be and what things relate for cross-sell, up-sells and down-sells, and everything else. But sometimes we don't have the time or energy to do that I think.

Rosalind: What you'll find, though, is once your book becomes really, really popular, which it will if you get out there and market it basically to large markets or to people who have large subscriber lists, those people are going to be asking you for backend products, or special reports, or whatever else have you. If you don't have that and you only have your book to sell, you've really limited yourself. It's going to so widen your opportunities for your earnings opportunity when you do have a backend product.

Ken: You're currently selling Super Affiliate Handbook for, I think you've got a reduced price of $47 on this thing right now. That's pretty incredible. So some people would think, you know, how can you make money on a $47 e-book? Is there a real market out there for e-books anymore? There's thousands of e-books out there. What's your response to those people? You're not going to tell them, are you?

Rosalind: Well yes I am, as a matter of fact. I'm going to start off with something that I heard on the radio. It was probably about a year ago. I was listening to CBC which is the Canadian Broadcasting Corporation. It's a lot like MPR in the States. I heard this e-book author kind of whining about the fact that there is no market on line, and that you're only going to make like five bucks a book. I just thought, "Oh my good God, I'm selling my book for $47." Well there's a couple of other well-known books on affiliate marketing and mine is a quarter of the price of the other ones. So that helps.

                Why would people want to spend nearly $200 when they can buy something that has as much if not more value for less than a quarter of the price? Not only that, but you're taking in all of those dollars except for when your affiliates make the sale. If you don't have affiliates, well then you're not going to be making as many sales.

                The opportunity for selling information products on the net? Oh my goodness. Well let me just say that basically I passed a million dollars in sales just a little bit more than 12 months after I started selling the book.

Ken: Wow. Traditional publishers look at that figure?

Rosalind: Exactly. Not only that, if you go through a traditional publishing house, like McGraw-Hill or any one of the other ones, and have your book sold that way, you're only going to be

making a very, very small percentage of the sales if you go through a traditional book publisher. So it's so worthwhile to self-publish online and do it yourself. It's really not that hard. You take a word document. You convert into an Adobe PDF and get somebody to design a nice little cover for you, and away you go.

Ken: Yeah. You have a product. I think one of the key things that you mentioned was the value. You put together what really is a super handbook. It's very comprehensive. It covers a lot of areas. It's very clear. It's very concise, and yet has everything you want to know. People recognize that value, I think. The word gets out. You think that people don't know the difference, but the word of mouth is a huge factor, I think, in driving your sales.

Rosalind: It absolutely is. When people are posting honest product reviews online, you can tell the difference. Like when you read a product review, you can tell whether the person is just trying to hype himself or whether, in fact, they have actually bought the product, or read the book, or whatever. If it's nothing but good, then it's probably not an unbiased review. So yes, word of mouth means absolutely everything.

Ken: I can see that for sure. So this seems like a really simple process to you, I know, because we talked a little bit before this conversation here. There are a lot of little glitches that can happen along the way. Did you have any glitches in your process or everything just went smooth as cake?

Rosalind: Well yeah. My first glitch was my title. Originally, it was called the Super Affiliate Handbook: How I Made $436,797 Last Year Selling Other People's Stuff on Line.

Ken: Then you had a big problem because this book now has gone on for how many years?

Rosalind: Well you know, I guess I just didn't think that there was going to be a next year. I don't know. So what happened…and of course, I did all the right things and I got an ISBN number for it. So therein was the next problem, because when I wanted to change the title, I just assumed that, you know, a new title, a new ISBN, like new book. I didn't have to do that. So now, I had two Amazon listings and people were getting confused on Amazon about which book they should buy, because I changed it from 'Last Year' to 'In One Year' Selling Other People's Stuff Online.

So be really careful. Even within your book, if you're going to be using numbers and like saying that Google is the top search engine online or something like this with x number of million searches a day, be sure that you indicate a date. Then you're putting yourself in a position where you're going to have to revise your book on a fairly regular basis, because otherwise if it says in 1999, people don't want to know what happened in 1999. They want to know what happened in 2006, which of course, now I've just dated this recording.

Ken: No. No. We're looking way back in the past there. Isn't that true, though? You want to make whatever products that you make timeless. You want them to have no dates to them so that they can just keep on going as an evergreen products.

Rosalind: I guess that depends, too, a lot on your subject matter because it would be impossible to make a timeless book on the subject of affiliate marketing. I mean what happened yesterday is different than what's happening today, you know? Tomorrow Google's going to come out and do something different that everybody's going to be talking about, and you've got to include that.

Ken: That's an opportunity, too, for your first edition, your second, your third. I was looking at the traditional publishing industry, you know. You look at Dan Pointer's book or something like that, and it's already in the 23rd Edition.

Rosalind: Right. Wow.

Ken: So it's interesting. You know, that's a business in itself. You just keep on turning out a new product of the same thing every year.

Rosalind: Does he charge for the new editions or does he upgrade those new editions with people who have already bought --

Ken: He's doing a physical book. So you know, he tries to sell them the latest edition of the information. So I suppose you could do the same thing, though, online because you could date it. The problem is that it forces you to actually put out a new edition every year. Otherwise, you've dated yourself.

So there's pro's and con's in the dating thing, you know. If you have something that changes all of the time, you can date it and force your customers, in effect, to buy the latest and greatest information every year or if it doesn't change that often, then you can avoid dating it and it'll be good for years to go.

Rosalind: Yeah. It's funny. I guess if we're going to talk a little bit about pitfalls and problems that e-book authors may face, that actually would be one because there seems to be the general expectation that updates to e-books should be provided for free. It's like automatic refunds from ClickBank. Simply because somebody asks for one, they get it and they don't have to justify their reasoning, whereas, you know, if you read a book, and crease it up and mark it up, and spill coffee on it, you're not going to bring it back to Barnes and Noble. Right? So people who shop online have a little bit of a different expectation. Now it may only be in the internet marketing category I think perhaps if you're dealing with real subject matter.

Ken: Now wait a second here. We're dealing with real subject matter now.

Rosalind: Absolutely. But you know what I mean. Like products or categories that are outside the business opportunities category. My first affiliate site was about internet dating. That's a totally different thing. Like if I sell a book about internet dating, the expectation is completely different. People don't come back for refunds and say, well I wasn't happy because I didn't meet somebody right away. They read the information and they find it useful over a period of time. But if they buy, for whatever reason, if it's in the internet marketing or the online business category, there are a lot of people who will read something and return it just because they can.

Ken: There's this expectation that if you buy Super Affiliate Handbook for $47, that you should be able to make $435,000 a year.

Rosalind: Right. Right. This is so true. Well it's a get rich quick mentality. Yeah. So if it didn't happen yesterday, then well okay, it must not work.

Ken: That's right. Isn't that interesting, though? There are so many opportunities online and so many good people doing it. Sometimes everybody gets painted with the same brush, so it's really too bad.

So we've got a great product here. I think that makes a huge, huge difference. Any other big problems that you ran into?

Rosalind: I would say not. I mentioned refunds. Surprisingly, the refund rate is really low. I've heard about some authors or some people with digital products and stuff that run like 30 percent refund rates which, to me, I would probably give up my career at that point. Just go, you know, like I'm not doing this right. But you know, I run a normal refund rate which is about 5 percent. I know people who have lower refund rates. So I think that's to be expected. I remember the very first time that somebody asked me for a refund. I was just horrified.

Ken: I know that feeling so well. I still remember somebody cancelled an Affiliate Showcase account. The very first one. I know it was the very first one. They cancelled the account, and I emailed Jim Daniels immediately. I was just kind of horror stricken that somebody would actually cancel this wonderful service, and I said, "John, I'm so sorry. Somebody canceled the service." But it's just that awful feeling that first time when something like that comes through.

Rosalind: Your skin gets a whole lot thicker because you go, it's not necessarily the product. You stop blaming yourself and say, you know it's not necessarily the product.

Ken: Yeah. That's so true. Here's another interesting question for you. In terms of pricing, what do you think about pricing e-books in this day and age? How do you go about doing that?

Rosalind: That's a really difficult question because compared to other e-books in this category, my book is very, very low priced. I've had so many people go, you know, like boy I don't even want to sell yours because I'm only going to make like $23.50 if I sell one of your books. And I'm thinking, boy oh boy, you sell one of my books and you make 23.50 and I make 23.50. Isn't that a great thing, considering what a book offline is, like 21 bucks, like $25, and you're not making anything. Or you're making 15 percent in Amazon or something like that. I think the pricing in this category is really high because there's such great demand for the product, and I think the opportunity is wonderful.

              I just talked to a friend last week, and he said that he raised his price from $39.95 and he went up to $79. His refund rate went down, and he's selling more books. So basically, it's all about perceived value.

Ken: Yeah. It really is about perceived value. I still remember back in the old days when I was doing computer consulting. When I first started doing that, I priced it out at $35 an hour and wasn't getting any takers. Then I doubled my rates. Now this was back in the dark ages.

Rosalind: It must have been.

Ken: I doubled my rates, and then my business just took off. So you really don't know. But if you're pricing it too low, then people are not going to know that it's such a great value.

Rosalind: Absolutely.

Ken: Part of that is your reputation and stuff like that, because you know, you see all of these junk sales where people will pile in 3,000 e-books into one low price of only $49.95 or something like that. You just know it's all junk. But oddly enough, if you actually pick

through some of that stuff, you would find some wonderful contents that you could probably sell all day long at $47 a pop or even $97 a pop.

Rosalind: All by itself. Actually, you make such a good point there about the bonuses. I would strongly recommend to people who are selling their books online that you, and I may be the only person in this category who feels this way or who does this, but I know that it's worked really well for me because the conversion rate on sales on my book is extraordinarily high for the industry, limit your bonuses. Make the product of such great value that people aren't looking for additional bonuses. Price it right.

