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HIDDEN INTERNET MARKETING ASSETS

Transcripts From A Workshop – Slide Notes

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Transcripts From A Workshop – Slide Notes

This document was created from the transcripts of one of David Preston's Workshops.

Some of the content of the actual workshop has been edited out as it was not pertinent to the workshop itself.

We have kept the workshop information itself intact along with the most frequently asked questions.

We have also separated the flow of the workshop into separate pages for each slide. This way you can print them out and use them as a guide during your workshops. A "cheat sheet" if you will.

Feel free to modify the format of the workshop to fit your personality. You can expand on areas that you are very familiar with and stick to the written parts you are not familiar with.

The last names stated and names of their businesses have been removed for obvious reasons.

You will also notice that the questions will begin to taper off toward the end of the workshop. That's normal and usually happens for a couple of reasons. The first, most obvious reason is that many of their questions are already being addressed. The second reason is because they have pretty much decided that they are not going to do it themselves.

The workshop itself will normally last for 3 to 4 hours at most. The reason David designed that way is because most business owners are very busy and hate to give up a full day if they can avoid it. Another reason is that with an all day workshop many will go to lunch, and not return if they have decided not to do it themselves.

On a closing note, David says that his workshops are fun, informative and entertaining. If you enjoy what you do, it shows. If THEY enjoy what you do – you're in!

Use this in conjunction with your slide presentation and you will make several new friends and clients for the small amount of effort it takes for each workshop. As a guideline you should easily be picking up at least 30% of the attendees as clients.

<u>Slide One</u>

Okay folks, it's about five after so were to go ahead and get started. So what we're going to cover here today is exactly how you can start to harness the Internet for your business.

My name is (Your Name) I am an Internet Marketing Specialist. I personally want to thank you for taking the time to attend this workshop, and a promise you it will be well worth your time. I know you may be thinking that you're going to hear a huge 10 or $20,000 pitch at the end of this, but you can relax that's not going to happen. This is an educational workshop.

As you can see I had provided plenty of pens and pads for you to take notes. There are plenty more in the back of the room if you need more space.

Also, at the back of the room there is a box of my business cards. You can take one when you leave today and if you get stuck my contact information is on there and I will be more than happy to help you if I can.

With that out of the way, let's get started!

<u>Slide Two</u>

Do you feel like road-kill on the information superhighway? (Laughs from room)

Well here is why you are in the right place, at the right time maybe for once in your life. (Laughs from room)

I'm going to try to teach you what you really need to know in order to make the most from the internet and your business.

Will I cover everything you need to know? No, I won't. I will cover all you need in order to start capitalizing on this incredible tool known as the internet.

Slide Three

How are you staying in touch with your current customer base? This is a really important question. I can already see a lot of blank stares out there, which is good because that means this, will benefit you enormously. Think about that question though folks. What are you currently doing to stay in touch with the people that regularly give you money? Why would you think that would be important to your business?

FAQ=from room= because they could give you more money?

Hey, you're on the right track! It's not just because they could give you more money it's because they could give you more money more frequently. If you're in touch with them more often doesn't it make sense that they will be in touch with you more often?

So how are you staying in touch with them?

With direct mail. You know, direct mail letters, Val PAC, coupon offers or sales fliers. Let me see a show of hands for how many of you are using the pony express.

OK. Not too bad. I don't mean to be picking on you here but I'm going to. (Laughs from room)

The pony express was invented in the 19th century.

So unless you have a professional copy writer in your business that's where it belongs. In the 19th century! Direct mail is becoming increasingly inefficient. It's expensive and the response rate to each mailing usually drops every year. Why do you think that is?

FAQ=from room= people are bombarded with junk mail.

Well, that's part of it. Most people sort their mail over the trash can. You know it's true because you do it too! I've walked into many businesses who were doing exactly that. Here's what it looks like: bill, bill, bill, payment, junk, junk, another bill, more junk, don't know what that is, and I'll open and that later. (laughs from room)

It's because as a nation we are getting more and more desensitized to advertising. And yes, it is because we are being bombarded by the minute, so see you were on the right track. So the bottom line is that direct mail is expensive, outdated, and ineffective.

How many of you use the telephone to stay in touch with your customers?

Wow, nobody. Well see if you would have raised your hand to that question, at least you would've made it to the 20th century! Not many people like telemarketers even if they're doing a customer service survey.

I know you guys get slammed with telemarketing calls every day, correct?

So I don't need to say anything more about that. Let's move on.

Here's a biggie, how about e-mail?

Oh, I've got one hand up! What's your name? Okay Donald, so you actually have a system in place already that does all of your marketing for you totally hands free? (NO)

Here's a hint Donald, if you're already starting to use e-mail you're not very far from being able to implement a totally hands free Marketing System. We'll go into that and just a minute.

So how many here are doing none of the above, let's be honest.

