

“Insider Secrets to Email Marketing: How To Increase Your Traffic, Generate Leads, and Make More Sales Online!”



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E-Mail Marketing Seminar

Introduction

Hello, I am Terry Dean of Business Systems 2000. I want to welcome you to the “Insider’s Secrets to Email Marketing!”. Throughout this course notebook and on your disks we are going to be discussing step-by-step how you can build yourself a turn-key business on the Internet. For the last couple of years, and throughout the last decade all the discussion in marketing and home businesses has been about the Internet. Everybody's talking about it. Everybody is trying to get onto the Internet. Everyone is telling us that you have to rush to get onto the "Internet."

Throughout this course we are going to be talking a lot about things that you probably have never heard of before. We are going to be talking about tricks to making money online. We are going to be talking about techniques of making money online that you probably never heard of anywhere else. So, I really want to lay a foundation at the beginning of this course. A lot of people are constantly talking about how the “Information Superhighway” is the way to make money in your business now. It almost can begin to sound like that every business online is making money...and if you can just get a web site up there, you will instantly become wealthy through online marketing.

Well, I want to tell you right off at the beginning of this series that this kind of statement just isn't true. You are NOT going to make money just because you put up a web site. Just because you build a web site doesn't mean that 60 million people are going to start rushing at your web site, and that they are going to buy your products or services. It does not mean that at all. In actual fact with the consulting that I've done in dealing with different businesses online and talking with different people online, I have found that probably 95% or more of businesses online right this minute are not making money. Now, I don't want you to get discouraged just because I make that statement, because I can also tell you exactly why each of them is losing money.

Many of the readers of this course may also be in these types of situations. You have a web site up, getting traffic, but you just can't seem to make a profit. Don't get discouraged because we will cover exactly what you will need to do to

become a success in your business. Just like I know a lot of people who are failures online, I also know the “Success Stories.”

Many different individuals that have built full-time businesses just by using the Internet. Some of them were never successful before the Internet. Others used the Internet to advance their businesses and start creating another profit stream. So, I really don't want you to get discouraged whenever I am using the statement "that 95% of people lose their money online" because the reason that their losing money is because they don't know the techniques which we are going to be teaching you throughout this course.

Being online is not the key to success in your business. Knowing the specific techniques and steps to take online is the key to success. The “Success Stories” you will see me talk about throughout this course all have one thing in common, they decided to sit down and learn everything they needed to know to be successful. They didn't just jump out there and believe the hype about how easy it was to build an online business. They did exactly what you are doing today... they searched out, hunted down, and purchased information which would help them create the kind of business they had always dreamed of.

Throughout this course we are going to show you a step-by-step System that you can use to make money no matter what type of business you are in, no matter what type of products or services you are selling. Our main goal throughout this Seminar is to show you that Turn-Key System which will work no matter what type of business you are in.

I am here to tell you that the Turn-Key System is now being created and will work for you in your business. So, if you follow along throughout this seminar and follow along with the tapes, you will learn the Turn-Key System we use for making money online. Am I going to guarantee that you make a certain amount of money? No, I am not. I am not going to guarantee that you make a certain amount of money because that depends a lot on your business and just how closely you follow our techniques and some of the ideas that you create yourself.

Part of what I want to do throughout this Seminar is to help you learn to "think for yourself." Almost without fail every single one of the Internet marketers who makes a lot of money online has learned how to create their own marketing techniques. They have learned how to put a little twist to their marketing to give them a uniqueness from other web sites and other people.

When I make different statements as we go through the tapes, and throughout the manual, I want you to think to yourself, “How can I use this for My own business?” Take notes. Write down things, thoughts, and ideas that come to your mind. Always think to yourself how you can use these techniques for yourself. The person that I am most thankful to in my business was the one who helped me learn to think for myself and come up with my own ideas. I hope that I will be able to do that for you as well throughout this course.

You can make money if you follow our step-by-step techniques. We are going to teach you a simple step-by-step system for writing killer advertising which practically forces people to order your products and services. We are going to show you how to put an automated system in place for email follow-up. We will show you how to pick the right newsletters to advertise in for maximum exposure and effectiveness. Each of the aspects will hopefully help you create the kind of business you have always desired.

I don't want you to be limited to just what I say throughout this course. I don't want you to just be limited by what I write throughout this course. I want you to learn how to think for yourself. I want you to learn how to have ideas for your own business. Learn how to think for yourself. Create some of your own ideas to test in your follow-up system, your sales letters, and whatever else. Whenever I take a look at those who are the most successful Internet marketers, almost without fail they have used a system just like this, BUT have added their own unique twists to it. Uniqueness can be a major key to getting people to link to your site, tell their friends about it, and to get press coverage.

These techniques are a basic foundation. All I can give to you is the basic system. If you can learn how to take some of these techniques and advance them inside of your business, you will make large profits online. You will be able to create a full-time business online. I want you to keep that in mind as we go through this entire course. The Most Successful users of this course will be those who follow the basic techniques and then create little twists to them for their own use!

I have a very successful web site, which you can take a look at <http://www.bizpromo.com>. You can see how I run my web site, how much I have combined my web site with email, and how much I use email together with my web site. This is what I am going to teach you throughout this seminar, the in-

portance of using email together with your web site.

At the beginning of this course I quoted to you that, "95% of Internet marketers are currently losing money online." If I had to give you one reason that most of these people are losing money, it is because they have not learned how to work email in with their web site. They have put up a web site, and passively told a few people about the web site. They might have even advertised a little, but once a person comes to their web site they have no system for follow-up. They have no system for making sales to their prospects. That is what I really want to show you throughout this course, you absolutely have to create a system for making sales to your prospects through consistent follow-up.

Just because they visit your web site does not mean there going to order from you. You are going to have to give them a reason to order from you. You're going to have to set up an active Internet Marketing System for your business. Too many Internet Marketers are passive Internet marketers. They have a web site and hope that traffic comes to their web site. Then, they hope that they make some sales. They don't have an active system following up on their prospects.

If you go to my web site you will see that I have a very active system. The first thing that I try to do whenever you go to my web site is try to get you to sign up on my Newsletter. That is my number one goal and half of my web site is devoted to trying to get you to sign up on my Newsletter. Next, after you sign up on my Newsletter, I try to get you to hit an autoresponder that I have for my main product that I am selling at that time.

Then, this specially designed autoresponder (which will be further discussed later on in this course), sends out the first message. After that, it does 6 follow-ups on my prospects. Every two days, it will send out another marketing message to my prospects. It will follow-up on them six times each. This equals a total of seven contacts with them. This is ACTIVE Internet Marketing. When they are on my News letters I am going to send out good quality information, but I will also use it as my primary marketing vehicle. I will be giving training information, teaching them how to work on the Internet, how to make money in their own home business on the Internet, and the techniques which I use that are successful on the Internet.

The main purpose of my newsletter is show them my different products, my

different services, putting in my sales letters, and putting my classified ads in for my products and services. I am going to be doing follow-up every single week through it. My Newsletter goes out every Friday so that means every Friday I get to contact my prospects again to try to make another sale to them. I do not passively rely on my web site to make sales for me.

In my experiences and the experiences of the people that I've worked with selling products from web sites does not work very well, but selling products through email works like a charm. By this statement I mean that if I have my web site up and I am just trying to make a sale from my web site, I may make a 1% response rate. If I combine my web site with email and get people hooked up to an autoresponder, which can follow-up on for them a total of seven times, their response rate would go up to 5% - 10%. In other words, you can make 5-10 times more sales using my email marketing techniques than you can from a regular web site.

By learning how to use these step-by-step techniques you can make between 5-10 times more sales, rather than just a web site alone. I really want to ingrain this into your mind and consciousness. You have to use email on the Internet if you want to make money. Almost without fail every single one of the web sites that is losing money online is simply one that hasn't learned how to combine email marketing with web site marketing. They only do one or the other...not both.

I don't want you to think that I am talking about just getting their email address in your email software. On my web site, I have a listserver, so that whenever someone subscribes to my Newsletter their name is automatically put on my list server and I just send out one message to my listserver each week and it goes out to all my prospects. Undeliverables and Removes are handled by the list server. When you click on to my autoresponder it automatically begins a follow-up system with my email letters that I have programmed into it. All this is done automatically.

I am using my computer to make money for me. I have learned how to set up my system automatically. I want to teach you how to do the exact same thing in your system so everything is done for you automatically. If you can set up your system automatically, that means that once you have one running and making money for you, then you can go along to another one...and then create another. There won't be any limitations on your business, because 95% of the work can be

done for you by computers in this type of system.

If you had to go out and actually follow-up on each one of your prospects individually by email, many of us would just be too lazy and not follow-up on them. I can tell you that is what happened to me. I was trying to follow-up on all my prospects individually. I was trying to collect the email addresses and send out follow-up messages myself before I found out about these autoresponders that would do the follow-up for me.

I ended up getting lazy even though I had a system and a plan set-up and laid out. I had the emails ready to go, but still I would end up not sending out my follow-ups. Then you can guess what happened next. My sales started dropping. Once I learned how to set the system on auto-pilot, my sales went right back up higher than before because it no longer relied on me sending out each individual email everyday. So, I am giving this to you as a warning right off of the bat, because I don't want you to end up doing what I did at first. Don't think that it is better to do it yourself, because you just won't do it. Set it all up automatically and free your time up for more important things, such as creating new plans and systems. Once you get this set up in one business, then you can go on to others and grow from there.

DON'T SPAM

Email marketing that is discussed throughout this Seminar is not referring to bulk email or "Spam" as they call it online. On the Internet people refer to unsolicited bulk email as Spam. Unsolicited bulk email is when you send out thousands of emails to people who have never requested information from you before. They have not contacted your company before. This is referred to as Spam by most Internet insiders.

You are going to want to avoid spamming people on the Internet, because if you spam thousands of people online, they will complain to you, your web host, your Internet service provider, and more. Once your web host or Internet Service Provider starts getting dozens of messages complaining about your business tactics, you can guarantee that you will lose both your web site and your local dial-up connection. Spamming is a very big issue on the Internet now. Some web hosts will cancel your account even if they only get ONE complaint of Spamming.

I want you to understand that throughout this course, we are not talking about Spamming. We are not talking about going out and mailing to thousands of people who have never contacted you before hand.

Everything that I am referring to throughout this Seminar is referring to people who have some how contacted you before and given you their email address. We are talking about Opt-In mailings only. This is where people have specifically asked to be on the list. Don't confuse our system with bulk email or Spamming.

You could almost call Spam the "evil twin of email marketing." It is out there and hundreds of people are selling Bulk email software, accounts, and products. They are offering to bulk email for your business, but you will want to avoid all of these types of offers. They can only spell one thing for your business....TROUBLE.

No matter how tempting it may appear to you to be able to contact 1,000,000 people with your advertising message, don't listen to it. Sure, they might mail 1,000,000 people, but 99.9% of those people are going to delete the message without even looking at it. The others will complain to your email or to your web site provider. A few may order your products and services, BUT you could have received more orders by using one of the Opt-In email marketing services out there such as Postmaster Direct and Bulletmail, both of which are on your resource disk. For a low cost through those companies, you can send out thousands of emails to targeted prospects who have asked to be on the list. You won't get complaints as though you were spamming, but you will get orders if you have an attractive offer to your prospects. Check them out.

When we are talking about putting classified ads in Ezines, those Ezines need to be Opt-In lists where people have asked to be on the list. This is the only way that our system can work correctly. Don't fall for some special deal on mailing your classified to a million people. Even placing a classified ad in a mailing which is Spammed out there will cause you untold problems. Your web site, autoresponder, and more could all be canceled without notice. Make sure all of the ezines you advertise in are Opt-In ONLY!

The same thing with your Newsletter you want people to Opt-In and ask you to subscribe or to subscribe to your web site. They are the ones contacting you first when we are talking about email marketing. I have to make sure that you

have that in your mentality about how important it is for you to only use Opt-In email instead of using Spam. If you were to use many of the techniques I am going to show you here in bulk emailing, you would only get yourself into trouble and lose your autoresponders, listservers, and hosting accounts. Remember, throughout this course we will not be discussing bulk email or spamming. This is Opt-In mailing only.

Quick and Easy 7 Step System To Making Money Through Email Marketing On The Internet

1.) Pick the Right Products to market!

Picking the right product for you to sell in your online marketing campaign is the first step to success. How many people have gone online and tried to sell anything and everything on the web sites? At first, this is also a mistake that I was making. I was trying to sell dozens of different products on my web site right up front. What ends up happening if you do this is that everyone sees all these products, and they then get confused because they can't decide which ones they want to order from you.

You are much better off selling one or two products in your web site and then backending other products that you have in your business. Maybe you could sell some of your lower cost products or services right upfront on your web site. Then after people purchase those you can give them your sales letters for your more expensive products and let them know about your other products.

You have to have the right products to be marketing. What types of products or services sell well on the Internet? I don't want to give you just an exclusive list and tell you that you have to sell these types of products or services because I have seen just about everything being sold successfully online. Some of the things that are absolutely selling the best though are information products such as books, audio tapes, and videos. I have also seen services sold well, especially web site hosting and other types of services which relate to the Internet such as search engine submissions or press release marketing.

You could actually say that the different types of products you could be selling are almost unlimited online. You can sell anything online that you can sell off-line. The things to keep in mind when you are doing direct marketing online are:

1. You don't want to sell products or services which are regularly available in stores.

Selling something that is available in the local drugstore or at a neighborhood Wal-Mart is a recipe for disaster. Your products need to be unique. When marketing through direct means such as mail order or by the Internet, you won't be able to find regular buyers if you don't focus on uniqueness. If you are selling something that is available everywhere, 99% of your potential buyers would prefer to buy it where they can see and touch. They would prefer to deal with someone that they can see.

2. You want your products to be easy to ship.

Always think about delivery of your product or service. Can you use a fulfillment company to deliver? Will you have enough of your products or services on hand to deliver. Have you thought about some of the newer ways of delivering your products to your customers?

A lot of people now are selling information products and they are then delivering them online. They are using products such as "Writer's Dream" or "Adobe Acrobat" to create electronic books, manuals, and courses. Then, they are letting people buy it online and download it from their web site so they can get it immediately without any shipping costs or problems.

If you were doing a type of service, is it easy to recreate it. For example, if you do web site designs for people, you could set up the web site designs so that there is a simple process or design template you regularly use. Always think of ways to make your business more automatic. It could be a system where you already have web site designs set up and ready to go, and all that you actually have to do is input their information into them to give them web sites quickly and easily. Check out the book **E-Myth** which you can find at your local bookstores. It is a wonderful book on this subject of creating automation in your business.

3. You have to choose a target market for your products or services.

The big key in selling your product online is finding out how to choose and

target the right market. Don't sell a product online if you are not going to be able to target your market correctly. Don't sell to everyone online. I can not emphasize this enough. Just because there are 60 million people online, does not mean you have 60 million prospects for your business. Whenever you try to sell to everyone, it becomes very difficult to find them.

We want to be able to use laser marketing online, not shotgun marketing. Don't be just trying to hit anyone. You need to be specific about what you are selling. If you are selling dolls online, you can target that market. You can find people who interested in dolls or collecting dolls online. You can find Ezines that are targeted to collector's dolls. So, the most aspect when choosing the right product is choosing a product that you will be able to target to the right market online. You absolutely must target the people who are most likely going to buy this product.

On your ezine disk, I have a list of Ezines that you can go to and Ezines that you can subscribe to. You are going to want to sell to these types of targeted markets that these Ezines are being delivered too. That is the most important thing in choosing your product. Make sure that you can target your market easily. If you can find 5-10 Ezines that are targeting a specific market, then that is a product that you will be able to target the right market for. Keep this in mind if you don't have a product yet to make sure that you are picking a product that you will be able to target.

4. Choose a product you enjoy selling.

When picking your product, you must also choose a product that you enjoy. Don't go out and start selling golf clubs if you hate playing golf. Choose something that you enjoy doing. If you can find a job that you enjoy, you will never have to work a day in your life if your job is your hobby. Keep this in mind when choosing your product. It must be something that you enjoy doing so that you enjoy selling and discussing with people.

Let me tell you a short story...

In Indiana, there lives a woman who works 8 hour days 6 days a week at a local computer company. We will call her "Barbara" for the sake of this article.

Barbara dreads getting up in the morning. She dreads getting ready for

work. She dreads driving to work. She dreads clocking in. She absolutely hates her job.

She has a degree in computer science, but she can barely stand the sight of a computer anymore. Everything in her miserable life has become a drudgery to her. She can barely stand herself. The most important thing to her is that wonderful clock that chimes 5 p.m. when it is time for her to go home.

She rushes to her car...Drives as fast as the law allows home...and then immediately rushes into her house as fast as she can to the noise of overexcited door greeters. Both them and her have waited all day for this moment. Now, she can relax.

She sits down on the couch...collects up her pets (2 dogs and a cat) and gives each of them the attention she knows that they crave. She turns on "Animal Planet" on the television set and sits back breathing a sigh of relief that she lived through another day.

Every day this same process occurs. Sometimes she makes a stop by the library and gets a collection of books on "Dog Care" and on "Dog Training." On her day off (that wonderful day), her and her dogs go and spend the entire day at the local park. All of them wait all week for that wonderful event.

Because of the drudgery of her job and the desire she has to be constantly free from it, she decided to check into starting her own home business. Her friends sell Avon. As a matter of fact, one of them even makes enough money to do it full-time.

Barbara envies this woman...She gets up and works when she wants at her own business which she loves. She always seems to have a spring in her step and a smile on her face.

Then, one day her friend invites Barbara to join her. Excitement overflows inside of Barbara...She will be able to be in control of her own destiny. She can be in business for herself.

Barbara jumps at the chance...besides it is only \$25 she says to herself..."What do I have to lose?" She is absolutely on fire with this new possibility...She can work for herself and make her own life.

She quickly begins to do everything her sponsor told her to do... She makes up lists of contacts. She begins contacting them all one by one. She does everything necessary to get started as fast as possible.

Barbara begins making a little money...(It always starts out small in your own home business), but something is missing. She stills has her job...She has her new home business and is beginning to make a little income doing it...BUT she has even less time than before to do the things she loves.

Her day off came and went...She had meetings to attend in her new business. Her dogs stayed home staring longingly at their leashes wondering what was wrong. Barbara is making more money now, but is no more free than ever before.

Now, after the excitement of her new business has worn off, that telephone is getting pretty heavy to use. It is getting pretty tiring to come home from work every day and have to work this second job...even though it is hers.

One day, her sponsor quits and she has no one to help her stay motivated anymore. That was the final straw. She can't do it any more. She goes back to the old routine feeling guilty that she "failed" in her home business venture.

Later on down the road, this same process occurs. She joins another home business "opportunity" only to later give up and quit because she just can't take it anymore. Dozens of times this happens. Every time she feels more guilty that she just doesn't have what it takes to make it in her own home business.

Every time this occurs she ends up exhausted on her couch. The funny thing is that the answer to her problem has been right under her nose all of the time. It happens to be staring up at her lovingly right this moment holding it's leash.

Her problem has been that she works a job she hates. She wants a way out and others are promising her a solution that just isn't suited to her. They make money doing it because they love it. She makes a little at it and quits because she can't stand that JOB either.

For them, it is a way of life and a passion. For her, it is just another JOB,

yet with less starting salary. Her passion is for her pets, but she spends time trying to work up passion for other people's desires.

I will let you off the hook and tell you...Barbara's problem is that she is trying the **WRONG** home business for her. She should be starting a business where her passion is at. Instead, she just tries to imitate others who have completely different desires.

I wonder if that is your problem? If you can't wait to get off your job and get out to the golf course, but you are trying to sell health products, it won't work. If you only want to garden all of the time, but sell make-up, you are dead in the water before you ever start.

THE BEST WAY TO PRODUCE A LIFESTYLE YOU ENJOY IS BY DOING WHAT YOU LOVE!

Take off the blinders...Take off the limitations. What do you love doing? What are your hobbies? What is it that you think about every time you get a spare moment?

That is the **BUSINESS** for you to be in...Don't tell me it can't be done. I will just tell you to figure out how to do it.

Let's go back to Barbara...What should she be doing? How about being a pet sitter, dog walker, pet day care, pet groomer, or dog trainer? She could write books on pet training, animal grooming, etc. That could be an information business. It could be a service business. Don't put limitations on yourself or others.

Don't tell me it can't be done! On TV, I just heard about a **DOG BAKERY** which only sells gourmet dog treats. They have over a million in sales and 20,000 mail order clients besides what they have in their little shop. If you love it, you will find a way once you make up your mind!

For many of you reading this, you may be in the wrong business. You are making money (Or you aren't making money it doesn't matter), but you just aren't happy. Well, now you have it. Somebody was finally willing to tell you the truth of the matter.

Find your **LOVE** and you will find success. Yes, it will be hard starting out. It is

in any business you get started in. If your business is also your passion and your hobby though, YOU WILL make it through and won't quit when it gets hard, because you LOVE it.

THE BEST WAY TO PRODUCE A LIFESTYLE YOU ENJOY IS BY DOING WHAT YOU LOVE!

2.) Create the Sales Letters for products or services.

In this seminar we are going to spend a lot of time in writing successful sales letters, because writing good ad copy online is the key to closing prospects into money paying customers. Because it has been so low cost to get on the Internet and so low cost to send email, many people have gotten online and started sending out junk. They have written very bad sales letters, probably something that they wrote up in about 5-10 minutes. They didn't spend any time thinking about it, spend any time writing it, or even going over it. Because of this they are never able to make the kind of sales that they want in their business.

It doesn't matter if you follow every one of these techniques to the letter. If you don't write good sales letters (which we will cover a lot) you won't be able to make money online or in any type of direct marketing. That is the reason that we will spend so much time on it in this course. Your Business will NEVER advance behind your copywriting skills.

The Good News is that copywriting is a learned skill. Contrary to common opinion, good copywriters are not born. They learn to write copy. You can do it as well. It takes a lot of practice and patience, but with the right techniques we can have you writing killer ad pieces in no time flat.

3.) Create Follow-Up Letters

Our email marketing system relies a lot on follow-up. The fortune in marketing is in the follow-up. I want you to keep this in mind when we are talking about writing your sales letters. Not only are you going to write a main sales letter, but we will help you create a system for writing follow-up letters as well.

You are going to want to write (if you use our system to the letter) one sales letter and at least 6 follow-up sales letters which you will be following-up on your prospects with. Many times you will use the same sales letter, but adding on a

paragraph at the beginning of each letter or changing the paragraph a little bit. You will be making the same offer through all the sales letters because you don't want to be confusing your prospects. We are talking about little additions, little questions, and learning how to focus on specific parts of the offer.

To be successful in email marketing, you will have to learn an aspect called an "Email Probe." This is where you ask your prospects specific questions which are intended to get them into a discussion about your product. If you can get thinking or reading your sales letter more intensely for the right question, you will be able to double or triple your sales.

Use our step-by-step techniques for writing these follow-up letters. If you just let them have one contact with you, you might make one percent sales, but if we can get you to do a follow-up system you could be making 3%, 4%, or 5% sales if you have good sales letters. We are talking about a big difference. We are talking about a change from losing money online to making money online by learning how to do the follow-up system right.

4.) Making Your System Automated

You are going to be using a completely automated system. This should always be one of your main goals in any business you are involved in. You want your advertising plan to become automatic. You want your follow-up to become automatic. You want to have an automatic number of sales occurring every month in your business.

Take a look at how a franchise works such as McDonald's. For a certain fee, someone can buy an almost guaranteed successful business. Everything is planned. They know exactly how to train employees, where to get supplies, how to cook the meat, how long to cook the fries, and how to design the building. They don't leave anything to chance. The creators of the company have created one thing...a system. Think about that. What are we trying to do in this course... create a system!

Once you have it automatically working in one business, you will be able to move on to another. You will be able to setup many different avenues of products for this type of system to be making you profits from. That is what makes this opportunity SO exciting. It is not limited to just a specific type of business. If you can get a hold of a certain product and target the right market online, you can use

this system to make money for your business.

It is actually possible to turn your computer into a money machine! I have seen dozens of reports which advertised that, but I never was able to find one which could actually deliver. Here is your chance to use our turn-key system in any type of business online by learning the power of follow-up and automation.

5.) Advertise in Ezines

Using this system, you will use Ezines as one of your primary advertising vehicle. There is no other advertising medium in the online market which can give you as effective results for each dollar you spend as ezine advertising. Banner advertising is probably the most popular and well known method of advertising online, but it can't even come close to the effectiveness of ezine ads.

We are going to teach you how to write good classified ads that are going to pull in hundreds of prospects. Then, you will write and place them in Ezines which are targeted to your specific market. Once you have your ad system in place, you can be pulling in prospects constantly.

One of the major keys of choosing the right ezines to advertise in is by learning how to test your ads. It is real simple to key an ad online. To key a classified ad, just tell them to email your autoresponder with a certain subject line. You can just name the ezines. If you were advertising in my Ezine which is "Web Gold," you might tell them to hit your autoresponder with the subject "WB" for "Web Gold." So, you can know which Ezine you received your responses from so that you can keep advertising in that Ezine and cut out the rest.

The actual time in creating your system usually takes place when you are trying to find the right ezine combinations for your ads to receive maximum effectiveness. It takes a little time to find these. So be patient in your online business because it has taken me quite a long time in some cases to find the perfect ezines which could constantly produce the results I wanted from each of my ads. Once you have the system up it can be making money for you constantly, and automatically, so be willing to spend some time finding the right newsletters to advertise in.

6.) Create Your Own Newsletter

Teaching you to how to create your own Newsletter, so that you will be able to follow-up on your prospects and continue to give them good information, is a major aspect of this course. When you have your own ezine, you will be able to keep your products in the mind of your prospects at all times. I honestly do not know of very many people who are making money online who don't have their own Ezines or Newsletters.

We will show you some step-by-step systems to getting your newsletter up and running fast. You can even get articles from other people if you don't want to write your own. On your Samples disk with this course, I have dozens of articles which you can use in whole on your own ezine to help you get started. It is not as difficult of a process to do your own newsletter as many people would have you to believe. YOU can do it...and You will do it if you want to have the most successful business possible online.

7.) Offer A New Product Every Month to your Ezine.

You are going to be offering a new product every month to your ezine list. We have a system here:

1. You are sending out your classified ads.
2. They are hitting your autoresponder.
3. You are making sales, and you are making a profit from your sales.
4. Then to follow-up even further on your prospects, you are sending out a weekly or monthly newsletter to your prospects. You probably will want to start out first with every other week or monthly. You're sending out this newsletter which has good quality information so that they're reading it.
5. Then every month you could offer a new product or service to your list.

You don't have to be the creator of all these products or services. You can do joint-ventures with people online finding the right products or services where you split the profits with another business. One of the most powerful techniques for making money in any type of direct marketing is called "Endorsement Marketing" or "Joint-Venture Marketing" where you recommend someone else's products or services and then you split the profits. You are going to want to offer a new product or service every month to your newsletter list. You are making money on the front as you place classified ads, and then you are making money on the backend from your Newsletter making sales to your prospects.

This is our "Turn-Key" System that will work for you no matter what type of products or services you are currently selling...

The next step to being successful in your Email Marketing campaign is learning and choosing the right tools for your system. We are going to be using a lot of technical terms and technical tools throughout this seminar. I want to make sure that you understand right away what I am talking about and what kind of tools that you need to get for your business. It is not as difficult as it appears when most people represent it. It will still take some time getting used to these tools, but everyone of them is there for one reason...to automate your business and make it more successful.

E-Mail Marketing Seminar

Choosing Your Tools

The type of tools that you will need to use are:

- ♦ Autoresponders
- ♦ Listservers
- ♦ Secure Ordering Pages
- ♦ Email Software
- ♦ Web Page Designer Software.

We are not specifically covering web page design in this seminar. We have other courses that are devoted to web page design and Internet Marketing and that type of avenue, but we are going to cover web design somewhat throughout this seminar because you need to learn to combine email marketing along with your web site. I will cover some things that have to do with web site design, web site use, and about software. There are a lot of different software programs that you can use to design your web site.

I can't specifically recommend a certain one to you, but personally I use "Front Page 98" for the web pages that I design. You can use the resource disk that came with this course to go and download dozens of demos of different web page design tools. Many of these software programs that you use to design web pages can be downloaded and tried out for 30 days. I gave you that web page in the resource list, it is under Web Page Design Software, click onto this link and go to it and try it out.

I also placed on your resource disk a list of different Email software programs that you can try out and download. There is a variety of Email software programs to choose from. Some of the ones that are the most commonly known are "Pegasus," "Eudora," "World Merge," and "Calypso." These four are the ones that you hear the most about, and are the most commonly known software programs for checking your email. In each of these programs there are advantages and disadvantages. You need to try out each of these programs so use your resource disk to download them. Personally, I use "Endora," but I also know

some people who love "Pegasus" and who swear by using it, and I have some other people who use "World Merge." Go download each of these and see which one works best for you, which one you understand best, which one is the easiest to learn the different techniques I will tell you about.

In this seminar we will be discussing using filters in your email software, setting it up to do autoresponders, running mailing lists, and all around checking your email. Learning how to check your email correctly and using your email software is very important. You are going to want to use it to its fullest capabilities no matter which one you choose, so make sure you choose the one you like and understand the best. Each one of them has a different interface and each one looks different. You will need to take some time and pay attention when looking at them to see which one will work for you and help you out the most. Download each of these programs, and then go to the filters section.

The filters are something that you will definitely want to use because when you start using email marketing, you will start getting a lot of email...I get some where around 100-300 emails per day, so learning how to use my email correctly and sticking my mail in the right folders automatically is very important to me for a timesaving feature. It is very important to you as your email marketing business builds that you learn how to use your email software. Especially learning how to use your filters, learning how to use autoresponders with your email, and learning how to save responses through your email.

I have a lot of emails that I use regularly like telling people my ad rates and things like that for my Ezines, and Thank You letters for ordering products. I can just save these and open them up and stick them with my email when I send them out. I save them as stationary in "Eudora" and then I just open it up and send it for an automatic message so that I don't have to rewrite that message every time that I use it. In Eudora, this type of message is called stationary. On the other programs, I am not sure what it is called, but it has the exact same function. You are not going to want to have to rewrite your message every time you send it out, so make sure to get into the manual or Help Files of your email software to find out how to save your most used emails as "stationary."

The real important thing when looking at each of these software programs is that you are going to want to use the simplest one for you. Then after you pick one I want you to spend some time getting used to it. Each one of them is always adding new features and building on their interface so I don't want to actually get

into it and show you each one because by the time you read this, they may have already been updated. Each of these software programs also come with Help Manuals, listings, and more to show you how to use them effectively. I want you to spend some using the software, and reading the Help Guide and Manual.

It is worth a couple of hours learning how to use your software correctly. There is a lot of things online that just aren't worth spending your time on, but learning how to use your email software program correctly is important enough for you to learn how to use and spend some time doing so. I am not recommending any specific one because it has a lot to do with which one that YOU like best. You just need to ask yourself which interface you like best. Spend some time with this software, get to know it, read the manuals, and get to know how to set up filters, etc.