The only bonus I give is a $25 – it's $25 or $75, I can't remember – discount off my consulting which is like $300 an hour. How many people actually take advantage of it? A few, but not everybody is going to want to pay that kind of money for consulting, nor are they going to be ready for quite a while. So essentially I'm not packing in a whole bunch of bonuses, and it works. It works really well. It makes the product seem that much more valuable.

Ken: Yeah. That's interesting. What about the sales page for your book? How did you go about putting together a sales page? What crucial elements do you think should be in there?

Rosalind: I approached it with blood, sweat, and tears because it's the first and only sales copy I've ever written for my own product. As an affiliate, I don't write sales copy. I write reviews. There's a huge, huge difference. So what I did was, I just sat down and I tried to put myself into my potential audiences and customers' shoes, and where were they, and what do they want, and why should they learn about affiliate marketing. It's worked really well.

It's worked so well, as a matter of fact, that Mark Hendricks uses it as an example of like the way sales copy should be. Yet, I have no background in writing sales copy. I've never taken any training. You know I've learned along the way. I have picked up products since I wrote it just to see how I could, perhaps, make it better. But essentially, it hasn't changed at all since I first wrote it, because whatever tweaks I make, I test and I usually find that my conversion rates go down when I start changing it.

I think when you're writing a sales copy for your e-book or whatever, just write it honestly. Sit down there and just figure out who your audience is. You should know your audience because you wrote a book for them.

Ken: That's right. You know a couple of key things that you pointed out that I think are just crucial. The first thing was that you talked about the fact that it really needs to come from your customers' standpoint. You need to put yourself completely in their shoes and know what they're feeling at the time.

The other thing is that you really have to write in your own voice, I think. Everybody's not the same. We have people detect honesty really well, I think. I always say you may not be able to spot every single lie in the world, but you know who the liars are.

Rosalind: Right.

Ken: So it's a process that really comes out. If you're honest and true, and you just lay yourself out there in your own voice, then it's much more compelling than you would think that it would be.

Rosalind: You had mentioned about reputation. Reputation is absolutely everything. Word spreads like wildfire on the net. So I think that protecting your reputation, creating a good reputation to start with by coming in with everything from an honest standpoint and giving people good information and good quality, and everything else like that, and then guarding that reputation making sure that you don't say something that you don't necessarily intend. Right?

Ken: Exactly. We always misspeak ourselves I think. We're trying to put certain ideas out there and sometimes we stumble all over ourselves. But the audience and the customer come back and kind of correct those things for you. If you work with this long enough, you get feedback from people who have the product or see your sales letter, and you can get a real sense of how other people perceive you, I think.

Rosalind: Oh you are so right. I think that I actually, since 1998, I've been working online, and I think I have changed just by doing business in this medium, learning how to deal better with individuals and people. Yeah. It's all good. It's been a wonderful learning process.

Ken: Then the other thing we probably ought to talk a little bit about is the backend of customer support after you make the sale. That's another thing where your reputation really can be covered or completely damaged when things happen after the sale.

Rosalind: I ended up hiring a virtual assistant to handle all of my customer service issues related to the book. People have problems with downloads. I mean the book is delivered automatically basically, once they pay. I do use a system called DLGuard. It's put out by Sam Stephens. What it does is, it protects the download page. That's the one thing that ClickBank does not do for you because they're just the third party payment processor. As soon as the payment clears, they send them back to your site.

So it's up to you to protect your download page. What I found was that my book, I guess in the first year or so, that I didn't have this protection, the book had been just nabbed off from my server and shared and everything else. So this is nice. It just stops people from stealing it outright. That system can work really, really well and the download link can be put right in front of them. People still don't necessarily read everything that they should on a page.

Ken: I've noticed that.

Rosalind: So that, I found was just getting a little too much for me. I want to do other work. I think learning to outsource those smaller details is a really good thing. Save your time for creative pursuits and get somebody else to handle customer service issues or whatever. They've got questions. You know, they may have a question about something you said on page 247. So if you can, hire somebody and train them, and get them to read your book and to understand it. If they have questions they contact you and then forward it on to the customer. I'll tell you that has been a lifesaver. I just totally love my VA. His name is Joel Bolton. He is so good.

Ken: That's great. Those people are very, very important. You can develop, I think, systems for helping to respond to that to make it easy. When I first did Affiliate Showcase, we took a lot of time with every question that came through. I mean I would literally spend a half hour composing an answer to somebody's question. I did that and saved those answers off so that I could respond to somebody in a very detailed, comprehensive way that you

couldn't do 5 million times a day if you were just answering them on the fly. But you can develop systems that really help not only your customer get more comprehensive information, but also make it easier for those people that respond to people.

Rosalind: You're so right. We use a system called Kayako for our support desk. It allows you to build a knowledge base. So when I or Joel provide a detailed response to somebody in response to a question – and what you find is that you get the same questions over, and over, and over again – so what we do is we basically create a file of standard responses. Just at the beginning of an individual response, you add maybe a couple of lines that addresses that person personally and then incorporate the standard response at the bottom. You've written 300 words and it's taken you two minutes.

Ken: Yeah. Well Rosalind, we've had a great discussion. What do you think I've missed?

Rosalind: In terms of self-publishing your own information product online? Do it.

Ken: Isn't that a crucial thing that we just don't get to. There are so many people out there that listen, learn, and just don't do anything with it.

Rosalind: It's the difference between succeeding or not. You've got to get out there and do it. Not only that, if you try, like really persist and make it the best possible product. You can't have your friends – well not necessarily your friends, but people online. There are so many good forums out there, and people who are willing to look at things and give you valid criticism.

Learn to take criticism with a huge grain of salt and don't be offended by it. Just hear what they have to say. But get out there and just do it and keep at it. You're bound to be successful. That's the only two ways you can be successful.

Ken: Yes. That's exactly right. And you're right. You have to take everything with a grain of salt. I know that I've been called all kinds of names, some of the worse things that you can possibly imagine.

Rosalind: Not you? I don't know how that's possible.

Ken: Well I have. On the other extreme, I've had people tell me that I'm the most wonderful person on earth. So we know that neither one of those is true.

Rosalind: Well I don't know about the second one. Sure.

Ken: Well anyway, it's really been great to have you in and it was interesting to talk to you today about something other than what your wonderful, wonderful strength is, which is all of that affiliate marketing stuff. We probably should have touched a little bit on how you bring in affiliates. But I guess we did talk a little bit about that.

It's just a great pleasure to talk to you.

Rosalind: Well my pleasure as well, Ken. Thank you so very much.

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Dan Giordano, Workbook Manager and Editor
Michelle Alvarez, Design, Layout, Copy Editor
Ben Blakesley, Audio Editor

Ken McArthur:	We're talking today to Willie Crawford. Willie is an amazing guy, whom I've known for years and years now. So we're part of the dark ages of the Internet. It's great to talk to you tonight.
Willie Crawford:	It's my pleasure being on the call, Ken. Thanks for inviting me.
Ken:	Willie, we're going to talk tonight about a particular launch that you did and the development of that product. Let's just give them a little bit of a background of how you came up with the idea for your particular launch, and how that idea came into place for you?
Willie:	Well, the idea came from me reading, me getting the *Butterfly Marketing* package from Mike Filsaime. Included in that was a manual entitled *Fire Sale Secrets*. It basically explains that the fire sale comes from the days when people had emergencies or maybe fires in their stores and they need to get rid of their merchandise really fast, so they ran a special sale. And the reason for the sale, people came by knowing they would get a bargain and they just went crazy. It just drove the crowd crazy.

People on the Internet sort of have taken that concept. In the Internet marketing arena, they've twisted it a little to where it is now offering a huge package of products at a price so low that you would be crazy not to take advantage of it. The idea again is just offer it to them for a very limited time and offer it at ridiculous low price and then they twist it up a little more with an increasing price. So, the way we structure fire sale in Internet marketing is that the price increases every day or two so that you don't have a lot of time to think about it and come back days later. The scarcity and urgency and all those things push you to go ahead and make that buying decision now. Especially since the price is usually so cheap. You don't have to think about it because you know that you can go through the bundle of goods later and you're bound to find something in there you can use.

Ken:	Yeah.
Willie:	With my fire sale...It came about because my youngest daughter, my only single daughter. I have two daughters. She came to my wife and I and told us that she was getting married and described the wedding that she envisioned. My wife saw that this was going to cost quite a bit and started to encourage my daughter to scale her plans back a little. I saw that as a challenge and said, "Boy! I mean, I could afford it anyway," but I said to her...not even put a strain on the family budget or anything, I'll raise this money in no time to finance this wedding. So, I began putting together what I call my *Wedding Fire Sale*.
Ken:	That's part of giving people a reason why you're doing something, you know. Having that story as part of the fire sale really makes a big difference.
Willie:	It does because people on the Internet don't trust you. So, you need a reason why that makes sense to them. I had a reason why that every parent can certainly connect with and even people who were newlyweds or recently married could remember how expensive their wedding was or how they couldn't perhaps afford a wedding because it was so expensive.

People that read the story could easily connect with it and it had credibility. I grabbed my daughter and my digital camera and we snapped some pictures and threw it up on the website. It was very real to people.

Ken: Yes. You have some basic software that kicked of the idea and the product that Mike had with the *Fire Sale Secret* and that gave you a basic starting idea. Once you have that idea in place, how did you go about assembling something to actually have as your products?