Hey, that's what I thought. It looks like there is maybe two out of 25 that are actually trying to stay in touch with their customers. That's not unusual. As a consultant I see this ratio every day. Over 90% of all the business owners I speak with are in the same category as you. It's one of the biggest mistakes that you can make as a business owner. Not working your customer list. Do you see the importance of that?

FAQ=from room= I don't quite get it about the list yet.
FAQ=from room= I'm sure you're gonna show us why that's important

What's your name? Caroline? Don't worry if you don't quite get it about the list. My buddy Donald is right again. Im going to show you why that's so important, OK?

Before we go on to the next slide I will tell you that you do have to have a website in order for this to work. If you have an existing site that's fine, you can add this next tool right onto it with no problems.

If you don't currently have a website let me know afterwards and I can point you in the right direction.

Slide Four

Look at the headline on the screen there. How cool would it be if you could create a 24/7 virtual salesperson? Wouldn't that be great!

Just think, a virtual employee who doesn't complain, gripe, need or want benefits, and only gets into your pocket for your loose change instead of a paycheck. Hey, how cool would that be? (laughs from room)

This is not a pipe dream. I'm going to show you step by step exactly how you can do that right now. So if you're going to start taking notes, which I would strongly advise, now is the time. Everybody has a pen that works right? And how is everybody's hand that works right?

Well don't worry, Caroline said she would make a copy of her notes for you for a small fee. (laughs from room) What? You didn't say that? I'm just trying to make us some money here girlfriend. (lots of noise from room) Well, I'm not that way but maybe Donald will help me out then. That's all right. Be that way.(lots of noise from room)

OK. What is an auto responder?

FAQ=from room= a 24/7 virtual salesperson.
FAQ=from room= it's an e-mailer isn't it?
FAQ=from room= it's something I Gotta get.

Who just said that? No. Who said something I Gotta get? What's your name? Robert? Bob? So your real name is Robert but you're gonna go by Bob for this workshop. OK. I gotcha! Let me ask you something Robert, Bob. Do you think that's really Caroline and Donald? Nope. Me either. (laughs from room) but guess what Bob? I bet they'll tell me their real name if they get stuck and call me for help huh?

In answer to your questions before Bob got us off track, you are all three correct.

An auto responder is a 24/7 virtual salesperson, and e-mailer, and yes it's something you gotta get.

An auto responder, when properly built and implemented with a list building system, can add thousands of dollars in revenue to your bottom line totally automatic.

FAQ=from room= what is a list building system, I'm totally lost on that deal.
FAQ=from room= isn't an auto responder a list building system?

To answer both questions, an auto responder system can be used in

conjunction with other methods to become a list building system. (lots of noise from room) don't worry, I'm going to go into that and show you how that works.

How will it help my sales?

That's right. It can stay in touch with your list for you and tell them about upcoming sales, specials, and deals that your list would want to know about. And it will do it all automatically.

You can even preset it to deliver coupons or sales advertisements to your list on a specific date. And you can do that months ahead of time! That's pretty cool huh?

FAQ=from room= where do we get one or can we do it ourselves.

That's a good question. You can actually do either one. The next question is how expensive are they to acquire or build?

You can do your own research on the Internet and find tons of autoresponder systems. They range in price from totally free to $5000 for the systems that are an all in one e commerce solution.

Don't start freakin' out. You won't need any of the higher end systems until you get to be like me and generate a lot of money on the Internet with a lot of different products. Of course by then it doesn't matter. Let's go over the difference between the systems.

The only systems you need to be concerned about right now are the free ones and those that range about 20 bucks a month. You do not want a free auto responder system. Here's why. A free system will advertise their own agenda from their own advertisers to your customers with every e-mail they send.

Not good. That's why they're free. They're free because there basically making money off of your list. So once again, do not use a free system.

I use AWeber. It's about 20 bucks a month and just about every big marketer that I know uses them too.

FAQ=from room= how do you spell that?

You can go to AWeber dot com and get one for about 20 bucks, or better yet you can go to this link, AFFILIATE LINK and get the exact same AWeber System that I personally use and you'll have no problems. That's the least expensive solution in my opinion.

Now we can get stuck in this section for a while. All I will say is that once you go sign up for that system there are videos inside that which will show you exactly what you need to do to set it up step by step.

If you have some problems give me a call and I will try to walk you through it, no problem.

But we've got a lot of ground cover so were gonna move on.

Slide Five

Database setup and management.

I see a lot of you already have that deer in the headlights look. Don't worry this is not rocket science. We'll go over each one of these and then I'll give you a solution so you don't have to worry about it anyway.

What is a database?

FAQ=from room= it's a list that holds your customers information.

That's right. The database is nothing more than a disk that holds all of the information about your customers. It can hold information like their purchases, their contact information, their frequency to your store and a myriad of other information if you set it up that way. A database will basically store any criteria of information that you tell it to.

We are going to get into what we discussed on the last slide. You have to have a list of customers in order to put your auto responder to work for you. Your database is your list of customers. You simply tie the database into your auto responder system and it will take care of everything for you.