Another aspect of your email software that you will want to learn has to do with how to send out mailing lists on it. At the beginning, your mailing lists for your Newsletter or Ezine may be sent out from your email software directly. As it grows you will not want to do that as it will end up being way too time consuming for you. There are so many tools out there. Even Listbot (which you can go from your resource disk under Listbot at <http://www.listbot.com>) will give you a list server for free, with up to a 1,000 members on it. That would keep you busy for a few months unless you are really building up on the system. This is a great tool to use for free, as their system will keep track of your small newsletter list for you automatically. You always want things to be as automated as possible.

Personally, on my newsletter I use Postmaster Online as an automatic follow-up system/listserver in one combination package. You can check them out on your Resource Disk under "Follow-Up/Listservers." I highly recommend using their company for some of your automated tools if possible.

Using Postmaster Online is so simple. It keeps track of those people who subscribe and those who remove themselves from the list. All I have to do with it is send out an email message to it's one email address and it is distributed among my thousands of subscribers for me. No hassles and no problems.

Secure Ordering Pages

Another term you will need to know is "Secure Ordering Pages." Using a secure ordering page online is so important that I just cannot stress it enough. I

don't care if all you are doing is putting out email messages using classified ads and don't have a web site yet, you still are going to have to have secure ordering pages in order to be successful online. This one aspect itself could be the entire weak link in your email marketing campaign.

You can do everything else I tell you to do, and if you don't have Secure Ordering Pages for people to order online you may as well forget about being in business online. Probably 95-98% of my orders come in through my Secure Ordering Pages by credit card. Just think, if I didn't have secure ordering pages my orders would drop to only about 5% that I am currently getting. In other words, I couldn't be in business anymore.

A Secure Ordering Page is a page where someone can go to and with their credit card order online, and have it securely sent to you without anybody else picking it up. If your web host doesn't offer secure ordering pages look in your resource disk. It has a site where you can receive secure ordering pages for free for your web site. It is under Secure Ordering Pages.

Accepting Credit Cards in Your Business is Essential

You will need to be able to accept credit cards in your online business. If you are selling your own products and services, you have to accept credit cards online if you want to be successful. This could be another weak link in your marketing campaign. That is what we are talking about throughout this entire course. Finding those weak links and getting rid of them. These are the kinds of things that can stop you from being able to make sales online. If you can't accept credit cards, then you may as well get out of business. You will not be able to make enough sales online if you can't accept credit cards.

There are many different resources for accepting credit cards. I have one on your resource disk. You can go and sign-up to accept credit cards right now and you would be set-up in about a week or so. You will be able to start accepting credit cards in your business no matter what your past credit history is or even if your business is brand new.

If you are currently not accepting credit cards you need to go on the resource disk and go to the site for accepting credit cards immediately. It is that essential to your business. Just think, for my business only 1 out of 20 orders comes in other than any other way except by credit card. That means that I would

not be in business today if I wasn't accepting credit cards, and I feel the same way for you. You can do everything I show you in this seminar but if you don't accept credit cards you probably won't make it. Fix this problem immediately by filling out the online form today.

What if You Are Selling Someone Else's Products or Services

If you are doing a business where the credit cards acceptance is being done by someone else; such as a Network Marketing Company or Mail Order Company that you are doing sales for, then that is being handled by them. Make sure that your prospects can order securely online. You will be much better off if they can order securely online in those types of programs as well just as if you were doing your own products or services.

Throughout this course and anything that we do we often recommend that if you can at all possible try to make your lead product be one which you own rights to or have created yourself because your profits will be higher. You are better off if your second sale or backend sales are being done by joint-venture with someone else. You would make more money on the front end when it is your own product or service or your own information product. If you don't have any products of your own look for our upcoming course that we will have on creating your own information products.

Until that time if possible look for your own products. If you can't make your own products or sell your own products then it is ok to sell someone else's products. If you can't accept credit cards you would be better off selling someone else's products if they can accept credit cards. That is just how important the acceptance of credit cards is you aren't even in business yet if you don't accept credit cards.

If you have your own product and accept credit cards you will usually be able to make more money. If you can not accept credit cards you'd be better off finding somebody else's products or services to be selling if they can accept credit cards online.

Autoresponders

The next aspect that I want to discuss with you and make sure that you understand is the use of autoresponders. Throughout this seminar we are discussing

the use of autoresponders and how important it is to set them up. An autoresponder is simply an email address which when someone sends a message to it, it responds with a pre-loaded sales letter. It immediately sends back that sales letter that you have loaded into it. In other words, people can request information from it 24 hours a day and 7 days a week without any action on your part it will send that sales letter to them. It is instant information for your prospects. You will want to use an autoresponder for any classified ads that you put out.

The one thing to keep in mind for your autoresponder is that the first and most important thing for your autoresponder to do is to keep the email address of anyone who sends in information from it, so that you can follow-up. If the autoresponder doesn't collect the email address for you, then you are not going to use that company. You aren't going to want to use any autoresponders which prevent you from doing your follow-up. The fortune is in the follow-up.

Right now a new type of autoresponder is being created by AWeber. I recommend that you buy yours from this company. Probably in the future others will sell these type of autoresponders as well, but for now AWeber is the only source I know of. You will find AWeber in your source disk under "Autoresponders." The reason I love this company's autoresponders and their tools so much is that it automatically does the follow-up for you. Plus, they have a very easy interface to use. After ordering an autoresponder from them you can go into your account, load in your sales letter, and have it respond to your prospects. Then, you have 6 more follow-up messages that you can load in to their system. You can tell it exactly when to follow-up, one day later or two days later, etc. It will automatically do the follow-up for you without you being involved. That is such a powerful tool in your business because all of your follow-up can be done automatically and quickly.

Part of this email marketing system is relying on you using that type of tool in your business. Whether you get it from Ameba or another company you will want to use an autoresponder which automatically does the follow-up for you. I have their autoresponder in your resource list under "Autoresponders." It is very important that you use this type of tool in your business because you can have the automatic follow-up done for you. You won't have to worry about collecting email addresses and sending follow-up letters. You won't have to worry about if you sent the letters, or even having to be involved. The system automatically does the follow-up for you.

The other type of autoresponders, the old fashioned ones, which you will probably use on your web site as well are much more difficult to use to collect email addresses. On these types of autoresponders, when you collect the email address you have to place it in your email software, collect them into a mailing list, and then send your follow-up letters individually on the days that you want to send them out. This is a lot of work which could have been done for you automatically. It's a lot of things to keep in mind and to keep records of. It would be so much simpler to purchase an autoresponder from a company that is more advanced like AWeber or another company. Then the whole system is set up for you to run automatically.

This can make a big difference in your business. Just learning how to do the follow-up system correctly and writing the right follow-up sales letters can mean the difference between a 1% response rate or a 3% response rate. This could easily be the difference whether you make a profit or don't make a profit in your online business. That can mean the difference between becoming one of the 95% that is losing money online, or one of the success stories on the Internet. Know how to do your follow-up correctly. I can't emphasize the follow-up enough throughout this course. If you can get one of the autoresponders to do the follow-up for you, you are that much closer to success. It makes success that much easier in your business. Go to "Autoresponders" on your resource disk now.

Creating Interesting Ideas Of Your Own

In this area I would like to discuss creating interesting ideas of your own. Some variations that people have done on this type of system is that they will use the same type of autoresponders (the one that follows-up for them) and instead of having a sales letter on the first page they may include a free report about what their product or service is. They will give free information out about their product or service. Then when someone hits for the free report, the six follow-up messages will be their sales letters. They will follow-up with their sales letters first after someone hits for the free report. Then the other five follow-ups will follow in after that sales letter.

There are a lot of ideas that you can use like this. You can also use the free report and tell other people that they can use the free report as a benefit of their web site as well. They can put the free report on their web site to help build their

own content. They can put it on their Newsletter. This way you are providing extra content to other webmasters and publishers, and they are providing prospects for your products. There are a lot of tactics out there that you can use to get people to hit your autoresponder.

In your Email software, they have a section that you can create a signature file. In this signature file (which you send out on all your emails), you should include your name, email address, and web site address. You probably will want to include a major benefit or free report and link them to your autoresponder address which you have that will do the automatic follow-ups for you. All your emails will have your signature file on it. Tell them what they will get out of it clicking on your autoresponder. They will receive A FREE whatever...tell them exactly what it is.

There are so many tools to use. Make sure you participate in forums, which is a great Internet marketing tactic to participate in as many forums that you can find on what ever it is you are marketing. If you are marketing dolls, then participate in doll forums where they discuss dolls. Put your signature file down at the end of any message that you put in there and have your autoresponder address so people can hit it and it will begin to automatically follow-up.

There are a lot of ways to think of to get people to hit your autoresponder address out there. If you participate in any mailing lists or discussion lists make sure to have that in your signature file so that they will be able to hit it. Make sure that in your Newsletter you have an autoresponder address for more information so that they can hit it.

If you write articles and you submit them to other Ezines, make sure that in your information block or throughout the article you give people a chance to hit your autoresponder. By the way, submitting articles to other ezines is the best way for getting free traffic to your web site and people to hit your autoresponder. With free classifieds that you place across the Internet make sure that you use your autoresponder address. All of these are techniques that you have to think about and keep in your mind. How can you take best advantage of this type of autoresponder which does the follow-up for you? There are a lot of ways of doing it. I want you to keep in mind and think of some new ways and new ideas to use your autoresponder. (If you come up with one, let me know about it at webmaster@bizpromo.com)

I know an individual who created a list of ezines that you can subscribe to and put them on an autoresponder. So everyone else refers to his Ezine, to his list of ezines, and to his autoresponder. If you ask anyone for a list of ezines they will refer you to his autoresponder. So he has hundreds or even thousands of people who refer to his autoresponder for giving information about ezines. Just think of the kind of Opt-In list he could create out of all these people hitting his autoresponder. Just think if you could create on your first autoresponder message a free report people are going to want to follow-up on. Maybe you could create "45 Ways of Playing Better Golf" or whatever you know people would want. Make an entire free report that people are going to want to refer to in your market. Then the follow-up messages and sales letters can come after someone hits the free report.

There are so many things that you can do with this type of tool. I don't want you to be limited to just what I tell you here, with the system I have here. There is a lot more things you can do along with it. Keep these tactics in mind. Also when you design your web sites you want to keep these types of things in mind. One of the best things that I have for getting my message in the hands of people is I have a free-for-all links page which is run by cgi. In the resource disk I gave you a place where you can go and get a lot of free CGI programs.

I have a free-for-all links page that whenever someone puts a message on my page it sends it as an automatic message for me. That is a great way of getting your message in the hands of people and getting your autoresponder in the hands of people. In my message I refer to my autoresponder. Think about it. Thousands of people weekly place ads on my Free-For- All Links page and receive a benefit rich message trying to get them to hit my autoresponder for more information...Then the follow-up will begin!

Choosing the Right Type of Product

In this section we will be helping you to learn how to choose the right type of product and how you can make money from your own products on the Internet. If you have a merchant account and you can accept credit cards, then you can set-up a secure site using the resources I have given to you. There are so many different products that you can sell online. If you have this type of set-up where you can accept credit cards yourself I recommend that you sell your own products or services for your business. The first and best choices are if you can create them yourself or get them at low cost yourself.

Secondly, you could buy reprint rights to products. For example, I have a lot of products now which I do sell reprint rights which you can go to my web page or email me at webmaster@bizpromo.com and you can ask for information about the reprint rights. I have many different products that I have reprint rights to which already have a turn-key system setup for with the email follow-up system, sales letters, secure web page, and all the tools that you would need to have it set-up in this type of system already. Now reprint rights aren't cheap because you never have to pay royalty fees again and all the money that you make is yours to keep. They are a great way to get yourself a turn-key business set up online if you don't have any products of your own or don't know how to create any products. With my products I already have a system made up with all the follow-up letters and everything else that you can have full rights to as well. This is an easy way to get yourself a "Turn-Key" System for your business.

You are learning the techniques for email marketing in this seminar and then if you purchase reprint rights to a product that already has all these tools set up for you, this is a very easy turn-key business that you can get into. Then when you come up with some of your own ideas along with your product sales it increases your profits even more. Now there is a lot of other people out there that have reprint rights to their products. I know that Bill Myers, who is at <http://www.bmyers.com> has reprint rights which you can purchase on the Internet. There are a lot of other people who also sell reprint rights for their products. Reprint rights are a great way to get yourself to some turn-key products and sales letters.

Whenever you do buy these reprint rights the sales letters will be made up for you and then you can use our techniques for the follow-up for it. Then you can possibly even make more money from the products than the original people who created them because they didn't have this type of system in place.

Think about the advantages that we have in email marketing over people who just do old fashioned postal mail marketing. I love doing email marketing on the Internet. Now, think how difficult it would be to try to use the same type system I have set up here offline. How difficult would it be if you tried to use it for classified ads in newspapers or magazines. First of all, if you placed a classified in the newspaper or magazine it is more difficult to contact all of them. Online you can contact people through email or at their web site. Off-line you have to go through phone numbers and you have to go through snail mail.

The basic problem that will come up will be in the follow-up. That is where the real problem comes in at in off-line marketing. Whenever you place a classified ad you have to have a 800 number which you have to pay for. Every response that comes in you will have to pay for.

Online when using a classified ad we have them go to your autoresponder that you pay only one monthly fee for it. Offline you have to use the 800 number. Then you have to call the 800 number in and write down ALL the names, addresses, and phone numbers of everybody. A lot of people's name, address, and phone numbers are really hard to understand when they leave their message. I know this because I have experimented with this type of system before. You end up losing about 1/4 to 1/5 of your responses just because you couldn't understand what they said on the voice mail message.

Then you have to prepare and copy your Sales Letter. You have to print out their names, and addresses, and spend .32 cents a piece to send them their sales letter. Online they'd be hitting your autoresponder and getting your sales letter without you ever being involved. Off-line you will have to do everything by hand and prepare the letters individually and send them out. They will receive the letters around four days later by snail mail. Online it is done automatically by the computer and they get the sales letter immediately. There is a big time difference involved here which can mean a big difference in sales to hot prospects.

Next, if you want to do follow-up in your off-line business, every single follow-up is going to cost you .32 cents per stamp plus the money for the envelopes and the letter that you send out. If you want to be successful in any type of classified ads you are going to have to do follow-up. Now think about that. If you have six follow-ups after the main one, you are talking about \$1.92 for postage after the first one. Plus when you add all the other expenses like the envelopes and letters you are looking at least about \$3.00 per response that you have to spend on follow-up. Online, your autoresponder would have been doing all of this extra work for you without you having to spend a single red cent. There is a big difference. Off-line you are paying \$3.00 per lead for all of the follow-up you have to do. Using the same type system we are using online you just pay the one monthly fee for the autoresponder. It doesn't matter if 10 people hit it or 10,000 people hit it you're not paying any extra for it. That doesn't even count the expense of your TIME in off-line marketing.

Online there are hundreds of different ezines you can advertise in. Off-line you can advertise in the newspapers or magazines. You could probably advertise more off-line than online, but the online market is quickly growing to where there will soon be thousands of places to advertise at online as well. There really is no competition in the expense department. If you could lower the expenses which we can definitely do in our email marketing system online, you can make more profits. If someone has a product that they are selling successfully by classified ads off-line, just think about what you could do with the same type of product using our turn-key email marketing system.

You could turn your computer into your personal money machine...

E-Mail Marketing Seminar

Writing Killer Ad Copy

This section of the seminar is how you can learn to write Killer Ad Copy for your web sites, for your email sales letters, and for your follow-up sales letters. Too many people are going online and just because the Internet is low cost to advertise on and send out email messages, are putting up web sites with VERY poor sales letters and ad copy. In their sales letters they focus on features rather than benefits, have poor headlines, and have no closing to them. Then, they sit there wondering why they can't make money online.

One of the main aspects to having a killer system or email marketing campaign that is successful is that you have to learn how to write killer ad copy. You have to learn how to write successful ad copy in all of your sales letters and follow-up letters. In this section we will be telling you exactly how we write sales letters which constantly fill our bank accounts with orders.

Throughout my past I have read dozens of different courses and books on ad writing, marketing, and ad techniques. I have put these into practice and have constantly tested different ad techniques for writing online. I have spent a lot of money learning how write ads, but now I've boiled it down to a pretty simple system. In this seminar we will cover the 12 aspects that I use to write a good ad. If you want to know more about writing good ad techniques you should get a hold of our "Killer Ad Boot Camp" which we also offer from our web site at <http://www.bizpromo.com>.

The biggest problem that I had while studying everyone's ad courses was that their ad techniques were inconsistent. They gave you this technique and then another and another and by the time you were done with the course you were so confused about what was really going on. I want to give a simple 12 step-by-step system, a paint-by-numbers approach to writing ads. These are the same ones we cover in the "Killer Ad Boot Camp" except that in that course we cover it more in depth. Also, in the Boot Camp, we include all types of worksheets that you can go through and fill out for your ads.

If you don't learn how to write effective ads you will not be successful in

your email marketing campaigns. It doesn't matter how well you follow the rest of our system...Your ad copy will become the make it or break it section of the entire campaign. If it is weak, your business plan is doomed to failure even before you start.

Now, I don't want you to think that this is the "end all," or "be all" in advertising. There are a lot more techniques you will probably learn as you advance in your online business and test different approaches. You probably will purchase some other ad courses and books on advertising. The best money you can probably spend is learning how to write good sales letters.

To hire a copy writer to come and write your sales letters for you will usually cost anywhere between \$5,000 and \$15,000 dollars! You will be much better off learning how to write your own ads, design your own web pages, and learning the techniques for writing ads etc. If you really need web design done for you in your business, you can check out our services at <http://www.bizpromo.com>, but for the actual writing of sales letters, you are much better off learning how to do that yourself.

12 Step System to Writing Your Own Copy

1.) Learn How to Research

Research and get to know your targeted market. Too many people go online and just create a sales letter for any person, trying to sell to all 60 million people online. That doesn't work. We need to target our market like a laser. When I talk about research and getting to know your target market, I mean in-depth research that you can tell me exactly who this person is.

- How much money do they make?
- What kind of magazine do they read?
- What kind of web sites do they visit?
- What kind of products do they buy?
- What kind of problems do they have?

We are talking about getting to KNOW your targeted market. This is one of the things most people overlook on the Internet. They are doing "shotgun" marketing, just trying to hit anyone and everyone on the Internet. That is in stark contrast to those who are becoming successful online. ALL of the "Success Sto-

ries” I know of in online marketing were targeting their specific markets like lasers.

You have to know everything you possibly can about your targeted market. A good reference point that can help you on this is at: <http://www.linkexchange.com>. Go to "Purchasing Banner Ads" and look at all the different sections to purchase banner ads. They will give you over 200 categories of online targeted markets. Look at these places. This is a good start for targeting your market. I want you to be able to tell me exactly who they are. You have to research. Go to Search Engines <http://www.infoseek.com>, or <http://www.hotbot.com>, or <http://yahoo.com> and do searches on key words that you would use for your products or services.

Look in magazines that your targeted market would be reading and look for web sites that are advertised in those magazines as well. This is the biggest thing online that people like to "jump over" and this is the most likely thing you would most likely want to skip as well. Research is so important that you have to get to know your market and visit a lot of web sites first before you ever get your campaign ready to go. Even after you are up and running, keep participating in online forums, reading magazines, and looking at web sites in your market.

The research never ends. After someone purchases something from you, send them a form asking them why they purchased from you. Ask them what you could do to make it better for them. Ask questions of this nature about their viewpoint of your business and then give them a free report for returning it. Getting to know your market will be much easier to write your sales letters and come up with future products for your market.

It is impossible to write a sales letter that appeals to everyone. Everyone has different desires, needs, dreams, and goals. You can only write sales letters that are for specific people. You have to get to know who the most likely candidate for buying your product or service. Which kinds of people can you target online? That is the reason that I mentioned the [linkexchange.com](http://www.linkexchange.com) earlier is because that you can go there and find the targeted markets online. You can get ideas of what types of markets to go after and which ones will most likely buy your products or services.

2.) List the Benefits of your products, Not Just the Features.

You have to learn how to turn features into benefits. I know that you probably have heard this before, but I will cover it again. It is so important to write the benefits rather than the features in your sales letters. A Feature is a description of something:

- How big it is...
- What color it is...
- How much is there...
- How many pages your book has...
- Etc.

A benefit is what YOU get out of it. A prospect only cares about one thing when reading your sales letters:

“What do I get out of it?” or, “What's in it for me?”

Those are the five words of advertising. Keep that in mind while writing sales letters, especially the sales letters dealing with your email marketing campaign. Your prospects are only thinking about: What is in it for me? A feature is the basic quality of anything: the durability, the warranty, pages, size, the products etc.

A benefit is what everyone gets out of it. “What's in it for me?” You can look down a list of features of your products and write down the benefits for me from it.

A little trick that I've learned is that if you sell an information product go page by page through the information product and write down what they can get out of each page. Then go back and choose the most important benefits for your prospects. Write down exactly what they are getting out of that page. You can do the same thing with a tape or video and separate each section and write down exactly what they'd get out of each section. What's in it for them? This technique makes it so much easier for writing down benefits for informational products.

No matter what type of product that you are selling you can go and write down all the benefits for it. Just go through and write down all the features and then go down the list and step-by-step write down what they get out of that feature. What is in it for them?

Example:

If your product saves gas mileage...if you were selling a car and it takes less gas: your benefit is that they will be spending less money at the pump, they will spend 43% less money every month on gas. You can write down the amount of money people spend on gas per month. Then, write down how much they would be spending on gas and saving every month. This is turning a feature into a benefit. Don't expect your prospect to figure out what the benefits of your features are. You have to tell them step-by-step everything that they will get out of it.

Sit down right now and do this with your product. Take out a sheet of paper. On the top left side of the paper, write down Features. On the top right side of the paper, write Benefits. Now, draw a line down the middle of the paper. Think about everything you can that describes your product and what it does and write it on the left side. Then, look over your list, and ask the question, "What's in it for me?" from every one of your features. When you figure out what you get out of it, write that down on the benefit side.

Also, you will want to be specific when listing benefits. Listing that they will make 99.5% more money is better than listing 100%. If the average person can increase their sales by using your products by 50%, you are much better to say 49.8% because specifics are more believable than generalities. That is the truth throughout your whole sales letters, but you must be very specific when listing benefits. Use your research. In it you learned what they do and don't like. Now go through and figure out what benefits would be especially exciting for them. What is in it for that person that you researched? What do they get out of it?

Add passion to your benefit. People do not buy because of logic. They buy because of emotion. You want to add passion to your benefits and tell them exactly what they are getting out of it. If you go out and find good successful sales people you will find that everyone of them is enthusiastic and an emotional person. They are very emotional about what they are selling. Your emotion has to show through what you are writing about if you want people to purchase your products or services.

Use some of the power words in your benefits. Some of the words are:

- Announcing
- Discovery

- Easy
- Guaranteed
- Help
- Introducing
- Love
- Magic
- Miracle
- Money
- New
- Power

All these words are called power words in advertising. You will want to use them inside of your benefits. Use them as you write down your list of benefits.

The list of benefits is so important because it's the basic of your advertising. We are going to create your whole sales letter out of this one list of benefits. I want you to spend a lot of time creating good lists of benefits. Exactly what they will get out of it. What's in it for them? If you don't create a nice good list of benefits for your product or service, your whole advertising message will be completely useless. People will not buy unless you can offer them benefit after benefit which they want in their lives.

3.) Develop A Unique Selling Position or USP

The next step in the process of writing a Killer Ad piece is that you have to figure out and write down your USP or your Unique Selling Position. What makes your products different from everyone else's product that is being sold to this market? What makes your product different from the competitor's products?

Again, this comes back down to you doing your research on your target market. Find the people who are selling the competing products, and find out what benefits are in their product. Then figure out what the difference is between yours and there's.

You don't want to be selling just a "Me too" product that is just like someone else's. You need to find something that is unique about your product or add something unique to it. What is going to make your product different from the next? What is going to make your product better than the next? Why should they

deal with you rather than with them? Does your product include better information than the competition? Does it give better gas mileage? Do you have better customer service than the competition?

If you want to see USP's being used well look at some of the commercials on TV. Visa has a very good commercial when they say, "It's Everywhere you want to be." That is their slogan. That is their USP, unique selling position, Visa is accepted in more places than any other credit card. If you watch an American Express commercial they will show you someone losing their traveler's checks, and losing their card. Their USP is their customer service coming and helping them out by giving them new cards and helping them quickly on their vacation. This is what makes them different from other cards. They will each focus on what their USP is.

If you want to be successful in online marketing you are going to have to have a USP. A quick little technique that you can use to help you pick a USP easily is to take out a piece of paper right now. Write down at the top of the paper: "You know how..." then half way down the page write down "What I do is..." What I want you to do with this paper is write down how the average company in your market works beside the words "You know how...". I want you to write down how most of them deal with people. Write down how most company's products operate.

For example: If you were selling automobiles you might write down at the top: "You know how...most used car lots will rip you off for every single dollar they can get. They hide the problems and tell you lies and junk and call it a great deal."

Write down how the average company in that market is doing. Now half way down where you wrote "What I do is..." complete that sentence also. For example: "What I do is...personally guarantee every car I sell you. You purchase any car on my lot and take it to a mechanic in the first 30 days and I will pay to have it fixed out of my own pocket."

That is showing the USP for that car lot. I bet you that you wish that car lot was open whenever you were ready to make a used car deal. This is something that makes them unique. What do you do in your business that makes you unique?

No matter what you are selling you can say "You know how..." and then "what I do is..." for each product for that market. Say what makes you different and then we will have a USP to use later when we are putting your sales letter together. Having a USP especially in online marketing is so important because it is what separates you from your competition. It is what makes you different because online they can find many others selling the same products or services. Why should they buy from you? You will have to give them a USP to your product over the competition's.

Different types of uniqueness that you can add to your products are:

- Having the biggest selection of products on hand
- Lowest prices or mark up in the industry
- The most hands on service available
- Best guarantee available
- One might have the most experience etc.

These are just ideas. I want you to think for yourself and develop something that is unique to your product or services. You can do this especially by thinking about the research you did on your targeted market and what they're looking for, or what they want. What is it that is unique? What is in it for them?

4.) Create An Offer So Powerful that People Can Not Resist It...

Learn how to create an irresistible offer to get people to take action. You have to create an offer and give them a reason to order your product now. If they can just come by your web site or go into your email and just order your product any old time and it doesn't matter, then you will not get very many orders. You have to give them a reason to order now.

5 Elements to Any Successful Offer

1.) Free, add some type of free bonus.

Anything that you are selling over \$29.95 should come with free bonuses. Even if it is something is at \$29.95 you might want to give them a free bonus as well. You should always have some type of free bonus. Good free bonuses are:

- Free reports
- Free audio tapes
- Free video tapes

- Free software
- Free consultation

All these type of things are very good free bonuses. These free bonuses will increase your response rate. They are low cost to you to produce, but they have a very high value on them to your prospects. Many people have been known to buy products or services based on the FREE reports which came along with the main item. So it helps to really spend some time thinking about what types of things your prospects want.

2.) You have to have a deadline.

All good offers have deadlines. They give you until April the 15th to order. They say "Order within 7 days." They might give 10 days to order. Another good type of deadline that we use in online marketing (we will discuss more later in this seminar) is using scarcity as a deadline: "We only have 20 of these left." Or you can email to your Newsletter that you only have 15 left. That is a very good way to use your deadline showing because you never have unlimited resources in anything. If you are doing web sites for people you only have a certain amount of time that you can do them. You can only do maybe 10 web sites at a time.

It's much easier to run scarcity deadlines online than through the mail. In the mail you have to continue sending out letters. Online you can run it to your list one week, or again the next day or on your web site. Keep following up and telling them how many you have left. It's a great way to use a deadline online.

3.) You need to include specific benefits that your prospects will get.

Don't just tell them you are giving them something free. Tell them exactly what they are getting out of your free thing. Remember, don't expect from them to figure out what they are getting out of it. The key word is: "What's in it for me?" Tell them in their bonus. This is the reason to get them to order now and they have to see the benefits of ordering now instead of waiting until next week to order.

4.) Tell them the value of what you are giving them for free.

What extra are they getting? If you are giving them a free bonus that is worth \$39.95 then let them know that it is worth \$39.95. That is one of the reasons that things like reports, audio's or video tapes are good free bonuses because they have a high value to them but are low cost to reproduce.

5.) You need to have a No Risk Guarantee.

I could go over this over and over again. Having a Risk Free Guarantee so that there is no risk for your prospects is so important for online marketing. I even know that some of the most successful people selling products online are giving double money-back guarantees on their products or services. Now you can get into to danger when you offer a double money- back guarantee unless you are having some sort of qualification that they need to do. They need to at least use your products. You will find that most of the products you create and sell that most people will buy from you many of them will probably never use them. Probably only about 1/5 to 1/10 of the people you sell information product will even use it, that would actually follow the steps or outline to them.

Make sure that your prospects understand that there is no risk for them. Your product needs to be risk free and guaranteed to say what you say it will do or their money back. Online people are so scared that they are going to be ripped off. This is true for mail order and stores too, but online it is much stronger. So many people have been ripped off so many times by Internet merchants, and by people scamming them online that you have to give good risk free guarantees that you have no way of backing out of.

Don't just give a 30 day guarantee...Try giving out a 60 day, 90 day, or life-time guarantee. As a matter of fact, you will often find your return rate is lower on some of the longer guarantees because people are in no hurry to return it. On a thirty day guarantee, it seems like they have to hurry to get your product back if they don't like it and they might not even have time to give it a fair shot.

Remember, this can also end up being your USP for your product as well. This can become a uniqueness to your product or service. Don't look lightly on your guarantee. Write down a good guarantee and emphasize your guarantee. Give them a whole paragraph or two telling of their guarantee. Having a strong risk-free guarantee is so important online if you want to make good sales.

5.) Create An Order Form With Killer Copy

You have to have a killer order form. Yes, you need to write your order form and get it set-up even before your sales letters in many cases. You need to have a winning order form. People miss out because they don't understand that your order forms need to have headlines. It needs to restate the guarantee. It needs to tell them what action to take. Have all information that is needed and it has to be simple for your prospects to fill out. I have seen a lot of people who are failing in their online business just because they don't have secure order forms or make it easy for people to order from them. It has to be easy for people to order from you. That means using the secure order form. Use the resource disk that I gave you with this if you don't have secure order forms on your site so you can get some free secure order pages from them.

Work on your secure order form using your web site design software and also work with your hosting company and create a secure order form for your site. It is simple for people to use. It needs to show the guarantee over again, and it makes it simple for them to fill out and order from you. For this that means that online marketing forms need to be simple to order from online. Also, it needs to be simple by mail, and they need to be able to find your mailing address. They should also be able to order by phone. All of these ordering ways are necessary for people to choose which way to order. Some people are still concerned about security online so they will want to call the order in, or mail it into you. You want to have these options for ordering.

Another technique that works is that if you have a long sales letter, more than 4 pages (long copy works online as well) you will want to mention your secure order form several times throughout the letter. Give them the option to order now. Tell them as soon as you give the price how to order and where to order. Also after you tell them about the free bonuses tell them where to order. Tell them at the bottom of your sales letter and in the P.S. of your letter where your secure ordering pages are. This is important to do because many people get excited and will want to order before they finish the sales letter. You will want to tell them where to order from several times throughout your sales letter, and remember it must be simple and easy to order. Make sure that they know and understand that your order form is secure so that they can order securely by credit card.

