

# How To Harness The Power of The Internet For Your Business!

Today, **you** will learn how to harness the **True** power of the internet...and turn it into **TONS** of paying customers!



Proudly brought to you by:  
<Your Name and Company>

# Introduction:

Do you feel like road-kill on the information superhighway?

You're in the right place!

Here's why....

# How are you staying in touch with your current customers?

Pony Express?

Telephone?

Email?

None of the above...

# Set up a free 24/7 virtual salesperson!

What is an auto-responder?

How will it help my sales?

Is it expensive?

# Database setup and management...

What is a database?

How do you build one?

Managing or outsourcing?

# Fast and easy list building for your business



**Browsers**

**OR**

**Buyers**



**The choice is yours!**

*The most powerful list*

3 key factors for high conversions

# Current advertising methods:

**Print Media**

*Cable TV/Radio*

Billboards, etc...

# Has anyone seen my R.O.I?

## How are you tracking your advertising?

*Two Categories...*

How Do You Know?



# **Cut your ad budget AND increase profits!**

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

# What if I have a site?

**Can I add an AR form to my existing site?**

*Will it change the appearance, layout?*

Can I do it myself?

# What if I don't have a site?

**Starting from scratch...**

*Outsourcing, what NOT to do!*

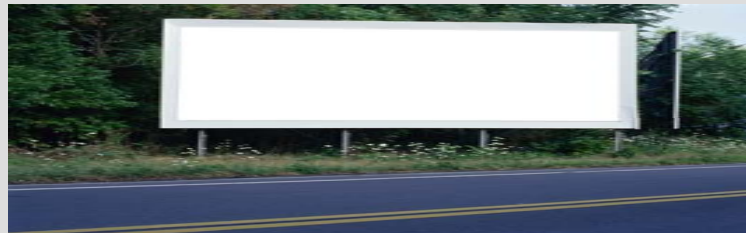
What to watch out for

**The perils of do it yourself**

# To be or not to be...



Direct Response  
**OR**  
Billboard?



# Redirecting for lead capture!

**What is redirecting?**

*Why would I do that?*

How difficult is it to do?

# Email campaigns...

**Content is king!**

*The 3 things...again!*

Structure of the email

# Outsourcing, or not?

## **The outsourcing formula**

*What to watch out for*

The square deal

# Other offers to your list?

**Monetizing your list, again!**

*The structure of the offer*

Product delivery at 2am?!



# JV's with fellow business owners...

The structure of a true Joint Venture

Benefits of partnership

Attracting partners

# Your Turn!!



**<Your Name>**

**<Your email or website address>**

**<Your telephone number>**