So an auto responder works in conjunction with your database to become a 24/7 virtual salesperson.

How do you build one?

FAQ=from room= we get you to build one for us
FAQ=from room= we can pay somebody to do it for us

You can actually do it either way. That's funny though Bob. Yes I am good at that because I've built tons of them or you can outsource it to somebody else you know that does that. You can actually have that done for around 250 bucks if you want to pay somebody else to do it. If you don't know anybody else, get in touch with me because I know a lot of people who will do it for that.

Now once you get your database built and yor auto responder system tied into it the only thing left is your list management.

List management is simply someone who unsubscribes the customers who request that and also add new customers who have asked to be on that list.

That's a really important job.

With the new spam laws it can get very expensive very quickly if you're not doing proper list management. One infraction could cost you 10 grand.

Does that happen? No, not often butt it does happen. So always make sure that your list is up to date daily.

Managing or outsourcing?

That's totally up to you. Me personally? I outsource every single thing that I possibly can because that frees me up to do more important things.

Here's how I define what I will outsource and what I will do myself.

If it is not fun I'm not going to do it!

I'll gladly pay somebody else to do that stuff for me and every Christmas I will send them a family size bottle of Excedrin and my sincere thanks as a bonus! (noise from room)

No seriously though. I have no problem paying somebody 15 or 20 bucks an hour to take care of stuff I don't want to fool with. My time and yours is much more valuable than that.

Remember that I said I would give you a solution? The AWeber link that I gave you earlier is your solution. If you spend some time in that system and really learn it AWeber will do all of that for you.

It will automatically build your database, add your names, remove unsubscribes, and manage your list all automatically for about 20 bucks a month.

How much do you love me? (lot of noise in room)

Slide Six

Fast and easy list building for your business.

Which one of these would you really rather have? Browsers or buyers?

The choice really is yours with what I'm about to show you here.

The most powerful list that you can ever build is a list of customers who already purchased your goods or services. The reason for that should be fairly obvious. They already know who you are, they already like your stuff, and they will probably buy from you again.

That's much better than a list you gathered in cyberspace which may turn out to be just a bunch of tire kickers. That's a big mistake that a lot of marketers make.

They will build a great lead capture site and then drive hordes of traffic to it. They end an offer to that list it rarely produces the results they had hoped for.

My list on the other hand, is a smaller list than theirs but it will out produce their list every time. The reason is because everybody on my list has already bought one of my products or they would not be on my list to begin with.

I will show you here shortly exactly how to build a list of buyers instead of tirekickers.

And that has a lot to do with the three key factors for high conversions.

And that's what I'm gonna show you right now.

<u>Slide Seven</u>

What's the current advertising methods that you're using? Print media like newspapers flyers or ads. Cable TV or radio spots. Or billboards.

Let's see a show of hands for everybody using print media.

OK, so just about everybody an entire room is using some type of print media.

That's not unusual just about every business owner I've met has spent quite a bit of money on full page or quarter page advertising in the newspaper.

How many are using cable TV and or radio spots?

OK, so little over half of you are using that too.

Who is using billboards, park benches or similar stationary ads?

OK, so only one or two of you are going that route. Now let's see a show of hands for everybody that's using all three of these. I can see that most of you are using at least one of these and some of you are using one or two of them in conjunction with each other.

Now I've got a question for you. How many of you are tracking your advertising?

I see everybody looking around at each other but nobody has raised their hand.

That really doesn't surprise me. But I am starting to see some light bulbs going off around the room.

What I'm about to show you here can add thousands of dollars to your bottom line.

Slide Eight

Has anyone seen my ROI ?

Everybody in this room has heard the term ROI before. That stands for return on investment. If you're not tracking your advertising I can guarantee that you are throwing a lot of money right out the window!

There's basically only two categories of advertising.

Advertising that works, an advertising that doesn't work. If you're not tracking your advertising how do you know what's working and what's not working?

You don't! Unless you have a tracking system you have no way of knowing which advertising is effective. It stands to reason that if you don't know what's effective then a lot of your monthly ad budget is being thrown away.

Think about that for a minute. That is seriously one of the most important questions you need to answer about your business.

If you don't know what works and what doesn't, there is no way to measure any ROI.

How do you know if you have any return on your investment unless you're tracking it? You see where I'm going here? It does make sense though doesn't it.

FAQ=from room=that makes total sense but how do we track it

I told you I saw a lot of light bulbs turning on around the room. So how many of you would like to know how to take care of that?

Wow, just about everybody.

Slide Nine

How to cut your ad budget and increase your profits at the same time.

Like I just said I saw a lot of light bulbs going off around the room when we talked about tracking your advertising and return on investment.

Some of you in here being the smart business people that you are may have already figured this one out. What do you think?

FAQ=from room= it has to do with tracking your ads

That's true. You're on the right track but that's only part of it.