6.) How to Create Killer Headlines

Of all the parts to your sales letters this is the most vital, the most important aspect of writing your entire sales letter. The killer headline makes the difference

between the winning sales letter and a losing sales letter in many cases. I know of and I've heard of response rates changing by as many as 18 times just by changing the headline on the sales letter. In other words, if someone has a killer sales letter with a weak headline, and they bring a \$1,000 worth of sales; if they added a killer headline rather than a weak one their income could be up to \$18,000 just by changing the headline. That is how much of a difference it can make. It can mean the difference between one sale or 18 sales by changing your headlines on your sales letters or web sites.

The biggest thing that I have seen on people's web sites that was a copy-writing problem was that they didn't even include a headline. I've visited 1,000's of web sites with no headlines on them at all, and NO headline is worse than a weak headline. They can be hurting their sales by up to 18 times or more just by not changing or having a headline.

That one thing could have changed their response rate and created a successful web site out of a failure. I want you to concentrate a lot on making a headline. In our "Killer Ad Boot Camp" our longest section is on making headlines. I want you to understand just how important it is to be able to write good headlines to be a success online.

A killer headline isn't created just because someone is gifted at writing headlines, contrary to popular opinions. The reason someone writes a killer headline is because they've worked on it and spent time on it. I've dealt with many different courses and copy writers and almost without fail everyone of the copywriters will give you the same admonition. They will tell you to practice writing at least 100 different headlines before you choose the one that you will use for your sales letter. Write 100 different headlines.

This shows that it is not just a talent people are born to be able to write headlines. It is a learned skill which comes with practice. It is because you kept writing one headline after another. I also can tell you that the same thing goes for your entire sales letter. When I researched and discussed with the top copywriters about what made them great, one thing stood out. Everyone of them was CONSTANTLY studying and practicing their skills. Many of them would sit down and for hours daily copy by hand the best ad pieces out there. They would purchase every book out there on copywriting. They didn't just wake up one day and be able to write good ads. They had to learn step-by-step how to do it just like you have to learn.

NOTE: When I talk about writing headlines, the same rule can apply to your product titles as well...Having a killer title on your product can mean the difference between a success and failure as well. Always write at least 100 different titles for your product. Make sure it is benefit rich and tells the prospect what they are going to get out of it!

Most copywriters recommend that you spend:

- 10% time doing your research
- 40% of the time doing the offer, benefits, and the order form
- 50% of your time doing the headline.

Half of your time is to be spent on the headline. Five times as many people will read your headline as compared to the rest of the body of the letter. Your headline has to absolutely stop your target prospect in his tracks and force him to read the ad. If you are targeting housewives who do a certain kind of hobby then you need to make sure your headline targets that person and brings them in and makes them want to read your ad. It needs to be specific. If you are targeting golfers who want to decrease their scores and hit the ball further, you need to make sure that the headline is started "golfers." Then tell them exactly what they are getting out of it.

Secondly, a headline is going to tell them what the number one benefit of your product or service is. What's the biggest benefit of your product or service? Tell them what is in it for them. If your headline doesn't tell me what's in it for me, I will not read your sales letter. If your headline doesn't make me stop and read the rest of your sales letter, then your marketing will fail.

It has to tell me right up front what the number one benefit is to me. It also needs to pull out whoever I am (you should have targeted me already as a prospect) and tell me what is in it for me specifically. I will not read the rest of the ad if you don't grab my attention. Also, your headline needs to set the tone for the whole rest of the ad and your offer. You give them the number one benefit and then go on to show them the rest of the benefits to them of your products or services.

The fact that your headline has to target your prospect means that you need to grab exactly who it is that your prospect is. If you are trying to sell your product to parents of 3 year olds, then you should say that in your headline. If you are selling a book you could run a headline like this: "Attention all frustrated and

worn out parents of 3 year olds....." This could be the start of a headline. You are pulling out your prospects.

If you are selling a computer...."Are you looking for a computer at half the cost?" You need something that will make your prospects stop dead in his tracks. If you have done your research then you will know what will stop them dead in their tracks.

Your headline has to tell "What's in it for them," the number one benefit of what your product or services is, and it has to set the tone for your ad and offer. I am going to give you 8 types of headlines that you can practice writing (you need to write a 100) so that you can have a variety to your headlines. It can also give you a better idea of how to write a headline and get a 100 different ones out of it. After that you write some of each of these types, then you can start combining them together.

8 Types of Headlines

1.) Simple Headline

Basically a simple headline is a benefit headline telling them what your number one benefit of your product or service. For example: "Increase sales by 837% or more by next month." Tell them specifically what they get out of it, not by just using general terms. Exactly what the number one benefit is of your service or product? These headlines are very simple to create but can be very effective.

2.) How-To Headline

How-To headlines are specifically good for information products. They could say: "How to quickly and easily write killer advertising material that practically force your prospects to whip out their pocketbooks and beg you to take their money." Or: "How to decrease your expenses by 43.5% by tomorrow afternoon." That would be a How-To headline. They work really well with information products such as books, manuals, audio's, and videos.

3.) Discount Headline

You can use a discount headline when you are announcing some type of

sale. When you are doing this type of headline you need to tell them what type of sale you are doing and why you are doing the sale. For example: "You can get our entire \$2,495 Step-by-Step Internet training seminar for only \$295 if you are one of the first twenty people to order now. We understand that many people can't afford our regular \$2,495 fee for our complete course, so we are offering the entire course to twenty individuals as a national marketing test." That type of headline gives them a discount, gives them a why, and it also gives them a deadline. It does this by telling them that only 20 people are getting it and if they don't act now they aren't going to get it.

Don't forget to add passion to your headlines!

4.) News Headline

This is when you are reporting something that is newsworthy such as a new product or a new system of doing something. A lot of news headlines start off with "Announcing," or "Revolutionary." Example: "Announcing a New Sure Fire 12 Step Secret System to writing sales letters that practically force people to pull out their pocketbooks and take out their money." Or: "A Revolutionary new product helps you to lose 15 pounds of fat." It is giving the news.

5.) Guarantee Headline

Guarantee headlines can be extremely effective online because people are so afraid of being ripped off on the Internet. An example of one would be: "Earn up to \$345 daily and before lunch or your money back no questions asked." Another example could be, "100% guaranteed way to.....(includes your number one benefit)." Along with the guarantee headline I want to tell you that a lot of times your ads are more effective if you have a 100% guaranteed at the end of the headline. You might list your number one benefit and at the end write....(3 dots) and then 100% guaranteed.

6.) Testimonial Headline

If you have a killer testimonial that someone has given with the benefits that they got out of your product or service, then you can use this as your headline. These types of headlines can really produce results in some cases online. NOTE: Whenever you are using a testimonial, make sure that you include the name, city, and state of the person. Make sure that the people know that this is a

real person, and not someone you just created.

7.) Question Headline

This is a great way to pull out your targeted market to read your ad. It can be like this: "Are you sick and tired of barely making ends meet week after week, and year after year?" Or: "Have you joined dozens of business opportunities but have never received a check?" The people who answer that question "Yes" are going to want to read the rest of your ad to see what you have to say.

8.) Problem and Solution Headline

This headline is one of the most powerful headlines because it gives people a problem and a solution. Example: "If you were to lose your job next week, where would your family be a month from now. Here is a 100% guaranteed way to develop a second income in only 5 hours a week." Here is another example: "If you were forced to retire tomorrow for whatever reason how would you survive. Announcing a sure-fire way of developing a full-time residual income at home in your spare time." Notice that I offered a problem and solution headline combined with one of the other headlines. On the first one I included the problem and solution headline with a guaranteed headline. On the second one I had a problem solving headline combined with a news headline. You can use that as an example of how you can combine the different headline types.

These are only 8 of the different headline formats to help get you started. You can create many other kinds as well. I have just included these to get you started on your 100 headlines and write down as many different kinds as possible. Once you have them written down, start picking the ones you like best. Ask other people to read them and tell you which headline they like best.

NOTE: One secret tactic that can help you increase your sales is if you include "quotation marks" around your headline. This increases your response rate by 5-20%. In other words you can make an extra sale or two just by putting these quotes around your headline. It makes it stand out and be read by your prospects a little bit more.

Don't use all Capital letters. On the Internet that is considered bad netiquette. The reason is that all capital letters are difficult to read. Make sure that you use both upper and lower case letters so that you won't offend your prospects.

You can use your picture beside your headline. It has been proven that if you use your picture on your web site, or sales letters it can increase sales. Make sure that it is either a picture of yourself (the author) or a picture of the product in action for best results.

Try using "Quickly" and "Easily" in some of your headlines. It does increase your response rate in some cases because everyone is looking for Quick and Easy Solutions to their problems.

Make sure that when you go through and write your 100 headlines that you don't quit just because one jumps out at you. If you continue writing them you will probably have a few more come out that are even better. Don't be lazy about writing your headlines. This is the most important aspect of your ad. Spend at least half of your ad writing time on this part. You will want to include different headlines on your follow-up sales letters than the main sales letter, so some of the other headlines you write can get used as well as the main one.

7.) Create List Of Bullets For Your Product/Service

Include lists and lists of bullets. A bullet is a benefit listed one right after another. It's going to be listing all of your benefits of your product or services. It would look like this:

- ◆ Benefit
- ◆ Benefit
- ◆ Benefit
- ◆ Benefit

In the beginning of this ad writing section, we made a list of benefits. Now you can create a list of bullets with them. Out of the 100 headlines that you have written, many of your headlines that you didn't choose to use as your main headline might be good to list as bullets. If you look at the most successful sales letters you will find that they've used a lot of bullets. I can even find you some people who have successful sales letters where between 70-90% of their sales letter are made up of bullets.

Your prospect only has one thing in mind when looking at your sales letter. That is "What's in it for me?" This means a list of bullets that list one benefit after

another showing what's in it for them are highly effective in any type of marketing online or off-line. I want you to use a lot of bullets. Many times you are going to see in some of my sales letters or others may have a page or two of just bullets... pages and pages of bullets.

The reason this is so powerful is because the people reading your sales letter will not be interested in everyone of your bullets, but they only have to find a few benefits which interest them in order for them to buy your product or service. If you list off 40 bullets and your prospect likes 3 of them, then they will buy. This is a good way to hit a bunch of different types of prospects because different prospects will need different benefits.

A lot of the headlines that you have already made make a good list of bullets, as well as the list of benefits that you have. All of these things are good lists to list in your bullets. I also want to give you some starters for your bullets...Use these types of phrases to start off some of your bullets when preparing them on a sheet of paper:

- ♦ Insider Secrets To.....
- ♦ 12 Simple Steps To.....
- ♦ How you.....
- ♦ Three Proven ways to.....
- ♦ How to....

This is the meat and potatoes of your advertising. This is where you are going to make the sale or not make the sale. You are going to bring up the interest or not in your list of bullets. Are people going to look at your list of bullets and see what's in it for them? See the things that they want in your product or service?

8.) Learn How to Write A Friendly/Emotional Sales Letter

Now begin writing your sales letter. A good way to start is by getting a tape recorder and then make a sales presentation for your product or service to one of your friends or family members and record yourself. See exactly how you are making a sale. Doing this will make your sales letter much more friendly, much easier to read, and have a lot of these tools that we have been discussing throughout this course. It is a great way to start your sales letter. I know a couple of copywriters who when hired to do a sales letter for a company will have the best salesman in the company do a presentation just like this for them. Then, they

will use that as the basis of their sales letter which they are being paid \$5,000 or more to write!

MYTHS ABOUT SALES LETTERS

1.) People say that long copy doesn't work online.

This is an outright misconception about the Internet. People on the Internet do read long copy. You can make sales through long copy online. What they don't do is read "boring" copy. If you have lists of benefits and bullets that are interesting to your targeted prospects, they will read them. If you just include information about yourself and your company that isn't benefit rich and that doesn't show what they are getting out of it, then they won't read your sales letter.

I don't want you to think about length. It's not as important as what your benefits are for your prospects. I have seen one page sales letters and I have seen 12 page letters both making good sales online. The important aspect is not the length of your sales letter. It is the benefits of your sales letters. Does it show your prospects what is in it for them? Does it give them a good enough reason to order now? Does it include all the different aspects of what we have been talking about writing killer copy? All of this is much more important than the length of the sales letter.

2.) Some believe that you need to write to a higher level of audience online.

Some people think you need to write as an English professor would online. This myth is so false that if you follow it, I promise you will fail in your online marketing campaign. People online have a short attention span just like reading sales letters off-line. Your sales letters need to use short paragraphs, short words, and short sentences. You can use one sentence paragraph's which is a no-no in English writing. In sales letters online it can be very useful. As a matter of fact if your paragraphs end up being more than 5 lines, you need to make two paragraphs out of them because they are getting too long and hard to read.

Reading a sales letter on the computer can be hard for the eyes. Everything needs to be short and easy. It needs to be written for 6th grade level or lower. It absolutely has to be written simple so everyone can understand them. **DO NOT** make your sales letters difficult to read. Remember the KISS principle..."Keep It Simple Silly." If your letter is confusing you will lose the sale, so make sure it is

easy to read and understand.

3.) The third myth we need to cover is that you need to let people know that you are selling something right up front.

Nothing could be further from the truth. A lot of times you would do better if you didn't tell them until later in the sales letter that you are selling something. This way it appears almost as if you are giving them free information throughout the sales letter. Then after you have them interested in reading let them know that you are selling something.

A lot of people online are only looking for free information. If you don't let them know right up front that its a sales letter they will begin reading it and end up buying your products or services from you. Once they've started reading it, you have them hooked. You want to almost make your sales letter look like a free report so that it doesn't appear to be selling something right away to get people interested. This is one of the best ways to making sales online.

What is the Sales Process

What is the process of making sales? The process for making sales is attention, interest, desire, and action. You have to grab the attention of your prospects. You do that through your headline and the first paragraph. If you can get people to read at least the first 50 words of your ad they will usually continue to read the rest of it if its friendly, personal, and full of benefits.

Next, you want to grab their interest and desire in your products or services. Do this through the bullets. You want them to drool for them. You want them to have to have it. Then action is where you tell them how to take action now.

First we have a headline, then an opening paragraph which should build upon the headline. Then keep on going with that idea. Then you will keep on covering the benefits in detail throughout your letter. Let them know everything they will get out of each one of the specific benefits.

Let them know your Unique Selling Position. It should somehow be combined in with your benefits. Let them know what the offer is. You will want benefit after benefit. Then include the free bonuses and the guarantee telling them why its no risk. All these are tools and techniques you will have to use in your

sales letter. Each step leads to the next. A good way to get started is to record yourself selling your product to your friends or family. From that tape, you can copy down much of your sales letter. Then, take a look at the examples I have given to you throughout this course and at the samples of my sales letters which are at the end of this course. These tools will help you get started.

9.) Learn How to Close Your Prospects.

I have seen people write good ad copy...they sold their prospect, but then they didn't close the sale. They don't do a good closing on any of their sales letters. If you ever go to sales training, where you are selling person to person, the main thing they will focus on is closing techniques. Over 90% of the time in sales courses will be spent on closing the prospect. Even with this clue to the importance of closing, most sales letter writers forget this important step in the sales process.

There is an old statement that's been said and is still true whether you are selling over the phone or in written material... "If you can't close, you can't sell." If you can't close the sale and make the person take action now, then its not a good sales letter. It is a poor sales letter if it can't get the prospect to act now. You have written the basics of your sales letters, you've recorded yourself, and done everything up to this point. Now you need to close the sale.

5 Steps to Closing Your Prospect

1.) Scarcity.

The first and most important aspect to closing is that you show some kind of scarcity. There are different kinds of scarcity you can use like a deadline... good only for 7 days, good until April 23rd, only 20 left, or we only have ten of these left. Now, your scarcity has to be true and honest though. You cannot just make things up.

You might also be offering free bonuses or certain specific things if they order by a certain deadline. Always limit your offers to a certain time period. How many times have you looked at a sales letter that you have seen on a web site and printed it out and then placed it in your desk thinking that you would look at it later? How many times did you forget about it? That is why the person has to take action now. The best way to accomplish this is through using scarcity or a

specific deadline.

2.) Action.

You want your prospects to take action now. To do this you will want to tell them as simply as possible what they need to do to order. You need to tell them every option for ordering. Tell them what to do exactly. For example: You may say, "In order to get _____ pick up the phone and dial this number." Or: "In order to get this benefit now (listing your main benefit) go to our secure order form here." Don't assume that they know to go to your secure order form, or that they will call your number just because it's there. You have to tell them exactly what to do.

Tell your prospects what action to take. If you want them to go to a secure ordering form then tell them, "In order to start getting _____ go to this secure ordering page now." Tell them they have to do it now if they want the free bonuses. In other words, whatever action you want them to take, which in most cases it'd be going to the secure ordering form, make sure you tell them in no uncertain terms. It has to be easy and simple to do.

3.) Warn your Prospects.

Warn them what's going to happen if they don't order your product now. Warn them what they will miss out on. Remember, people like to stay in their comfort zone. They like to stay where they are at. You must warn them what their life would be like without your product or service. Warn them what it would be like if they miss out on your free bonuses. Warn your prospects.

4.) Tell them to take action now.

Now you will repeat to them how to order and why they must order right now or miss the chance of their life. Tell them that this is the chance of a lifetime and how they will regret it if they don't do something now. Repeat what you have just said to them. Tell them again what you said about ordering. This is their last chance.

5.) You will go to your P.S.

Notice that every good sales letter always has a P.S. at the end. Some even

have a P.P.S. or even a P.P.P.S. People will first read your headline and then many of them will jump all the way to the bottom of the letter and read your P.S. and start from the bottom.

On the first P.S. repeat the offer, exactly what the free bonuses are, and the deadline for ordering. Tell them how long they have to order. In the P.P.S. re-mention to them the guarantee or the free bonuses in the offer. You want to repeat the offer, bonuses, and deadline. You want them to take action now. This is closing the prospect. You have to show them the scarcity. Show them the deadline. Tell them what action to take. Warn them what will happen if they don't take action now. Closing is the most important part in all selling. Make sure your closing is good and that it is making the sale.

10.) Learn How To Use Testimonials In your Sales Letters

Testimonials can add creditability, overcome rejections, and close sales. You can't afford to do without them in any of your marketing campaigns. Testimonials are powerful. If you ever watch the late night infomercials on TV you are going to notice that 70-90% of their entire 30-60 minute infomercial will be made up of mostly testimonials. These have been running for years, so guess what that tells us? Testimonials make sales.

You can watch how these people have spent millions of dollars testing on infomercials on what works and doesn't work on advertising and take the benefit of their experiences and the benefit of that information and use it in your sales letters. Testimonials are the power behind your sales letters.

Some of the direct marketers and ad writers that I've worked with have told me that they like to average two testimonials for every page in their sales letters. That means if you have a four page ad you would have 8 testimonials. That doesn't mean that they run them all together or 2 on each page, they run them throughout their whole sales letter. That is a lot of testimonials!

Do you know what that means to your business? You absolutely have to start collecting testimonials right this minute. A good way to do this is by including a sheet for your prospects to fill out with their products that they buy and offering a free bonus for whoever sends it back. Anyone that calls you, emails you, or writes you about liking your products you need to ask them if you can use it as a testimonial and keep it together with all of your others. You need to start a file

right this minute for collecting testimonials.

How can you spot winning testimonials for your products or services? We want testimonials for ads that list the number one benefit of your product or service. Below, take a look at our 4 Step Outline to Choosing Winning Testimonials for your company.

- 1.) It will say somehow that their circumstance is similar to your targeted audience. They identify with your audience.
- 2.) They had a certain problem that they wanted to overcome or they had a certain desire they wanted to reach.
- 3.) It will talk about how they gave you a try and how you gave them this benefit and this benefit. It'll show what benefits that you gave them specifically.
- 4.) It should be signed with their full name and city and state. Don't just use initials on the testimonials.

Basically these testimonials are telling your prospects that they were just like them and that they got this benefit out of your product or service. These are the kinds of testimonials that will be exciting to the people who want to purchase your products. These are the kinds of testimonials that people want to hear. When they buy your products or services that's the kind of testimonial that will overcome objection to your product or service because they can see that this guy got the benefits that he wanted and he reached where he wanted to go.

Once you have these kinds of testimonials it can be like gold to you. It will spell future sales in all of your letters. You want to collect these and keep them in a special file. If someone calls you on the phone saying that your products were wonderful, ask them to write you a testimonial like that. Explain to them what a good testimonial looks like so that you can use it in your sales letters. Since golden testimonials can mean a fortune to your business, make sure you treat them like money in the bank. Keep them safe and prepare to use them every time you write a new sales letter.

Go through your sales letters and insert the testimonials wherever it is related to a specific benefit that people have received from your products or services. If you don't have any testimonials, then give some of your products away

to people on the condition they will write exactly what they received out of the products. If you do a service, consider giving away your time for a couple of people to produce testimonials for your business. Your sales letters will be ineffective if you don't include these testimonials. Do whatever it takes to receive them in your business.

11.) Put It All together and Check Your Sales Letter.

The next step is checking your sales letters. Make sure you have put into it everything that you need for a successful sales letter. In my "Killer Ad Boot Camp" Course I have 50 Steps that you can go through and check off to make sure that you have done the necessary steps to writing a successful sales letter. I want to cover a few of these steps here in this course.

1.) Check every sentence in your sales letter to see if it highlights the benefit "what's in it for me?" Does every sentence in your letter highlight the "what's in it for me?" Does it? Or does it talk about you and the company? If it is focusing on you rather than your prospect, you will need to change it. Make sure every single sentence shows them benefits of ordering your products or services.

2.) Does every paragraph work on a desire or a fear? Remember, people don't buy on logic...They buy because of emotion. Make sure all of your copy is emotional and is focusing on either a desire of your prospects or the fears of your prospects.

3.) Go through and change all the "I" statements into "you" statements as often as possible. Whenever you see an "I," see if you can change it to "You." Your sales letter is for your prospect, not for yourself.

4.) Talk to "You" the individual, and not everyone in your sales letter. Go through and make sure it is written to one person rather than a group. Everyone likes to read letters that are specifically written to them.

5.) Does your headline target the appropriate audience? Is it going to grab the attention of the people most likely to buy your product or service? Is it grabbing the attention of your targeted prospect?

6.) Does your headline highlight the number one benefit? Is your number one benefit in there telling your prospect right up front what their benefit is?

7.) Is your headline exciting and attention getting? Is it exciting or boring? If it is boring you can be sure that no one will read the rest of your sales letter either. It has to jump out at the people and make them want to read the rest of your letter.

8.) Does your opening paragraph build upon the headline and enforce it? If you can get the prospect to read the first 50 words then they most likely will read the rest of the sales letter. Are the first 50 words exciting? You have to have passionate benefits that are building upon the headlines all throughout the first paragraph and the first page.

9.) Go through and find any complicated words throughout the sales letter and shorten them into easier to understand words. Do the same with any long sentences or paragraphs. Make sure that it is written for 6th grade level or below. If it is complicated and confusing people will not read it. Make the words, sentences, and paragraphs short.

10.) Did you include your Unique Selling Position? Did you tell them what makes you unique? Did you show what makes you different from your competition? What makes you better? What is unique about it? Why should they buy from you?

11.) Did you use a few figures of speech? Using figures of speech as long as you don't overdo it can make your sales letter much more friendly and personal. Try to use around 2 or 3 figures of speech in your sales letters to increase your response rate.

12.) Did you tell your prospects why you have such a good deal? Remember, if you tell your prospects why, then you can get them to buy. Be honest about it and tell them why you are giving them such a good deal. Why are you giving them free bonuses in your package?

13.) Did you highlight your guarantee and include the words "No Risk" or "Risk Free." People online have been burned so many times that they absolutely have to know buying from you is risk free. Make sure that they understand your guarantee.

These are some of the things that you will need to make sure that your sales letters have. In the "Killer Ad Boot Camp" we have a total of 50 steps to check

off. For your online marketing I just gave you a good checklist to start with. Make sure that you have everyone of these in all of your sales letters. These are easy to forget so always go over your checklist.

Even now, if I were to do a consultation with you about critiquing your sales letter I would take it through my 50 step checklist. Make sure that you have everyone of these steps in your sales letter so that you can have a killer sales letter to make online sales.

12.) TESTING, TESTING, TESTING

Testing, testing, and testing is the key of all marketing whether off-line or online. Your testing will never be completed. What I can give you through this course is the turn-key system for creating and setting up your marketing campaign. I can not give you the testing. I can give you what tests I have done for my products...but I am constantly testing and revising my own materials.

Most people who are successful in classified advertising actually have failed in selling their products first. I don't want to be negative but the stats are that only one out of seven products actually succeed in a marketing test. That means most people only come up with one good product one out of seven times they create one.

This is a system that will work for you, but I can't tell you without a shadow of doubt that it will work on day one. It will start working for you, but that doesn't mean that you won't have to do some editing and changing to your marketing pieces, offers, and plans. You will learn more as you go along. This is the basics of your plan. It is the system to start with.

What I am giving to you on these tapes and in this manual is what I do in my business to make money every day of the week. I have built my business from the ground up in the past few years and this is the system that I use. Every-time I create a new product this is how I do it. I go through and create the sales letters and follow-up letters, start putting ezines classified ads out, and I have an autoresponder that follows-up on my prospects. Every one of my products has a different system set up just like this one.

I know that you can succeed in your business online because I have paved a way. I have found out where the potholes and landmines are in online marketing

and I am showing you those through these materials. This doesn't mean though that you won't have to test this system and make some changes for your specific products and services.

I want you to keep in mind that step 12 to writing a good ad is the fact that you have to test it. Don't be someone who gives up...the only person who is a failure is one who quits and gives up. Everyone fails sometime or another. I want you to keep working this program because in time it will work for you.

E-Mail Marketing Seminar

The Fortune is in the Follow-up

We are going to start talking about how we can do the follow-up on your prospects. For example, how do you write a follow-up letter? I know that this has been a long process for you writing your sales letter, but now we have to go and write a follow-up sales letter. I am going to give you some different ways in making your follow-up letters into killer follow-up letters quickly and easily.

Just because your sales letter is finished doesn't mean that you are done by any means. There are still many steps to go through before your email marketing campaign is up and running. The next step after the sales letter is finished is the creation of your follow-up emails. Remember, what we have been talking about throughout this whole course is email, and then follow-up, and follow-up and follow-up some more. If there is anything that you remember from this seminar, I want you to understand that the fortune in Internet marketing is in the follow-up. That is the most important principle throughout this entire seminar and course. The reason that 95% of Internet marketers are failing is because they have not learned how to do the follow-up correctly.

Don't forget the tools that we have talked about already when writing an ad and doing effective advertising in your business. Don't forget those aspects as we move into the follow-up letters. All of the same rules apply to these follow-up emails just the same as the original sales letter.

As we go into each of the follow-ups I want to cover a specific aspect of what you will be dealing with in that follow-up, exactly how to do the follow-ups. I don't want to leave anything to chance here. I want to give you a complete overview of how you can follow in a complete step-by-step system. I am going to tell you exactly how to do your follow-up and what each of your emails should say.

Now remember you can do these follow-ups with your email software or you can use an autoresponder which I recommend like the ones from AWeber that you can find in your resource disk under "Autoresponders." I strongly recommend that you do your follow-ups by using these autoresponders, because I have experienced just how difficult it is to constantly send out your follow-up emails

through your email software.

I have done follow-up by email and the problem was that many times I would become lazy and didn't get my emails sent out.. That is the big problem of trying to do the follow-up individually everyday. You could forget a day. You might get your email list mixed up with other lists. There are so many things that can go wrong with this method. It can be a scheduling nightmare. If you use an automatic autoresponder that does the follow-up for you, then all your follow-ups can be done for you by your computer. Your computer can make money for you automatically!

I want you to see the effectiveness of an autoresponder and how much of the labor it can take off of you. The time that it takes to work on your Internet business should be spent on the creation of new products, new systems, and creating killer sales letters and follow-ups. It should not be spent on doing the day to day work. It has been said, *"Most people are too busy working day to day to ever make any real money!"*

Internet Marketing needs to become Automatic Marketing. That is where you can actually have freedom in your home business. You can have all the labor that is taking place in your business done by computers while you spend your time creating new systems, new products, or new programs. Once you have this Email Marketing System running, you need to set it on "auto-pilot" so that the computer can do most of the work for you.

As we go through these follow-ups I want you to take out the disk that you have in this course that lists all of my sales letters and materials (It is the Samples Disk). I have on it examples for follow-up that I use. You will be able to use these examples to pull your own ideas from. You can't take my sales letters word for word, or follow-ups word for word, but you can get ideas from it. It will help me explain to you what I am saying throughout this manual.

We are going to want to create 6 follow-ups (At least) to your main sales letter. The reason for this is that the autoresponders which are on your resource disk are set up to do six follow-ups automatically for you. Don't think that you have to be limited to 6 follow-up emails though if you are using your own software to send out the emails. You may want to do 10 follow-ups, 20 follow-ups, or even 50. You can often make the sale to your prospects if you would just be more persistent in your entire program. Most Internet marketers don't fail...they

just give up too soon!

As we go through and I mention follow-up I am not talking about sending the same sales letters everytime. I don't want you send the same sales letters word for word every time to your prospects. Eventually they will just tell you to stop and that will not produce sales which are much higher than the original email. We are going to create each of these follow-up emails so that they focus on a specific aspect of your product or service. We are going to focus on each of these emails on a specific aspect of your sales letter. We will focus on trying to reach different prospects. Different people buy based on different reasons and we want to make sure we get as many of our potential prospects involved as possible.

I want to caution you that when you are doing your follow-up emails that you are focusing on the same product. You don't want to make a different offer. You don't want to change the offer throughout the follow-up. If you do make a different offer all you will do is confuse your prospects. A confused prospect doesn't buy from you. If you are trying to sell one product for three of the follow-up letters and then in the last three you start selling a different product, you can guarantee you prospects will get confused and you will miss out on the sale. All follow-up is focusing on the same offer and product. We are just going to be wording them differently so that we can focus on different prospects and different people's buying habits.

As we go through this, there are so many different things you can do throughout your follow-up emails. For example, you can change the headlines. Remember when we discussed how important your headlines were and you wrote down 100 headlines? You can use a different headline on one of the follow-up emails. A change in the headline can equal up to 18 times more sales so it definitely a good thing to test and check through some of your follow-up emails. Now, I wouldn't use this for all of the follow-ups, but it might be a good change to use for a few emails. This can also be a good test because you can ask the people who bought from you what it was that made them choose to buy your products or services. Many of them will tell you, "Well it was the email that started with..." Then, you can know that this headline should be used more often in your advertising because it is the one pulling in the orders.

Another system you could use is focusing on specific benefits. You can focus on different aspects of your products. What are some other benefits? On your headline and throughout the beginning of your email, you will want to be focusing

on one specific benefit in your sales letter. On one of your follow-up emails or more you might focus on a second or third specific benefit of your product or service.