Willie: For me it was I'd listen to Mike and Russell Brunson talked about, basically going out and instead of creating their own products, getting other people to contribute products. The biggest reason that others would give you your product to give way in your fire sale is that they'd hope to either spread their name and their links or to build their list; it depends on how the fire sale is structured. You could structure it such that when the person buys this bundle of goods, in order to download certain ones of them, certain parts of it, they have to go to the contributor's website and fill out a form and specifically join that contributor's mailing list.

If somebody's buying something they don't really like going to a bunch of websites and filling out forms. But if you can justify it by explaining that this is how to get on an update list so that when there's an update to software release or something along that line, then they don't seem to mind. That was how I got lots of people to contribute to this bundle of goods which ended up being valued at about $4,800 and I started out selling it at $47, so it was a tremendous bargain. It was less than a penny on a dollar.

What I also did was, I listened to Russell Brunson explain in his *Fire Sale Secrets* how...what he thought made his fire sale, his second fire sale, a real success was that he had included an original piece of software in there, something that had cost him nothing almost and have done on Elance, but because he threw something in there that was original he can make a big deal about this being an original piece of software.

What I did was I went out and found two pieces of software that I basically bought the source code to and then had changed and put my name on it and my brand. I had programmers go through it and test it and make sure it worked the way it was supposed to.

One of these pieces of software was comparable to something that was already selling for about $400 and the other one had never been sold but was a split-testing multi-valuable software. That was easily worth a couple of hundred of dollars, too. Those were what I led my sales page off with. These were original and never before released pieces of software that I fully intended to sell for a couple of hundred of dollars each after the fire sale. Those were the lead products and people could see the value on those products.

Ken: Yes. It's not enough to just go out there and compile a bunch of things that basically people have re-sale rights to, that it's just a huge conglomeration of mindless products.

Willie: No.

Ken: I can say.

Willie: Yes. People will look at your...if you're doing a bundle of products, people look at that bundle of products. Basically anything in that bundle that they've seen four or five years, and they know it's old and not really worth very much and that the only reason that people are selling it in the first place is it stopped selling so they started selling re-sale rights to it. You lose credibility. So anything in that bundle that appears worthless instantly destroys your credibility as far as your sales letter is concerned. So you do want products that have a high perceived value.

Ken: How do you go about it? When you're looking for products that you can incorporate and resell, how do you go about finding those products? What's your process?

Willie: Well, one process is to as you're visiting other marketers in your niche and you come across their websites, you look at their lead product or their mid-range product and you suggest to them that maybe they want to contribute it to your fire sale because it will help them to build their list and it will help them spread their name. And you also, if it's like an e-book or something along that line, just encourage them to maybe produce a version that's got a bunch of back-end sales or links built into it.

Basically you're telling them that you're exposing them to potential customers they wouldn't be exposed to otherwise. So the sale is that they can build their list and gain new customers, and people will give you their wares in that case. It really is quite easy to make a lot of audios and to write e-books and things like that anyway, so you just encourage them to give you something that does have a reasonable freshness and is valuable, but you'll show them that they'll gain from it. It's not very hard at all actually.

Ken: Yes, it's interesting how much people will give away in order to get valuable customers and all that.

Willie: Right.

Ken: A huge difference. How did you go about really separating this from...I've seen so many give-away kinds of list building programs. What are some of the ways that you use to make yours stand out? Because I can see this just kind of melting into the mass of here's a thousand product kind of category or I have to go and sign up for a thousand opt-in forms in order to get what I paid for.

Willie: Yeah.

Ken: And to get into that category is kind of dangerous and yet you were so successful at this in making this particular fire sale stand out. What do you think some of the key factors are?

Willie: Well, like 1,500 others, whatever it was, I've acquired Mike Filsaime's *Butterfly Marketing* package. I looked at the scripts which are used for running one of those type sales or in a membership site. I said to myself, "I know that there's going to be a thousand people over the next year that will listen to these recordings that were part of the package and think, "Well, I can do that" and they'll do it.

So my first thought was, "I need to be one of the first ones out of the gate. My buddy Joe Vitale teaches that "money likes people who act fast." So you don't spend too much time thinking about it.

Then, as I looked around, I also noticed that a lot of these fire sales were not very creative and they were just a bundle of outdated pieces of software and e-books and maybe some old audio that people weren't going to use once they purchased it. It was basic marketing and sale psychology saying, "How can I make my fire sale seem different?" Again, it's presenting them with some items that are fresh, that are different, and items that you know they're going to use like the two pieces of software I offered were a keyword tool and a piece of split testing software.

I haven't seen any fire sales up to that point and even afterwards that offered those tools with those functionalities.

Ken: Yes.

Willie: So, it was asking myself, "What does my market really need? What would they really use?" Then it's just explain to them how my fire sale is different, how I'm not offering them a bunch of junk basically.

Ken: So you have to really show the value?

Willie: You do, you do.

Ken: I know that you've built up over a long period of time, joint venture partners that worked with you. So, part of the factor was that you have a lot of people that have worked with you before that knew you and trusted you and that you had relationships with already.

Willie: Right.

Ken: How does somebody go about doing this if they're starting out? How would a fire sale work for somebody who didn't have those relationships?

Willie: Again, it would be the person who's setting up the fire sale as he approaches potential contributors. I've pointed out the benefits to them of contributing. Then as you approach you potential joint venture partners, pointing out to them why his or her fire sale is not just another mass of items that no one is going to want. Because it is reaching the point where, especially in the Internet marketing arena, when you say, "I'm having a fire sale," I imagine a lot of people roll their eyes and say, "Oh no, not another one."

Ken: Yes.

Willie: Well, you got to say, "Here's how mine is different. Mine focuses on this." Maybe it focuses on just graphics or it focuses just on traffic generation tools or it focuses on something, but it needs a unique angle or hook and it needs to be different. It needs to be...what you've got to do is you've got to put yourself in both your potential JV partner's shoes and their subscriber's shoes. You do that by going to them and saying, "Your subscribers are going to love this sale, because..."

            Then you tell them how their subscribers are going to benefit, because they'll JV with you and they'll promote this sale if they know their subscribers are going to love it. If they know their subscribers are going to hate it and not want anything to do with it, then they won't promote it. So, you've got to think, "How can I benefit my potential JV partners' subscribers?"

            If you can cover that, if you can figure that out, then you can explain that to them as you approach most potential JV partners and it's a no-brainer. They're making money from it and they're making their subscribers happy.

Ken: Yes. That's two elements that you really have to keep in mind. You've got the ultimate customer, the person that's going to buy your fire sale product and then you've got your joint venture partners. That's really almost two completely different sides of the same animal here. You've got to go out and approach them in different ways.

Willie: Right. I think if you cover making the end-user happy, then it's easy to convey that to your potential joint venture partners. It's easy to explain them why the end-users would love the product.

Ken: You know that's funny because we don't...very often people don't even think about the customer. I mean, we talk about the fact that, you know, we want to have a hot product that people will snap up and all that kind of stuff. But very little time, people actually spend thinking about what it is the customer wants. They more often think of, "What product do I want to create?" than they do of thinking, "What does the customer really want?"

Willie: Which is completely backwards. I guess I've seen so many people create a product that won't sell and they're just frustrated and they come to me asking how they can sell it. Quite often, I look at it and say, "Nobody wants it." It won't sell because there are already too many products out there that are better than it, in the same category, or whatever. So it's better to find out what your customers want first and then create it or go find it. Because there are a lot of people who have created products that they couldn't sell and they put it in the shelf and us marketers can take those same products and put a new face to them and sell them

Ken: What kinds of things did you do that kind of plan for success? Were you expecting this to be a huge success when you first launched this project?

Willie: I expected it to be a huge success. I didn't expect it to actually do as well as it did, because I've listened to some of the other people who have done fire sales who made $20,000 or $50,000. So, I hoped for about $50,000 maybe. But because...again, I saw so many fire sales coming out and you know…basically I'm just giving people a bunch of digital downloads that cost me nothing other than some bandwidth. So, it was just orchestrating it. I didn't really expect the level of success that I had, no I didn't.

Ken: So, did you do things to particularly gear up, to get publicity for your fire sale?

Willie: The thing I did wrong was I didn't give myself enough time and I didn't give my joint venture partners enough time. So, I sat down, I thought it out loud, and I said "I need all these tools, I need emails for my partners to mail, I need PDF files and maybe some MP3s and I need banners, and all these tools. Then I'll tell you what happened. I went to the jvAlert Live event in Philadelphia or was it Orlando?

Ken: Orlando, yes.

Willie: I said to myself, "I've got the perfect crowd to help me to launch this sale," and at the same time I said, "I know people, a lot of people are planning to launch fire sales, so I need to go ahead and do mine." So, I announced right there at the event that I was kicking it off. In fact, that was one of my 'back of the room' items that I sold at that event, I sold people early access to the package so they'd be positioned to introduce it first.

That's what brought me in to, "Okay, now you need to roll this out." But at that point, my banners weren't finished, my e-mails weren't finished, and the e-books that I was going to do weren't finish. Yet, I had announced that I was going to roll it out the following week. So, I didn't get a lot of those things finished. I didn't provide enough of the right tools to my JV partners affiliates. At the same time, I didn't give enough advance notice to other JV partners or potential JV partners who weren't at that seminar. So, I went back home the next week and I phoned or emailed some of these partners who said "Sure, we'll do a mailing and we'll participate, we'll get a mailing out in a week and a half now, whatever," because they have promotional calendars, something like that.

Stephen Pierce for example, said, "Yes, we can get a mailing out the week after next." And I'm like, "No, that won't work." So I missed out on probably half of my sales because

those partners didn't have enough advance notice. Those potential partners didn't have advance notice.