FAQ=from room= it's the auto responders and the database thingy

Wait a minute folks, what is your name? Terry? You're on the right track as well. It does have a lot to do with the auto responder system and the database thingy. (laughs from room)

FAQ=from room= it's being able to track your return on investment

Now we're getting somewhere. What's your name? Phillip? Okay Phillip that's a big part of it but how are you going to track your return on investment? Believe me when I say that I've already given you the answer to this, but it's important that each one of you sees it.

FAQ=from room= is it AWeber

Bingo! Terry just redeemed himself for that thingy remark. That's exactly what it is. That link I gave each of you earlier to the same AWeber I use will allow you to track your response rate to each offer. If you can track the response rate to each offer then you have a measuring stick for your ROI.

If you know how to write an e-mail offer you can actually test your ads for free and then spend your ad budget on what you know is working. Does that make sense to everybody?

FAQ=from room=what if you don't know how to write an e-mail offer

Well, then you're not going to be able to test them for free. You're going to have to pay somebody to write the offer and send it out for you. You can outsource that to whoever is doing your list management for about 50 to 100 bucks.

Okay imagine this for a minute. What if you could build a large enough list of buyers and simply send them an e-mail offer every time you have a sale?

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What if you could track it, see how effective it is and then not spend the 3 to 4000 on a full page ad? Would that help your ad budget? Absolutely it would.

FAQ=from room= how do you know when your list is big enough to support that

That's a great question Donald. What if you attach to a coupon to your e-mail offer that they can print out and bring with them to take advantage of the sale?

That's one way of tracking your advertising.

You simply collect all the coupons and divide them by the number of people on your list. That would give you a percentage of customers who responded to your offer. Once you know that it's fairly easy to figure what your net profit was.

As soon as you know what your net profit was from your add to the list, it's pretty easy to figure out how many people you have to have on your list to produce the results you want.

Did everybody get that? Great!

Now I'm going to tell you how to build a list of buyers for your business.

This is really simple to do folks. Don't just write this down either. You absolutely need to implement this as fast as possible when you get back to your business.

Here's what to do. On the side of your cash register and your credit card terminal is a toll free customer service number. How many of you have seen that?

How many of you has spent 20 minutes on hold with your merchant processor while you had a line of people?

Okay just about everybody. So at least you know what the number is. All you have to do is call those companies and ask them if they would walk you through changing the header on your receipts.

Here's what you want to change it to. "For preferred customer discounts and special coupons please sign up at your website. It's free!"

How many of you look at your receipt after you buy something? Yep, just about everybody. Except for Bob back there and he's got so much money that he really doesn't care.

But the truth is just about every customer will look at their receipt once they leave your store. That headline gets their attention immediately.

Everybody wants to be a preferred customer and everybody wants coupons or specials.

So what happens is when they do get home they visit your web site, put their information in and join your list. So now you are building a list of buyers only.

This effectively captures all of your walk in traffic and your regular customers at the same time.

Not bad for free huh?

<u>Slide Ten</u>

What if I have a site?

Can I had an auto responder form to my existing site?

There are two different options if you want to add a lead capture mechanism, or auto responder form to an existing site.

The first option is called a static in line auto responder form. I know all of you have seen those before. Those are the opt in forms on the web sites that are actually part of the web site. I know you've hit sites before and you see the little box there for your name and e-mail and it says, "put your information in here to receive your free report."

Those were sites that the auto responder form is actually built into the site.

So that's called an in line form. Everybody knows what I'm talking about right?

OK.

The other option is called a light box feature. What that does is add an auto responder form to an existing site without changing the appearance or the layout of the site at all. You might not be as familiar with these.

A light box feature allows you to set a delay of three or 4 seconds before it activates. So when someone visits your site three our 4 seconds later your website fades into the background and the auto responder form appears right in the center of the screen.

The only way to get rid of the auto responder form once it appears is to either click a little X in one of the corners or fill the form out. And if you fill the form out and hit submit then it will automatically disappear and your web site fades right back in and functions as usual.

Has anybody seen those?

Okay more than I thought. Just about everybody has seen those. I want to show you an example of how that works.

If you look on the screen here behind me and see that site there, watch what happens.

See there goes the site fading away, and there's my opt in box right in the center of the screen.

Pretty cool huh?

Now if you look up here in the corner there's a little X that's says close. So I can either hit that X and close the box or I have to put my information in there.

I'm just gonna X out of this. So now that it's closed there's the site just like it always was with no opt in box.

And this is actually fairly easy to do. When you're setting up the auto responder in AWeber it will give you some choices. It will ask you if you want an inline form, the one it appear on the left, or on the right and the very bottom choice is light box.

Whichever option you choose AWeber will generate a little snippet of code that you just copy and paste into the HTML on your site.

That should also help answer the question can I do it myself? It's not that difficult to do but it can be tricky if you don't know how to FTP to your server.

FAQ=from room= you just lost me right there. What does FTP mean?