For example: My main benefit may be on web site design that makes sales or teaching people how to make money on their web site and how to increase their response rate at their web site. I would focus on that benefit throughout the main sales letter. On the follow-up emails about my marketing course I might focus on the benefit of how I teach them how to receive more traffic for their web site. It might focus exactly on how to get into the top twenty on the search engines, such as Infoseek, yahoo, or web crawler, or the others. On another follow-up email, I might focus on another completely different aspect. It's a different benefit but yet the same product. This is a good system of follow-up for emails.

(NOTE: I know that in my studies and polls that I have taken from my Newsletter subscribers that people are more interested in getting traffic to their web site than are at learning how to design a great web site; although you need both aspects of it. So, its good to focus on those two different areas).

Another way of doing your follow-up emails is that you can focus on your guarantee. Remember how important using guarantees online or off-line are to your sales. If you don't offer a guarantee then you don't need to be in marketing any longer. You will not be able to make money if you don't offer a good guarantee. I am not talking about a wimpy 30 day money back guarantee, I am talking about 60 day, 90 day, and full year guarantees. We need to focus on these types of guarantees. Sometimes on these follow-up emails you need to do an entire email just on your guarantee, how important it is, and how much you stand behind your guarantee. A full page can be devoted to your guarantee in one of your follow-up emails. Go back to the section in your manual on doing guarantees and you can focus that whole follow-up email on your guarantee.

Another aspect to focus on in your email follow-up is to focus on testimonials. One of the best selling tools for online or off-line marketing are testimonials for your products or services. In some cases it might be good to write the whole follow-up letter just on testimonials or one nice lengthy testimonial (A page or two by one of your customers about how your products or services benefited them). If you get a testimonial like this, make sure you ask the customer for permission to use it. Use a good testimonial like this OR collect a lot of different testimonials that you've received for your products or services which focus on ex-

actly what benefit they have received from you. We have already discussed how powerful these are and how they are like pure gold to your business and sales. Remember how infomercials are usually made up of 70-90% testimonies. They know the power of testimonials in the selling of products. Do you?

Another email that you can use is called an "Email Probe." This is where you try to get a response out of your prospects, such as getting them to think or ask a question. You have to get your prospects involved somehow. This is what you sometimes use as a later follow-up like the fifth or sixth follow-up. Ask your prospects why they haven't responded or ordered yet. What is holding them back? What concerns do they have about your products or services? These are the things that you focus on in a Probe.

Note: Often the Email Probe technique is the most effective follow-up technique you can use out of all of these different tactics discussed in this chapter...If you create a good one, you can almost guarantee improved sales rates for your products or services.

You might tell them that dozens of people have already responded to this offer and you want to know what concerns they have. You might ask them why they haven't responded yet. You can't believe they haven't responded yet! You want to know if they have any questions about your product or services or about your business. Do they need other testimonials or references? Those are the type of things you will focus on in a Probe. You are trying to do something to get your prospect to think and respond to you directly. Ask them a question and get them involved. That is what you are doing in an email Probe.

I always recommend at least one of your follow-ups be a Probe. You may do more, but always do at least one. A lot of your prospects who haven't ordered are waiting because they have questions which they are afraid to ask. They have some concerns. You will want to alleviate those concerns and answer those questions. By doing this you'll learn more about what is holding people back from ordering your products. You might find some points on your sales letters which need to be edited. Then, when you have an answer for them you can create a "Frequently Asked Questions" File that you can send to others. A probe could be at the beginning of one of the follow-up emails and then at the end of the same email, put a "frequently asked questions."

A lot of people, even if you probe them, will not give you their questions or

concerns. So, these FAQ (Frequently Asked Questions) can be a great tool to use on your last email. In most cases, by probing and including a frequently asked question section you will find that THIS follow-up email specifically made more sales than all the others put together. Whenever you receive a question about your products or services, make sure to save it into a file on your computer. If there is anything that your prospects don't understand, they will not order.

Now, we will show you an example of a 6 step follow-up system that I use for my email marketing campaigns. As we deal with exactly how I do my email marketing campaign and do my follow-up on all my email marketing, I want you to get out the sheets of paper which are in the back of this manual showing my follow-up emails. Take them out and look at them while we are doing this seminar. You need to understand each step and every aspect of this section. Again, don't plagiarize my materials and don't take my material word for word, but do study them for yourself. I want you get an idea of how this system works so that you can use it in your campaigns from now on.

It might take you a little while to get your system up and running, but once you do it becomes an automated machine that makes money for you 24 hours a day and 7 days a week. The computer will make the money for you while you do what ever you want, including relaxing on the beach, going on vacation, or inventing new systems. Usually, once you get excited and see just how easy it is to start making money from this system you will want to create more products.

Personally, now that my web site that I have is constantly making money I've started going out and reproducing other web sites and campaigns. Now, I have dozens of web sites and campaigns running and they all make money for me 24 hours a day and 7 days a week.

Once in a while, one of my businesses might be cut down and won't make sales for a couple of weeks, but guess what? I still have all the income coming in from the other web sites. I have a safe system for me. If one of my servers goes down I have my other ones to run for me. If you have 10 different domains on different backbones on different servers, then if you lose one of them you are only losing a portion of your income. I know a lot of Internet marketers who have focused everything on one product, one server, one domain, and then some type of problem happened such as their host going down for a week or two and they almost lost their entire business. They only had one foundation for their income online.

What I am teaching you throughout this course is how you can set your system up automatically. You go through and do exactly what I am telling you throughout this seminar for one product or service until that product is making money constantly on "auto-pilot." You still are doing edits to it and testing, and improving it but basically the system is on "auto-pilot." Then you can go through and do it with a second one, and then a third and so forth.

You can constantly create a new income stream for your business and life because, you set those systems up on "auto-pilot." This is the real key to making money online. Learn how to set things up automatically. If you are constantly working then you are just trading time for money. All you've done is make yourself another "job."

Look at different businesses out there that you see as successful. Look at "McDonald's" which is the most successful franchise out there. Look at how their company runs. Do you see the owner cooking hamburgers? No, you see a system. McDonald's has created a system for what they do. People understand the system and have trained others to do the work. They've created a business for themselves.

NOTE: There is a good book that you might want to pick up someday by Michael Gerber called "The E-Myth" speaking of the "Entrepreneur Myth." It is a great book which you should be able to pick up at any bookstore.

Many people out there who say that they are Internet Entrepreneurs have only created another job for themselves where they have to do the work everyday. All the work has to be done by them. What I am talking about is how you can set up for yourself a system where the work is being done for you by your computer. It takes time and effort and even with all this information you'll make some mistakes and lose money sometime, BUT I have given you the tools that you need to create the right business so that you'll be able to make money online automatically.

I want to show you each aspect of how I do my follow-up emails. Look at the example at the back of this manual. Notice on the first follow-up that I do a short paragraph on top of the first follow-up email. In that first paragraph I make sure that they received the original sales letter and make sure that they look at the information. You could call it a "minor probe." I am asking them if they have

any questions or concerns. I am basically trying to get them involved even in this first follow-up. At the bottom of the email I will have reproduced the entire sales letter in full attached to it. As I go through here I am not telling you that you have to do your system this way. You can do different things. You may want to run three probes or three headlines. This just a basic system of how I start. As I go through and test I may change it. This is my starting set-up.

I have seen people use just the top probe without the rest of the sales letters, but in most of my testings I've found that including the sales letter again with the probe is a very good aspect in doing this first follow-up. If you don't, people will need the information again because a lot of people would have lost it by now. Tell them to re-hit your autoresponder if you don't include it again.

On my second follow-up I do one of two things. I either run the entire sales letter just changing the headline and using my second best headline. Or I'll do a probe at the beginning and then do another sales letter with a different headline. (Notice how often I like to use the probe system)

On the third follow-up, I do one of two things on this one as well. Either I run the entire sales letter with a different headline (using a third headline) or I might focus on a different benefit. If you were selling money making information the first one might focus on how much money you can make, and the second follow-up might focus on the freedom of time you would have which is an important aspect of that type of product or service. So I would also have a different headline with this one. The beginning of my sales letter would go with that. It wouldn't be as long as my first one, probably only one to two pages. I'll focus on the benefits and include bullets for it. It would focus on all 12 steps on our Killer Ad system, but it would be in a shorter format.

On the fourth follow-up email, I am going to focus again on a different benefit of my products or services. I am going to do the same thing as I did with my third follow-up except that it will be on a different benefit than before.

The fifth follow-up of my email marketing system is to focus on the guarantee for my products or services. We have talked about this before and we will continue to discuss it again and again throughout this course. This aspect is so important to your prospects online. People have been taken by so many people and companies online. Let your prospects understand how good your guarantee is... Don't just give them a money back guarantee... Give them a Risk-Free No

Questions Asked 365 Day Guarantee. Let them know that you stand by your service and that they have no risk to order from you.

Usually on this email that I use for a follow-up, I'll include a full page about the guarantee and tell them every aspect of the guarantee. I'll show them step-by-step just how risk free it is for them to order from me. This email can eliminate MANY of the objections people have to ordering. Sometimes this can be one of your best sales letters.

On my sixth and last follow-up, I will usually do a probe first asking if they have any questions or concerns about the products or services...It is much like the first one that I sent. Then I will either include a Frequently Asked Questions file answering all the frequently asked questions about my products or services. Or I will list one of my main testimonials that I've received about my product or service. I will use a strong one that someone sent me and make sure that I have permission to use it...Or I could use a list of the testimonials for my products or services.

If I use the testimonial format I'll usually have a link where they can send an email to another autoresponder that has a frequently asked question file on it so that they can see the questions that people have or are asking. A way to expand even further is that you can mention another autoresponder that you might have to answer frequently asked questions which you can mention on some of your other sales.

Here you have an example of six different follow-ups to go with your main sales letter. This is just a basic foundation that I start out from. This isn't the exact format I use every single time. You can change them around. You might only have one of your follow-ups that focus on only one of the benefits and then you might have a different one that focuses on the guarantee. Then another may focus on the testimonials and so forth.

You might include a couple of sales letters that have a different headlines on them. You may use a short probe at the top. I just want to give you an idea of how to do follow-up emails. It is so important because the next thing we will be talking about is exactly how to set-up and do your ezine advertising. We will discuss how to do the classifieds correctly and writing a classified ad that people respond to online. All this relies on you having the sales letter and follow-up emails done right.

I don't care how well you follow the rest of my system...If you don't do the sales letter and follow-ups right, then it doesn't matter what else you do in the rest of this system. Make sure that you understand the Headline section thoroughly. Note that sometimes your follow-up emails can vary, including different aspects of benefits, focusing on the guarantee, the testimonials, frequently asked questions, and more. You need to learn how to use probes (This sometimes takes a little practice to learn how to write an effective probe). Once you have these things down, your sales letter and follow-up emails are ready to move on to the next section.

E-Mail Marketing Seminar

Classified Advertising Online

Using Little Classified ads is an extremely powerful medium to get your business up and running with a very low cost. Watch some of the late night commercials and many of them will be explaining just how exciting using classified ads can be. You can start off with a couple of ads. Then, as your business profits, you can expand your advertising into more and more publications by pyramiding your profits. Eventually you can get to where you have 100's of little classified ads out there bringing in money for your 24 hours a day 7 days a week.

Classified Ads work...especially when you use our system online. Using classified advertising in ezines has so many advantages to off-line classified advertising that there are too many too list...For example:

- It's easier to contact the publication (*Email instead of phone calls and mail*).
- Your ad can run quicker (*Within a week for most ezines to a month off-line*).
- Follow-up is cheaper (*It is free compared to 32 cents to mail each letter*).
- Follow-up is automatic (*Your autoresponder does the work by itself*).
- Sales come in faster (*They can order online instead of by mail*).

After you have your follow-up system in place, then it is time for us to get ready to place our classified ads. First, I want to tell you step-by-step how to write a good classified ad. Then, we will tell you which ezines to place your ads in. I want to show you how to key your ads, how to judge your ads, and pyramid your profits until you are expanding into 50-100 different ezines across the web selling your product or services. That is how the classified ad system works.

This is the same type system you hear people talking about in off-line classified advertising. They put the classified ads in a couple of different newspapers or magazines. Then with the profits you make from your sales you expand and pyramid your ad into dozens or hundreds of different newspapers or magazines across the country.

The same thing is true when you do classified advertising on the Internet. You want to follow the same type of system. We want to start off on the first aspect which is learning how to write a good classified ad. A lot of time spent dur-

ing this seminar is teaching you how to write good advertising because that is the key to the whole system. If your advertising doesn't work, then the whole system won't work either.

I have been asked a lot of times by different people, "Why can't I sell my products or services when they are top quality products?" In most cases, the reason that they aren't making many sales is because they haven't spent much time on their advertising. We need to spend time on every aspect. We have spent time on writing the sales letter, the follow-up emails, and now we need to spend time on writing good classified ads.

If you have ever placed classified advertising off the Internet, writing a classified ad for the ezines online is not much different. They are the same steps we are going to take for our online ads. My system for writing classified ads is actually the same system I use for writing classified ads off-line. It's really simple. There are really only 3 aspects to a good classified ad...whether off-line or online.

3 Aspects to Writing a Good Classified Ad

1.) Your ad has to grab your prospect's attention.

This is true in any type of advertising and especially true of your classified advertising because you don't have many words to work with. Most of the online ezines only let you have 3-4 lines or 30-40 words. That is all of the space you have to work with in your classified ad. The first key to your classified ad is grabbing their attention.

You will want to use some of the "Killer Words" attention grabbing words such as:

- You
- Discover
- Secret
- Love
- Now
- Hate
- Free
- Announcing
- Breakthrough

- Facts
- YES
- Sex
- How To
- Amazing
- Insane
- Sale
- New
- Obscene

These types of words are attention grabbing words. This isn't the whole list of "power words," but some of the popular ones to use in your advertising. Get their attention. Think about using words such as "Announcing" or "15 Break-through Secrets."

The first line of your classified ad needs to grab people's attention. It needs to give them some reason to read the rest of the ad:

- "6 Insane Ways to Make More Profits"
- "Free Sex Secrets"
- "FREE"

It has to be something that will grab the attention of your targeted market. Use some of these words in writing your headline. You could actually say what I am giving you here is the headline for your classified ad. If your headline isn't interesting, they won't read the rest of the ad.

A lot of the same things that you learned about headlines applies to your classified ad here as well. Keep this in mind. It will be shorter because you don't have as much space or words to work with, but the same principles apply in both classified headlines and sales letter headlines.

2.) You have to make a promise.

Think about exactly what your product or service will do for your prospects. What will it do for them? What is your number one benefit of your product or service? That is your promise to your prospect. For example, your first headline might grab their attention having something to do with money and then your promise might be that "you can make up \$1,750 daily online," or "you can lose 30 pound in 60 days," or another promise in this nature. You will need to

make a simple promise of exactly what results or benefits they will get from your product or service. What are they going to be getting out of your products or services?

3.) Take Action Now.

A lot of times you will say things like "Free Information," "Email Here," or "Click Here." Then you would give them your mail to: address. With our follow-up system in place, the action that we want them to take is to click on our autoresponder. In some cases you might also want them to have your web site address as well. Our main aspect throughout this entire seminar though is on the autoresponder.

That is what you will want to put in there. Have them take action by clicking on the autoresponder, "for more information email here," "for free information email here." These are the type of things you will be saying. As we go through these three different aspects of a good classified ad, you can take a look at the disk that I gave you with my samples or look into the back of this manual to see the examples of classified ads that I have given you to study.

Your classified ad should have a headline, grab their attention, make a promise and tell them the main benefits that they will get out of it, then get them to take action now by hitting your autoresponder. People are trying to use phone numbers in online ads. This doesn't work as well (even if you have an 800 number) as an autoresponder. An autoresponder does the follow-up for you automatically.

To call your phone number people are going to have to go off the Internet (most people do not have 2 different lines) to make the call, so you are making them take extra action to get the information. If you just place an autoresponder address in your ad then all they have to do is send an email out. This is a very simple process for them to take. Just send an email to an autoresponder.

Even visiting a web site isn't as effective as them clicking onto your autoresponder. Many people have email access that don't have web site access. They might not want to leave an ezine to look at a web site. It is a more simple process for them to hit your autoresponder in many cases than to visit your web site address.

Key Your Ads

Another aspect in writing good classified advertising is keying your ads. Keying your classified ad is extremely important in any type of advertising whether online or off-line. We need to know where you are getting your responses from and where you are getting the sales from. Which ezines are bringing responses? Which classified ads are bringing in responses?

The main key to any type of advertising is testing. The number one word in advertising is...testing, testing, and testing. You have to be able to key your ads and know which ads are being responded too and in which ezines.

The simplest way to key your ad is to just have a certain subject line on each ad. When you tell them to email your autoresponder have them put a certain subject line in your email so that you can know where the responses came from. Take a look at some of the examples that I have given you in my classified ads and see how I have the ads keyed with different responses in the subject line.

To give you an idea of what I am talking about, if you were to advertise in my Newsletter "Web Gold" you might tell them to put, "For Free Information Email" then put your autoresponder address and then the subject line (WB) so you can know where it came from. You can see in my examples that I do this in everyone of them. When you place different ads in ezines you can have it done differently.

If you are testing different ads you might have "WB1" or "WB2." Just remember to keep it in order and write down which number goes with which ad so that you can keep track of which one is pulling in responses. You have to key your ads. Just because your ad works in one ezine doesn't mean that it will work in all of them.

We will learn how to decide which ezines to advertise in, to expand into, and how to choose a good one from a bad one. All of these things are important and you will only really learn the aspects to this for your product or service based upon your ad keys.

Rules to Choosing the Right Ezines For Your Advertising

Make sure that the ezine is targeted to your market. Always make sure that the articles in any ezines that you advertise in are interesting to your targeted market. Also avoid ezines that are just classified advertising and don't contain any quality articles. A lot of ezines online now just have classified ads in them with no real articles...these probably number between 40% - 75% of the ezines which are out there. Avoid these types of ezines like the plague because your response rate will be next to nothing on them.

The better the quality of articles in the ezines...the better the target for your market. The readership of that ezine will be higher than ones without the same level of articles. Even if they say that they have 15,000 subscribers but they are only made up of classified advertising you can know that the readership isn't that high and not many people are really reading it.

An ezine that has 5,000 members with good quality articles in it will have a higher readership and produce a better response rate for your ad because more people are reading through the entire ezine. The ezines that place classified ads on a separate email from the actual articles will drop your response rate. The best place for them to have the classified ads is in between two articles. Even if they put your classified ad at the end it will be a little less response rate as well. Keep these ideas in front of you. Remember, these aren't concrete. Test them to see what works for you.

Make sure that before placing an ad in an ezine that you subscribe to it and read it first. Don't just place ads in all kinds of ezines. Be a subscriber first. Make sure the articles apply to your classified ads. Make sure that they are interesting to read. Placing ads in the middle or beginning of the ezines works best, at the end its just a little lower, but not much different.

If I had to give you information about what kind of rates you can expect to pay, it will be extremely difficult. The rates are so different in this industry! The supply and demand is so difficult to judge. It is difficult to give you a price range. You can expect to pay anywhere between \$5.00 - \$100.00 dollars on a classified ad. It is based on how many readers they have and the target market. Most of my classified ads that I place run between \$20.00 - \$40.00 market per ad. It all depends though. Some of these ezines charge up to \$1,000 for an ad and that is way too much! Avoid these! The ones I have seen that are doing this type of high price are not pulling the response rate that justify the amount of money you will

be spending. Keep this in mind and go to the lower priced ones.

On your disk of ezines which came with this package, you will be able to subscribe to many in your market or email them for their ad rates. Also use the Resource Disk and look for the section called "Ezine Databases." Don't just look at the email rates I have listed there because as time goes on they will raise the rates. Their markets will grow along with their rates. Subscribe first to any ezine before you advertise and make sure that it meets these requirements and qualifications I have given to you, and then ask them for their ad rates.

Then after your first classified ad starts making money begin to expand in more markets and ezines. Follow the same idea. Make sure that you subscribe to those ezines first. Check them out first! Make sure that they follow the ezine rules in our system.

Understand that you will never make your fortune in just one classified ad or ezine. Pyramid your profits and expand out to other markets. Once you have a system in place that is constantly making money for you and you have dozens of ezines, you will need to create other products. That is the basis throughout this seminar. Start making money with one product and move into other products or services and do the same type of thing.

If you place an ad for \$35.00 and then you make two sales of your products at a cost of \$97.00, you made \$194.00 dollars minus your shipping and other costs, now you are at about \$120.00. Then pyramid those profits. Instead of spending the money that you made, put them back into more classified ads. Now place 4 ads. Keep it running in the same ezine and then go find three other ezines to advertise in.

For the first few months of your business you shouldn't spend a penny of your profits! It should all go back into your business to expand it. Too many people have one success story or one good ad that they place in one ezine and then they spend the profits. They end up staying at the same level in their business constantly. Don't let this happen to you. Leave the ad running there and spend the profits in other ads and increase the profits. Keep expanding your business.

After a few months in business you can start taking out some of the profits and you might even be able to take out a full-time income. This is all because you

exercised intelligence and restraint in your business expanding it, rather than spending all of your profits. This a major key to what we are talking about in this seminar. Expand your business, expand your newsletters, expand to other markets, expand, expand!

Use the disk that we gave you. Use the resources we gave you on the disk and find other ezines to market in. I want to take a little detour for a minute in the same area into the subject of pricing your products for the Internet. What type of price points can you expect on the Internet? People have made the mistake of pricing their products way too low or way too high. They didn't really have the understanding of pricing or pricing points on the Internet.

A couple of big price points that you will find online are \$29.95, \$97.00, \$197.00, and above. If you go above those points you will have trouble making those sales up front. If you go below the \$29.95 price like having a \$5.00 or \$10.00 product will not be able to make a profit off of that product. The only reason that you might price a product that low is when you are using it as a "loss leader" to bring your customers into a higher priced product on the backend.

A lot of people and "gurus" that I work with online refer to any product that is priced under \$50.00 as a "lead generator," a way of generating leads for selling other products or services. I agree with this completely. Even when I sell a \$29.95 product in most cases, I am planning for my real profit to come from some other product or service on the backend. Online \$29.95 is a good price point. Its a good profit point online. Yes, you can make a profit at only \$29.95, BUT whenever you are selling a product at this price you need backend products to make additional profits off of it.

If you are selling information products it is good to have a variety of prices. One product might be a basic introduction of what you are talking about at \$19.95 or \$29.95 and then a backend product that you might be selling for \$297.00 which is a full study of what you are discussing. The \$297.00 product is difficult to sell up front on the Internet. They are very good backend products though. Produce a good intro product at the lower rate and then a more expensive backend product. Follow our email system, market in the ezines, start making a small profit, and then pyramid the products back into the business.

Using an informational product as a front-end sale can often help in other types of businesses even if you don't mainly focus on informational marketing.

In other words, if you are a network marketer, it has been my experience that the best way to build your business is by selling an information product up front and then backending your customers into the network marketing program. If you design web sites, you may want to use a low cost report as a front end to sell...It could be called "How to Design A Killer Web site in 60 Minutes or Less..." or something like that. Then, sell this product for \$29.95 or so. Backend your customers into your web design services.

This is part of my love for the information business. There is so much you can do with it. Service businesses can create information products which teach their skills to their readers or listeners. It is such a beautiful system!

The two most common mistakes that people do is price the products way too low like \$5-10 dollars and that is the only product that they sell, or selling products that are too expensive even if its good quality like a video set teaching on training on a certain subject for \$995.00. There is a lot of price resistance online and people generally do not purchase products for \$995 from businesses they don't know. People haven't started trusting them yet. People have been ripped off too much online and won't take the chance. The person that has a product at that price would do better online if they created an "Intro" product for the \$29.95 price and then used the full course as a backend.

Using Free Advertising

The next step in my email marketing system is learning how to use free advertising for marketing your products or services on the Internet. Now that you have your autoresponder up, you have learned what the basis of my system is. There are many types of free ads that you can use. A few ways to get free advertising online are to write articles that people will publish in their Newsletter or web sites.

At the bottom of your articles you will have an information box which talks about the benefits of your products and services. It will give your autoresponder and web site addresses. This is a major key to advertising. Probably over all the other forms of advertising that's the most awesome form of advertising that I use online. I like using free advertising such as articles because all of the sales you make can be pure profits in your business.

Using and writing articles is a good place to focus on because on the next

part of this seminar we will be discussing how you can create your own ezine and start producing a guaranteed monthly income through your own newsletter. You can create articles for your ezines and a good place to start is learning how to write those articles which you can have published in other people's ezine as well.

This is not the only way to do free advertising online. You can also place free classified ads. If you have some time go through my resource list that has a list of some classified ad sites that you can visit. You can place thousands of free classified ads, free-for-all links, and get your web site listed on the search engines. You can go to online forums and mailing lists and participate in them. You can become an expert in answering people's questions and then always include your signature file which lists your autoresponders email address.

All of these Free techniques can be used to get people into your automatic follow-up system. There are a lot of different types of free advertising on the Internet, and I don't want to just limit you to ezine classified ads. These are just the basic foundational ideas of how you can do your business online.

Do your articles and having them published in other people's ezines and newsletters. When you write an article for a certain subject giving people good quality information and an ezine publishes your article, this is better than placing a classified ad. Besides the fact that you won't be paying for the article, the readers will have a higher respect for you as an information provider than they will of just a classified ad writer. I have had articles published in ezines which cost as much as seventy-five dollars for a classified ad. They published my article. I received a free ad in their ezine, saved money, and all of my sales were pure profit.

When placing a classified ad people know that you are trying to sell something. They already know up front that you are selling something to them and they go on their guard. When you place an article many times their defenses go down and they read through your article with an open mind. They will see that you have given good information, then they will click on your autoresponder from your information block that we will talk about here soon. Then they will click on your autoresponder and get your sales letter and follow-up information.

Of all the systems of advertising that I use online, this is my absolute favorite. Getting my articles published by various ezines, newsletters, and web sites. I keep a mailing list of ezine publisher's in my market inside the address book of my email software. Then once a month (Or sometimes more often) I send out an

email with my favorite article of the month. I let them know that they can place my article for free in their ezine. I always let them know I have dozens of free articles that they can use to provide good content for their ezines or their sites.

I don't need to charge for my articles. I get the benefit of getting more exposure for my business by placing the articles. They get good quality articles that provide good information for their subscribers. It is a win-win situation for everyone involved. At the end of the manual and on your sample disk you can find a sample of the letter that I send to these ezine publishers letting them know about my new article that they can publish in their ezine.

Sometimes I will also offer to trade ads in my ezine for theirs. This is another good way to get free advertising. If you own your own ezine (which I recommend that you do) then you can trade classified ads with other publishers. Every ezine publisher has the opportunity to place hundreds of free ads in other ezines by using this one simple method. No one has to spend any money. Everyone can have extra profits by sharing.

Once a month I send to my list of publishers. Usually quite a few of them will take my article and publish it in their newsletter. Others will go to my free article section on my web site and take it from my web site (a site that has my past articles listed) and publish it. Again this is good information in the hands of their subscribers. Also, this gives me more exposure for my business. You can see the benefits of having all of this free exposure for your business. An article is better than a classified ad in an ezine any day. Your response rate will be better on an ezine article rather than just an ad.

Tips on Writing Articles for Ezines

Spend some time writing these even if you have never written an article before. We need to focus and teach you the aspects of writing articles for ezines. Throughout this section I will give you ideas of how to write your article and collect information for your article. Plus, we include tips on how to get them published in different ezines.

The way to get the information that you need for your article is on the Internet. The Internet is the super highway of information. There are all types of information online about any subject you choose to study. This is information that you can publish once you combine it with your own personal experience.

What can you do well? What have you learned how to do? Whatever you are selling is obviously doing something for you. If your product hasn't done anything for you then you probably need to find another product. You can start off by telling what your expenses are or what you have learned in this area. If you are selling nutrition products what have you learned? If it's making money at home what have you learned about it?

You want to talk about your experiences. Start off by brainstorming and writing different ideas. Write the things that you have learned about this type of subject. When writing your articles the biggest thing people from ezines look for are ideas that help people. It can't just be a sales letter. Weekly I receive dozens of articles by people who want their article published. Out of 20 articles that I might receive this week only one or two of them have good quality information and the rest are just sales letters. I will not publish their sales letters in my ezines. People will not publish these kinds of articles. They want articles with good information that teaches them something of quality.

In your information block you can write a short sales presentation giving them the benefits of dealing with you and have them hitting your autoresponder. Do not use your article as a sales letter because people will not publish it. Use the 4 - 6 lines in the information block below your article as your ad.

What can you teach someone about your subject? Write down some steps that you may have learned. The easiest article to write is the step-by-step or list article. I have seen articles published which list all the online forums. Basically all they had was a list. I have seen the same thing done with newsgroups and mailing lists. They have done it with ezines. Lists do really well. Lists could be done on:

- How to get traffic to your web site
- Internet marketing secrets
- How to do things for your web site

Make it into a list format or a step-by-step article.

Another way to get more information is to participate in different forums and mailing lists. I participate in a lot of forums every day. I read them everyday. I don't always write in them but I participate. This is another good way to get more traffic to your web site or autoresponders for free. In your participation of

these forums you can answer people's questions and you can have your signature file and autoresponder so that people can click on them. Don't advertise because they don't accept advertising, but signature files are accepted everywhere.

If you want free advertising on your web site you have to do it without actually advertising while providing good information with people. Putting your signature file or information block in provides the advertising. You could also do an interview. You don't have to do the entire article yourself...There are some ideas you can use to help you create the articles you need to get this free publicity:

- Have a friend or family member help you write the article.
- Have a company associate or partner write your articles.
- Hire a ghostwriter (Such as a newspaper writer in your area) to make articles out of your research.
- Do An Interview with an expert in your field.
- Find Government Documents online and use some of this for your basic materials (99% of government materials have no copyrights).
- Make simple lists of steps.
- Make a list of forums, web sites, or tools to use in your subject.

4 Step Format for the Best Articles

1.) Conjure up a pain or desire at the beginning of your article.

This is basically an introduction and stirring up of emotions in the people reading your article. Either leaving them for a higher desire or showing them how deep the pain is in a certain area. If you are showing them how to succeed in their business, you may show them how painful it is to have a business that is failing or conjure up a desire and show them how nice it is to have a business on auto-pilot.

2.) Give them step-by-step instructions.

Show them in a step-by-step format of how to solve the problem or reach their desire. You may have 3 steps, 5 steps, 15 steps and so forth. You will give them the instructions on how to reach the desired result or remove the pain from themselves.

3.) Give them a push to get started.

You have to give your readers a push to get started. You need to go over what you said and get them to get started now. You provided the step-by-step format for them to overcome their problems or to reach a solution. You still need to give them a push to get them started. People are naturally lazy and don't like to start something. They like to stay in the "status quo."

4.) Have an information block at the bottom of your article.

Have an information block at the bottom of your article which has 4-6 lines and will include your name, web site address, and a benefit of your products and services and then give your autoresponder address for more information. It is almost as if you were doing a classified ad at the bottom of your article.

These are the four aspects you will have. First you conjure up pain. Next, give them step-by-step instructions on how to solve the problem. The third step is to give them a push. The fourth key is to have your information block at the bottom. People will read through your article and enjoy the quality of your information and begin to respect you. They will click on your ad on the bottom. This is a great way to get prospects to your autoresponder for free.