Ken: That's something a lot of people don't think about is the fact that you really have to schedule and plan out these things. I mean, I just booked some stuff with Mike Filsaime who out months and months. If you want to reach somebody like that and do business with them, then you've got to plan ahead, their days are jam-packed. Their calendars go into next year.

Willie: You're absolutely right. I mean, this is August and I've got some speaking engagements for March already. Our calendars do go out quite far so it's not easy to just email your list about something. Especially if, as a part of the roll out, you expect me to do a solo mailing, because these partners and I can only do so many mailings before our list members get fed up with these and stop unsubscribing.

Ken: Right.

Willie: Solo mailing in particular is hard to fit in. It's easy to mention something that's going on in an editorial in my newsletter but it's harder to fit in a mailing because that's using up one of those limited mails I have doing it in that time frame.

Ken: That's right. You only have so many that you can put out.

Willie: Right. A lot of people don't think about that. I mean, there are marketers who email their lists everyday and I know one that emails his list twice a day.

Ken: Yeah.

Willie: But people unsubscribe when you hammer them too much.

Ken: Yeah. You have to have that fine balance between content and things that they're really interested in.

Willie: Right. So you've got to...again, as you approach potential JV partners, see it from their perspective.

Ken: That's something that most people don't take into consideration is the fact that the list owners really need to provide valuable services to their subscribers. If you can fill that need for them, if you can actually give them something that's valuable, that they can give to their list, then that's a win-win for everybody. But if you can't, you know, then it's going to be really difficult to get on the plate of somebody that really has significant lists that knows them and trusts them.

Willie: Yes. What I noticed a long time ago is that we all live in our own little worlds. So I'm sitting here planning a sale or whatever, and there's a thousand other people all doing the same thing. I'm not thinking about the fact that their priorities are different. So, I see it all the time as people approach me to do joint ventures. It's like they don't even think, what else might I be involved in. They come to me and say, "These are the greatest things since sliced bread, are you in?" without really thinking about what else might you be involved in.

Ken: Yes, right.

Willie:	It's just realizing that almost every marketer that I know has projects he's working and his priority and then he's got friends and associates who'd come to him and say, "Well, can you help me with my promotion?" Then there are those pressures and then we're just adding pressures on top of them by asking them to promote our product. You have to see things from that perspective, that's why it is so critical to give people I'd say several weeks advanced notice.
Ken:	Yes, at least. If possible, it's great to have a month or more in there, that they can actually plan and do something special for you. Plus, it's great to be able to brainstorm with these people. Some of these marketers have wonderful creative minds and can give you lots of ideas of ways that they can promote your products specifically.
Willie:	Right.
Ken:	That you don't have the time to think about it, work on it, come up with it. There some amazing things that go on with that.
Willie:	A lot of them are fairly simple. A lot of them are doing things that make it seem like, those JV partners are special, that they get to do things that I do ordinarily. For example, just doing the teleseminar, with the marketer doing a product release. That marketer does...usually the product producer actually can only do so many teleseminars. So when that marketer gets to tell his list, "I'm doing a teleseminar with somebody who's releasing this product," that makes it seems like, "Wow! You're so connected and you're special and you're an insider." That person's list members actually probably respect them more.
Ken:	Yes, absolutely. That's a big, big factor. Tell us a little bit about the fire sales part. Now, you talked about the price going up in stages. How did that worked for your launch?
Willie:	It's customary in the Internet marketing world, when you do a fire sale, to raise your price by x numbers of dollars per day. You promise you're going to do it, and you do it. You don't hold the price down. When I started putting it together, and I was explaining my schedule, I used to have Cody Moya come to me and said, "Not all my list members read their emails everyday. So, can you hold the price cost for the first two days, and then start it out? So that, if somebody doesn't read their mail that first day and then gets it on the second day, well at least the price hasn't already jumped before they even heard about it." So, I did that. As I listen to Mike Filsaime and I think that was Russell talking about just the concepts of the fire sales, Mike explained that if a person goes to your website, and sees that the price was one thing yesterday, and now, it's jumped let's just say $10, they'll feel like they're somehow cheated because they can see the lower price. A lot of them won't buy, and I learned from that that you remove the lower prices. Even if they know that the prices are going up everyday, you don't show them the price they just missed out on.
Ken:	Don't remind them about the fact that they just lost out.
Willie:	Right, because they'll not buy just to…I've heard it…cut off your nose to spite your face, whatever.
Ken:	Yes.
Willie:	Or they'll email you and say "Can I get the price that I just missed yesterday?" because they didn't know about it. But if you just…I set up a table on my website where basically I just removed that cell from the table each day, the old price, and they saw was the current price and the future prices. I'd listen to statistics where people's sales dip terrible that left

the old prices on them. One of the things I did was, I basically listened and applied what was taught in some of these courses.

Ken: So, what did you actually end up starting your fire sale at?

Willie: I started at…I want to say $47. At that lower price, I did quite well. On my first day, I had $28,000 in sales.

Ken: Wow!

Willie: That was phenomenal. The second day it dropped to $21,000, the third day, it was like $17,000. You can see the price…the sales falling off rapidly as the price was going up. I don't know whether that was just because the excitement died down fairly quickly, or what. The success of these fire sales depends upon a certain amount of momentum. People joining, and as soon as they join, they turn around and tell someone else, and it goes viral. That's what makes it hugely successful. Mine, it did well, but I don't think it ever reached that critical craziness.

Ken: You just talked about it, building the buzz up to a level where it kind of explodes all over the place.

Willie: If I would have done more buzz prior to the fire sales started, you see, again, I was there at the jvAlert Live thing, and I said, "I'm going to do it next week," and I announced it. Well, then I had to go back, and tell people that weren't there what was planned. A lot of those people, again, have things already on their own promotional calendars. Just, if you plan it far enough in advance, you can put out buzz on the discussion forums, you could probably do press releases, you could do articles, you could do a lot of things to get people thinking about it. I didn't do a lot of those things just because I didn't give myself enough lead time.

Ken: So, the amount that you raised the price every two days?

Willie: $10.

Ken: You were raising it basically $10 every time…

Willie: Yes.

Ken: So, did you do any comparison to see what the dollar volume was? You were getting more for your product, and …

Willie: I was getting more for the product, but the sales were falling way off.

Ken: Yes.

Willie: My last day was $7,000.

Ken: Yes. So, basically, the first day is the crucial kind of a thing for a launch like this.

Willie: Yes. People know that that's the lowest price it is going to be, and so they know it's the lowest price it is going to be. So they think "let me go ahead and buy at that price." The bigger factor for a lot of people is they want to go ahead and sign up so they can make money from selling it. Because it was a buyer only affiliate program outside the JV partners. So you made that a selling point. The only way you can become an affiliate of

this things is if to buy it and you're instantly an affiliate. So a lot of people signed up, thinking "Let me sign up and get a mailing off today." That was part of what drove the high volume of sales and what drives high volume sales on the first day.

Ken: That's interesting, the affiliates twist on that. I've seen that in several instances lately, where you are an instant affiliate as soon as you make the purchase. In doing that, people are expecting to turn right around and do it. Is that the effect that actually happened, do you think?

Willie: Yes. A lot of people looked at it and said, "The word hasn't gotten out yet, so if I sign up now, and get a quick e-mail out, I'll be the one of the first ones to tell the marketplace about it. They signed up, not even interested in the product, they signed up so they can grab that affiliate link and send it out.

              That's what you want them to do. You want them to go wild and take off fast. You want to build that excitement.

Ken: Now, as I recall, were you doing a split payment on this?

Willie: I did a split payment on it, where the person, the affiliate, actually received their 50% first and then the second payment was made to me. That was when they would take it to the download page. I understand that…I've heard rumors that PayPal doesn't like that. I've done it twice, and they haven't said anything. But I've heard from reading of the forms and stuff that they don't like that, but they haven't told me not to do it, so…

Ken: It's very confusing for the customers, I know. As an affiliate, it's kind of an immediate gratification kind of thing because you get the payment right away. But on the other side, you also get the complaints or something if the products isn't what they expect, they have problems downloading it, you know, something…

Willie: Yes. You need to explain it clearly on the sales page that they'll be making two payments. The first one to the person that told them about it, and the secondly to you. But you explain to them that as soon as they're signed up they can start promoting and they get instant payments. You tell them you don't have to wait 15 to 30 days for your money, you get it right away. There are potential affiliates who are broke. They're worried about buying groceries tomorrow, or paying the rent, so they want their money right away. So, that's a big selling point for them.

Ken: So, did you encounter any problems in actually doing it, or…?

Willie: You mean as far as split payment is concerned?

Ken: Yes.

Willie: Not any real problem, except, PayPal sometimes is slow in talking back to the shopping cart systems. So, there were orders where they'd make the first payment, and while…then they'd put through the second payment, but PayPal wouldn't talk back to the shopping cart system, and say that it was approved. So, the shopping cart will say, "Well, I guess it wasn't approved" and it wouldn't give the customer a download URL. One of the things I did wrong was I didn't have enough customer support. I did a lot of it myself. You have to anticipate the level of orders you want to get. You have to be ready with some customer support, whether you outsource it, or set up a help desk, or hire a few people to

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help you with it because it's better to have it and not need it than need it and not have it, and have customers saying all kinds of things about you on the forums," and stuff like that.

Ken: Yes. That's something we often forget about. Especially, in a situation like this, where it's a very, very tight kind of a launch, you have a very limited time frame that you're dealing with. It would be crazy not to gear up for that because you're only one person, and it's a short time anyway, if you can really gear up for that.