FTP stands for file transfer protocol. That's basically how you change the web page and transfer the page as a file to your server. I really won't go into all of that right now but suffice it to say that you do have to be familiar with FTP if you're going to do this yourself.

Slide Eleven

What if I don't have a site?

Starting from scratch.

If you don't have a site at all there are a lot of different options available for web sites. As you can imagine there are literally tons of web masters and companies that build business websites.

They can range in price from three or $400 for a basic static web site all the way up to $20,000 for a full blown e commerce web site with all the bells and whistles.

The best advice I can give you about building a site is to remember exactly what you want the site to do.

In other words, what's the main function of that website? Is it going to be a catalog type site showcasing a lot of different products or is it just going to be an informational site? Are customers going to be able to order right on the web site or will they need to come into your store to buy the products?

In my opinion, you've really don't need a site that has a whole lot of flashy graphics and animations on it. The reason I say that is because you really don't want to distract the customer away from the reason that they're there.

The busier the site is the more distracting it is to the customer. So you pretty much want to stay on point.

Outsourcing, what not to do.

When you're looking for a company or a webmaster to build your site or help you with your site it's usually better to try to find somebody that's local.

The reason I say that is because you don't want to have a problem with your website and have to call an 800 number and wait on hold if your site is down.

Always be careful of overinflated prices they can sneak in on you. Here's a prime example.

I had a client a couple of weeks ago who was being charged $497 for hosting. I almost fell out of my chair when he showed me that. A good hosting company usually costs between 15 and $30.00 per month. The hosting company that I use charges me $25.00 a month and I have never ever had a problem with any of my websites.

You need to watch out for stuff like that. If you're checking around or going through your existing accounts for your website and you have a question you can call me and I'll help you if I can.

Always be sure to get two or three prices before you decide what you're going to spend. If you're not really sure what you should be spending like I said feel free to give me a call and I can usually tell you if you're being taken advantage of.

The perils of do it yourself.

I have seen several web sites that were fairly obvious that a professional did not build them. I've seen some pretty good ones and I've also seen some really bad sites.

I think all of us in here have pretty much decided that all of this stuff is not something you want to tackle yourself.

Correct?

Okay let's move on.

Slide Twelve

To be or not to be that is the question.

Like I said there are tons of companies and individuals who will build a web site for you. This is the single most important factor in deciding who will build your site. If a programmer builds your site for you it's more than likely going to turn out to be a billboard.

I'll explain that in just a second.

On the other hand if you get a marketer to build your site it's going to be a direct response site.

Here's the difference between the two.

If a site is built by a programmer it's usually very high tech has a lot of bells and whistles and is really pretty or flashy to look at. Is it a professional looking site?

Absolutely it is. Is it working for you the way that it should?

Absolutely not. I have literally seen tons of high dollar sites built by a techno geek somewhere that is doing absolutely nothing for that business.

Ask yourself this question. When was the last time someone came in your place of business and said they were there because of your website?

I'm not going to ask for a show of hands on that deal because I already know the answer to that.

It basically is just an information site only. It does a great job of giving the customer information about you and your business and maybe even your products.

But keep this in mind. Unless that site is building your customer list or selling your products it's totally useless.

A direct response website on the other hand is a site that gets your customers to take action right now. Not next week, not next month, today!

A direct response site is built to either sell your products right then or capture the prospects information before they leave.

According to Internet statistics you have about the three seconds to grab your prospects attention or they are on to the next site. 3 seconds folks!

If they're online looking for your products your site needs to be able to hold them there or at least capture their information before they get to your competitors site.

If their shopping, they're surfing. So if you can capture their information before they surf to the next site you've got a much better chance of getting their business. They may get all kinds of information while they're surfing but you will be the only one who stays in touch with them before they buy.

So they key questions you want to ask before you start to work with them are, number one are your sites direct response sites?

And two do they include a lead capture mechanism and call to action?

And can you send me a list of what's included and prices?

Everybody write that down? I tried to go slow enough to make sure you had time to write.

That's the difference between a direct response site and a billboard

Slide Thirteen

Re-directing for lead capture.

What is Re-directing?

Re-directing is used if you want to build a lead capture page for your prospects or customers to land on before they get to your main informational site.

Just about every auto responder system available has a redirecting system built into it. What that means is that a customer can put their information in the form and as soon as they hit submit the system will instantly send them to the page that you can set up in the system.

Most Internet marketers will use this feature to get extra sales from prospects and customers. What we do is either send them to a special thank you page with specially priced products or even better, to a one time offer page.

Here's an example of how that works. Let's say that a prospect lands on my capture page. As you can see here I offer them an e book on building web site traffic that normally costs $47.00. They can get this totally free if they put their information in the form. That's a great incentive, and because of that this page converts visitors into subscribers really well.

Notice that I also tell them that the product will be delivered via e-mail. The reason I do that is to make sure that they put the proper information in and not some bogus information just to get the free e book. So they at least have to put their correct e-mail in to get the product. It also means that they will get my messages so I can sell them more stuff.