Go through and make a publisher's file of email address on all the ezines that you like. Once a month or twice a month send them your favorite article of the month for them to publish. You can look at the examples on your sample disk and manual for an idea of what you can do and what you can send them.

A Few Quick Tips for Being Published...

1.) Concentrate on Information Content and giving value to your readers.

To get your articles published and accepted you want to keep in mind first of all to have quality information in it and not just an ad. The quickest articles that I throw away are the ones that tell me why I should buy from them and how great they are. The other publishers do the same thing also. It really needs to teach the readers something important. It has to help them solve a problem or reach a goal.

2.) Keep it short and simple.

Make sure to keep your articles short when sending them to publishers.

One of the problems I first had until I figured out about the problem was that my articles were too long. Most of the time when your articles get published they are the second article or a secondary article. So they don't want really long reports. This is true for your own ezines as well. Keep the articles short. People don't like to read long articles. They will understand and get the information easier if you keep it short and simple. People on the Internet have a short attention span. Make it good hard information, and don't drag it out.

The specific amount you want for articles to be published is usually under 6k. The way to do this is to save it as a text file and see what size it comes up as. A long article might come up to 10k or 15k. Have a page to two. Five page articles will not get published by others. You may sometimes do that for your own newsletter. People want quick information and concise steps.

3.) Make sure that you have a great title.

Your title is just the headline for your article. You need to write at least 20 or more like you would for an ad and get different ideas. You need a killer title for getting your article published and for readers to read them. If they don't read your article, they won't reach the advertising information at the end of it.

Press Releases

One of the best tools for getting people to your web site is through press releases. I have a few press release web sites on your disk that you can through and check out. Using these press releases is a great way of getting people to your web site. Newspapers and magazines are extremely excited about the Internet right now, really interested in what's going on the Internet. Look at the TV and see how almost every TV show and commercial has a web site address. Everyone is talking about it right now.

When doing something for a press release make sure that it doesn't look like you are giving an ad. It again has to be good quality information just like your articles. To get a press release published it needs to be news that the publishers think people want to hear and see. Take a look on your resource disk for some of these press release sites and the information they provide for you.

The Importance of Writing Articles

Those of you who are reading this manual might think that you can't write at all and that there is no way that you can write an article. If you don't think that you can do it, you can ask your associates to help you or family member. There is a way to get this down. Can you joint-venture? Have a ghost writer who writes under your name where you just give them all the information. There are many ways to get your article written well. If you do this, you will have to spend a little money.

Anybody going through this course can write these articles by the rules that I have given you. You can use the step-by-step format or the list format. You don't have to have that much of a writing skill to list things. Give a list or list of resources on a subject on your product or service. Maybe a newspaper may publish your article as well. Don't sell yourself short saying that you can't do it. There are plenty of tools to use in writing a good article.

For another example of a good article go to my web site at <http://www.bizpromo.com> and go to my free articles section. Some of them are just list of things. Some are a list of steps to take. This will give you an idea on writing your article. You can do the same thing. It might take a little practice and time, but if you needed help you can get a friend to help you. If you want me to review your article use your "Consultation" that came with this course and send it to me by email and I can take a look at it and give you some ideas as well.

Participate in mailing lists and discussion forums about your products or services and subject. When you are participating in these lists or forums, you can go and answer people's questions because you will become an expert on your subject. You will know your subject. Whenever you answer a question for someone, then make sure that your signature file about your benefits and products is there. You are not placing ads which are considered spam in the forums and mailing list, but you can open the door for advertising by giving good information out. This is the best way to get traffic in your site.

When you go to a discussion forum hang out for a few days and read what people are saying. The same thing applies to the mailing lists. When you see someone ask a question that you know about, go in and answer it. Give another idea and opinion. Make sure your signature file is attached to this. You will notice a lot of hits to your autoresponder and web sites just from your posting on these boards.

A lot of times ezines will publish your article without even asking you afterwards once you let them know that they can publish them with the information block at the bottom. You will start getting hits and not even know where they came from. It then gets exciting and becomes almost like the snowball effect. I've had an article that was published in an ezine and then 5 other ezines published it in their ezines. These are great ways to get free advertising.

The Internet Gets More Exciting Every Day!

E-Mail Marketing Seminar

Starting Your Own Ezine

I consider starting your own ezine the most important part in your Internet marketing business. Some people run them monthly, weekly, or even more often. Daily ezines are even becoming popular online (This way you could make daily offers to your subscribers, although I can't come up with good material more than twice a week personally).

If you were to divide the have and the have-nots of Internet businesses, you will find that almost without fail the most successful businesses are those who have their own ezine. A dividing line could be drawn right down the middle of those who are running their own ezines and those who are not. That is how important it is to have your own Opt-In list.

Having an ezine can make the difference between making money online every single week and not making money at all on the Internet. What I will show you in this section is a turn-key system that you can use to guarantee that you make money every month in your online business. My BEST day of the week in my business is the day my newsletter comes out...without fail!

In my online business the most valuable asset to me in my online business is my list of newsletter subscribers. They are the ones who receive information about my products every week. They are the ones who I help through providing Free information. They have gotten to know my business and products. Those are the customers I will be able to sell to when I create new products or do a joint-venture with other companies. Those are the people who are going to be purchasing from me and my bread and butter income.

I want to teach you through this system of email campaigning how you can do the exact same thing and create your own ezine no matter what market you are involved with. You can make a guaranteed monthly income through these techniques of having your own ezine.

If you are not running your own newsletter online you are purposely causing the eventual failure of your own business. You have to run an ezine or news-

letter online to be successful.

Reasons Why Ezines Are Essential to your Business

1.) It will help keep your business in the mind of your prospects.

Having your own ezines and newsletters will keep your site, your products and services, in the eyes of your prospect. You will be able to keep in contact with them. They will get to know you and build a relationship with you. The day after my newsletter goes out and the day of my newsletter going out are the most often times that my web site is hit. After you create your own ezine and newsletters you will have the same results in your business. People will be revisiting your site over and over again.

I once had an individual brag to me that 97% of their visitors were first-time visitors...I was shocked! That means only 3% of people were willing to ever come back and visit their site! On my site, over 60% of my visitors have been there more than 8 Times! You have to keep your prospects coming back if you want to make sales...

2.) You can sell classified ads for extra income.

This gives you a monthly or weekly income because you can sell classified ads in your newsletter. That is a way to get a guaranteed income. Online people are always asking where they can advertise and which ezines to advertise in. Everyone is looking to advertise in ezines. The demand is high and the supply is low for ezine advertising. Once the base is built with a list of prospects you will be able to sell classified ads and make money daily or every week (depending how often you mail your newsletter). Even if your product sales are low this week or month you can continue to make money with classified advertising.

3.) Continually make Offers in Your Newsletter for Maximum Profits.

Announce new products or specials that you have in your newsletter. You are going to be able to make offers, have more sales, and hold sales. You will find that your greatest sales come from your newsletter rather than your web site as your list begins to grow. You can make specials or announce your new products this way for huge profits.

4.) Joint-Venture with other companies.

Do joint-ventures with other companies. If you find another company that has a product or service that you think your subscribers will want to have then you will want to joint-venture. Make a deal with that company and sell their product or service to your list of subscribers and make an endorsement of their products or services. Split the profits. These deals are the best deals you could ever make. If that person sent a letter to your subscribers they may only get a .1% response rate, but when you send an endorsement recommending how you like their product you can jump their response rate up to 1% or higher depending on the price.. Then you can split the profits. You both make out with a good profit.

5.) You will be able to trade ads with other ezine publishers.

Use your ezine to trade ads with other ezines. Trade classified ads. Go through your resource list and find the directory of other ezines and trade ads in their ezines by placing one in yours. You can do a lot of our marketing system you were taught throughout this seminar for FREE. Go through and trade ads rather than paying.

I could go on and on about the benefits of writing your own ezine or newsletter, but I think I have showed you the value of creating your own. It keeps you in front of your prospects, you can sell ads in them and have a guaranteed monthly income, announce new products or services and run specials, run joint-ventures for profit, and lastly you can trade ads with other ezines and save money in your own email marketing campaign.

Once you get the realization that you have to use ezines we need to go on to the next step on running your ezine. There are a couple of ideas that I want to give on running your own ezine. Remember during this whole discussion we are talking about people who subscribe, an Opt-in list. We're not talking about spamming out or making people subscribe. We are talking about an Opt-in list where people ask you to subscribe to your Newsletter. This is the type of list I am talking about where people ask to subscribe to it.

Opt-in lists are valuable! The past few years many people have been trying to bulk email or spam online and make a large profit. Some of them have made some small profits, but they have also caused damage to network servers, as well as, to their reputation and business because of the attacks that have been made to

their business. This is not good netiquette. You do not need to be spamming to make money online. Don't listen to any of those who tell you that you have to send millions of emails online to make a profit.

The wave that is coming through next is that we will understand the power of Opt-in email. Where you are going to make the most money in email is when you make an Opt-in list that you send to your newsletters, ezines, and offer out to. You can send an offer out to your lists because you have built a relationship with them. You will receive more sales from sending your offer to your newsletter list of 1,000 people than you would from a million Spams sent out because you never built prior relationship with those people. We are only talking about Opt-in list.

To build your Opt-in list is sometimes difficult to people because they don't understand how to run their Opt-in list and how they should handle it technically. Some people are trying to do it with email software for which I'd advise against. There is a lot of difficulty in handling your own Newsletter list that way. There are a lot of people who use their email software to handle it though. It can be done that way but I will not get into that area because it's not the most automated way to manage your list. Remember...the key is running on "auto-pilot."

Personally, for my Opt-in lists I use Postmaster Online because of the simplicity in using them. Even if you have no knowledge of using a computer or are barely learning email, you can have Postmaster Online set you up for one full month's service for \$1. Compare that with going to the post office and continually mailing out as much as you wanted to all your prospects every week...you would be paying an arm and a leg.

The reason that I like the listserver so well is in it's simplicity. All you do is send one email to your listserver address and it sends it to everyone of your subscribers, whether you have 100 or 10,000. It can automatically handle people subscribing to your listserver. The listserver takes care of all of the removes and undeliverables. IT handles all of the Day to Day work while you concentrate on the information you provide and the marketing pieces that go along with it.

Although I really recommend that you use Postmaster Online because its so easy to us, you can get another one to start you off if you can't afford it right now. If you can't afford that much right now, you can go to <http://www.listbot.com> and they can set up with a listserver that can handle about a thousand members for free. If you follow the techniques I have given you, your list will soon

surpass that number, but it can get you started. I think that they also place a small ad that goes out with your ezine which you would prefer to avoid if you could help it.

Once you have your listserver in place, then it is the time to start organizing your ezine and deciding on certain things. How do you want to set up your ezine? Go to your sample disk and see the examples that I send out. They are some of my ezines. Again, we've had you subscribe to ezines throughout this course which you are going to want advertise in. You can take a look at their ezines and see how they are set up.

There are many ways to organize your ezine. Find the one that works for you. I don't want to give you a recommendation on how to organize your ezines because it has so much to do with personal preference. Look at the examples that you have received and make up your mind how you want to organize it. Also, decide how frequently you want it sent out. Do you want to send it out monthly, bi-monthly, weekly, or daily? I know people who are doing all of the above. I usually send mine out once a week, but soon I will increase the frequency to twice a week. Decide on a frequency that you can handle. You want to make sure you can provide good information in every issue.

In most cases you will want to start out first at only once or twice a month or weekly so that you can keep your name in front of your prospects as much as possible. Many Internet marketers are now running their ezine daily to run more offers and sell classified ads and keep your names in front of the prospects even more. Daily ezines can end up being quite a chore trying to provide good valuable information so you probably don't want to start off there.

If you are working in Internet marketing field you can use the sample articles that I've included in the samples disk. You can use any of those articles and reprint it fully if you need somewhere to start and don't want to write all your own articles. I recommended to you throughout this seminar that you learn how to write your own articles because you can have them published by other ezines, but you can use my articles if you want some more informational help to start you off.

If you need some extra articles and you need to publish them more often you can use the one on my sample disk or go to <http://www.bizpromo.com> and use the ones inside the free articles as well in your ezines. Learn how to write your articles and apply what you have learned to your own ezines. No matter

what (not to scare you off) you do not have to write the articles for it everytime. No matter what industry you are in, no matter what products or services you are selling you will be able to find other ezines about the same subject. All you have to do is email and ask for permission to publish their articles in your newsletter. People see writing their ezine articles as too much of a chore sometimes. You don't have to write all of your own articles to run your ezine and make money from it online.

Once you have it organized I want you to keep in mind that you are going to want to make some offers in your ezine. Go through the different ezines that you have subscribed to and print them out to study. Choose the format that you like. Get your first issue ready and then we can get into how to market and traffic your ezine for low or no cost.

7 Major Traffic Building Tips For Your Ezines

I want to give you the traffic tips that I have for building your ezine. This is not a complete list for traffic building ezines but its a great place to start off for your ezines.

1.) Send a letter to the NEW-LIST mailing list.

This is the quickest way to build a large subscriber base no matter what type of business you have. This is the quickest way to get a base of subscribers in a hurry. I know people who have gotten as many as 500 subscribers in only one week just by posting to this list. This is where I recommend that you go first in your ezine plan. You can find NEW-LIST on your Resource disk...

The NEW-LIST is where tens of thousands of people subscribe to receive information about new mailing lists. Every new newsletter gets to publish a short information block about their new ezine which is sent out to all the subscribers. Then anyone who is interested in that subject can subscribe to that ezine. It is really important that when you go through this process that you create an attractive letter (basically they give you a full page) full of killer benefits. You can write a nice message full of benefits for your ezine.

A lot of times you will want to write the articles that appear in your ezine. Use some of the hot popular titles like we discussed before in the description of your ezine for NEW-LIST. You can write the list of benefits and what they are

going to get out of your ezines and publish it to this list. Remember everything you learned in the killer ad section. You can receive anywhere from 0-500 subscribers by sending out to this list. The list address can be found on your resource disk under "New List." The first thing to do with "New List" is to subscribe to it. Start receiving it and looking at the ads people send out to it so you can get an idea of what to write. Then you can write a good benefit rich ad for your ezine.

2.) List your ezine in all of the newsletter directories.

Make sure that you list your ezines in all the newsletter directories. There are dozens of directories that all they do is list different ezines under certain subjects. You want to make sure that you go over all of these and list your ezine in them. Before you go make sure that you write a killer description for your ezine that is benefit rich. Make sure that your headline and name is benefit rich for your ezine. Then go to all of these directories and put all of your information into them. You can find this list of directories on your resource disk under "Ezine Directories." This is a list to publish all of your ezines in.

An extra tip that can actually help you out on these directories is if you give the name of the ezine a letter that starts near the beginning of the alphabet. It will give you a few more subscribers than if your ezine was listed later. If you can start the name of your ezine with an "A" it will come up higher on the list when people look on the directory. You will be higher on the list so more people will subscribe to your ezine. So if you are just starting out your ezine and have never set on a name for your ezine before think about a name that starts with an "A" or "B." Use something near the beginning of the alphabet. If you already have an ezine out there it won't be worth it to you to change the ezine name because of the recognition it already has established. This is mainly for people who are just starting out.

3.) Place a Subscribe Section on every page of your web site.

Make sure that you have a place for people to subscribe to your newsletter on every page of your web site. I said Every page! Have it on your main page, every linking page, and every where on your domain. Make sure they can subscribe. A lot of times you will want to put it into a small box maybe to the left or right or at the bottom of your page. Make sure that the opportunity is there. Don't just say subscribe to my Newsletter. Tell them the benefits that they will get out of your Newsletter. Tell them the value, a \$149.00 value, but it is free online.

Tell them the articles that they will get out of it.

Some people who have a lot of traffic to their sites and aren't getting subscribers are just telling people to subscribe to a free ezine. They aren't telling them the benefits of it. Don't just say it is free, because there is a lot of free stuff online. Tell them "What's In It For Me?" Make a short benefit rich message for your ezine. Have it on every page for people to subscribe to your ezine.

4.) Trade ads with other ezine publishers.

Trade ads with other ezine publishers. Go through some of the directories which you had your ezine published in and look up other ezines in the same subject. Email the publisher and tell them where you got their email address from so that they don't look at it as a spam. Tell them why you are emailing them and where you are from. Let them know that you want to trade ads in each others publications. This is one of the best ways to getting free traffic and subscribers to your ezines. Write a classified ad using the tips you have learned and trade ads. Or trade ads with others and hook them up to your autoresponder. A lot of online marketers that I know use this as one of the major ways of increasing their subscriber base. They are trading ads constantly with others. It is a great Free tool to use.

5.) Write articles for ezines.

By sending good quality articles to other ezines and constantly keeping your name out there you can make sure that people see you as a good source of information on your subject. You can use the bottom of articles as your ad in your information block to advertise for your business. The same thing happens when you publish articles on other web sites. Make sure on your signature file inside of "Pegasus," or "Endora" the message that goes out with every email that you send out also has information about your ezine in it.

6.) Start an affiliate program on your web site.

Once you have a web site that is making money, this is a great time to start an affiliate program. You can do it with an ezine for your web site to increase your traffic. There are many ways to start the affiliate program.

You can do an affiliate program where you pay per sale so that whenever

you make a product sale from your web site you send them a percentage of the money. If you are using it for a way to increase your subscribers base you will need to use one that tracks it with a "cookie" which is a piece of information that's placed in the computer that keeps track of their sales.

This is the type of tracking device that I have on my web site at <http://www.bizpromo.com> because most of my sales come from my ezine when people refer people to my web site they want to make sure that they receive credit for sales made from my ezine. So it's tracked by a "cookie." Whenever a dealer makes a sale by referring a person to my web site, they are paid. This can occur even if they don't purchase when they come, but they subscribe to my ezine. If two months down the road they decide to purchase one of my products my secure order form will pull out the "cookie" and I will know who it was that first referred them. They can get a commission check from me for the sale then. They can get checks just by referring people to my web site. I constantly make sales once I get the subscribers.

Go to the resource disk for more information under "Web Genie." They will show you how to set up a program like this. You can also join my affiliate to make extra money from your web site by going to the Resource disk and looking under "Affiliate Program."

Another type of affiliate program that can be used is a self-generating web site so that everyone has the same type of web site and they can each send traffic to a different web site. That is great if the sales are made the same time people are coming to the web site, but the problem comes in when they subscribe to your ezine and you make a sale later on down the road you are the only one getting credit from it. The dealer doesn't get any credit at all. These types of programs are popular online.

A third way to run your affiliate program is that you can pay per click thru using the same software that "Web Genie" sells by cookie and lets you know who ordered the products etc. You can also know how many times people have clicked your site. Then you can pay people per click thru. When paying per click thru there are some major advantages to it as well as disadvantages to it.

The advantages of this type of method are that you pay only one basic rate so everyone that refers people can know exactly how much they are getting paid for having their banner on their site. They are getting .10 cents per person who

clicks thru. Plus, you know you are actually getting a visitor for your money instead of paying for banner advertisements and end up spending .25 cents or a dollar or more sometimes because you are paying for impressions. Banner advertising doesn't have a high click ratio online anymore. Good banner ads get a 1% to 8% click thru ratio. Having an affiliate program like this can be a good deal for the both of you.

The disadvantage of it is that a lot of people have misused these type of click thru programs. They have abused them and racked up high numbers of hits by automatically having a program keep hitting your site. You have to also keep track of these things if you're using a pay per click thru format (You could pay per each unique visitor instead of each hit).

People who are starting out online need to watch these types of tricks so that too many fake people don't click thru. They may end up paying too much and not making any money. You have to pay money up front even for all clicks. The most often used type of associate or affiliate program is where you pay per amount of sales from your web site. A certain percentage like 10, 20, or 30% per sale is all a good deal.

This is a great way to draw traffic to your web site as well as your ezine at the same time. Another type of method or program you would use (I do this with some other web sites and newsletters) is give them some kind of benefit for sending in subscribers. I have made deals with other subscribers where they send in a certain number of subscribers and I will give them a free ad to my ezine or web site, or I may give them some credit towards a product or service. Many of them enjoy this type of deal and it can rack up a good list of new subscribers for you.

Some people use a joint-venture to trade subscribers with other publishers by having another area on their web site to subscribe to the other people's ezine as well. They can also trade articles with other publishers by making deals to publish each others articles in their ezines. This is just another way to get your name out there. Keep your mind open especially in joint-ventures. There are so many things you can do in this area to increase your subscribers base and increase your profits online.

7.) Use off-line advertising.

On my Internet marketing course I describe off-line advertising quite a bit.

You will find that when you advertise off-line you spend more per hit for your web site but you get a better quality of hits. You get more people who purchase on those hits. A lot of people who come to your web site and subscribe to your ezine online when you are advertising around online using free links, classifieds, or newsgroups are just looking for free information and you might not be able to sell them ever. They are not looking to buy. They just want free stuff. There are many people like this that subscribe to both your ezine and visit your web site from online marketing.

When you use off-line advertising a lot of people that come to your web site and subscribe to your ezine end up being buyers. They are actually looking for something to buy. They are looking at the benefits for them from your products and services. They are not just looking for free things. If you have the benefit that they need, then they will buy from you.

So a lot of times doing off-line advertising can be a great deal even though you spend more per click thru. Some of the off-line advertising methods that you can use are:

1.) Make sure your web site address is on all Company Materials.

Make sure that you have your email address, your newsletter address, and your web site address on any materials that you have. If you have letters that go out from your office, make sure that its on your letterhead. Make sure that it is on your business cards and on your post cards. It has to be on all of your business materials. Make sure your web site address is on any advertising you currently do such as newspaper ads or display ads in magazines. Get your web site address out there.

2.) Use Postcard Decks.

A really good technique that Internet marketers are using online now are postcard decks for advertising their web sites or ezines. A Postcard Deck is a deck of cards that's mailed out together for lower rates on both printing and mailing. They are mailed as a set of 50-100 cards and you can go through the deck and choose the cards that you want to have more information on. You probably have received some of these in your mail boxes lately because its a great way to advertise, especially with constantly increasing postal rates.

A postcard by itself is about .20 cents a piece. In a postcard deck its between half a cent per card to .03 cents per card. This all depends on what type of card you have or how good the list is that its sent to. Plus you can buy smaller ads such as classified ads or display on different postcards. If you buy a full card expect to spend somewhere between \$1,500- \$2,500 for the postcard. If you buy a classified ad usually its about \$100 to \$200, or display ads are between \$250-\$500 on a postcard deck.

Then you will have your ad mailed to between 50,000 to 100,000 prospects who are interested in this type of product or service. If you are advertising one of your ezines on this postcard then you can expect you will receive a lot of traffic to your web site and ezine. A lot of good subscribers to your ezines come in this way that you can make quite a bit of profits from.

These are the type of people who are buyers if they find the benefits they are looking for at your web site. If I have to recommend any type of off-line advertising, I recommend postcards decks as that avenue. If you can't afford your own postcard than you can put in a classified ad on someone else's postcard or display ad.

Another technique that some people are successfully using online in this area is buying a postcard in a deck and co-opting it by selling off the ad space so their ad can run for free. They buy a \$1,500 postcard in a deck and sell off ten classified ads in that postcard for a \$150 each. Then they make themselves a large display ad at the top of the postcard and then place everyone else's ad at the bottom of the card. Guess what? They have just gotten their postcard paid for by everyone else and now their ad is running free as a display ad. A free ad!

Some Internet marketers do that with as many as 25 postcards per deck. In other words one-fourth of the deck had their web site or ezine address at the top of it and they didn't spend a penny for it. They might have even made a profit selling the ads. This is a great way to co-op your way into good advertisement for your web site or ezines. Postcard decks get real buyers to your web site. If you have any questions about postcard decks or how you can start advertising in them you can contact me at webmaster@bizpromo.com and I will help steer you in the right directions. Just email me and I can help you purchase a postcard in a deck or provide you with a display/classified ad.

This list of things to do to grow your ezine list is by no means a complete

list of ideas. When you have your ezine listed on every page of your web site, anything you do to build your web site traffic is also going to build your ezine. Using free classifieds, free links, search engines, forums, etc. all can produce more ezine subscribers. Anything that has to do with Internet marketing can help you build your list. Keep an open mind to new ideas and ways of building your business online.

Learn as much as you can about Internet marketing and become an information glutton. Learn everything that you can do to build your traffic, your ezine subscribers list, and build your profits. There are other courses that you can look at on Internet marketing and free reports at our web site at <http://www.bizpromo.com> Study these things...

Some of the things that I have used to build my traffic include:

- Search engines
- Trading links with other web sites
- Participating in forums and newsgroups
- An Affiliate Program
- Banner Advertising
- Press releases
- Postcard Decks

You have to learn to think outside the box. Don't be limited to just things that you've heard. Learn to think for yourself and develop other tools and techniques of getting traffic to your site. Anything that you can do to build traffic to your site will also build your ezine subscriber's base.

Once your subscriber base is built and the traffic is continually coming in, the next step is to actually start making money from the ezine. Your ezine can be your biggest profit source in your business if you let it. There are three ways to make money through your ezines I want to show you here...

3 Major Ways of Making Money Through Your Ezines

1.) Sell classified ads.

Most large ezines use classified advertising as their main source of income. It is one of the best ways to make money weekly or monthly by charging for the ads. If you sell ten ads per ezine with a price of \$35.00 per ad, then that equals

\$350.00 per week with ten classified ads in a weekly newsletter. That is a good income to count on every week just by having ads. If you are smaller even \$100 per week would be good.

This is the simplest way to make money with ezines. Some of the ezines have as many as 150,000 - 600,000 subscribers or more. The kind of money that they can make by just ads is immense. Some of the ones that I know of run 5-10 ads per day charging between \$50.00-\$150.00 per ad. Run the numbers on that! Five ads at \$150.00 per day equals in one week \$3,500 just from classified advertising.

Some companies are doing even more because they have built a large list of subscribers. It takes time to get a large list of subscribers...maybe even years. This is still a good basis for your business. We are not even talking about the other sources of your business either. This can be a constant income. People are always wanting to advertise in ezines. Also remember to trade ads with other ezines to save money.

2.) Make your own product offers.

The most profitable element of ezines is through making your own product offers. Now that you have developed an Opt-in list and are continually building it, you can make offers of your own products. You can make special or bonus offers where you use bonuses if they order today or first 10 people who order. You can make any offer that you want.

Your subscribers are getting good quality information from you weekly or monthly. They are beginning to trust you and build relationships with you. Now you can make offers to them selling your products or services, and make special offers to them to bring in more orders. One of the things that will take time to learn online when running your own newsletter is the value of making offers. If you are selling your product for \$200 and you can tell them that if they order today they will get a free web site ad. Use things that don't cost you much but have a high value to them. You can do this with anything that you have. Throw in free reports, ads, etc. Using scarcity to make people take action now. Take action now or miss out. The key thing in making money in your ezine is how to make great offers.

There is nowhere else in your online marketing campaign that you can run

a special offer with scarcity as well as you can in your ezine. In your ezine you can empower it by saying that there are only 10 of these left...5 left....you can do this because you know exactly how many you have left of something. You don't have an unlimited number of things. You only have a certain amount of space, a certain amount of consultanting clients, ad space, etc. There is always a limited number of something around. This is the best tactic for getting people to order now. You can remember from our advertising section that if you don't get them to order now they won't order at all.

You can make money by running these special offers constantly. Every month you can create a new product and have a special on it. If you are an information product producer you can make another product every month or so. Sell it as a special offer. Whenever I introduce a new offer to my ezine list I receive a ton of new orders from that new product. You can do the same. There are so many applications of how you can run this type of special offer. The reason most people aren't making money in their ezine or web site is because they aren't making offers. If you have nothing else to give as free bonus, give free ads in your ezines. Be imaginative. Create your own bonuses.

When you are first starting out and don't have 10 classified ads that people order in your ezine, then make those ads about your products or services. Make sure that the space is filled. You have a lot of space in your ezine. Trade ads or publish others articles. A good number of pages to have in your ezine is between 3-7 pages. If it goes over 6 or 7 pages then some of the servers cut it off and it is attached and needs to be downloaded...you definitely don't want that to happen. People won't read it. Keep it under 6 or 7 pages. Have a secondary article, classified, or a section that talks all about a certain subject. You can have special bonus offers. Trade ads.

There are so many tools and methods that you can combine in your ezines to create the kind of profits that you want from your business. As an information producer I try to create new products consistently and sell to my newsletter list. That is a guaranteed income that I can have from every new product I create. Also, I can use my ezine for research. Take polls and use some articles that ask questions. Ask them what types of articles that they want. How do they like the products? Videos? Workbooks? Products?

No matter what industry you are in or whatever you are selling, you can take a poll and do the research through your newsletter. This can save the time

and money of doing the research by having it done for you by just making an article simply asking your subscribers what they want etc. Have your research done for you!

3.) Joint-Venture with other companies.

The best way of making money in your Internet marketing business is by joint venturing with other companies. As you are doing your research and traveling the Internet you will often find other companies that are selling products or services that you know are interesting to your market. When you find one of these, you can set up a joint-venture deal where you endorse their products or service to your subscribers and you both share the profits.

You will find that when you do these types of deals in your newsletter and ezines, that many times you will receive a higher sales rate selling other people's products in your ezine then by selling your own products. This is just how powerful an endorsement is because you can write an article about their product or service. Make sure before you get into this deal that you know that their products or services are of high quality and that your subscribers will receive good benefits from it.

Then after you check it out, you can make an endorsement of this product or service. Write an article to your subscribers telling them why they should purchase it and the benefits. After you make your endorsement you will see how high your response rates are compared to any other type of offer in your business.

This shows them that they can get another source to benefit their lives with. They will see you as unbiased reporter. You really worked. You were looking for something that would benefit them. You checked it out and made sure that they would get a good benefit out of it. At the same time you joint-ventured with someone by doing it to make a profit.

You can set up a new type of deal like this every month and run it in your newsletter and start making a large profit monthly by joint-venturing with other companies. You could do this even if you don't have your own products or services. Right here is a technique to making money for your ezine even if all you are doing online is creating your ezine and not even selling products or services.

Think about it. Start building an ezine of some type of industry and just

work on building your ezine. Then you can do joint-ventures deals selling products that are interesting to your subscribers and make a full-time income just by doing this. You never even have to have your own products.

This is the third profit source in your ezine. In number one you can make money running classified ads. Everytime you have an ezine going out you can make money from the ads or save money by trading ads with other ezines. Both ways will profit you. Number two you will sell more products or services by learning how make great offers. Learning how to use scarcity with your offer in your ezine will put your response rates through the roof. The third aspect is using joint-ventures with other companies to sell their products or services by endorsing them to your subscribers. You will receive the highest response rate possible on that type of deal. All three of these ways are ways to making more income every month online in my newsletter...I always use these three types of methods.

My newsletter is the most profitable part of my online business. It can be the same for you. Use all three of these techniques in your ezines. Classified ads, offers using scarcity, and joint-venture deals are all ways to create a guaranteed monthly income through your ezine. All successful Internet marketers are using all three avenues to make more money from their newsletters. Will you?