Willie: Yes, because, again, a lot of people signed up because they wanted to grab their affiliate link and do an immediate mail. There were customers, who, because PayPal did not talk back to the shopping cart fast enough their order showed as incomplete. Those customers would open their mail that day, and somehow didn't hear back from me or my assistant until the next day. People on the internet are still leery and untrusting. They'll make a payment, and if they don't get what they ordered right away, they may email you, and if they don't hear back from you in an hour, they think they've been ripped off, and they just run around like they're crazy, when you really can't expect most online businesses to respond to you instantly 24x7, but they do.

Ken: Yes, sure. In terms of shopping cart and stuff like that, how did you handle that? You've got some problems with the shopping cart talking back and forth, and I experienced that myself, in a couple of situations. You really have to track whether or not payments have been made and approved. It can get really messy sometimes.

Willie: That first day when I had $28,000 worth of orders, you log in, you look at your orders, and there's just so many you don't feel like going through them order by order.

Ken: Especially when you're talking about a low ticket item.

Willie: Yes.

Ken: That's not talking about a huge dollar value for each individual product. That's a lot of orders you had.

Willie: It's a lot of orders, and most shopping carts will only show you 20 orders per page. When you're talking to PayPal, PayPal is not a very user-friendly interface as far as just looking at orders. It was a bit of a nightmare. A $28,000 dollar day, which roughly 60% was mine and 40% were affiliates, because even if I paid them 50% instant commission, I made a lot of sales the first day.

It was a lot of orders, and I basically waited for customers or affiliates to question me, because my shopping cart would show an order as unknown, the people might enter their name and email as one thing in the shopping cart to complete the order, and they use a completely different email address over PayPal, a company name or something. So, there was no way I could even cross reference them, until they contacted you and said, "Can you check on this order? I'd really like to get a mailing out today, and make some money back." That's when you knew what email they used over at PayPal to check it out.

Ken: Yes.

Willie: The reason I used PayPal was because I didn't want to run all those transactions through my merchant account, that is one of the reasons, because when you set up a merchant account, you estimate what volume you are going to do monthly, and if you do way more

than that, they panic, and their Anti-fraud Department freezes your account anyway. But PayPal doesn't seem to care if your volume jumps dramatically in a day.

Ken: Well, I've had people freeze PayPal accounts. I know that happened to Sterling during his launch. When you have a huge volume of dollar transactions without a long track record.

Willie: Right. Because you can often just call PayPal and say, "I'm expecting this on this day too" and as long as they can look at what's going on, they're usually pretty friendly…with most I've talked to about it. There's other companies that have frozen accounts like StormPay and again your typical merchant account.

Ken: Yes. That's certainly something you need to look out for if you're going to do a high dollar volume. You need to warn those companies…

Willie: I know, since I'm on fire sales, one of the pieces of software that I included in my package, the keyword to it was a 100+ MB inside, and I wasn't thinking and had it on an account that was a shared server. So, almost as soon as my sales started, I just shot through my bandwidth, and the hosting company noticed that I was using all their server resources, so they logged in, and renamed my file. So, then my customers were emailing me, saying "We can't download. One file, we bought the *Firesale 4*" and after looking at the link, I logged into my server, and noticed files that were renamed, I named it back. Then, that's when my host shut down my account temporarily.

Ken: Oh, wow.

Willie: Then, I had a friend who has unlimited bandwidth who threw that one particular file on his server and we were back up and running. I got my host to unfreeze the rest of the O2 account. That's something a lot of times you don't think about. You don't anticipate the bandwidth. On my part, it was foolish. A file that size wouldn't take very long to shoot through it. You also need to take a look at the customer service side of the products you're offering. For example, if you're offering software, and you're selling in a marketplace where the people are not very savvy or techy, you could anticipate a lot of technical type of questions. That may influence what you decide to offer in your package.

Ken: That's a good thing to look at. It's a nightmare for some people to do cut and paste, and if you talk about installing server scripts and that sort of thing, and they expect you to basically handhold them through the whole process, that can get really get expensive for a $47 product.

Willie: It's something you need to consider in most marketplaces. I sell e-books in a cookbook market, for example, and those people aren't always very technical savvy, so, I send them to a download page for e-books and it says, "Right click and save this to your hard drive." So, they double click on the file and open the e-book and start reading it. When they're tired of reading it, they close it, and then they e-mail me and say "It went away." You know?

Ken: Yes.

Willie: From what your profit margin is, you may not be able to afford a bunch of customer service issues on something that has a low margin on it, so all of those things need to be factored in.

Ken: You did a fire sale at a really low price. What do you think about the possibilities of doing fire sales that start out at a higher ticket price?

Willie: I've seen people start them out at $197 I don't know how well they did, but these were software packages, these were source code packages where the customers are basically getting something of a big turn around. They put their name on it, and their own banners on it, and sell it higher. With all of it, it depends upon you being able to convince the customer of the value, and again, that means that you need to start out with a product that's fresh, that people haven't seen a lot of. Actually, you can go to somebody who has an older product, and say "Can I buy your product and re-sell it as my own? Do you mind if I change the name on it?" Then, you go to a programmer and say "Can you change the banner and all that stuff, everything that's on the software…" If it is older software, you can add features to it. You could do that…it all depends on how well you can convince the customer that what they're getting is the greatest thing since a slice of bread.

Ken: Absolutely. How would you go, after having this experience, and I know that you've done regular product launches also, how do you go about making the decision whether to make something a fire sale or do a regular product launch?

Willie: With me, most of things I'd rather do a regular product launch. I just did the fire sale because I knew that if I made it time limited, I would to push a lot of things out in the marketplace, and raise money really fast. I've released other software products where I just did a regular product launch. It actually did a fairly slow roll-out, where I only approached a handful of JV partners, and gradually go after more JV partners, because I want it to not be one of those things where you get a huge spike and then a month later you needed a new product because the marketplace is tired of it. I want a product that will sell for years, then I can introduce updates to the software. It depends on the product really. Like, I've got a PDF brander, for example. People are going to be creating PDF's forever so I want my brander to sell forever. Just come out with regular upgrades to it.

Ken: That's interesting because you mentioned before that you purchased these two products and that you had them adapted, and that you were looking at the idea of also selling your product after the fire sales.

Willie: I still plan on selling at least one of them. The keyword to after the fire sales…the piece of split testing software, you install on your server, and you tie it to MySQL database, and it uses a lot of PHP. I discovered that because every server is configured differently that it was more technical support issues than I wanted.

Ken: Yes.

Willie: So, I am hesitant to release that piece of software unless I get a dedicated tech support department to handle all those issues, and that means I need to have the volume…that means it will shift my business dramatically where a big part will be focused on supporting that piece of software.

Whereas the keyword tool is extremely simple, and it's not prone to problem, and it's thoroughly tested and everything. That's easy to roll out. I tend to like rolling out products where when I get to certain JV partners. I give them a higher than average commission, because I can make it up on the back end. You know, just to get my foot in the door. When I roll out other products, I could go to the same JV partners, who I have a good relationship with, and say "Here's a new product that's thoroughly tested, and the copy is thoroughly tested, and here's your conversion rate, that I have already proven you get with typical traffic," and things like that.

So, I know I can go back to these partners, over and over and over again with similar products. So, I make the decision to partner with me the first time a no-brainer.

Ken: Yes. Absolutely. So, what word of advice would you give to the people who are contemplating maybe doing a fire sale? What are the things that they have to do to actually take something like this on themselves?

Willie: Come up with a bundle of quality products. If it's a fire sale, where you have a bunch of things where you download the products, I like e-books where you've given a lot of solid information but you built in back-end sales. There are people who think that when you sell a product you shouldn't have a bunch of links in it. I think that as long as you deliver quality content, there's nothing wrong with having links to recommended products in it. So, I build back-end into every product I create.

That's not a part of having a successful fire sale, that's part of building a business with repeat customers, because most of your profits are in the back end anyway.

Again, a quality product…if you're selling the product…there are two types of fire sales that you'll see out there. One is where they give you a free product. As soon as you decide you want the free product you fill out the form to join a membership right away so you can access your product. You're taken to a page where you are given a one-time offer, you are offered something that's again an incredible bargain, and you could say "Yes, I want it," or "No, I don't want it." The JV partners generally get 50% commission off people who decide to go for the up-sale on the one-time offer.

If you're going for the sale on the front-end which is what I did, I didn't give away anything for free. I sold something. Then made a one-time offer. If you're going for sales on the front end. People dislike filling out a bunch of forms, for something they've paid for. So, you don't want to send them to a bunch of different websites to fill out forms to download their purchase.

That was a mistake I made in my fire sale. I had a number of people give me access to membership sites, free membership, free access for so many months, then you pay for it. I had a number of people offer audio products that weren't…one was physically mailed, the others were digitally downloaded, and they had to go and fill out forms and they didn't like it. In one particular case, the one that was physically mailed, all their data was collected including telephone numbers and this particular marketer collected phone numbers so he could follow up with telemarketers. Your customers may or may not like that, when they realize that you've basically pushed them into a sales process where their going to be followed up with for a long time.

So, it's something to consider. If you give them a bunch of stuff for free on the front end, they can't really complain as much about having to fill up forms, to join up with a mailing list. But if you're selling to them, it irritates them that they bought something and they have to jump through a hoop to get it.

It's probably better to start off with a higher price than a low price. You mentioned that I started off with a fairly low price. If you put together too big of a bundle and you make it too much of a bargain people question the value that you put on it. They say, "Why are you selling $5,000 worth stuff for $20? It doesn't make sense."

Ken: With resell rights of packages, were the packages go on and on and on forever, and actually if you were to drill down into some of those packages, you can find real gems of software that really are valuable…

Willie: Absolutely.

Ken: …and worth the time and effort, but the impression is this might be all junk because they're giving it at this low price so there must be something wrong with it.