Once they put their information in and hit submit it RE directs them to a special page with several of my products on there. As you can see here it allows them to purchase these products at a discounted rate to thank them for subscribing to my list. That works really well.

The only reason that you may need to use this is if you already have a really good site and don't want to put a lead capture mechanism on it.

Even though you can use the light box feature without really interfering with your site there may be some of you who would rather have a totally different lead capture site.

FAQ=from room= I don't see any sense in doing that if you can use that light box deal.

John finally joins in. I didn't have to ask for your name because you're in the front row and I can see your name tag.

You're right though, there really should be no reason at all to go through the expense of creating a separate lead capture page if you can use the light box feature.

I just wanted to show you how Re-directing can work with different applications. I don't know that you'll ever need to redirect any site but at least you understand how it works, and what it is now.

Now that everybody has a basic understanding of how that works that should also answer the question can I do it myself?

It is fairly easy to do and I would be more than happy to stop by and show you how that works.

Slide Fourteen

E-mail campaigns.

Content is king!

What I mean by that it is simply that the more content you have in each e-mail the better you look in your customers' eyes. Most people when they're building a list make the same mistake simply because they don't know any better.

I teach this to my Internet Marketing students but it applies to your business as well, in fact it applies to any list building business. The mistake that most everybody makes is that they will slap their customer or prospect in the face immediately with the offer to buy something.

This is a fatal mistake.

You have to start thinking like your customer or prospect is thinking.

These people really don't know you at all yet. Since they don't know anything about you yet you have no credibility with them.

You might want to write this down. In order for somebody to buy something from you they have to know you, like you, and to trust you!

Think about that for a second. If a customer comes into your store you normally have some instant credibility because you own a brick and mortar business. On the Internet it's a totally different story.

So what you have to do is let them know you, get them to like you and then they will trust you. I know we touched on that earlier in the workshop but this is really, really important if you're going to understand the selling process on the Internet.

So back to content. What you really need to do is set up your first initial emails so they give the person a little information about you personally, your business and maybe even some stuff about your family. In other words you need to let them get to know you. So the first one or two emails should be set up this way.

I will usually try to give them some free information that will help them in one way or another. I will even offer them software or products that they would normally have to pay for. So while they're getting to know me they get some really good freebies and then they start to like me! That way when I'd do hit them with an offer there's a really good chance are going to buy it.

FAQ=from room= what if you don't have anything like that to give them. Is

there some place that we can get that stuff?

That's a great question. And yes there are places on the Internet that you can get products very inexpensively or totally free that have a really good value for your customers. If you want to e-mail me I can send you a link where you can get tons of stuff like that to offer to your list for free.

FAQ=from room= would that apply to our customers though?

The link I'm going to give you contains over 500 different products so I'm sure you'll find something in there that would apply to your list.

FAQ=from room= and it's totally free?

Most of the stuff in there is free. Some of the stuff may cost like five or six bucks but yes most of it is totally free.

So now that we've covered the know you, like you, and trust you deal let's move on to the structure of the actual e-mail offer.

Structure of the email offer

The structure of an E mail offer is actually no different than the structure of a direct mail offer. There's a formula that every copy writer uses in one way or another.

This formula is called the A I D A formula.

That stands for attention, interest, desire and action. Every good copywriter I know, including me uses this formula in every offer that we send. We do that because it works.

I'll break this down some but we could do an entire workshop on copywriting so I won't get into a whole lot of detail here.

That formula just basically means that you have to grab their attention first, and then keep their interest, build their desire and then have a call to action that tells them to do whatever it is you want them to do.

If you keep that formula in front of you when you're writing it does make it easier.

And like I said we could do an entire workshop easily on copywriting alone which brings us to our next subject – Outsourcing.

Slide Fifteen

Outsourcing or not

I will tell you point blank that a good copywriter will make you thousands and thousands of dollars. The good part about that is that you only pay them one time and you can continue to use the copy they made for you over and over again.

So when it comes to writing offers for your list or even your website you're normally much better off to hire a professional and know that it will it done right.

Here's a formula you can use that may help you decide when to outsource and when not to. According to the small business administration every person in this room is worth an average of $350 an hour. (noise from room)

Yep, that's a statistical fact. Didn't know you were worth that much did you?

So the basic formula is to sit down and figure out how long it would take you to accomplish something as opposed to hiring somebody to do it for you.

As an example let's say it would cost you $1500 to hire a good copywriter to write an entire email series of emails for your list. If you could do it yourself in about 4 hours or less you would be better off doing it yourself.

You see where I'm going here? As long as you remember $350 an hour you can use that formula to figure out whether it's better to outsource or not.

FAQ=from room= but if we don't know how to do that stuff none of that makes any difference.

You're absolutely correct. If you don't know how to do something you also have to take into account how long the learning curve is going to take. In those cases you're almost always better to outsource it.

So when you do start outsourcing there are some things that you need to watch out for.