E-Mail Marketing Seminar

Email + Website = Success Online

No email marketing course could be complete without discussing the most important aspects of any Internet market campaign...your web domain. A good Internet marketer is one who has learned to combine email along with web site marketing. The most successful people online are the ones who use both in all of their campaigns. You need to follow in their example if you want to be successful. The 95% of the people losing money online in their Internet marketing business are the ones who have just the web site set up and haven't learned how to combine email marketing along with it. .

I don't want you to go in the opposite direction and do just email marketing and not learn about web site marketing. The best place to be is when you learn how to combine the both of them together into one Internet marketing system. This is how I do my system. When I first started I did use only email. Then later on I learned how to market my web site. Once I learned how to combine the two, that is when my business really took off.

A lot of marketers that I know have done the same thing. They were email marketers and then they learned about web site marketing and combined the two into a profitable Internet marketing business. I also know individuals who started from the other direction with a web site who tried to get traffic and make sales. As time went on they too learned how to combine the two together to a much more profitable web site.

You have to have the two combined as one. This is what I really want you to understand in this section. You must understand that web site marketing has to be combined with email marketing. They have to be intertwined together. So no email marketing course could ever be complete without discussing how to market and build a web site correctly. The whole campaign is built around them together.

I focus more on my email marketing now with my own business and with my clients because I know the effectiveness of it. This is what is usually lacking in most Internet marketer's web sites. This does not mean that I don't believe that Internet marketing and using web sites is important. Your web site is very impor-

tant. Your email marketing campaign will never be that successful if you don't use a web site along with it. If you don't know how to design web sites, you can never build a long-term business online.

You can have a small measure of success without a web site. You can start making a little profit from just email marketing using classified ads and autore-sponders. You can start that way and its a good way to start. If you don't learn how to use well designed web sites and build traffic to them, You would never have a truly good Internet marketing system because the two have to be combined together.

I want to teach you step-by-step how you can design your own web site and start building the traffic to it. You can get orders from your web site. You can use email along with your web site. You can build a community at your web site. The major key to web site traffic is building a community. This is where a lot of people miss out. They never built a community atmosphere at their web site.

I know some web sites who currently get 500,000 hits a month just on their message board where people go and have discussions about that industry. They do this without spending any money. Its all done by word of mouth. Everyone is referring others. That is effectiveness. That site will be profitable if they learn the tools to writing killer copy and use them everyday. If they have \$0 in ex-penses for their web site, it would be easy to make a profit when you know how to do the other things like using secure ordering forms and writing killer ad copy along with their email marketing.

You really need to build a community atmosphere at your web site. I will teach step-by-step the methods of doing this. There are many tools out there and I want to present to you what you need to do to become successful with your web marketing business.

The first step is to design your own web site. I personally advise you to learn how to do it yourself, although I am a web site designer and from time to time I design sites for others. A couple of my friends and associates are web de-signers as well. You honestly do need to learn how to create your own web sites even if you don't make the whole thing from scratch. You can have someone help you design the web site (I could do it if you like...email me at webmas-ter@bizpromo.com).

The reason that you will need to know some things about web site design is because sometimes you will want to change your site around. You will want to do additions and edit your site. You will want to learn how to do that yourself so you don't have to go through the expenses and time of finding a designer every-time you want something changed.

If you are currently doing the other things that I have taught throughout this course and are starting to make profits in your email marketing campaign, right now you need to find web site design software. There are a lot of products out there that you choose from. Look around and figure out which software most suits your tastes.

Personally in my business I use "Front Page 98" for the actual design of my sites. I have other programs that I use for the graphics. You can email me at webmaster@bizpromo.com to ask me which software that I use for my graphics. I've found some simple tools to help you making good graphics on your site even if you can't draw or have never designed any graphics before in your life!

The best program for designing your web site is the one that you feel comfortable with. Always use software programs that you like. On your resource disk there is a list of different demos of web design software that you can download and use for a short period of time. Some of the programs are even fully working demos which you don't have to pay for until after 30 days or so.

Virtual Domains Versus Non-Virtual Domains

Choosing your domain name is extremely important. The main choice between a virtual domain or non-virtual domain is the biggest area. A virtual domain is made up of just your web site name and .com or .net or .or or .edu. My domain is a virtual domain because it is simply bizpromo.com. If you were on AOL and using their free web site hosting service, your address would be AOL.com/members/your name. This is a non-virtual domain because its set up on their server.

This is a major choice you need to make at the beginning of your web site design. I definitely recommend that you purchase a virtual domain rather than a non-virtual domain. I have seen a lot of people who are trying to save a little bit of money and they set themselves up on a non-virtual domain under another server such as AOL. The problem in doing this is that you only save a few bucks

in doing so. It only costs \$70.00 for two years to own your own domain name from Internic and actually buying space for your own domain only costs between \$5-\$50 per month.

The biggest advantage to owning your own virtual domain is name recognition. If people see that you have your own domain they think that you are much more serious about your business. Secondly, it is easier for people to find you if they just type in your domain. A lot of people who go to my web site are people who typed in my domain name. Its much easier to remember bizpromo.com rather than it as aol.com/members/name etc. If you have a non-virtual domain you will miss out on traffic that type it in.

The biggest aspect of all is if you decide to change hosts, and move your web site. If you are using a non-virtual domain, everything that you have done up to that point still points back to your old site. If you set up a trade of links with other companies they all still point back to the old site. If you have your site listed on search engines, then all of your traffic still goes back to the old site. Now you can fix some of those problems, but it is a lot of work and you still can't fix everything.

If you decide to change sites with the non-virtual you will lose a lot of traffic. If you own your own domain and choose to change hosts, your web site might be down for a day or two but as soon as it comes back up the server (less than 24 hours) everything will be switched over. All of your search engines submissions still work, your links still work, and everybody will still remember where your web site is at. You don't lose any traffic. It is still the same. You are practically starting from scratch if you change over with a non-virtual domain.

Being in any type of business will have some expenses. Buying a virtual domain versus the non-virtual is worth the extra expense. The Internet business expenses that I recommend you spend money on are:

- A Local server connection (AOL doesn't cut it).
- Autoresponders which automatically follow-up such as AWeber
- A virtual domain to own your own name to be a serious marketer online.

Choosing a Domain Name

Choosing a domain name can be another very important step in your business. A lot of your choice will depend on what your products or services are. If you are trying to sell something with Internet marketing, pick a name that has something to do with that. I really don't think that you should use your own name or company name as the domain name UNLESS you have a name brand recognition and are well known already. If a company like "Nike" uses their name, everybody already knows them. It is unlikely that you as a small or home business have a name brand recognition. It is not important that you get a name that goes along with your active business or your name. It is more important that you get a name that goes along with what you do. Give them an idea of the benefits of what your web site even before they type it in or click on it.

You can pick a domain name from Internic directly or allow the web host to do it for you. Most of the time when you sign up with a web host they let you pick a name that you like or use. Go over to Internic and see what is available (Check out the Resource Disk for Internic's address). They let you pick a name and then they will register it for you which is simpler if you are a beginner at this.

Once you have your domain ready and your software downloaded and ready to use, there are some tips that you need to understand about designing your web site. There are a lot of well designed web sites out there are making money (*I would estimate though that 90% of the web sites out there are written horribly*). One aspect to know when designing your web site to be successful online is learning how to set your web site up as a "Theme Store" or "World Center." Both of these terms are used to represent the same idea. You need to set your web site up as a source for information and resources on a specific subject. If you sell copy-writing courses, you will want your web site set up as a source for copy writing to people online. Set it up so that when people think about copy writing, they will think of you.

Have a "World Center" or "Theme Store." If you sell dolls, you will want people to think about your web site when they want dolls. Find other companies that sell dolls and sell links to your site, do joint-ventures, etc. Be the online source for dolls. Every web site that is making a good profit online is set up as a World Center for a specific product or service. This has to be in your mind as you are planning your web site. What is my theme or main benefit? What are people looking for when they see my site? What's in it for them? Who is your targeted market?

When you are setting up to have all of these products and benefits they can receive at your web site, you will still want to have a lead product that they can purchase. There are two major views to selling online. One of them is that you need to have a main product which is your primary focus and the only product that you sell online. The second one is that you need to have whole list and groups of products online. Personally I have tried and tested both and in a head-to-head test if I had to choose between the two methods I would choose just selling only one main product. It caused me to make more money.

I have also tested having a main product which is the primary thing that I focus on selling. On my web site I sell about three times more of it than anything else because it is the main focus of my follow-up autoresponders and the main focus of my site. Then I have secondary products online that I backend on the first product. This is where I have the best success of all in my business.

When all products are equal on your web site they just become a bunch of products or business opportunities, and people get confused and can't decide which ones to buy so they end up not buying anything. If you just run that method your sales will never reach their full potential as if you were selling a primary product.

Personally, I like my main product to be an information product created by myself so I can benefit from the higher profit percentage. If you have your own products that you have produced yourself you will make more money than selling other companies products and services. I do sell products for other people, but they are never the primary focus of my web site.

Always remember that the most profitable part of any business is the backend. ALWAYS find a backend product or service for your company. If you were selling an information product about Internet marketing, you might also sell web hosting, web site design, or traffic tools. If you sell a computer software package, make sure you have dozens of other software products to sell to the same market OR information products relating to the first software program. **YOU HAVE TO HAVE A BACKEND IN YOUR BUSINESS!** Email me at webmaster@bizpromo.com if you are having trouble finding a backend product and I may be able to help you figure one out.

Make sure that you are focusing on a primary product first on any web site you design. Then once they have bought that product, you have these other prod-

ucts or services they may need or want. Having a backend product is SO important that many businesses would never make a penny in profit if it weren't for the backend. They even have what they call a "Loss Leader" which refers to when you sell something up front that you lose money on because you know that you will make money on the backend.

A lot of the infomercials that you see on TV with information packages for \$39.95 are using a "Loss Leader." They lose money selling to you at that cost. On the backend they have much higher priced products that they sell at \$500, \$1,000, or \$2,000. This is where the money is. The backend is what keeps them in business. Always have backend products. You can use someone else's products for backends by using a Joint-Venture deal. On your resource disk you can go to "Affiliate Programs" which lists programs you can join. You can join my affiliate program at <http://www.bizpromo.com> for selling this seminar. My web site and the profits from referring it could become a backend to you if you sell anything to do with business products or Internet marketing.

You need to develop a client centered web site. It has to be a web site that answers the question of "What's in it for me?" In other words, writing good ad copy for your web site is essential. Don't just write down a bunch of stuff. Have benefit rich ad copy. Do not put up a web site that is just about your company or just about your products. It needs to be benefit rich. Tell the prospects what they are getting out of your web site and products. Then, your other products also need to be listed and what they will receive out of them.

Your site needs to be client centered and focusing on your customers. Always answer the big question "What's in it for me?" Use the same tools for ad writing that you learned in writing ads to design a killer web site.

Make sure that your web site has a listing where they can subscribe to your ezine. Ezines are the most valuable part of your business. Make sure that every single place and page on your web site has an ezine sign up, and make it benefit rich and client centered. What's in it for them?

Build a Community Online

Set up some community building tools. These are tools to cause people to continue to come to your web site again and again. Examples are:

- A Free Report center on subjects that keep them coming back.

- A Message Board .
- Web Cams
- Classified Ad
- Free-For-All Links
- Reminder Service
- Free Postcard Sites
- Fortune Cookie Programs
- Search Engine Submission Tools
- Downloadable Software in your market
- Many, many more...

Message Boards are extremely popular. I have seen forums have up to 500,000 hits a month or more on their message board without any type of advertising expense at all. Think about that...500,000 hits without advertising is a dream come true to most webmasters. If they could achieve 1 sale per 1,000 hits of their products, they would be making 500 sales a month without advertising! If their products cost \$97.00, that would be \$48,500 in sales monthly!

Web cams are also extremely popular. Web cams are sites which feature a video camera on what someone is doing right now. Views of sceneries, dogs, or boring guys (<http://www.boringuys.com>) have all been used. Almost any type of idea can be turned into a web cam. It brings up a different view every 2 or 5 minutes. A lot of these sites get 1,000 to 500,00 hits a DAY without any advertising. Their entire advertising is through FREE media exposure.

Classified ad centers can be used to build on your traffic. This is simply a CGI program which allows people to submit a classified ad to your web site. It is a great tool. People will constantly place ads on your site and visit it again and again. You can even have your classified ad submission program collect information about your ad submitters so you will be able to follow-up on them with your marketing materials, both online and off-line. You will be able to bring them into your email campaign. The same thing applies with Free-For-All Links sites.

Free Postcard sites can help in building a community because many of your web site visitors send postcards to their friends over and over again for all types of special occasions. When they send a postcard to a friend, their friends have to pick their postcard at your web address to look at it and send one out of their own.

How about a reminder service? A reminder service is where people fill out

certain things that they want to be reminded about. When your reminder goes out to them it has your web site address on it. It is just another way to get them involved with your email marketing.

Magazines can also be popular online. A magazine center is a set up which is basically a CGI program that runs a web site allowing you to simply place articles up in a nice graphical layout. It sets it up like a magazine. All these type things are community building tools that you can use.

If you want to learn how to do the CGI programming by yourself, I have another resource on your disk. It is listed under "Free Cgi Programs." It is a web page to go to find CGI programs like these for you to use on your site. Some of these programs are free and others have a small fee. Look at the different programs that you could use on your site.

The problem with doing it yourself is that a lot of times CGI programs can be difficult to use especially if you aren't good with your computer. You may want to hire a programmer to set it up for you. There are many programmers out there who will be willing to help you setup these types of tools.

Once you have this entire system set up then you will move to the next step which is using free and paid advertising sources. Some types of free advertising are using search engines which is one of the first things you submit to. You want to learn some things about meta tags. The easiest way to learn about these is to subscribe to my newsletter "Web Gold" at bizpromo.com because I have one of the top search engines specialists who writes the second article in my newsletter every issue answering all the search engine questions that people have. If you have questions or want to learn more about the search engines subscribe to my ezine. He will help you out and train you. Most people start off in their traffic building through the search engines.

People go through and use free classifieds and free-for-all links. There are programs that you can buy that will submit to the small search engines, and free links and classifieds all in one program. You can find one of them on the resource disk under "Search Engines Software" it is a submission tool submitting to the free classified ads, free links, and search engines. Its good to use for these, but the major search engines like "Info Seek," "Web Crawler," and "Yahoo" make sure that you personally submit to these by hand. They are so important to get listed there.

There are hundreds of small search engines out there but you will find that the top 8 search engines produce about 90-95% of your traffic. This is where your primary focus should be on. Then use the program or software like what I have on your resource disk. Using this software may only give you 100 hits a day, this isn't much but its a good start.

Let's Learn Basic HTML for Search Engines

We need to learn basic HTML first (In this I mean how to place the meta tags you need on your site for best placement). If you are experienced at marketing online and on the search engines, you may be able to skip over this section.

First of all, meta tags are the information that you place at the top of your web site which tells search engines important things about your web site such as it's title, it's keywords, and it's description. While the search engines see this information, your visitors will not see it. It is the basic foundation of creating your web pages for the search engines, because without it you might as well forget being listed in them. A basic HTML format of your meta tags may look like this:

```
<HTML>
<HEAD>
<TITLE>Free Internet Marketing Center</TITLE>
<META NAME="KEYWORDS" CONTENT="Free, Internet, Marketing, Inter-
net Marketing, web site promotion, web sites, online advertising, secrets, free
reports">
<META NAME="DESCRIPTION" CONTENT="How to Increase Your Internet
Profits almost overnight using our free reports, tools, and contests">
<!--This is where you can place comment tags that some of the search engines
may read to increase your relevancy->
</HEAD>
```

Let's explain each of these sections in detail to make sure you understand what you are doing with them. First you see the <HTML> which is just the format for the page. Next line you will read <HEAD> which is referring to the fact that this is a header for your page. It must always be there.

Next, you see the <TITLE> tag. This is where you place the title of your web site that you want the search engines to read...(Note: It is also what would be

recorded to people's favorite places lists if they save your web site) It is the most important tag on your entire page when relating to most of the search engines. It absolutely has to have your keywords in it for top positions. After you have made your title place `</TITLE>` at the end of it.

The fourth line is where you place your keywords...Many of the search engines will use this information for the placement of your site so include as many different keywords as possible in it for top positions. The setup needs to always be `<META NAME="KEYWORDS" CONTENT="Place your keywords here divided by commas">`

The next tag is your description tag. Some of the search engines will use this tag to describe your site for visitors so it needs to be made up of good motivating sales material to get them to click on your site. Plus, some of the search engines will use it for extra keyword relevancy. It should always be written as such. `<META NAME= "DESCRIPTION" CONTENT= "Make up a good description of your site which will motivate people to click on it while including a couple of keywords...Keep this section to 25 words or less.">`

The next section isn't quite as important. It is just a comment tag about your site. The only reason I have it included is because a few of the search engines will count the keywords in this section also for relevancy. It would be written as such when used.

`<!--This is where you can place comment tags that some of the search engines may read to increase your relevancy-->`

(NOTE: You can also use comment tags throughout your site to record information for yourself that you don't want others to see when they visit your site).

Lastly you see the tag `</HEAD>` at the end of the meta tag section. This needs to always be there to show the end of your header section.

(NOTE TO FRONTPAGE USERS: If you are using Microsoft Frontpage, you will need to edit your meta tags in HTML for the best setup instead of using it's easy editors. FrontPage has a bad habit of inserting the title tag after the keyword tag and many of the search engines won't read your site as having a title if it is in the wrong position like this. So, to edit your tags, click on HTML at the bottom left of your FrontPage editor and edit your tags in HTML making sure the title

comes before the other tags. I don't know if this applies to other editing programs as I have not used them personally.)

TEN Tips for Top Search Engine Placement

After I have studied Search engine placements for quite a while, I found out that placing well on the search engines were pretty simple after all. What a conclusion to come to after you spend hundreds of dollars and hours researching the area. Pick some keywords which apply to your products or services that you feel people will be searching for then follow these "secrets." Here are some of the basic tips for your pages.

- 1) One of the easiest ways to list high is by creating short doorway pages which focus on only one or two keywords on them. So use a few doorways for each of your keywords you have selected.
- 2) Make sure the title contains the keywords near the beginning on them. If you want to come up under "Internet Marketing Secrets" then you would want that as your title. If you wanted to come up on "California football" then you would want to start your title with that and then give a benefit for coming probably. If your keywords don't start your title then you might as well forget about placing on the search engines.
- 3) Then, prepare your meta keywords for your site. Think up some different things people may be searching for when they visit your site in different combinations. For example, for "merchant accounts" you may want "merchants, merchant accounts, credit card processing, merchant services"
- 4) Next, do your meta description. Use up to 25 words to describe your site so that people will want to click on it instead of the competition. Try to include your keywords in the description a couple of times in different ways if possible.
- 5) Then put your keyword at the top of the page in big letters. If you were going for "Merchant Accounts" make your first line say that. Then, put it in what is called header format. Your web site editor may have a way of doing this, but if it doesn't just go into HTML format and place <H1> before the text and </H1> after the text. So it would look like this in HTML:

<H1>Merchant Accounts</H1>

6) Write Your body text for the page. This is where most people miss it on the search engines. Search engines are looking for relevant text, not just the right keywords. Use 2-4 paragraphs of text with your keywords at 7-15% keyword density (7-15 times for every 100 words) and place your link at the bottom of the text. Make sure that the text is RELEVANT to the keywords and more importantly that it reads in a way that will motivate the visitor to click on the link for more info.

7) Place a graphic on your page so that you will be able to put your keywords inside of the Alt image tag. If you are using FrontPage, this is done by clicking on your image and selecting image properties. Then place your keywords under the selection Alternative Representations as text. In HTML, an alt image tag looks like the below example. "imag scr" is referring to the pictures location. Width and height are the size of the image. Alt="home business" is the alt tag for search engines.

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8) Place the keywords in a text link. Some search engines give higher weight to keywords inside of a link so place your link to your main page with your keywords in it.

9) Make the url contain the keyword. This is one last blast for your keyword. For a Californian football page, it would look like this.

<http://www.mydomain.com/californianfootball.htm>

10) Test Your Results. This is where the real work comes in. You will want to submit your site to all of the major search engines manually for best placement. Use automatic submissions only for the rest. You can do this at <http://www.bizpromo.com/infomall/free/search.htm> where I have the submission pages for all of the major search engines in one place for you. After you have placed your page, wait a couple of days, and then check Infoseek, Alta Vista, and Hot Bot (Which are the three fastest) to see where you are listed. If you need improvement, check the listings above you to see what they did differently.

You can check the source code of most pages by clicking on "View Source Code" on your browser or saving the page and opening it in your editor. Count

the number of times they use the keyword in their text. How about their keyword meta tag. Explore the page to figure out what you can do to your page to place higher. Then, redo your page and resubmit it to the search engines.

Those are the ten basics to achieving high search engine placement for your pages. Remember, it may take some practice before you get used to doing it, but it is well worth the traffic that comes from having high positions on the search engines.

Trade Links With Other Web Sites

The next step to traffic building is to start getting people to link to your site. In my opinion, this will soon outdo the traffic that you can receive from the Search Engines if you have valuable information on your web site. It takes time to build up these relationships with other webmasters, but it is definitely worth it in the long run. Most of the sites that you see having hundreds of thousands of hits monthly have thousands of links to them from other people's web sites.

This is the best way to plan long-term for your web sites growth. Search engine rankings go up and down. Classified ads keep having to be replaced. Newsgroups, mailing lists, and forums keep having to be posted to. These links will bring traffic in for your day after day and week after week. They are the best long-term plan for producing web site traffic without financial cost.

Make Your Site Something Someone would want to link

We continually go over this again and again in this course. Make your site something someone will take value in and want to link to. Become unique and offer free information that isn't found anywhere else. Offer free downloads of software or books. Have a contest. All of these things can make your site more interesting for people to want to link to.

Write on your sites that you are seeking reciprocal links with other webmasters. Make the offer on your site. I do this by having a contest with the winner receiving Free Web site Promotion. By the way, I would like to trade links with you once you get your web site up and running.

The next thing you can do is start actively asking for links. Ask some of the people in the forums, newsgroups, and mailing lists you participate in if they

would like to link sites with you. Most of them won't do it, but the ones who do will be well worth it in the long run. You have to be actively searching for these links, not just waiting for the world to come to you.

Missing Link Database

A good way I have found to get a lot of links quickly is by using the Missing Link Database to find those who are in your type of market who may be interested in trading links with you. They have 100 - 500 links in each of their categories and I am sure one or more categories applies to you and your site. You can find their database at: <http://www.igoldrush.com/missing/>

When I went there and chose my category I made up an email which was similar to the one below to send everyone in my selected category to trade links with. You could use something like this, but do it in your style. (NOTE: I personalized each letter to the individual webmaster even though that took some time so my letter wouldn't be read as an unrequested SPAM)

Hello Webmaster (I would personalize this),

I am currently going through the Missing Links Database and your site is listed as someone who would like to exchange links with other business (Make this whatever section you are in) sites.

The #1 way people find web sites is through links or banners on other web sites which they visit. I want to trade with you in this way so that we can both benefit from the traffic produced.

I would be more than happy to exchange banners or links with you...My banner code is below followed by a text ad. Choose whichever one you like and send me back something similar.

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<p align="center"><a href="http://www.bizpromo.com"></a></p>
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Text Link

FREE Internet Marketing Center - Secrets to Building Your Business Both On and Off the Web for Low or No Cost.

Please email me back your banner code or your text link and I will place it in my mall. Please tell me which classification fits your web site the best (Business Opportunity, Home Business, Information, Web Services, or Freebies).

Plus, you will have a chance to win our Free promotional package. One of the webmasters who exchanges links with us will receive a Free Promotional package worth \$250 to be picked on June 1st and the first of the month from then on!

You can visit my site at <http://www.bizpromo.com> for more information.

Thank you,
Terry Dean
webmaster@bizpromo.com
<http://www.bizpromo.com>

From that little email out to a 100 or so webmasters I received back dozens of links and increased traffic from then on. I recommend you go there first to start increasing your links on your web site.

Search Engine Searches For Links to Trade

Another good technique is to go through the search engines looking under specific keywords you would use to describe your site. Visit the sites and if they are appropriate send them a letter similar to the above (Personalize it even more by mentioning something that you liked about their site). Many of them will be glad to trade links.

Continue going through the different search engines until you have collected hundreds of links this way and watch your web site traffic slowly grow from every new link. A small site may only produce 1 hit a day, but what happens once you have 500 links like this. It adds up to lots of FREE traffic for you and your new link partners. Everybody wins.

Mailing Lists Specifically for Links

Another good way to increase your links is by joining one of the mailing lists specifically created for webmasters to trade links on. My favorite one of these is called Link Up and you can subscribe to it by clicking the below link:

mailto:subscribe-LinkUp@CommerceStreet.com

Once you join the list, trade links with those people who are in your industry and then post a message to the group to trade links with those in your market also. It is a great way to get some extra links going.

Other Tips For Increasing your Links and Your Traffic

A good tool that can give you a lot of links in a hurry is the Linkomatic database. This is a company which will submit your site to over 400 link sites in a few seconds. It is a way to increase your traffic in a hurry. If you can write a good ad, it is possible to increase your traffic decently. You can find out more information about their service at:

<http://www.linkomatic.com/index.cgi?10770>

Getting Rich Slowly Through Links

In my opinion, exchanging links is one of the slower methods for building your traffic, but it is the most long-term one. Over the next year you could have thousands of people linking to your site and be receiving huge amounts of traffic from them. You need to start today though at producing this traffic.

Forums and Mailing Lists

Another tactic that you want to do to get traffic to your web site is participating in forums and mailing lists that have to do with your product or service. These forums receive so much traffic, one single post with a good headline can have thousands of people who read it...

Step-By-Step Instructions for Participating

1) Find the appropriate newsgroups, forums, and mailing lists for your products or services. To do this, there are a few steps you can take:

- 1 Go to Deja News at <http://www.dejanews.com> and do a search for posts which relate to your products or services. Then, you can subscribe to those newsgroups.
- 2 To find some mailing lists for your product or service, go to http://www.yahoo.com/Computers_and_Internet/Internet/Mailing_Lists/ or you

can try <http://www.Internetdatabase.com/maillist.htm>

3 To find the right forums, try <http://www.forumone.com/> which lists thousands of forums in many different subjects.

If you would like to learn how to market online, these are some of the best forums for this subject:

<http://www.ablake.com>

<http://www.bmyers.com/ipub/index.html>

<http://www.bizweb2000.com/wwwboard/>

<http://www.free-publicity.com/>

<http://www.virtualpromote.com/>

<http://gmarketing.com/tactics/forum.html>

2) Watch the discussions for a little while before you participate in them. In other words, get used to the way they do things. Part of the reason you do this is to learn proper netiquette for that group. Don't be in a rush to jump in before you are ready and know what you are doing.

3) Become an expert in your market. Learn everything you possibly can about this type of product or service. A lot of business people are too busy being mediocre to ever be extremely successful. Decide to become extraordinary in your business.

The Internet is perfect for creating experts. Take some time off every week and study your products or services by finding similar pages and reading them. Search engines make this extremely easy to do. All you have to do is do a search for the keywords which describes your products or services. Then, visit the pages that come up. Do this as often as possible to learn what you need to know about your business. Become a student in your business. Then, you can become the teacher of others.

4) Start participating in the conversations and become a GIVER...By this I mean, answer people's questions they have about this or that. Whatever you know, be willing to offer to the participants free. Become the resident expert by being the first to help everyone.

Then, every once in a while you can make a free offer for a report you have

created, a free download, or something else relevant to what you do to the group. If you been someone who helps them out, dozens of people from each group will visit your site...thereby jumping your traffic (And sales) through the roof.

5) Use these forums to develop relationships with others in your market. Relationship marketing is the strongest type of marketing and these newsgroups, mailing lists, and forums are perfect for it. You can relate with thousands of different people at one time through them.

To develop relationships, visit the other people's web sites. Make comments on what you have learned there or liked there to them or on the board. Be someone who cares about other people, not just about themselves. That is the BEST way to build your business online.

Creating Your Own Affiliate Program

As you look into the future of the Internet and the power of Joint Venture marketing, I can see that associate programs are going to become the primary marketing vehicle online. As we just discussed in Joint-Ventures: Part One, this is the Most Risk-Free type of marketing available and it will continue to grow.

As a web site owner, it is possible and probable you will want to be involved on both sides of affiliate programs. If you have a lot of traffic, which you should be building through this course, you can make a good extra income by just placing a banner on your site that links to one of your associate programs you participate in. You link them to the site. The associate program's software tracks them and records any purchases they make. They take the orders. They ship out products. They send you a check.

Many people already have seen the simplicity in that. All you have to do is add an extra banner and your web site instantly has another income stream. Other people have set up sites that just forward the people to their associate's site. Then, all they have to do is concentrate on the advertising part and not even worry about being a webmaster. This concentrated effort will often produce more sales than if they tried to be the master of all trades and ran the site and tried to produce traffic for it.

On the other side, the creators of the associate programs can do the same. Many of them have started concentrating more on developing good quality

products and web sites while their associates do the advertising. This can set up the best marketing plan of all. They concentrate on what they do best and let others handle the advertising which they enjoy more. EVERYBODY WINS in this type of setup as long as everything is done fairly.

If you start achieving 10,000 or more visitors a month, you will probably want to join a couple of affiliate programs so that you will have multiple profit centers for your business. So, the more you grow, the more you will want to know and understand different affiliate programs. A good site that can help you and that is continually updating its info is the Associate Programs Directory which can be found at <http://www.associateprograms.com/>. You should take this time as a chance to go and explore this site. There are hundreds of available affiliate programs out there and it may help you find the one that is right for you.

Choosing An Affiliate Program

In most cases, you will probably want to join one or more affiliate programs, even right off the bat. They are free to join in most cases. They can help you make sales because all you have to do is put up a banner and an experienced webmaster gets to make the sales for you and split the income. Use the resource which was given to you above and begin to explore the different affiliate programs available.

Look for one which gets you excited AND that naturally flows with anything else you are currently selling at your site. Don't try to sell unrelated items. It won't work. Make sure that your products and any affiliate programs you join all naturally flow together smoothly for one marketing campaign. Don't try to separate up your marketing into different elements. That is part of the secret of the affiliate program. You can let it flow along with your advertising you are currently doing so it doesn't take a minute of extra work to accomplish. Put up the banner and go.

I highly recommend that you join with us in our affiliate program here at Business Systems 2000. The course you are reading along with our other products are available for you to sell and we often pay you 50% or more of the sale price of the items...Up to 70% of the Profit! Go to <http://www.bizpromo.com> to find out more information about our associate programs. We are willing to work with you and help you get setup online even giving free online marketing consultations to many of our associates.

Starting Your Own Affiliate Program

Many of you will become successful Internet marketers by using this course and other materials you may have. Once you have a successful product, sales letter, and web site, you may want to start an associate program of your own. It is a great way to start increasing your traffic through the roof without paying anything on advertising expenses. You will just develop a fair split with distributors for them to refer your products to their customers.