Willie: Yes. I, actually, would buy every now and then resell rights. I don't buy a lot of them because I've discovered that my hard drive just quickly fills up with stuff and I never use it or sell it. But I buy some, and when I do, I drill down. I find those gems and those are the ones that I emphasize on my sales letter. I highlight things that others could be selling the same package, but I highlight parts that they don't emphasize. That's what sets me apart.

Ken: You know, you've really added something there, because the uniqueness of your product offering is a huge factor I think. Well, I really appreciate you're talking to us. Anything that I've missed in my questions that I should have covered?

Willie: Nothing that I can think of. I've talked about my fire sales before, and I encouraged people at that time who were thinking about doing it to just go ahead and do them and not over analyze them. Because again, with recent product packages that were sold, such as Mike Filsaime's *Butterfly Marketing* packages and Jeff Walkers' *Product Launch Formula*, what those packages have done is they have shown people how easy it is to create and launch a product. Because of that, everybody and his brother is planning on creating and launching a product.

So the longer you wait, first of all, the more likely it is that somebody's going to start a product very similar to what you're going to roll out. They'd beat you to the punch. You'll lose a lot of that sizzle from when you roll yours out. People would go, "There was a product that was just released almost identical to that a month ago," and so, you've lost your momentum and a lot of sales, too. If you're thinking about rolling out a product, don't hesitate, go ahead and put it together, give your potential JV partners enough advance notice, but certainly follow it out.

Ken: That's key to everything is the winners are people who take action. If you don't do anything, you can't win.

Willie: I have consulting clients who will come to me and they'll describe to me a product that they are thinking about releasing. I will have had somebody show me an almost identical product maybe two weeks earlier because they were asking me to help them roll out their product.

I've had consulting clients, well one, who for a year and a half, had been talking about putting together a particular product. A year and a half is too long for his life. I've pushed him and pushed him to go ahead, and get it out, and now there's something out there that's the exact same concept that he was thinking of. It's rare that we have unique ideas. When the airplane was invented, the Wright Brothers were inventing one and the same time that a guy over in France and people on several other places were working on airplanes.

Ken: There's a certain time for ideas and it all seems to happen at once.

Willie: Yes.

Ken: So if it's time for your ideas, take action on it and be the first out there. There's a real advantage to that.

Thank you very much for being with us, Willie, I appreciate an always outstanding content. I really appreciate it.

Willie: Super! My pleasure.

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your blueprint for creating and launching a profitable info product

Info Product Blueprint
1st Edition

Case Study

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Ken: McArthur:	I'm sitting here with Frank Sousa and we're going to talk a little bit about an info product that Frank put together. So Frank, tell us a little bit about the e-book project that you worked on and how it started out, and just give us a little bit of the background.
Frank: Sousa:	Right. Well let me, let me back up just a little bit. Oh gosh, about a year and a half ago, well not even that much, roughly a year and a half ago my son came to me one day and he says, "Dad, there's this new program that Google just came out with, go look." He gave me the URL. I went into the website and I looked at it.

They wanted us to take and build an XML file. Now I had no idea what an XML file was, but they wanted us to build an XML file that listed all of our web pages in it and then to submit that URL of where we put that file to Google. Then Google says, "In return, we will go and we will spider that XML file and it'll help us to spider your website and that way we can spider it much, much faster.

Joe and I talked about this. Joe is my son. We decided it's a good idea, but it's very, very complex, too. I don't think most people could follow those directions that Goggle has and build a file like that.

So we went out and we created a software product that would spider your entire website, that would build that file for you, and very, very slick, very easy put that together. Within 24 days from the time that we first started with the idea, from step number one, we had sold $37,641.85 in just 24 days. |
| Ken: | That's great. |
| Frank: | So anyway, we released that in June of last year. Just about a year ago it was at Carl Galletti's conference and that was kind of the buzz. Everybody was talking about this new software that Frank had created. Somebody came up to me and, it was Jack Hughes actually, a friend of mine, and Jack says, "You ought to, you ought to put together an e-book that describes how you did that, what you did, go through the steps." I said, "Yeah, that's a great idea." I put it in the back of my mind and I didn't think much about it.

But last February, as you were putting together the JV Alert Conference, I was looking for a subject and I decided, well, why don't I sit down and show people how I put this whole project together from start to finish. So I developed a talk about how I created $37,641.85 in just 24 days. From that I took the basic speech, the PowerPoint presentations and stuff like that and I developed that into an e-book.

We put that out on the market and it sold very, very well. So that's basically how we came up with this e-book. |
Ken:	So how did you actually develop the content for that? Did you just take your PowerPoint slides and then flush out and turn it in to text?
Frank:	Well actually, when I'm developing PowerPoint slides, it's easier for me if I pretty much sit down and I type out exactly what I'm going to say.
Ken:	Oh, okay.
Frank:	So I guess I would say that they came to fruition about the same time because in building one I was actually building the basis of the other one.

Ken: Okay. So you started out with a live presentation, something that you did?

Frank: Yeah.

Ken: That's a great technique by the way – to actually either take a live presentation, record it and then transcribe it…

Frank: Right, yes.

Ken: Or in your case what you did was you actually wrote it out kind of word-for-word in advance. Now I don't think you actually spoke it word-for-word from the…

Frank: Oh no.

Ken: …from the notes, but it helps you to visualize that, right?

Frank: Exactly right. Exactly right.

Ken: I do the same thing when I make a presentation. I think it's a good technique for anybody. If you're going to do something, you have to visualize yourself doing it so I actually imagine myself making the presentation, thinking about what people might say in response to what I say, or what questions they might ask.

            Once you've done that a few times, then it seems really natural when you actually get up in front of people to do it.

Frank: That's right, yeah.

Ken: So, as you were developing this, you were kind of picturing your speech and you had these notes that were in there that were basically…

Frank: Right.

Ken: … what you were going to say.

Frank: Right. And I took some screenshots. What I did when I developed that software program was I used RentACoder. I don't know if everybody is familiar with that or not, but it's basically a place where you can go and you can find somebody to write a program for you, to write articles for you, to develop websites – a lot of these skills that people don't necessarily have.

            Well, for me to develop that program would have taken a whole lot more time. I think it cost $200 or $300 to have the program developed. I owned it. Since then it's gone on to produce probably $75,000 in income.

Ken: That's a good return.

Frank: Which isn't bad for a $200 or $300 product.

Ken: That's a pretty good return on your investment.

Frank: Right.

Ken:	So when you're thinking about content for an information product or any other type of product, one of the things you want to look at is outsourcing those skills that you may not necessarily have, or even if you do have them, sometimes it's a big, kind of a kick start to be able to have somebody else develop some of the content and then adapt it for your own use.
Frank:	Right. Well, a good example, in the e-book, I was talking about what I did with the software program, but the whole point of the e-book wasn't "Well, you need to be another Frank clone."
Ken:	Right.
Frank:	The idea here is that you can create products on virtually any subject in the world. First thing I wanted to do is I wanted to show people a little bit about how we decided that there was a need for that product. In this particular case, when I had the idea I began to discuss it with various Internet marketing people. Alan Bechtold was one of them that was quite influential in helping me decide to build that.
	I wanted to show people that it doesn't have to be software, it doesn't have to be related to Internet marketing. In fact, somebody shared with me one time, if you really do a search on the Internet you'll find that less than 2% of the searches on the Internet have anything to do with Internet marketing.
Ken:	Sure.
Frank:	That means that 98% of that market is available for something else.
	So I wanted to create a product that I knew nothing about, and there's a good reason for that. So many times, in fact Ken and I discussed this at breakfast this morning, so many times people decide, "Well, *I've* got this great idea. *I* want to build this product around this thing because *I* love this product and I think it's the greatest thing in the world."
	So we go out and we spend all of our time, we spend all of our energy developing that nobody really cares about and nobody wants to buy it.
Ken:	That's right.
Frank:	Well I wanted to take it to a different thing. Let me give you another example though.
	Let's say, and there are experts out there who are saying, "Let's go out and let's find out what you're passionate about and then build a product around that." Well let's say, for example, that I am absolutely passionate about eating five grasshoppers and chocolate-coated grasshoppers and candy-coated grasshoppers and anything to do with grasshoppers.
	So I decide to go down, I live in Spokane, Washington, I go down on Division, which is the main north-south street there, and I put up this really nice stand, fast-food place, selling grasshoppers. You can pop in and you can get a grasshopper burger…
Ken:	You can hop in.

Frank: You can hop in, yeah, there you go. Well how many of these things do you think I'm really going to sell? I'm going to go flat broke very, very quickly, because even though I'm passionate about it, that doesn't mean that a lot of people are going to want to buy it.

Ken: Right.

Frank: So what I did in this e-book, is I took a step back and I started doing some research. Actually, I went to Google and I looked for, oh, let me think if I can remember this… I looked for the phrase 'common health ailments' I think is what it was – 'common health problems.' As I began to go through and look at a few of these websites, one of them that stood out to me for some dumb reason is Irritable Bowl Syndrome.

Ken: That would stand out.

Frank: Yeah. I mean, it really did. This is something I honestly didn't even know existed. I probably heard the phrase somewhere, but I didn't even really know it existed.

So I went to RentACoder again and I looked for somebody that could help me write an e-book. I was pretty specific. I wanted 70 or 80 pages dealing with Irritable Bowl Syndrome. I want to know what it is, what it's caused by, what are the symptoms, things like that, what are the common treatments that people use for Irritable Bowl Syndrome.

I got a lot of bids. A lot of people, one lady in particular just stood out head-and-shoulders above the rest. I wanted samples of their writing work. It was a lady in the Philippines. She bid $120. So for $120 I had an e-book written for me about a subject that I knew nothing about, but it was about a subject that I know there is a huge, huge interest in, a huge need.