What to watch out for.

Most of you know this already but I'm going to re-iterate this fact. When it comes to web sites, ad copy, marketing or anything to do with websites stay away from any company or salesperson who puts a lot of pressure on you to make a decision right now.

When it comes to web work you're looking for a long term relationship not a one shot deal. You're going to need to have a relationship with whoever is

doing the work for you because there may be things you'll need to change from time to time.

How many of you have been pressured to make an instant decision by salespeople?

Okay just about everybody in the room. You honestly need time to check around to gather the information you need and make an intelligent decision. Is they're not willing to allow you to do that run for the door.

The square deal

When you do make a decision to outsource anything it should be a win, win, win scenario. It should be a win for you because the work is being done properly, and a win for the contractor because he's getting paid, and a win for your customers as well.

So as long as you keep that in mind before you make a decision you will be fine.

Just remember that. Win, win, win.

And speaking of that, it brings us to the next step.

Slide Sixteen

Other offers to your list

Monetizing your list again. If you use the method I outlined before with the receipt you've already monetized your list once or they wouldn't be on there to begin with.

Here's how you may be able to get more money out of your list automatically.

Depending on what you do or what your products are you may be able to write a little report that would help your customers and also make you money. Look around your business at the products or services that you offer and try to think of something that might catch your customers' attention that you could write a small report for.

Here's an example. Let's say you run a carpet cleaning business. So when you go to a customer's house, clean their carpets and finish the job you give them a business card that has your website on it.

Then you tell them that they can go there and sign up for specials and get coupons for discounts, like we covered earlier in the workshop.

So once they sign up for your list you can send them three or four emails like we outlined earlier so they get to know you and like you. In that business they already pretty much trust you because you've been in their house. So after the first three or four emails are out of the way you can actually offer them a small report that tells them how to keep their carpets clean in between visits. Most of those folks would pay five or $10.00 for a report that would tell them how to do that.

So you can set it up so that it goes out in the emails and if they buy the report they can download it even if it's 2:00 AM. That report will help your customers plus it will also make some extra money for you in the process.

FAQ=from room= where would you find people who could do all of that for you?

Most of the people that will write the books are reports for other people are called ghost writers. Some of the best places to find folks like that are elance dot com and eguru dot com. So you can write those down.

You can also find people there that will do just about anything that is Internet or marketing related. Most have references and do pretty good work. Does that help some?

Okay now that you have a general idea of how that works and you know about the AIDA formula you already know how to structure the offer.

Where can you get other offers to send to your list?

That brings us to the next subject on our list today, joint ventures with other business owners.

Slide Seventeen

Joint ventures with fellow business owners

The structure of a true joint venture is exactly like the formula I gave you earlier when choosing an outsourcing partner. It has to be a win, win, win situation for everybody involved. So it has to be a win for you, a win for your partner, and a win for the end user or your customer.

So it has to be something that will benefit you something that will benefit your partner and something that will benefit your customer as well. That's a true joint venture.

What are the benefits of partnership?

A good partnership will build your list of customers sell more of your products and increase your bottom line dramatically. And it can also do the same thing for your partner. So both of you benefit from the partnership.

Here's an example that any of you can set up even between each other. If there's anybody in here who sends a thank you card or a Christmas card to the list of customers you can enclose an offer from a partner and split the profit.

That might sound pretty simple as far as a strategy goes and it is. But it's an extremely powerful profit tool. I had a good friend who passed away three or four years ago who did nothing but set up joint ventures between business owners and made millions every year.

One of the deals that he set up was between a pharmacist and a jewelry store owner. You wouldn't think that those two would have anything in common and of course they don't other than being fellow business owners.

But every year the pharmacist was spending about $4000 to send an mailing of Christmas cards to his entire customer base. Mike convinced him to enclose an offer as a true thank you to his patrons for 30% off of any purchase made through that jeweler through Christmas.

When the new year rolled around they had pocketed about $8000 each.

So now every year he actually looks forward to sending the Christmas cards because it's making him money instead of costing him money.

A lot of you can do the exact same thing or something really similar to it.

That's why I think it would be a good idea for all of you to exchange business cards before you leave today. You never know what one of you may come up with that would help all of you. That's pretty cool huh?

FAQ=from room= you would have to trust the other guy though or else you might not get paid right.

As a good question Donald. The best thing to do is put it in writing. The last one of those deals that I put together between two business owners cost me $400 for my attorney to draw up the paperwork. I paid for that of my own pocket because I knew I would make more than that as a percentage for putting the deal together.

But it always includes a bilateral nondisclosure agreement and an accounting agreement. It's pretty basic and it doesn't need to be complicated it just needs to have some method for accountability.

FAQ=from room= you mean you put deals together like that now?

As a matter of fact I do Terry, because I am a marketer. (noise from room) once again if you want to e-mail me or call me I can show you how to put that together.

You can also run ideas past me and I'll let you know if I think that would work or not.