There are three major ways to set up your affiliate program. Number one you could just copy your web site and secure ordering forms and give them out to your associates. Let them take the orders and then forward you your share of the money and you drop ship the products for them. The advantage of this marketing method is that it is simple for the creator to use and put in place. The disadvantage is that not as many people will be willing to do it because it takes a little more work on their parts AND all of your dealers will need to have their own merchant accounts. You can overcome that disadvantage though by offering a high percentage of the profits to those who do this option. We have this as one of our options and you can email me at webmaster@bizpromo.com if you have your own web site and merchant account. You will receive the highest profit percentage using this deal with us over any associate program available.

The second type of affiliate program is where you have cgi programs on your web site which automatically track your visitors and keep track of all the orders online. The advantage to this method is that you have very little work to do after setup. Just send out checks. Your affiliates also just refer people to the site and receive their paychecks. The disadvantage is that most people do not buy on their first visit and these programs have trouble tracking old visitors who return to order. A good place to get this done for you at a low price is at <http://www.realm-one.com/>

The third type of affiliate program is where a cookie is inserted into the visitor's browser the first time they visit your site. Then, if they ever return to order, wait till next week to order, all of the order forms call up that cookie and the credit is given to the first person who referred them to that site. Of the affiliate programs, this is the easiest one that guarantees you to get paid from your webmaster as he can help your clients, follow-up on them, etc. and you still get credit for the sell. The disadvantage of this program is that some people

reject cookies on all sites, and so a few may get through without a cookie being placed. We also have this method available at <http://www.bizpromo.com> because all you have to do is put up a banner or web site directing traffic there and I will handle all follow-up, sales, etc. and you get credit for the sale. A good place to buy software to help you create an affiliate program like this is at <http://www.webgenie.com>

Whichever method you choose, make sure that you are fair, honest, and generous in respect to your affiliates. If you take good care of them, they will take good care of you. Don't let this method of marketing (One of the most powerful online) go to waste because you are too greedy to set up a fair plan for everyone involved.

Paid Advertising

Don't get the idea that I am just telling you that you can build all your traffic for free. I have built a lot of my traffic from free tools, but it is not all that I use. I use paid advertising as well. You can really start building your business this way if you pick the right advertising avenues!

There are numerous forms of paid advertising such as banner ads, ezine ads, and then off-line advertising. Don't limit yourself to thinking that you can only advertise online. I know quite a few webmasters who are making their income through their web sites by using off-line advertising and through postcard decks. They are doing postcard decks every two or three months. Some even purchase 10-20 postcards in the deck and sell off classified ads on them and then place their information at the top of every postcard. That way they get it paid for and also have an ad for themselves. They make huge incomes and receive a lot of traffic every single day of the week.

You must use your imagination with this type of advertising as well. If you are doing postcard decks, buy a postcard and sell classified ads on them until you have sold enough to pay off the card while including an ad for yourself. You just turned paid advertising into free advertising. You have to use your imagination and think for yourself. If you want more information about postcard decks go to a search engines and look up postcard decks and it will bring them up. Entrepreneur has one. Jeffrey Lant has a good one with probably the lowest price of all of them. Go to the traffic center under "traffic plug ins" on your resource disk. He shows how postcards can be a plug-in to your traffic as well.

There are so many tools to use. In banner advertising I personally don't like just paying for impression banners. I like to use the banner advertising where you pay a certain sum of money for a guaranteed number of hits. You might pay \$250 for a guarantee of 1,000 hits to your site. Once you have created a banner and know the response rate you are getting it is easy to figure out how much you can afford to spend to make a profit.

Be an aggressive advertiser. The average web site online receives 100 hits a year! If you put these tools in your business you can more than that per hour! If you become an aggressive advertiser you can blow those numbers out of the water. Every single one of the successful people online are aggressive advertisers. They are aggressive in getting people to trade links, they don't wait around for people to come to them. They go to them. They are aggressive about getting a postcard deck and getting people to put classified ads in them. Aggressive advertisers are the successful ones online. This is a learned skill. Just go visit the other sites and offer to trade ads, etc. Its not difficult especially once you have our system in place. You have to get out there and do something.

Get Out There and Do Something

If you don't do something then you won't make anything. It doesn't matter if I teach you hour after hour everything that I know about Internet marketing. If you aren't willing to do something then nothing will happen in your business. A lot of these aspects of Internet marketing are so simple. It's not that difficult to go through the search engines looking for pages that are similar to yours and target the same market and offer to trade links with the owner. Usually their email address will be on the front page in a simple to locate position. Email them and comment on something that you liked about their site making sure to personalize it so it isn't regarded as a spam. Offer to trade a link with them. Have a benefit rich text or banner ready to go. It does take sometime to accomplish but it is not hard to do.

A lot of Internet marketers fail online because they're not willing to go and spend time on the process. Even if you are in certain industries you may have to go and email ten people to find one that will trade. Well, go find another 100 so that you can trade 10. Keep building on your links. Build a system until you get the traffic that you want to your web site. Every so often go through and do it again. Its not hard, you have to just spend some time doing it.

The same thing goes along with the other type of advertising I have spoken of. It takes time to go through the forums, mailing lists, message boards, and newsgroups. It takes work, but it is simple work. It is a process that you have to go through and learn about that subject. Then go and help people by answering their questions.

If you don't have any time to spend in your business because you are working a full-time job, then you will have to spend some money on banners, ezine advertising, or use postcards decks (which if you sell classified ads you'd get for free). You are going to have to spend some money on these to get traffic to your site if you can't spend the time. You have to spend either money or time in your business.

You can succeed in your online business. You have to do what it takes. You have to make the choices to do these things to get traffic to your web site. There are a couple of more suggestions that I can give you with your web site which you need to take to heart in your business. First of all, on your web site make sure that you don't have too many graphics that are really slow in loading up. I have seen web sites with as many as 10 or 20 graphics on them. It takes too long for a web site like this to load up. It is important that your web site loads up quickly because people aren't patient enough to wait for it if it takes a long time to load.

Make sure that if you sell products or services online that you can accept credit card orders online. In my business over 95% of my orders are credit card orders. If I couldn't accept credit cards I couldn't be in business online. If you don't currently accept credit cards then you can go to the resource disk and click on where I have "Accept Credit Cards." This will take you to a site that will help you to get ready to accept credit cards in your business. You have to accept credit cards and have secure order forms that you can get from your resource disk under "Secure Orders."

Most of the ways to overcome in your business is by having the right information! You now have that information...Follow it. You can succeed in your online business. You can get traffic to your web site. You can make money with your email marketing campaign if you follow the rules and techniques that I have showed you throughout this seminar.

A FINAL NOTE

Take everything that I have given to you in this seminar and follow the plan that I have here. We have taught you how to do ad copy, design web sites, use listservers, places ads in ezines, write articles, and more. Now make sure that you put these things into practice.

Again, I didn't promise that everything will work perfectly when you first start out. The main rule for all advertising is TESTING. You have to test, test, and test some more. Even though you have the whole system laid out for you, you will still need to test your products, ads, headlines, and ezines. Test your advertising.

The whole rule to everything in marketing is to test. If you go through and continue to follow the system doing the ideas in here and allowing your imagination to take you further, your business will constantly expand and you can be a success online. Your business can be one of the "Success Stories." You don't have to be one of the 95% who are saying that they can't make money online. You now have the tools that you need. You now know about email and web marketing and how to combine the two into an effective system. Take all of these tools and add some persistence and ambition in with it to work on building the Internet system that you've always dreamed of...

SAMPLES BEGIN HERE

SAMPLE SALES LETTER

"Discover how your business can use E-mail Marketing to boost Your Web Site Traffic, Generate Leads, and Make More Sales Online!"

What I am about to show you is a risk-free, proven system to generate more web traffic and sales no matter what type of business you are in. Best of all, my proven strategies are so simple even a child could do them. As a matter of fact, if you know how to use email, you are have everything you need to start using my system tomorrow!

In This Information, You Will Find Out:

How to Use Opt-In Email to Generate Traffic to ANY website...And I am not talking about just any kind of traffic, I am talking about Pre-Qualified Targeted traffic which is ready to purchase your products and services NOW!

How to Receive a Response Rate of 8% to 12% on your Opt-In Email Marketing Campaigns by following this technique!

How to Triple Your Sales of your products or services by Doing ONE thing different with your autoresponders!

Hint: You must have your own ezine to stay competitive in today's online marketing environment...Find out how ANYONE can produce an ezine in a few minutes a day without ever writing a single article!

How doing one thing on every one of your web pages can increase your response rates by as much as 857%!

Would you like to add 2,000 subscribers to your opt-in list next month? If so, find out our 7 secret techniques for massive list growth!

How to get your prospects to start asking you questions about your products or services, inciting the sales process!

Complete Step-By-Step system for email follow-up...Just plug it in and instantly create killer follow-up letters which bring in dozens of orders daily!

How to find and create mailing list posts which can drive 1,000s of people to your site absolutely for FREE!

Find out what the HOTTEST products are on the internet today and how you can start selling them immediately!

How to Receive Thousands of Dollars in FREE Advertising for your business online EVERY month using my turn-key system! What will this type of FREE promotion do for your bottom line?

How to find lists of interested customers. Plus, learn a secret technique for getting endorsed to huge lists of buyers for little or no money!

Insider Secret: Find out the 3 Profit Streams of Every Opt-In mailing list online...Learn how to take advantage of all seven for maximum effectiveness in all of your marketing!

Do you know why people buy from you? If you don't know you could be missing out on 79% of your new orders. This affects every aspect of your internet marketing campaign and is a major key to the success and failure of any online business.

Find out how to quickly and easily research your target market for Free online to find out exactly what it is they already want to buy...practically guaranteeing your marketing success by giving them exactly what they want!

How you can turn one FREE web site marketing technique into an UNLIMITED source of traffic and referrals for your business!

Hint: 87% of Internet Advertising is completely wasted. Find out how to turn every penny you spend on marketing into a RISK-FREE proposition! Make sure every \$1 you use brings back \$10!

WHAT IS THE ONE THING THAT EVERY SUCCESSFUL INTERNET MARKETER HAS IN COMMON?

I have been involved with marketing on the internet for three years now and have dealt with just about every one of the most successful internet marketers at one point or another. In all of my dealings, I found ONE thing that every one of these Internet "Success Stories" had in common. Every one of them learned how to combine web marketing alongside with email marketing.

Currently, 95% of business online are losing money...even the major corporation every one talks about on TV and in the news! Even with their million dollar advertising budgets, they can't make a profit on the web. Yet, at the same time they are losing hundreds of thousands of dollars online, there are hundreds of marketers who quietly are earning fortunes in their own home businesses.

The difference between success and failure online is not the amount of money you have! It is the information you have! Now, you have access to the information you need to make ANY business successful on the net...

From: Terry Dean
Richmond, IN

Dear Friend,

The list above is only a small sample of the information I have for you to show you exactly how you can promote any business, product, or service on the internet.

I would like to share an exciting story with you...of how I quickly and easily created a profit of over \$3,200 in one weekend online! Honestly, that isn't the exciting part of the matter. If it was just a one-time event, it wouldn't be all that impressive.

The exciting part is that I learned the exact system for doing it time after time as often as I like...and it will work for ANYONE! Plus, I am going to tell you the exact steps I take to do it in this letter!

Basically my system works like this...

1. I Build Traffic to My Web site using Dozens of FREE Automatic Tools...Which are simple to use.
2. I Have People Opt-In to my Mailing List.
3. I have 7 ways to profit from my mailing list every month...producing a GUARANTEED residual monthly income for me!

Special Hint: This is All Done Automatically

I actually only work on the day-to-day operations of my business for around 1 hour each day. The rest of my time is spent on the research and creation of new products. The ads go out, the free reports are sent, sales letters follow-up, and orders come in. The money is deposited in my bank account. All of this is done without me ever lifting a finger.

It took me a little longer than that at the beginning...but once the process is moving, you can pretty much count on everything going just like clockwork. It really is a very simple system and it can work in absolutely any business online no matter what you are selling.

BULK EMAIL: THE EVIL TWIN OF OPT-IN EMAIL MARKETING

Before we go any further, I must tell you that I am not recommending bulk emailing in any way, shape, or form. Everything in this letter is discussing one subject only...Opt-In Email Marketing!

One of the worst things that has happened to the NET was the advent of Spamming, or the act of sending out thousands of unsolicited messages to people who had never requested information from your company before.

Not only does this practice hurt internet networks and upset thousands of netcitizens, but it also will blind you from the reality and effectiveness of direct Opt-in email marketing. If I had to tell you the biggest problem Spam causes, it would be that it has hidden from people just how effective email can be!

You are able to do this system without ever Spamming anyone or even receiving a single flame. YOU can actually get thousands of people to start emailing you begging you to send them more information about your products or services when you know our secrets.

Finally, the most exciting part of my entire experience is that you can get this information in your hands and start duplicating my success step-by-step immediately...

I took all of the secrets I learned on email marketing and put it in a course I have called the...

"Insider's Secret to the Internet: How to Use Email to boost Your Web Site Traffic, Generate Leads, and Make More Sales Online!"

This course comes with a complete 150 page manual with hundreds of email marketing and internet marketing secrets. Plus, you can receive 4 FREE BONUSES full of special software and resource files included absolutely free if you take action today...(These bonuses contain secret free resources online, examples of every thing I tell you to do, AND Reprint Rights to Several Products to get you started fast...Look below for more information).

The whole package can be sent to you immediately by email or you can download it from my secret download site. In other words, you could receive your complete package within 10 minutes or ordering!

This course is the ONLY source available to teach you step-by-step how to drive more traffic to your site, generate thousands of leads weekly, and make sales from your site 24 hours a day automatically while you relax doing the things you enjoy most.

You will not find this report in any bookstore nor anywhere else for that matter...These are the cutting edge secrets "Success Stories" are made of...

DON'T JUST TAKE MY WORD FOR IT...LISTEN TO WHAT OTHER INTERNET MARKETER'S HAVE TO SAY ABOUT MY SYSTEM

"...I almost couldn't believe it...I had received over \$1,750 in ONE day in my business. That might not seem like a high number to you, but to me it was a fortune, especially since I had NEVER made a profit in my business before. For 6 years I have tried to create my own home business...and for over a year I have been trying to do it online, but nothing. Then, I put your system in place, and I started making money. It was a little at first, then I did a couple of changes to what I was doing and BAM...\$1,750. Plus, now I know how to do it again. Thanks Terry"

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Page Financial Systems
Richmond, IN

"Terry Dean has helped me in my business online every step of the way. His paint-by-numbers approach to internet marketing and email marketing sounded almost too good to be true. I wanted to increase my profits though, so I gave it a try. Once I took a look at it, I was hooked. It was almost foolproof....and I am glad to tell you, my profits have increase by over 123% in the last 3 months."

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Ben Romano
Romano Enterprises
Overland Park, KS

The Best Part is That You Don't Even Have to Decide Now!

That's right. I am so confident that you will be receiving so much more traffic, leads and orders after you put my course to work in your business that you don't even have to decide if this course is for you now.

Instead of deciding now, Just get a hold of my information. Read it. Study it. Put it to work in your business. If You decide that it is not for you for ANY reason, just let me know.

I don't believe in those wimpy 30 day guarantees where people are just hoping that you won't return their product. They offer such short-term guarantees because they know their product stinks and that is the minimum guarantee required by law.

Because this system is so darn amazing, I am giving you a FULL YEAR guarantee on it. That's right...if you decide anytime in the next 365 days that it isn't for you, let me know and I will give you a full refund immediately. This way, you will have all the time you ever need to try it out!

You don't have to risk a thing. I risk everything. The only way I can make such an IRONCLAD no questions asked guarantee is to be so confident that my product will work for you in your business, no matter what you are selling.

While many of my advisors have recommended I offer this course at a price of \$197...I am throwing caution to the wind and extending this special offer to those who act now. You can have this entire course for ONLY \$97.00, but I will not promise how long this special offer will last. This is \$100 off of the regular price and I reserve the right to raise this price at any time!

BE WARNED: I will raise and eliminate this Special Offer VERY soon! Don't come crying to me after I have ended this special offer asking for the discount. It won't happen!

PLUS, IF YOU ORDER NOW...Within 48 hours of reading this letter...You can receive 2 FREE BONUSES Valued at Over \$247...

BONUS #1: (Value \$97) You will receive my personal disk of Resources and Samples. This is my never before released "Business Resource & Sample" disk. It contains links to where you can get Secure Order Forms and Traffic Plug-Ins for Your Web site for FREE, plus many other tools. (Also secret web hosts which will host your domain for as low as \$5 per month are revealed). Using just one of the resources on this disk could save you as much as \$200 - \$500 or more! Find out what 3 years and over 3,280 hours of full-time internet research has turned up!

BONUS #2: (Value \$50) You can get my personal list of ezines to advertise your message in. Find out the Newsletters, their subscription base, and their advertising rates all in one place. This is the Ultimate internet marketing timesaver. Now, instead of having to search across hundreds of websites for hours everyday searching out this type of information, you can have it all in your hands whenever you want it on this special bonus disk.

BONUS #3: (Value \$50) Receive COMPLETE samples of every one of my sales letters and follow-ups that I use in my system. They contain the complete step-by-step system to making money online automatically using killer ad copy techniques. See how I use little twists on each of my follow-ups to pull in maximum response rates on every single ad I place!

BONUS #4: (Value \$50) I have also included REPRINT RIGHTS to 15 High Quality BOOKS and Reports which you can immediately copy and use to follow my system without paying a single penny in Royalty fees. That's right. You don't even have to have a product currently to follow my system...Take every step and technique I have given to you in the course and then sell the products I include for FREE. You get to keep all of the money!

You can order three ways...

1. Order by Secure Server - The quickest way to order and get his fantastic package in your hands immediately is by our secure server. We accept Visa, MasterCard, and Discover. Order online today and SAVE \$100! This is how 95% of our customers choose to make their orders! You could be processed and learning the system within 10 minutes of ordering using this option.

<http://www.bizpromo.com/infomall/email.htm>

2. Order by Phone - If you want to order by phone, call 765-966-7367 now and we will take your order right over the phone.

3. Order by Postal Mail - Just write on a piece of paper "EMail Marketing Special \$97" and place it in an envelope with a check or money order made out for \$97...and mail to:

Business Systems 2000
PO Box 128
Richmond, IN 47375

Remember you don't have to decide today. Get the materials in your hands and if at any time you decide that the course just isn't for you within the first full year, I will refund your entire purchase price immediately.

Yours in Success,

Terry Dean
Business Systems 2000

P.S. I don't know how much longer I am going to offer this steeply discounted price along with the FOUR FREE Bonuses. Please respond as soon as possible as I don't want you to miss out on this limited time offer...

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P.P.S. Everyday that you are doing business online without my course is lost TIME and MONEY...Find out just how simple it is to create a turn-key business on the internet using my paint-by-numbers approach to internet marketing...PLUS, remember, there is ABSOLUTELY NO RISK whatever to you in this offer...If you are unsatisfied any time in the next 365 days for ANY reason, you can have a full refund of the purchase price...

Follow-Up #1

During the past week, 100s of people including you have hit our autoresponder message, "Insider's Secret to the Internet: How to Use Email to boost Your Web Site Traffic, Generate Leads, and Make More Sales Online!"

We are sending you this email because we wanted to give you one more chance to get your hands on this course with it's release price (\$100 OFF). We cannot guarantee how long we will keep it at this price, so you need to get a hold of it now.

<http://www.bizpromo.com/infomail/email.htm>

Thank you,
Terry Dean
webmaster@bizpromo.com
<http://www.bizpromo.com>

"Discover how your business can use E-mail Marketing to boost Your Web Site Traffic, Generate Leads, and Make More Sales Online!"

What I am about to show you is a risk-free, proven system to generate more web traffic and sales no matter what type of business you are in. Best of all, my proven strategies are so simple even a child could do them. As a matter of fact, if you know how to use email, you are have everything you need to start using my system tomorrow!

In This Information, You Will Find Out:

How to Use Opt-In Email to Generate Traffic to ANY website...And I am not talking about just any kind of traffic, I am talking about Pre-Qualified Targeted traffic which is ready to purchase your products and services NOW!

How to Receive a Response Rate of 8% to 12% on your Opt-In Email Marketing Campaigns by following this technique!

How to Triple Your Sales of your products or services by Doing ONE thing different with your autoresponders!

Hint: You must have your own ezine to stay competitive in today's online marketing environment...Find out how ANYONE can produce an ezine in a few minutes a day without ever writing a single article!

How doing one thing on every one of your web pages can increase your response rates by as much as 857%!

Would you like to add 2,000 subscribers to your opt-in list next month? If so, find out our 7 secret techniques for massive list growth!

How to get your prospects to start asking you questions about your products or services, inciting the sales process!

Complete Step-By-Step system for email follow-up...Just plug it in and instantly create killer follow-up letters which bring in dozens of orders daily!

How to find and create mailing list posts which can drive 1,000s of people to your site absolutely for FREE!

Find out what the HOTTEST products are on the internet today and how you can start selling them immediately!

How to Receive Thousands of Dollars in FREE Advertising for your business online EVERY month using my

turn-key system! What will this type of FREE promotion do for your bottom line?

How to find lists of interested customers. Plus, learn a secret technique for getting endorsed to huge lists of buyers for little or no money!

Insider Secret: Find out the 3 Profit Streams of Every Opt-In mailing list online...Learn how to take advantage of all seven for maximum effectiveness in all of your marketing!

Do you know why people buy from you? If you don't know you could be missing out on 79% of your new orders. This affects every aspect of your internet marketing campaign and is a major key to the success and failure of any online business.

Find out how to quickly and easily research your target market for Free online to find out exactly what it is they already want to buy...practically guaranteeing your marketing success by giving them exactly what they want!

How you can turn one FREE website marketing technique into an UNLIMITED source of traffic and referrals for your business!

Hint: 87% of Internet Advertising is completely wasted. Find out how to turn every penny you spend on marketing into a RISK-FREE proposition! Make sure every \$1 you use brings back \$10!

WHAT IS THE ONE THING THAT EVERY SUCCESSFUL INTERNET MARKETER HAS IN COMMON?

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Currently, 95% of business online are losing money...even the major corporation every one talks about on TV and in the news! Even with their million dollar advertising budgets, they can't make a profit on the web. Yet, at the same time they are losing hundreds of thousands of dollars online, there are hundreds of marketers who quietly are earning fortunes in their own home businesses.

The difference between success and failure online is not the amount of money you have! It is the information you have! Now, you have access to the information you need to make ANY business successful on the net...

From: Terry Dean
Richmond, IN

Dear Friend,

The list above is only a small sample of the information I have for you to show you exactly how you can promote any business, product, or service on the internet.

I would like to share an exciting story with you...of how I quickly and easily created a profit of over \$3,200 in one weekend online! Honestly, that isn't the exciting part of the matter. If it was just a one-time event, it wouldn't be all that impressive.

The exciting part is that I learned the exact system for doing it time after time as often as I like...and it will work for ANYONE! Plus, I am going to tell you the exact steps I take to do it in this letter!

Basically my system works like this...

1. I Build Traffic to My Website using Dozens of FREE Automatic Tools...Which are simple to use.

2. I Have People Opt-In to my Mailing List.

3. I have 7 ways to profit from my mailing list every month...producing a GUARANTEED residual monthly income for me!

Special Hint: This is All Done Automatically

I actually only work on the day-to-day operations of my business for around 1 hour each day. The rest of my time is spent on the research and creation of new products. The ads go out, the free reports are sent, sales letters follow-up, and orders come in. The money is deposited in my bank account. All of this is done without me ever lifting a finger.

It took me a little longer than that at the beginning...but once the process is moving, you can pretty much count on everything going just like clockwork. It really is a very simple system and it can work in absolutely any business online no matter what you are selling.

BULK EMAIL: THE EVIL TWIN OF OPT-IN EMAIL MARKETING

Before we go any further, I must tell you that I am not recommending bulk emailing in any way shape or form. Everything in this letter is discussing one subject only...Opt-In Email Marketing!

One of the worst things that has happened to the NET was the advent of Spamming, or the act of sending out thousands of unsolicited messages to people who had never requested information from your company before.

Not only does this practice hurt internet networks and upset thousands of netcitizens, but it also will blind you from the reality and effectiveness of direct opt-in email marketing. If I had to tell you the biggest problem Spam causes, it would be that it has hidden from people just how effective email can be!

You are able to do this system without ever Spamming anyone or even receiving a single flame. YOU can actually get thousands of people to start emailing you begging you to send them more information about your products or services when you know our secrets.

Finally, the most exciting part of my entire experience is that you can get this information in your hands and start duplicating my success step-by-step immediately...

I took all of the secrets I learned on email marketing and put it in a course I have called the...

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You can order three ways...

1. Order by Secure Server - The quickest way to order and get his fantastic package in your hands immediately is by our secure server. We accept Vise, MasterCard, and Discover. Order online today and SAVE \$100! This is how 95% of our customers choose to make their orders! You could be processed and learning the system within 10 minutes of ordering using this option.

<http://www.bizpromo.com/infomall/email.htm>

2. Order by Phone - If you want to order by phone, call 765-966-7367 now and we will take your order right over the phone.

3. Order by Postal Mail - Just write on a piece of paper "EMail Marketing Special \$97" and place it in an envelope with a check or money order made out for \$97...and mail to:

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Remember you don't have to decide today. Get the materials in your hands and if at any time you decide that the course just isn't for you within the first full year, I will refund your entire purchase price immediately.

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Follow-Up #2

I CAN'T BELIEVE I HAVEN'T HEARD FROM YOU YET.

You really don't want to miss this opportunity to develop a long-term income at home using your computer.

You are receiving this because Our records indicate that you requested information on "How to Promote Virtually Any Business, Product, or Service on the Internet."

Did you receive the information?
Have you had the chance to read over it yet?

If so...please respond to it as soon as possible as I cannot guarantee how long the SALE price will last.

Do you have questions? If so,
I'd be happy to answer them for you. .People are currently making thousands of dollars online weekly using automatic business building systems. YOU could be one of them.

Go to:
<http://www.bizpromo.com/infomail/email.htm>

Please email me at webmaster@bizpromo.com
to let me know were you stand.

Looking forward to hearing from you--Today!

Sincerely,
Terry Dean
webmaster@bizpromo.com
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"Learn the Insider's Secrets to Promoting Any Business, Product, Or Service On the Internet"

What I am about to show you is a risk-free, proven system to generate more web traffic and sales no matter what type of business you are in. Best of all, my proven strategies are so simple even a child could do them. As a matter of fact, if you know how to use email, you are have everything you need to start using my system tomorrow!

In This Information, You Will Find Out:

How to Use Opt-In Email to Generate Traffic to ANY website...And I am not talking about just any kind of traffic, I am talking about Pre-Qualified Targeted traffic which is ready to purchase your products and services NOW!

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"This course has opened a Window of Opportunity for me and my family. The proven marketing information makes all the difference in making a profit in my own home business and adding another failure to my many attempts. From the first day I jumped on board with his Success Team he has helped me learn step-by-step what works and what doesn't saving me time and Money!"

Ben Romano
Romano Enterprises
Overland Park, KS

The Best Part is That You Don't Even Have to Decide Now!

That's right. I am so confident that you will be receiving so much more traffic, leads and orders after you put my course to work in your business that you don't even have to decide if this course if for you now.

Instead of deciding now, Just get a hold of my information. Read it. Study it. Put it to work in your business. If You decide that it is not for you for ANY reason, just let me know.

I don't believe in those wimpy 30 day guarantees where people are just hoping that you won't return their product. They offer such short-term guarantees because they know their product stinks and that is the minimum guarantee required by law.

Because this system is so darn amazing, I am giving you a FULL YEAR guarantee on it. That's right...if you decide anytime in the next 365 days that it isn't for you, let me know and I will give you a full refund immediately. This way, you will have all the time you ever need to try it out!

You don't have to risk a thing. I risk everything. The only way I can make such an IRONCLAD no questions asked guarantee is to be so confident that my product will work for you in your business, no matter what you are selling.

While many of my advisors have recommended I offer this course at a price of \$197...I am throwing caution to the wind and extending this special offer to those who act now. You can have this entire course for ONLY \$97.00, but I will not promise how long this special offer will last. This is \$100 off of the regular price and I reserve the right to raise this price at any time!

BE WARNED: I will raise eliminate this Special Offer VERY soon! Don't come crying to me after I have ended this special offer asking the discount. It won't happen!

PLUS, IF YOU ORDER NOW...Within 48 hours of reading this letter...You can receive 2 FREE BONUSES Valued at Over \$247...

BONUS #1: (Value \$97) You will receive my personal disk of Resources and Samples. This is my never before released "Business Resource & Sample" disk. It contains links to where you can get Secure Order Forms and Traffic Plug-Ins for Your Website for FREE, plus many other tools. (Also secret web hosts which will host your domain for as low as \$5 per month are revealed). Using just one of the resources on this disk could save you as much as \$200 - \$500 or more! Find out what 3 years and over 3,280 hours of full-time internet research has turned up!

BONUS #2: (Value \$50) You can get my personal list of ezines to advertise your message in. Find out the Newsletters, their subscription base, and their advertising rates all in one place. This is the Ultimate internet marketing timesaver. Now, instead of having to search across hundreds of websites for hours everyday searching out this type of information, you can have it all in your hands whenever you want it on this special bonus disk.

BONUS #3: (Value \$50) Receive COMPLETE samples of every one of my sales letters and follow-ups that I use in my system. They contain the complete step-by-step system to making money online automatically using killer ad copy techniques. See how I use little twists on each of my follow-ups to pull in maximum response rates on every single ad I place!

BONUS #4: (Value \$50) I have also included REPRINT RIGHTS to 15 BOOKS and reports which you can immediately copy and use to follow my system without paying a single penny in Royalty fees. That's right. You don't even have to have a product currently to follow my system...Take every step and technique I have given to you in the course and then sale the products I include for FREE. You get to keep all of the money!

You can order three ways...

1. Order by Secure Server - The quickest way to order and get his fantastic package in your hands immediately is by our secure server. We accept Vise, MasterCard, and Discover. Order online today and SAVE \$100! This is how 95% of our customers choose to make their orders! You could be processed and learning the system within 10 minutes of ordering using this option.

<http://www.bizpromo.com/infomall/email.htm>

2. Order by Phone - If you want to order by phone, call 765-966-7367 now and we will take your order right over the phone.

3. Order by Postal Mail - Just write on a piece of paper "EMail Marketing Special \$97" and place it in an envelope with a check or money order made out for \$97...and mail to:

Business Systems 2000
PO Box 128
Richmond, IN 47375

Remember you don't have to decide today. Get the materials in your hands and if at any time you decide that the course just isn't for you within the first full year, I will refund your entire purchase price immediately.

Yours in Success,

Terry Dean
Business Systems 2000

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P.P.S. Everyday that you are doing business online without my course is lost TIME and MONEY...Find out just how simple it is to create a turn-key business on the internet using my paint-by-numbers approach to internet marketing...PLUS, remember, there is ABSOLUTELY NO RISK whatever to you in this offer...If you are unsatisfied any time in the next 365 days for ANY reason, you can have a full refund of the purchase price...

Follow-Up #3

I can't believe that you haven't responded yet...Dozens of people are taking advantage of this SPECIAL OFFER everyday, what about you? In case you just haven't had time to make it through the entire letter, I thought I would help sum it up for you in the below notes...