So basically, I talk about that in this $37,000 e-book, too, how I created that product.

Ken: Interesting. Interesting. So now you had a product. What did you do to format this and to put this into something that was actually usable?

Frank: Oh gosh, that's one of the easiest things of all. Understand, this is nothing more than an e-book. I used Microsoft Word to write the e-book. There are screenshots. I just took screenshots right off of my computer screen and make them into an image and just pasted them right into the Microsoft document and used Microsoft Word to format it to the exact look and feel that I wanted the e-book to be.

Actually, let's back up just a little bit more from that, because remember I had somebody else write it for me.

Ken: Right.

Frank: That was one of the specs, that they put it into Microsoft Word. Well, gosh, I'm really confused here. We're talking about two different products…

Ken: Right.

Frank: …all wrapped into one product.

Ken: Sure.

Frank:	I had somebody else develop the IBS book. I developed the $37,000 e-book, but both of them were done in Word. There are many places that you can go to – Adobe's Acrobat website and you can convert that into a PDF document for free.
Ken:	Right there on the web, yeah.
Frank:	Right there on the web for free. I bought a little plug-in program. I think it cost $30 and it acts just like a printer. When you go to Microsoft Word and you tell it to print the document, instead of printing it to your printer, you print it to this file and it spits out a PDF document all ready to do.
Ken:	One of the advantages of that is that you can read that on a lot of different systems, including Macs or…
Frank:	Right. There's several different ways to create an e-book. PDF is one of the most popular ones for that very reason, because you can read it on Macintosh, you can read it on a Linux computer, you can read it on Word, it's transportable between different operating systems.
Ken:	Right. Did you have any special kind of a template that you had for the formatting of it or you just kept it really simple?
Frank:	Well I'm not a Word expert. That's a little hard. Yeah, I went into the format and kind of laid out the margins the way I wanted and set it up that way so that it carried through. Then I put the page numbers at the bottom of each page and things like that, but nothing fancy.

I'm sure somebody who is really, really an expert with Word could have taken either one of these e-books and formatted them so it absolutely stands out and wows you every time you look at it. But my feeling is that this is readable, it's easy to do and people don't really care too much about the 'wow' factor – people are more interested in the content. |
Ken:	Right. So what was your next step? Now you have a finished product basically.
Frank:	Right.
Ken:	So what did you do next?
Frank:	Two things. Number one is I came to Ken McArthur's JV Alert conference, but more than that, I contacted some people who I know sold to that marketplace and offered them, in this case, 75% of the commissions.
Ken:	So why would you offer 75% commissions? That seems like a pretty high number.
Frank:	Well yeah, but I'm such a great guy.
Ken:	Is that why you did it?
Frank:	No, that's not why I did it. The point here Ken is that you've got to look at it in a couple of different ways. Number one is, "How much does it actually cost me to distribute that e-book? Once I've got it written I can put it up on the Internet.

If I went out there and I tried to sell that thing all by myself, keep 100% of the profits, I don't know, I might make 50 sales or something like that and that's it, that's it. Okay. And |

there's a whole lot of money out there, a whole of people out there that need this information, but I'm not able to reach them.

But I go to somebody like a Ken McArthur who's got a good following, who has got people that know him, he's got people that like him, they trust him, and Ken sends out a mailing to his list and saying something like, "Hey, I just read this e-book by Frank. He really nails it on the head." I remember Len Thurmond made a comment. He sent out a list and he says, "Folks, this is the way it's really done." Len sold a tremendous amount of e-books for me.

So, I guess what I'm saying is to me, the most valuable person in this formula is the person that can bring the money to the table, that can bring the sale to the table.

So number one is I wanted to make it attractive enough to them that they would market it. Number one, we talked about quality a little bit. This is a good product. I've had very few returns on it, very encouraging letters from people…

Ken: It's a great product, well thought out and well presented.

Frank: Hopefully readable.

Ken: And very readable and very understandable.

Frank: Right.

Ken: Something everybody can relate to.

Frank: But see, here's the thing now, I'm building up my customer list.

            One of the things that I do maybe differently than a lot of other Internet marketing is that I don't send out another solicitation every other day for the latest greatest hot new product on the market. I try to send out real information, good information, solid information, things that you can use – in a lot of different areas.

            How to get started, that's one of the big things. In fact, one of the most encouraging things for me has been one of the letters that I sent out to people, it just talks about why people fail – because they never get started and you get distracted and torn in so many directions.

Ken: Sure.

Frank: I just try to make it real. I try to interject a lot of me in the letters that I send out to people. I get a lot of comments back from people that say, "You're different."

Ken: That's right.

Frank: I've had people say, "Yours is the only newsletter that I read." I guess that's because I try to put in myself. I tried to do that in the e-book and then the follow-up.

            So now, I've got this mailing list of people that were originally Ken McArthur's customers. Now they like me and they don't care about Ken McArthur anymore.

Ken: You basically stole my whole customer list.

Frank:	Well, actually no, I mean, that's really how it is done.
Ken:	Yeah, it is.
Frank:	Is we share. So personally giving away 75% of the profits to me seems like a pretty smart thing to do.
Ken:	Because now you basically have ownership of a customer that is willing to spend money on Internet marketing products and that is something that you can sell to again and again. So you've got the whole life…
Frank:	And not just that, and not just that. The other part of that whole formula is that as they've read this e-book, hopefully they begin to understand a little bit about me, who I am, and now they've begun to trust me, they can put themselves in my shoes and they can see a little bit about themselves hopefully doing what I did.
Ken:	Sure, absolutely.
Frank:	So the next time I contact them with something that will help them further along that line, well hopefully they're going to sit up and listen and say, "You know, he's a pretty straight-shooting guy." I've had people say this, "Well if Frank says that it's so, then it must be."
Ken:	Yeah. So now you've gone beyond your basic e-book. So tell us a little bit about the first stage of this, which was basically that you launched an e-book and you brought in partners. How did you go about getting partners for this?
Frank:	Two things. Number one is I used your JV Alert system and I posted a posting there telling people about the e-book. I set up, actually I set up a web page that was geared specifically to selling this project to joint venture partners.

I offered to let them download and view a copy. I think that's very, very important. If you're going out and you're looking to work with somebody else, you want them to promote your product, then give them a copy of it and let them take a look at it. |
Ken:	Absolutely.
Frank:	I've had people that really don't want to give me a copy of their stuff, but yet they want me to sell it for them. Well, how do I know what kind of quality it is? How do I know if it fits with my list?
Ken:	You're going to read it first. How are you going to recommend that in all good conscience if you don't have any clue about what you're writing about?
Frank:	Exactly. So I was offering a free copy of it. I talked about how it was 75%.

The other thing that I did is I had sent out kind of a pre-mailing to my own list and I thought it was quite significant. We were generating about a 13% to 14% conversion rate, which is phenomenal – very, very good. So I put that into my sales letter to the potential marketing partner – that I don't know how it will work for you, but when I sent this to my list it generated at 13%, which is a very, very good conversion rate. |
| Ken: | Absolutely. |

Frank: I think that's one of the things that people want to know, "Well, have you tested this? Does the sales letter work?" and things like that.

Ken: Let's talk a little bit about the sales letter. When you went out to develop a sales letter for this, did you write your own sales letter?

Frank: Yeah, in this case I did.

Ken: So what do you think the key elements were of that sales letter that helped you to get that 13% conversion rate?

Frank: That's an interesting question. What were the key elements?

I can only speak for me, Ken. I look at people like David Garfinkel and Carl Galletti, who I have a tremendous respect for. Usually when I see a sales letter that they've written, I've got my hand on my wallet because I want to buy it.

As I said before, I guess I'm different than most people. When I sat down and I started to write this sales letter, I just wanted to write it from the heart. I just wanted to pour out…in fact, there's a statement that I made in there that I've never seen anybody use in a sales letter before. It was something to the effect that, "Look, $39, if you buy this book or if you don't buy this book, it's really not going to change my life, but it might change yours."

Ken: Right. Yeah.

Frank: Yeah, I'd love to work with you, I'd love to have you buy this. I made another statement in there, "Look, I understand that even $39, or $37, whatever it was, is a stretch for some people right now. I don't want to take your last $37." I said, "If this is a problem for you, just write to me and let me know. I'll give you the e-book. I just want to see you get going."

Ken: Yeah.

Frank: Those are the types of things that I try to put into my sales letter. I think you know me enough to know that I try to speak from my heart. If that comes out wrong, too bad. That's the way it is. If it comes out right, whatever, it's me. I'm pouring myself out on the table. If you don't like it, that's your problem. If you do like it, then great, let's work together.

Ken: I think that you if you went to Carl Galletti and David Garfinkel, and I've heard both of them on numerous occasions, both at JV Alert Live events and other venues, that they would tell you that that personal aspect is 90% of a good sales letter in the first place. Being able to establish that relationship so that it goes beyond just 'I'm trying to sell you a product' and that's what you did so beautifully, that makes that actually work.

Frank: Yeah. To me, that's it right there. You can understand all of the little fine points using action words, all of the things that these copywriters talk about. I wish I had the skills of some of those people to write that kind of ad copy.

Ken: Yeah, but it all comes down to the heart, doesn't it?

Frank: To me it all comes down to the heart. I try to pour myself into everything that I do. I try to be real.

I'm not always perfect. Sometimes I misspell things. But I did get a lot of nice comments about the sales letter, a lot of nice comments about the book, a few people writing back, "Well, that just doesn't fit what I'm trying to do." Well I'm sorry, but it's not for everybody.