FAQ=from room=how much do you charge to put a deal like that together?

I actually take a percentage of the profit that's generated Caroline so it really doesn't cost anybody but me unless it makes money. It's usually an even split between everybody involved.

Did that help? OK next on the list.

Attracting Partners

So how would you attract other partners to do joint business ventures with you?

There are a couple of different ways you can do this. You can do your own research and then contact the partner yourself or just like I covered with Caroline there you can outsource it to a joint venture broker for a percentage of the profits.

If you do it yourself just do your research, find a non competing business partner and have your attorney put the paper work together. Once your attorney draws up that paperwork you can use it or a reasonable facsimile of it on every deal from that point forward.

You can contact them through direct mail or by simply picking up the phone and calling. The chances are they're going to listen to you because you're a fellow business owner. Just explain it to them the same way I just explained it to you and you should do fine. Tell them it really won't cost anybody anything unless it produces money.

It pretty much becomes a no brainer from that point on. The only thing it really cost you is a couple of hours of time to put it all together and of course what ever you have to pay for The Agreements.

So make sure that your exchange business cards or information before you leave here today. You never know what may come out of that exchange.

Is that a cool way to make extra money or what? (noise from room)

OK hold your questions for just a second because we're going to move into your favorite part of the entire workshop. And that is…

Slide Eighteen

Your Turn

For those of you that are pressed for time that's officially the end of the Internet workshop. (noise from room)

Thank you for that, and you're certainly welcome. I hope that you learned what you need to know about bringing your business onto the Internet. For those of you that are leaving now go back to your businesses and start implementing what you've learned here today.

What we covered here today will make an immediate impact on your profit and loss statements your accounts receivables and your overall profitability. If you start to implement what you've learned in here today it's going to give you a major edge over your competition and everybody wants that.

I'll stick around and answer any questions you have or at least I'll try to.

NOTE This section begins the FAQ's

Q= if we do call you for help is it going to cost us an arm and a leg?

A= I will try to help you if I can and I won't charge you unless it's an ongoing thing. I also offer a free consultation to any business owner that has attended one of my workshops.

Q= if we get the auto responder form on our site what's the best way to get customers to that site?

A= that's a really good question. There are a lot of different methods that you can use to generate traffic to your websites. Believe it or not off line advertising can also work well to drive traffic to your site and build your list.

Q= you mean like ads in the newspaper and stuff?

A= yes. Ads in the newspaper, cable and TV radio spots just about anything that you're currently doing you can add your website to it to generate more traffic and signups to your customer list. The good thing about that is if they see your website on one of your other ads and they take the time to go sign up then they're already interested in your products or services.

Q= I don't have a site at all. I'm probably gonna pay for asking this question but do you really think it's worth it for me to build a site and get on the Internet.

A= Actually I'm not going to give you a hard time about that, but let me ask you something. What's your name? Bruce if you're trying to locate information about a product or a business what do you do? Do you look in the phone book or hop on the Internet?

Bruce: Yeah you're right. I look it up on the Internet.

A= I think you just answered your own question. Honestly what do you think everybody else is doing? The exact same thing.

Q= what can I expect to pay to have someone install that responder form on my current site?

A= I normally charge anywhere from $350 up to $500 depending on what I run into and that covers everything, it's totally hands free for you. So I would look right around in that price range.

Q= I didn't really understand the part about paying a copywriter one time and not having to pay them again.

A= OK sorry about that. Let's say that you decide to put a newsletter out to your list of customers. And you want the newsletter to go out every two weeks. So you would have to pay someone to write 26 newsletters for you. You would only have to pay that one time. Because once it's loaded into your system every new customer that joined your list is going to get every one of those newsletters forever. It's the same thing with emails. Once they're loaded into your system they will continue to work for you from that point forward. You never have to write them again. Did that help some?

David: okay everybody is clear on that? Okay good sorry I didn't explain that completely the first time.

Q= is it really expensive to get someone to write one of those reports that you were talking about that we can sell to our list?

A= you can go to those sites that I gave you earlier and you can actually see the bids for the jobs that are posted there. So that will give you a general idea of what would cost to do that. The best scenario is to have whoever is doing your web work for you write it and load it into your system for part of the profits. It's almost like a miniature joint venture.

Q=how much would it cost to do a full marketing site

A= a lot of that depends on everything you would need for it. Most of the really good marketing sites include emails, newsletters, a downloadable

report and also include traffic generation of some sort. For a complete hands free package like that it would probably be around $5,000.

Q=could you get it done for that

A= yes.

Q=this Aweber thing i still don't completely understand is there somewhere I can get more information on that?

A=yes. the link I gave you before. Just sign up for an account and there are step by step videos in their members section that explain everything.

Q=you said earlier that it can be less expensive to build a site than to overhaul an existing one, why?

A=most of the time you are going to have to hire programmers and graphic designers to overhaul a site, plus you have to pay them by the hour. A new site can be a pre-set cost that often turns out to be less.