Terry Dean
webmaster@bizpromo.com
<http://www.bizpromo.com>

"Discover how your business can use E-mail Marketing to boost Your Web Site Traffic, Generate Leads, and Make More Sales Online!"

What I am about to show you is a risk-free, proven system to generate more web traffic and sales no matter what type of business you are in. Best of all, my proven strategies are so simple even a child could do them. As a matter of fact, if you know how to use email, you are have everything you need to start using my system tomorrow!

In This Information, You Will Find Out:

How to Use Opt-In Email to Generate Traffic to ANY website...And I am not talking about just any kind of traffic, I am talking about Pre-Qualified Targeted traffic which is ready to purchase your products and services NOW!

How to Receive a Response Rate of 8% to 12% on your Opt-In Email Marketing Campaigns by following this technique!

How to Triple Your Sales of your products or services by Doing ONE thing different with your autoresponders!

Hint: You must have your own ezine to stay competitive in today's online marketing environment...Find out how ANYONE can produce an ezine in a few minutes a day without ever writing a single article!

How doing one thing on every one of your web pages can increase your response rates by as much as 857%!

Would you like to add 2,000 subscribers to your opt-in list next month? If so, find out our 7 secret techniques for massive list growth!

How to get your prospects to start asking you questions about your products or services, inciting the sales process!

Complete Step-By-Step system for email follow-up...Just plug it in and instantly create killer follow-up letters which bring in dozens of orders daily!

How to find and create mailing list posts which can drive 1,000s of people to your site absolutely for FREE!

Find out what the HOTTEST products are on the internet today and how you can start selling them immediately!

How to Receive Thousands of Dollars in FREE Advertising for your business online EVERY month using my turn-key system! What will this type of FREE promotion do for your bottom line?

How to find lists of interested customers. Plus, learn a secret technique for getting endorsed to huge lists of buyers for little or no money!

Insider Secret: Find out the 3 Profit Streams of Every Opt-In mailing list online...Learn how to take advantage of all seven for maximum effectiveness in all of your marketing!

Do you know why people buy from you? If you don't know you could be missing out on 79% of your new orders.

This affects every aspect of your internet marketing campaign and is a major key to the success and failure of any online business.

Find out how to quickly and easily research your target market for Free online to find out exactly what it is they already want to buy...practically guaranteeing your marketing success by giving them exactly what they want!

How you can turn one FREE website marketing technique into an UNLIMITED source of traffic and referrals for your business!

Hint: 87% of Internet Advertising is completely wasted. Find out how to turn every penny you spend on marketing into a RISK-FREE proposition! Make sure every \$1 you use brings back \$10!

PLUS, IF YOU TAKE ACTION NOW...Within 48 hours of reading this letter...You can receive 2 FREE BONUSES Valued at Over \$247...

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Yours in Success,

Terry Dean
Business Systems 2000

P.S. I don't know how much longer I am going to offer this steeply discounted of a price along with the FOUR FREE Bonuses. Please respond as soon as possible as I don't want you to miss out on this limited time offer...

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Follow-Up #4

I thought you might like to read what some other people are saying about the "Insider's Secret to the Internet: How to Use Email to boost Your Web Site Traffic, Generate Leads, and Make More Sales Online" course. Check them out below...

"...I almost couldn't believe it...I had received over \$1,750 in ONE day in my business. That might not seem like a high number to you, but to me it was a fortune, especially since I had NEVER made a profit in my business before. For 6 years I have tried to create my own home business...and for over a year I have been trying to do it online, but nothing. Then, I put your system in place, and I started making money. It was a little at first, then I did a couple of changes to what I was doing and BAM...\$1,750. Plus, now I know how to do it again. Thanks Terry"

Sean Page
Page Financial Systems
Richmond, IN

"Terry Dean has helped me in my business online every step of the way. His paint-by-numbers approach to internet marketing and email marketing sounded almost too good to be true. I wanted to increase my profits though, so I gave it a try. Once I took a look at it, I was hooked. It was almost foolproof....and I am glad to tell you, my profits have increase by over 123% in the last 3 months."

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Instead of deciding now, Just get a hold of my information. Read it. Study it. Put it to work in your business. If You decide that it is not for you for ANY reason, just let me know.

I don't believe in those wimpy 30 day guarantees where people are just hoping that you won't return their product. They offer such short-term guarantees because they know their product stinks and that is the minimum guarantee required by law.

Because this system is so darn amazing, I am giving you a FULL YEAR guarantee on it. That's right...if you decide anytime in the next 365 days that it isn't for you, let me know and I will give you a full refund immediately. This way, you will have all the time you ever need to try it out!

You don't have to risk a thing. I risk everything. The only way I can make such an IRON-CLAD no questions asked guarantee is to be so confident that my product will work for you in your business, no matter what you are selling.

While many of my advisors have recommended I offer this course at a price of \$197...I am throwing caution to the wind and extending this special offer to those who act now. You can have this entire course for ONLY \$97.00, but I will not promise how long this special offer will last. This is \$100 off of the regular price and I reserve the right to raise this price at any time!

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Follow-Up #5

Maybe you haven't responded yet to my amazing new information package which gives step-by-step instructions to Internet Marketing (Some call it the paint-by-numbers approach), just because you are afraid it might not be what you are looking for in your business. Well, I want to tell you that "You Don't Even Have to Decide Now!"

That's right. I am so confident that you will be receiving so much more traffic, leads and orders after you put my course to work in your business that you don't even have to decide if this course is for you now.

Instead of deciding now, Just get a hold of my information. Read it. Study it. Put it to work in your business. If You decide that it is not for you for ANY reason, just let me know.

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BE WARNED: I will raise eliminate this Special Offer VERY soon! Don't come crying to me after I have ended this special offer asking the discount. It won't happen!
You can go to my secure server online right NOW...

Remember you don't have to decide today. Get the materials in your hands and if at any time you decide that the course just isn't for you within the first full year, I will refund your entire purchase price immediately.

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Follow-Up #6

I am shocked that I haven't received your request for the "Insider's Secret to the Internet: How to Use Email to boost Your Web Site Traffic, Generate Leads, and Make More Sales Online" course....

Below I have included the complete information package regarding this amazing course. While you have been waiting to make up your mind for the past week about my course, dozens of other people have jumped in line and started making money using these copyrighted Secrets to Internet Marketing and Opt-In Email Marketing. What about you?

Will you make the decision you need to be successful in your business online or will you continue to go day after day never knowing for sure if the internet even works?

If you have any questions or concerns about this course, please let me know and I will answer them for you ASAP...

<http://www.bizpromo.com/infomall/email.htm>

Thank you,
Terry Dean
webmaster@bizpromo.com
<http://www.bizpromo.com>

"Discover how your business can use E-mail Marketing to boost Your Web Site Traffic, Generate Leads, and Make More Sales Online!"

What I am about to show you is a risk-free, proven system to generate more web traffic and sales no matter what type of business you are in. Best of all, my proven strategies are so simple even a child could do them. As a matter of fact, if you know how to use email, you are have everything you need to start using my system tomorrow!

In This Information, You Will Find Out:

How to Use Opt-In Email to Generate Traffic to ANY website...And I am not talking about just any kind of traffic, I am talking about Pre-Qualified Targeted traffic which is ready to purchase your products and services NOW!

How to Receive a Response Rate of 8% to 12% on your Opt-In Email Marketing Campaigns by following this technique!

How to Triple Your Sales of your products or services by Doing ONE thing different with your autoresponders!

Hint: You must have your own ezine to stay competitive in today's online marketing environment...Find out how ANYONE can produce an ezine in a few minutes a day without ever writing a single article!

How doing one thing on every one of your web pages can increase your response rates by as much as 857%!

Would you like to add 2,000 subscribers to your opt-in list next month? If so, find out our 7 secret techniques for massive list growth!

How to get your prospects to start asking you questions about your products or services, inciting the sales process!

Complete Step-By-Step system for email follow-up...Just plug it in and instantly create killer follow-up letters which bring in dozens of orders daily!

How to find and create mailing list posts which can drive 1,000s of people to your site absolutely for FREE!

Find out what the HOTTEST products are on the internet today and how you can start selling them immediately!

How to Receive Thousands of Dollars in FREE Advertising for your business online EVERY month using my turn-key system! What will this type of FREE promotion do for your bottom line?

How to find lists of interested customers. Plus, learn a secret technique for getting endorsed to huge lists of buyers for little or no money!

Insider Secret: Find out the 3 Profit Streams of Every Opt-In mailing list online...Learn how to take advantage of all seven for maximum effectiveness in all of your marketing!

Do you know why people buy from you? If you don't know you could be missing out on 79% of your new orders. This affects every aspect of your internet marketing campaign and is a major key to the success and failure of any online business.

Find out how to quickly and easily research your target market for Free online to find out exactly what it is they already want to buy...practically guaranteeing your marketing success by giving them exactly what they want!

How you can turn one FREE website marketing technique into an UNLIMITED source of traffic and referrals for your business!

Hint: 87% of Internet Advertising is completely wasted. Find out how to turn every penny you spend on marketing into a RISK-FREE proposition! Make sure every \$1 you use brings back \$10!

WHAT IS THE ONE THING THAT EVERY SUCCESSFUL INTERNET MARKETER HAS IN COMMON?

I have been involved with marketing on the internet for three years now and have dealt with just about every one of the most successful internet marketers at one point or another. In all of my dealings, I found ONE thing that every one of these Internet

"Success Stories" had in common. Every one of them learned how to combine web marketing alongside with email marketing.

Currently, 95% of business online are losing money...even the major corporation every one talks about on TV and in the news! Even with their million dollar advertising budgets, they can't make a profit on the web. Yet, at the same time they are losing hundreds of thousands of dollars online, there are hundreds of marketers who quietly are earning fortunes in their own home businesses.

The difference between success and failure online is not the amount of money you have! It is the information you have! Now, you have access to the information you need to make ANY business successful on the net...

From: Terry Dean
Richmond, IN

Dear Friend,

The list above is only a small sample of the information I have for you to show you exactly how you can promote any business, product, or service on the internet.

I would like to share an exciting story with you...of how I quickly and easily created a profit of over \$3,200 in one weekend online! Honestly, that isn't the exciting part of the matter. If it was just a one-time event, it wouldn't be all that impressive.

The exciting part is that I learned the exact system for doing it time after time as often as I like...and it will work for ANYONE! Plus, I am going to tell you the exact steps I take to do it in this letter!

Basically my system works like this...

1. I Build Traffic to My Website using Dozens of FREE Automatic Tools...Which are simple to use.
2. I Have People Opt-In to my Mailing List.
3. I have 7 ways to profit from my mailing list every month...producing a GUARANTEED residual monthly income for me!

Special Hint: This is All Done Automatically

I actually only work on the day-to-day operations of my business for around 1 hour each day. The rest of my time is spent on the research and creation of new products. The ads go out, the free reports are sent, sales letters follow-up, and orders come in. The money is deposited in my bank account. All of this is done without me ever lifting a finger.

It took me a little longer than that at the beginning...but once the process is moving, you can pretty much count on everything going just like clockwork. It really is a very simple system and it can work in absolutely any business online no matter what you are selling.

BULK EMAIL: THE EVIL TWIN OF OPT-IN EMAIL MARKETING

Before we go any further, I must tell you that I am not recommending bulk emailing in any way shape or form. Everything in this letter is discussing one subject only...Opt-In Email Marketing!

One of the worst things that has happened to the NET was the advent of Spamming, or the act of sending out thousands of unsolicited messages to people who had never requested information from your company before.

Not only does this practice hurt internet networks and upset thousands of netcitizens, but it also will blind you from the reality and effectiveness of direct opt-in email marketing. If I had to tell you the biggest problem Spam causes, it would be that it has hidden from people just how effective email can be!

You are able to do this system without ever Spamming anyone or even receiving a single flame. YOU can actually get thousands of people to start emailing you begging you to send them more information about your products or services when you know our secrets.

Finally, the most exciting part of my entire experience is that you can get this information in your hands and start duplicating my success step-by-step immediately...

I took all of the secrets I learned on email marketing and put it in a course I have called the...

"Insider's Secret to the Internet: How to Use Email to boost Your Web Site Traffic, Generate Leads, and Make More Sales Online!"

This course comes with a complete 150 page manual with hundreds of email marketing and internet marketing secrets. Plus, you can receive 4 FREE BONUSES full of special software and resource files included absolutely free if you take action today...(These bonuses contain secret free resources online, examples of every thing I tell you to do, AND Reprint Rights to Several Products to get your started fast...Look below for more information).

The whole package can be sent to you immediately by email or you can download it from my secret download site. In other words, you could receive your complete package within 10 minutes or ordering!

This course is the ONLY source available to teach you step-by-step how to drive more traffic to your site, generate thousands of leads weekly, and make sales from your site 24 hours a day automatically while you relax doing the

things you enjoy most.

You will not find this report in any bookstore nor anywhere else for that matter...These are the cutting edge secrets "Success Stories" are made of...

DON'T JUST TAKE MY WORD FOR IT...LISTEN TO WHAT OTHER INTERNET MARKETER'S HAVE TO SAY ABOUT MY SYSTEM

"...I almost couldn't believe it...I had received over \$1,750 in ONE day in my business. That might not seem like a high number to you, but to me it was a fortune, especially since I had NEVER made a profit in my business before. For 6 years I have tried to create my own home business...and for over a year I have been trying to do it online, but nothing. Then, I put your system in place, and I started making money. It was a little at first, then I did a couple of changes to what I was doing and BAM...\$1,750. Plus, now I know how to do it again. Thanks Terry"

Sean Page
Page Financial Systems
Richmond, IN

"Terry Dean has helped me in my business online every step of the way. His paint-by-numbers approach to internet marketing and email marketing sounded almost too good to be true. I wanted to increase my profits though, so I gave it a try. Once I took a look at it, I was hooked. It was almost foolproof....and I am glad to tell you, my profits have increase by over 123% in the last 3 months."

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BE WARNED: I will raise eliminate this Special Offer VERY soon! Don't come crying to me after I have ended this special offer asking the discount. It won't happen!

PLUS, IF YOU ORDER NOW... Within 48 hours of reading this letter...You can receive 2 FREE BONUSES Valued at Over \$247...

BONUS #1: (Value \$97) You will receive my personal disk of Resources and Samples. This is my never before released "Business Resource & Sample" disk. It contains links to where you can get Secure Order Forms and Traffic Plug-Ins for Your Website for FREE, plus many other tools. (Also secret web hosts which will host your domain for as low as \$5 per month are revealed). Using just one of the resources on this disk could save you as much as \$200 - \$500 or more! Find out what 3 years and over 3,280 hours of full-time internet research has turned up!

BONUS #2: (Value \$50) You can get my personal list of ezines to advertise your message in. Find out the Newsletters, their subscription base, and their advertising rates all in one place. This is the Ultimate internet marketing timesaver. Now, instead of having to search across hundreds of websites for hours everyday searching out this type of information, you can have it all in your hands whenever you want it on this special bonus disk.

BONUS #3: (Value \$50) Receive COMPLETE samples of every one of my sales letters and follow-ups that I use in my system. They contain the complete step-by-step system to making money online automatically using killer ad copy techniques. See how I use little twists on each of my follow-ups to pull in maximum response rates on every single ad I place!

BONUS #4: (Value \$50) I have also included REPRINT RIGHTS to 15 BOOKS and reports which you can immediately copy and use to follow my system without paying a single penny in Royalty fees. That's right. You don't even have to have a product currently to follow my system...Take every step and technique I have given to you in the course and then sale the products I include for FREE. You get to keep all of the money!

You can order three ways...

1. Order by Secure Server - The quickest way to order and get his fantastic package in your hands immediately is by our secure server. We accept Vise, MasterCard, and Discover. Order online today and SAVE \$100! This is how 95% of our customers choose to make their orders! You could be processed and learning the system within 10 minutes of ordering using this option.

<http://www.bizpromo.com/infomall/email.htm>

2. Order by Phone - If you want to order by phone, call 765-966-7367 now and we will take your order right over the phone.

3. Order by Postal Mail - Just write on a piece of paper "EMail Marketing Special \$97" and place it in an envelope with a check or money order made out for \$97...and mail to:

Business Systems 2000
PO Box 128
Richmond, IN 47375

Remember you don't have to decide today. Get the materials in your hands and if at any time you decide that the course just isn't for you within the first full year, I will refund your entire purchase price immediately.

Yours in Success,

Terry Dean
Business Systems 2000

P.S. I don't know how much longer I am going to offer this steeply discounted of a price along with the FOUR FREE Bonuses. Please respond as soon as possible as I don't want you to miss out on this limited time offer...

<http://www.bizpromo.com/infomall/email.htm>

P.P.S. Everyday that you are doing business online without my course is lost TIME and MONEY...Find out just how simple it is to create a turn-key business on the internet using my paint-by-numbers approach to internet marketing...PLUS, remember, there is ABSOLUTELY NO RISK whatever to you in this offer...If you are unsatisfied any time in the next 365 days for ANY reason, you can have a full refund of the purchase price...

WARNING! Don't even think of following any so-called "Internet Expert's" Advice Until You Read This...

Why Almost Everyone Is Dead Wrong About Internet Marketing Including How to Design Web Sites, Generate Traffic, and Sell To Visitors!



"I'll Take You By The Hand and Show You Exact Results of All the Internet Marketing Techniques I Test and Use Every Single Month"

By Terry Dean

In just a moment, I hope to make you so angry you'll want to throw your computer right out the window.

What I have to tell you involves the **scandal** that's going on in the Internet world today. It's a scandal that - if you are like most people I know - is cheating you out of good money and **robbing you of the serious results** you should be getting from your web business.

It's a mess. **If you are using any type of Internet advertising now** - or even thinking about using any - then you have to hear everything I'm going to share with you. It's that important.

You can't afford to waste money on ineffective or nonproductive advertising. Every dollar you spend has to do the work of ten. Every visitor to your site has to be productive and profit producing.

You can't afford to be basing your decisions on **misinformation** provided to you by those so-called Internet experts...

Forget the HYPE... Internet marketing isn't as easy as some people claim it to be. If you have been online for any time at all, you already know this. You can't just put up a \$10 web site and wait for millions of people to show up and buy from you.

Most Internet marketing courses tell you what to do, but they never reveal to you how to do it profitably without **wasting thousands of dollars in unnecessary and expensive experimentation**.

You don't need Internet marketing theories... You need **concrete steps and specific directions** to take to build and market your business for maximum profits with minimum time and money.

You need to know what is working online in the **year 2001**, not what worked last year or the year before. Forget free classified ads, Free-For-All Links pages, and spamming the Search Engines. This crap may have worked three years ago, but all you will get for your trouble today is an **email box full of spam**.

The Internet grows and changes so fast most industry insiders consider every two months to be a full Internet year...the book you just bought on Internet marketing went **out-of-date** one month before it hit the bookshelves!

"Terry is so far ahead of the rest, it's not even funny. He offers VERY informative and

easy to follow instructions on how to make your website produce more income. And he gives you twice the usable information of his competition at HALF the price. I have always found him to be friendly, honest, and helpful. He has absolutely put a ton of money in our pocket following his advice, and we've only **applied about 10% of what he teaches.**"

Frank & Marie Garon - <http://www.internetcashplanet.com>

"Enter My "Inner Sanctum" Where Internet Marketing Breakthroughs Occur...And Receive Well Over \$3,850 Worth Of Free Consulting and Coaching Every Single Month"

What if you could immediately find out when every new Internet Marketing Breakthrough occurred...instead of having to wait 6 months for the news to roll around to you?

Well, now you can with the new "NetBreakthroughs" member site. No hype. No promises you can earn \$1,000,000 tomorrow. **No outdated marketing techniques.**

You do get **exact stats** on all of my **marketing tests every single week**. You get instant updates when new marketing techniques are discovered. You get online **coaching and consulting** help to apply the techniques to your business.

You get video demonstrations. You get to sit on my board of directors to suggest what I should be researching, testing, and teaching.

Below are the seven sections we have the member site divided into:

Section #1: "No B.S. Internet Ad Results Diary"

You can see **exact results of my ad tests along with the ad tests of other top experts every single week.**

Which ad sources earn me money and which ones bomb? Which ezine should you advertise in? How do you get maximum value from pay-per-click search engines? Which type of web site pulls in the most orders per visitor?

All of these questions and more are answered every week with at least one brand new test ad.

Section #2: "Twice Monthly Web Marketing Updates"

Find out the hottest new Internet Breakthroughs as they occur, not six months later.

Learn how to rank on search engines, generate publicity, create profitable joint ventures, and more.

These **5 to 10 page concise reports cover step-by-step instructions** to immediately apply what you have learned without all the fluff and filler you get handed in those 100 page books.

Section #3: "Internet Marketing Rolodex"

I subscribe to 500 email publications, have 200 Internet related articles sent to me every day, and spend a bare minimum of 2 hours a day doing online research.

The Rolodex section contains my favorite and **most profitable Internet resources** and is **updated every month** with brand new web site links. Find the best places to advertise your site, get merchant accounts, write sales copy, and more.

Section #4: "Free Online Coaching & Consulting"

Get Online Coaching and Consulting for all of your most pressing problems through this private **members-only discussion board**.

Normally, **one-on-one consulting** for your web business would cost you a bare minimum of \$250 per hour, but you can get my best advice for free through this online tool.

Need ideas or way to apply what you have learned in your web business...just ask!

Section #5: "The Video Training Room"

You will be able to **download videos** to see and hear how to market online...Learn how to design web sites, handle email, design banners, create joint ventures, install CGI scripts, and more.

Sometimes things are a little hard to understand when only words are available. Now you will be able to learn by hearing me narrate and **watch my on-screen actions** though the magic of video.

Section #6: "Consulting Chat Days"

I schedule open chat days every single week. I will be available in the chat room around **2 hours per week** and we will change the scheduled times regularly so everyone is able to participate no matter what your schedule is.

The online chat room will list when these chats will be held every week so you can make sure to get in on them as often as possible.

Consulting with me costs a bare minimum of **\$250 per hour**, but this will make **live available for around 8 hours per month**.

Section #7: "Interviews With Real Experts"

Every month I will be interviewing an expert earning a minimum of \$100,000 per year online. **The easiest way to succeed in any endeavor is to model (or copy) someone who is already successful.**

We will be cutting through the bull and giving you their exact strategies and instructions for earning money online. If they can do it, you can do it too.

Plus Bonus Contests, Consulting, Reviews, and More...

This is an interactive member site and to get you involved in the learning process we will

also be having contests, testing your brain with marketing challenges, with us putting up prizes for all of the winners.

Win cash, consulting, books, tapes, online courses, and more by participating with us. This is an active learning group, not just one where you sit on your butt and read. We will make every effort to get you out there **applying the information!**

You will also be encouraged to use the online contact form to send me over questions or subjects you would like us to cover in the training. Would you like me to test a certain type of advertising? Want to learn how to earn more money from your web site? Is there something you would like to see done on video?

You basically get to serve on my editorial board and let me know the topics we should be covering for your maximum profit...

"...I forked over my \$29.95 and \$39.95 and even \$249.95 for all of the courses that were going to make me the big money. So, I all but gave up on my dream of working from my computer at home...until I saw your internet marketing course.

I'll admit, when I first read the details about your course I figured that you were just another guy out there wanting my money. I almost didn't purchase it, but you offered a "no questions asked" money back return, so I figured "What the heck?" I read your course and put into practice what I learned from you.

I didn't make \$10,000 the next week. I didn't buy my first yacht in a month. And I didn't retire at age 30. However, I **DID quit my job within just a few short weeks** of getting your course and now I work from my home, earning a very nice living online. I bet you're not surprised.

All those years I spent dabbling and experimenting...I knew there was a way to earn a substantial income doing something that I love, and you showed me how to do it. And so, even though you may not know me all that well, there are thousands of customers all around the world who do."

Jimmy Brown - <http://www.profitsvault.com>

"I'm Going to Bribe You So Silly Your Legs'll Wobble, You'll Be Bumping Into Furniture, Your Head'll Spin, And You'll Yell "I Can't Handle Anymore!"

If the interactive member site, weekly ad updates, twice monthly training letters, and online consulting isn't enough... **You will also receive so much Internet marketing training bonus information the moment you join that your head'll spin...**

All of the below information is available immediately the moment you join our member site through our **11 special reports (created within the last 30 days):**

- **10 Ways to Advertise Your Site in the Year 2001** (forget the crap everyone else is preaching...this is the final report on building traffic to any web site today).
- How to recruit thousands of **super-affiliates** and have them selling your products and services for you with absolutely **ZERO risk** on your part.

- Easy **3 step press release system** that generates millions of visitors to web sites every single day (and why you don't want to hire any of those online PR firms to send out press releases for you).
- Why one of our favorite advertising methods includes using banners...and how **we pay 1/30 of what most companies pay for online advertising**.
- How to Increase Your Traffic by **50 to 1,000 Visitors a Day** By Guaranteeing Yourself a Top Ranking on Yahoo.
- Learn how to succeed and build an **instant online business** with **no product and no contacts** using only the information provided to you in one 9 page report.
- **Create Your Own High Profit Products in 10 Hours or Less**...even if you are not an expert in the subject!
- **Simple Step-By-Step Search Engine Strategy** Which Worked Last Year, Works This Year, and Will Work Next Year...Without having to learn programming or spend hours every day watching the search engines.
- How to Setup Your Own Web Site including Brand Name Products, \$10,000 worth of free site design, credit card processing...and **earn a profit from it in 72 Hours or Less**.
- Are you Internet-bound? Find out about the **50 year old advertising method** that works wonders for building web site traffic today.
- Why you're probably working too hard online...and learn my step-by-step answer to the question of how to **generate \$10,000 in under 10 days online** without using any of my existing contacts or products!
- One of our advertising methods **NEVER loses money!** Find out why and how you can apply it to 90% of your Internet advertising.
- Learn the secret affiliate managers don't want you to know which **guarantees your success as an affiliate** (plus find out why it is against the affiliate managers best interests to reveal this success secret to you).
- **7 Plug-In Profit Enhancers** to immediately increase your web site profits by **300% in 72 hours or less**.
- Learn the **10 things to never do when dealing with the media**...and how most PR guys will get you in hot water if you listen to their advice.
- **And so much more...**

Plus, you will also receive these five bonus eBooks for immediate download the moment you login:



Special Free eBook Bonus #1

Terry Dean's "The Magical Formula For Increasing Web Site Profits" will

Ken Silver's "**eBook Secrets: How to Create and Sell Your Own Profitable eBooks**" will show you the 5 Pillars of Internet wisdom, how to reduce your eBook returns to almost zero, credibility boosting tricks, and more...all designed to get your information business started immediately.

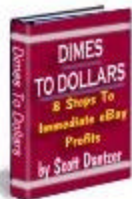


Special Free eBook Bonus #3

Peter Sun's "**Maximum Profits in Minimum Time**" will cover how to turn \$200 into \$16,000 using classified ads, how a 19 year old earns \$1,000 a week, 15 ways to keep customers coming back, the 6 top selling products on the Internet, and an ad technique which brings in \$40,000 a month for home businesses.

Special Free eBook Bonus #4

Terry Dean's "**Scientific Internet Advertising**" reveals how to find the best headline or title for your product in 24 hours or less, why testing is the key to Internet profits, a three step method for spotting Internet trends, and the one technique which is 1,000 times more valuable than your Internet ad writing skills.



Special Free eBook Bonus #5

Scot Dantzer's "**Dimes-To-Dollars: 8 Steps to Immediate eBay Profits**" will show you how to turn household clutter into quick cash, how to start an Internet business with zero cash, 3 popular sites you should never buy from, and how to get money in your hands in under 7 days.

These five ebooks equal a \$194.90 value if purchased separately, but they are all yours **absolutely free** the moment you sign-up to be a member of the NetBreakthroughs site.

"Recently I've been working on a major project which required the assistance of **ALL the top Internet marketers**. During the creation of this new software, I had to do a TON of research. In the process, I visited many sites, tried out lots of different programs and read way too many articles.

But I have to tell you one thing... your articles at your site and in your newsletter have been one of the **best by far** !... And I'll tell you why. They aren't the usual, "Try this marketing tactic or promotional technique...".

They went much deeper than that because you discussed the importance of the **PSYCHOLOGY** of making money. Without the mental aspect of business, no tool, software or marketing "secret" will ever work. Keep up the great work!"

Sam Robbins - <http://cashflowmarketing.com>

"Everything Is Backed By a 100% ZERO Risk Guarantee...Plus You Keep All Bonuses"

Our NetBreakthroughs membership site gives you **Terry Dean's greatest secrets**, including weekly and monthly updates, the ad diary, the video training, the rolodex, online consulting and coaching, the 11 special reports, the 5 ebooks, and more.

Outdated and ineffective Internet courses cost \$30 to \$200. Consulting with an expert costs you a minimum of \$250. Going to an Internet seminar will cost around \$2,000.

None of those options even come close to the value you will receive out of this membership site. You will receive more **cutting edge** Internet marketing information in one month from the NetBreakthroughs site than all of the possibilities above.

Setting the price at \$495 per year for this program would be too cheap, yet it would also limit the people who could take advantage of it. The people who need it most may not be able to afford it at that price.

So, I am going to go out on a limb and set the **launch price** at an astonishing low price of only **\$19.95 per month**. Any of the individual sections inside of the site is worth way more than this by themselves...you get the whole package for only **\$19.95 a month**.

This is less than the cost of placing a single Internet ad... which may or may not work for you. Unlike Internet Advertising, the NetBreakthroughs site comes with a complete **100% money back guarantee**.

Receive **instant access** to the membership site. Try out the breakthrough techniques for a full 30 days...If you are dissatisfied with the information, then you get a full refund of your \$19.95...**No Questions Asked**...

If you don't feel everything provided for you inside the site can help you earn a minimum of \$1,000 more from your Internet business, then I don't want your money...No Hard Feelings...and No Problems.

Please understand that we also don't require long term commitments and you can cancel your monthly subscription at any time.

Please act now, because...We are Only Accepting a Limited Number of Members at This Price...

I'm not going to tell you any stories about cutting off this offer on Wednesday at midnight or any tricks like that. Hopefully you are smart enough to see through these kinds of tricks.

The out and out truth is this is a brand new program and I have no idea how many people will sign up or just how high the demand may be. If too many people sign up, then the price is going to go way up (**current members will get their sign-up price for as long as they are a member no matter how high the price may go in the future**).

If you want to be guaranteed the lock-in the price of \$19.95, then you must take action today. [Click here to go to our online sign-up page.](#)

Yours in Success,

Terry Dean

Terry Dean

P.S. Stop and think how much this breakthrough insider information could be worth to you. **How much is it worth to you to know in detail which advertising sources work...and which ones don't?** The \$19.95 is only a tiny drop in the bucket compared to the amount of real value you will take out on your very first day as a member. [Click here now to become a member...](#)

"I had to email you and let you know that I owe you a great debt. I ordered your Business 2000 package. It's the BEST money that I have spent on the net! Without your course, I still would not be online and would be pulling out my hair!"

Jane Fulton - <http://www.janes-place.com>

[Click Here Now to Join Us...](#)