Ken: That's right. It's not for everybody. Everybody is not going to be the type of person that wants to have a business on the Internet.

Frank: That's right.

Ken: So you had a successful e-book launch and you got some decent sales off of that, but you went on beyond that. So what's the next step here?

Frank: Well, what's the next step? You've always got to have other products that you can sell to people.

            We were talking just a little bit earlier about the fact that if you were to go to an Internet marketing conference, or a dog training conference or something like that, let's take dog training, and you had asked these people, "How many of you have spent money for a dog training product in the past?" All of the hands would be up, otherwise they wouldn't be sitting in the room, right?

Ken: Sure.

Frank: But then you ask people, "Well, how many people have bought more than one dog training product?" Of course, every hand is going to go up again.

Ken: Sure.

Frank: I mean, because they all have. So in this particular case, I'm offering people something that deals with how to make money on the Internet. Well certainly they're going to want to know more, they're going to want to know about other products.

            Since that time, I put together a mentoring program. I only wanted ten people in that mentoring program. I sent out to my list and before I could shut it off I had 15 people that had signed up. I mean, almost instantly.

            I think part of that is that I don't try to sell somebody something every time I write to them. When I write to them, it's like I'm sitting down and writing to a friend, one-on-one. Sometimes I'll talk about, a lot of times I'll talk about my grandkids.

Ken: Sure.

Frank: I'll talk about my wife, a trip that we went on or something like that. "Hey, I'm over in Hawaii right now. Just wanted to say, 'hi.' I'm writing from the beach in Waikiki."

Ken: Yeah.

Frank: Thinks like that. Then when I do have something to sell them, a lot of times what I do, and again maybe this is a little bit different than somebody else, is I'll write a tutorial.

            I remember one time a friend of ours had bought a new business. She had this really cool cute little survival kit is what it was, an emergency kit for women. She called it Safety Girl. In there she has such things like an emergency blanket, there were some aspirin,

tampons, you know, things…a flashlight, pen, paper, things like that, and a bar of chocolate.

Jeff Alderson and Rod Beckwith had just come out with a software program, PR Equalizer, that helped you get publicity releases. So I made a little Camtasia video about how I used this PR Equalizer to promote Sarah's Safety Girl product, and the headline for that PR article was "Chocolate is now officially recognized as a survival essential."

Ken: Yeah, great.

Frank: I showed them exactly how I filled out the fields, and with the program, and sent it in to PRWeb and these other publicity sites. She got so much traffic off of that thing, it was absolutely phenomenal, because they picked them up.

So I wasn't necessarily trying to sell the PR Equalizer, even though we did. What I was trying to do was to create an educational system, here's how I generated x number of visitors for Sarah within the first week. In the process, if you'd like to do this you can buy it from my affiliate link over here.

Ken: Right, right. So you really need to, if you're going to do an information product, you really need to be thinking about backend from the very beginning?

Frank: You need to be always thinking about backend products, yeah.

Ken: Because the backend can be much more significant than the initial front-end products.

Frank: Oh yeah. I think I've heard this many, many times, these infomercials on TV, a lot of times they actually lose money on whatever it is that they're selling and they're happy to do that because they follow-up with other products and other things and they make more money on the backend sales.

Ken: I just saw this on the cruise that I just went on. If you look at a Carnival cruise and you look at a price that they'll sell a ticket for on a cruise and then you look at all food and the service and everything else that goes into actually operating one of these huge cruise ships, but if you go to, for instance, their art auction with the idea of spending a couple hundred dollars and you really want to see marketing techniques in action, you should go to one of those.

I was just talking to Jane Mark about how she went to the art auction with $200 and ended up spending $3,000 on the backend.

Frank: Yeah, yeah, that's crazy.

Ken: So, with some great upsell types of techniques.

Frank: You walk out of the restaurant and they're standing there with a photographer. I remember our favorite showgirl, you know, they have these showgirls, and the one that we liked the best was standing out there in costume. Well I had to have my picture taken with her.

Ken: There's always something that they're looking for.

Frank: Yeah, yeah. And they sell those photographs and lots of neat things.

Ken: So now you've turned this e-book into an actually printed book, right?

Frank: Yeah. Actually that was incredibly easy to do by the way. Marian Turgeon, who I met at JV Alert conference…you meet all sorts of people at these JV Alert conferences.

Ken: Yeah, absolutely.

Frank: I've made so many, so many great contacts. I think she has a membership, you have to pay $200 or whatever. She lays it out. She does all the work. She does the artwork for the cover and stuff like that. She even submits it into Amazon, so this book is now being sold on Amazon. I don't know if we've actually sold any.

Ken: Yeah, but you're all set up to do that.

Frank: But the key is now I took this e-book and I turned it into a real honest-to-goodness book. You wouldn't believe the kind of credibility that it gives you when you have a physical book in your hands and you can say, "I'm a published author."

Ken: That's right.

Frank: In fact, I went to my mother-in-law's 90th birthday party a couple of weeks ago. I was telling my sister-in-law, "Well, I've just published a book." "What? You've published a book?"

Ken: Yeah. Right. Now let me guess. I looked into the traditional publishing field a little bit and unless you're John Grisham or…

Frank: Yeah.

Ken: …or somebody like that, it doesn't seem like a real profitable model, but the real profit comes from that credibility factor that you were just talking about.

Frank: Let me give you an example. I started out on the Internet doing search engine positioning for people. At that time really, I think the grandfather of search engine positioning is a guy named Frederick Markini. Frederick and I got to be pretty close friends over the years.

            He wrote the first book, the first actual book on search engine positioning. We actually had the opportunity to proofread it for him before it went to press. He sold it on Amazon and Barnes and Noble and places like that, but that credibility helped him to build his business to the point where he just sold it last year, and he sold it for $50 million dollars.

Ken: Wow. Wow, isn't that something.

Frank: He will tell you that it wasn't from the sales of the book, it was from the credibility that he gained through the sales of the book. His business model was that he wouldn't take on anything that was less than $15,000, which is a pretty high price to pay for search engine positioning.

Ken: Sure.

Frank: So he was working a lot with big corporations, the people that had the money to spend and it didn't really…spending $100,000 was just a small part of their advertising budget.

But because of that credibility he was getting those types of clients, because of the way he built and grew his business he sold it for $50 million.

He told me it was a pretty exciting time of his life.

Ken: I can imagine so.

Frank: Yeah.

Ken: I imagine so. Anything that I've missed in this product creation cycle here that you think is really important that we should talk about before I let you go?

Frank: I can think of a couple of things maybe. Right now I'm working with a small group, I told you 15 people and this is exactly what we're going, we're creating products right now.

One of the things that I see time and time and time again is they come up with they think is a great idea. They'll come to me, "Well Frank, I've got this great idea. What do you think about is?" And I'll say, "I don't know. What do the numbers look like? Do people want to buy this?"

The point being is that you need to never, ever, ever fall in love with your idea. You only want to fall in love with the numbers. Do people really want to buy what it is that I'd like to sell? Market research is probably 90% of the entire process. There's no point in building a product if nobody is going to want it.

Go back to the grasshopper thing. You need to have something that people really, really want to buy. Market research is probably the most important of all.

The other one I guess I would I say, it doesn't have to be an e-book. We just talked…most of the products that I create are software products or software-related products in one way or the other. That e-book just happened to be one about how I created a software product.

Ken: Sure.

Frank: The other part, and we didn't even really talk about it that much is that Irritable Bowel Syndrome e-book. We've got some pretty interesting ways that we're going to be marketing that, again using joint ventures.

But in this particular case, we're not even going to sell the e-book, we're going to give it away. Because in the front of it will be an offer, this e-book is sponsored by Dr. Nathalie Fiset. Dr. Fiset is somebody again that I met at a JV Alert conference. She's a hypnotherapist and she has put together for me a CD, basically dealing with self-hypnosis, because hypnosis turns out to be one of the best treatments that you can use for Irritable Bowel Syndrome.

Ken: Wow.

Frank: So we're going to make money in two ways. Number one is when people buy that e-book, or when the people get that e-book for free, then they look in there and they see the article about self-hypnosis, they see the ad, they buy it. I think the CD, we're probably going to sell it for $30 or something like that and we'll make commissions there.

But the other one is that then we can brand that e-book and I'll probably charge $30 to $50 to brand the e-book and then you can give it out to all of your people for free. Every time somebody buys that CD, you get the commission off of it.

Ken: Great.

Frank: And I'll get a little bit of an override, too. So there's money to be made just by giving things away, too.

Ken: Sure.

Frank: It doesn't have to be an e-book. You can create any number of things. In your program, you're talking about building DVDs and CDs, audio…lots and lots and lots of different types of things that you can produce.

            It could be a physical thing, too. It could be a game, a toy, a new type of a golf device or something that helps you cut your golf swing, any number of things. It doesn't have to be an e-book. I like digitally-delivered products because they're so easy to deal with.

Ken: Right, exactly.

Frank: But maybe the main thing that I would say is to just go out and do it. Because so many people, they've got these good ideas and they talk about 'one of these days I'm going to do x' and they never do x, and that's exactly how much money they make off it.

Ken: Yeah, that's exactly right.

Frank: Yeah.

Ken: Action is key.

Frank: Action is everything.

Ken: Persistence. Persistence is also key. Not giving up and not stopping that action is tremendous, too.

Frank: Right.

Ken: Frank, I really want to thank you for being with us and sharing this information. You did a great job and I thank you. If you have questions about this sort of thing and you want to meet somebody that is just as true to the heart as a person can get, Frank Sousa is a great guy to get in contact with.

Frank: I appreciate that.

Ken: Thank you very much for being with us.

Frank: Thank you, Ken.